

WISCONSIN  
OPTOMETRIC  
ASSOCIATION

125  
YEAR

ANNIVERSARY

2025

# CONVENTION & Annual Meeting

## DOCTOR REGISTRATION MATERIALS



**Steven Ferrucci**  
OD



**Danica Marelli**  
OD, FAAO



**Joseph Sowka**  
OD, FAAO, Dipomate



**CI Project Team**  
Drs. Kellye Knueppel, Scott  
Kenitz and Shelley Kim



**SEPTEMBER**  
25-28, 2025



**MADISON MARRIOTT WEST**  
Middleton, WI

.....WISCONSIN'S LARGEST MEETING OF.....  
.....OPTOMETRISTS AND OPTOMETRIC STAFF.....

July 2, 2025

**Who:** Wisconsin Optometrists  
**What:** 2025 WOA Convention and Annual Meeting  
**When:** September 25 - September 28, 2025  
**Where:** Marriott Madison West, Middleton, WI

Your Wisconsin Optometric Association is proud to announce the 2025 Convention & Annual Meeting at the Marriott Madison West in Middleton. This year is especially significant as we celebrate **125 YEARS** of advancing optometry and supporting Wisconsin optometrists.

Education kicks off at **1:00 p.m. on Thursday, September 25**, and concludes at **11:45 a.m. on Sunday, September 28**. Our event features a dynamic Exhibit Hall on Thursday afternoon and all day Friday, with **50 companies** ready to share the latest products and services to help your practice thrive. Take advantage of this valuable time to connect face-to-face with industry partners.

### **SPEAKERS:**

- **Steven Ferrucci, O.D.** – Chief of Optometry, Sepulveda VA Ambulatory Care Center, North Hills, CA
- **Danica Marelli, O.D., FAAO** – Assistant Dean for Clinical Education, University of Houston College of Optometry
- **Joseph Sowka, O.D.** – Attending Optometric Physician, Center for Sight, Sarasota and Venice, FL
- **Scott Kenitz, O.D., FAAO** – Consultant, Neuro-Rehabilitation Unit, Aurora West Allis Medical Center
- **Shelley Kim, O.D., FOVDR** – The Vision Therapy Center, Brookfield, Fond du Lac, Madison
- **Kellye Knueppel, O.D., FOVDR** – The Vision Therapy Center, Brookfield, Fond du Lac, Madison

For the full schedule and course descriptions, see pages 4–6.

### **CE APPROVAL INFORMATION:**

- 24 hours approved by the Wisconsin Optometry Examining Board. 22 hours COPE accredited pending.
 

|   |                                |
|---|--------------------------------|
| 6 hours neuro optometry (NO)                            | 3 hours glaucoma (GL)          |
| 1 hour systemic disease (SD)                            | 1 hour pharmacology (PH)       |
| 2 hours functional vision/pediatrics (FV)               | 4 hours general optometry (GO) |
| 7 hours treatment and management of ocular disease (TD) |                                |

### **EVENT HIGHLIGHTS:**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• <b>Thursday Exhibit Hall Open House:</b><br/>5:15 p.m.—7:00 p.m.</li> <li>• <b>Friday Membership Awards Luncheon:</b><br/>12:15 p.m.—1:30 p.m.</li> <li>• <b>Friday Exhibit Hall Open House:</b><br/>5:45 p.m.—7:00 p.m.</li> <li>• <b>Friday New Member/Student Orientation (open to all ODs in practice 10 years or less):</b><br/>6:15 p.m.—6:45 p.m.</li> <li>• <b>Friday WOA Next Networking Social:</b><br/>7:00 p.m.—8:00 p.m.</li> <li>• <b>Friday WOA Band Night with All OD Band Three Degree Shed:</b><br/>8:00—11:00 p.m.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Saturday WOA Business Meeting:</b><br/>9:45 a.m.—11:30 a.m.</li> <li>• <b>Saturday President's Luncheon:</b><br/>11:45 a.m.—1:15 p.m.</li> </ul> |
|---|--|





## REGISTRATION INFORMATION:

**Don't miss out — save with Early Bird pricing until August 22, 2025!**

Regular registration closes September 15, 2025.

### Two Easy Ways to Register:

- **Option 1:** Complete the enclosed registration form and fax or mail it to WOA.
- **Option 2:** Register online using our secure portal: [Click Here](#)

### Choose What Works Best for You:

- **Full Registration:** Includes all education and meals. Please check off each class and meal you plan to attend.
- **Partial Registration:** Choose individual courses and meals. If your selected sessions cost more than the full registration fee, we recommend registering as full and simply selecting what you'll attend.

### Members Save More!

WOA members receive a significant discount on registration. Not a member yet? Contact Assistant Executive Vice President Joleen Breunig at [joleen@woa-eyes.org](mailto:joleen@woa-eyes.org) to learn more about joining.

## HOTEL INFORMATION:

A block of rooms is available at the **Marriott Madison West** for **\$145 plus tax per night**. The block will be released on **Wednesday, September 3, 2025**. After this date, group rates will no longer be guaranteed, and availability may be limited.

Reserve early — once the block is full, the discounted rate will no longer apply. Please book through the online reservation system to secure the group rate: [BOOK NOW](#).

## Make it a team event!

The Wisconsin Paraoptometric Association (WPA) will also be holding their fall Convention in conjunction with the WOA Convention, with great education for optometric assistants and other office staff available Friday and Saturday. We encourage all doctors to send their staff to attend CE at this quality event, as the knowledge gained by your staff can only help your practice and improve the care provided to patients.

### Quick links:

- [2025 Fall Convention Information](#)
- [2025 Convention Registration](#)
- [2025 Paraoptometric of the Year](#)
- [2025 WPA Membership Application](#)

Have specific training needs? Share your suggestions with the WPA [here](#).



## OD & YOUNG OD OF THE YEAR AWARDS HONORING OPTOMETRIC EXCELLENCE

Honor a colleague who goes above and beyond for the profession, patients, and community. This is your chance to recognize a WOA member whose leadership and dedication deserve to be celebrated.

**Submit your nominations by August 29.**

WOA Award Categories:

- OD of the Year ([view requirements](#))
- Young OD of the Year ([view requirements](#))

**Nominate someone today and help shine a light on excellence in optometry!**

## WED SEPT. 24

8:00 p.m. - 10:00 p.m.

Executive Committee Meeting  
*Middleton Room*

## THURS SEPT. 25

8:00 a.m. - 1:00 p.m.

WOA Board of Directors Meeting  
*Green Bay/Milwaukee/La Crosse Rooms*

9:00 a.m. - 5:00 p.m.

Registration  
*Conference Center Coat Room*

1:00 p.m. - 2:45 p.m.

**"The Secondary Glaucomas"**

Danica Marrelli, O.D.  
2 hours GL  
COPE#: 82799-GL (Pending)  
*Superior Room*

This 2-hour course will review secondary causes of open angle and angle closure glaucomas. Diagnostic pearls, as well as differences between secondary and primary glaucomas, will be presented. Special considerations for treatment for each type of secondary glaucoma will also be discussed.

2:45 p.m. - 3:30 p.m.

**EXHIBIT HALL BREAK**

*Michigan/Wisconsin Rooms*  
*Coffee, snacks, prize drawings and more!*

3:30 p.m. - 5:15 p.m.

**"New Meds and MIGS"**

Danica Marrelli, O.D.  
1 hour GL  
COPE#: 96917-GL (Pending)  
*Superior Room*

This course will present clinically relevant information about glaucoma medications, mechanism of action, efficacy, common side effects, contraindications and clinical pearls. In addition, minimally invasive glaucoma surgery (MIGS) will be discussed.

**+ AND**

**"Judicious Prescribing in the Era of Opioid Misuse, Abuse, and Overdose"**

Danica Marrelli, O.D.  
1 hour PH  
COPE#: 98229-PH (Pending)  
*Superior Room*

This 1-hour course will briefly present the pain pathway and general concepts for pain control. A history of the opioid epidemic will be reviewed.

Oversupply and diversion, along with updated CDC best practices for prescribing, will be presented. Finally, the newly approved non-opioid analgesic for moderate to severe pain will be presented.

5:15 p.m. - 7:00 p.m.

**EXHIBIT HALL OPEN HOUSE RECEPTION**

*Michigan/Wisconsin Rooms*  
*Hors d'oeuvres, prizes, beverages!*

## FRI SEPT. 26

7:00 a.m. - 5:00 p.m.

Registration  
*Conference Center Coat Room*

7:15 a.m. - 8:00 a.m.

Continental Breakfast for Doctors  
*Superior Room*

8:00 a.m. - 9:45 a.m.

**"Rapid Fire Cases"**

Danica Marrelli, O.D.  
2 hours GO  
COPE#: 98616-GO (Pending)  
*Superior Room*

This course will present a variety of challenging cases encountered by the speakers in a grand rounds style format. Topics include dry eye management and neurotrophic keratitis; neuro-ophthalmic conditions involving optic disc edema and visual field abnormalities, glaucoma mimickers, keratoconus, and higher order aberration-correcting scleral lens design.

9:45 a.m. - 10:30 a.m.

**EXHIBIT HALL BREAK**

*Michigan/Wisconsin Rooms*  
*Coffee, snacks, prize drawings and more!*

10:30 a.m. - 12:10 p.m.

**"DM Update"**

Steven Ferrucci, O.D.  
1 hour TD  
COPE: 91058-TD (Pending)  
*Superior Room*

This course will highlight some of the new treatment modalities as well as new management tools for diabetes, both diabetic eye diseases as well as systemic diabetes. Among topics discussed are anti-VEGF drugs for diabetic retinopathy.

**+ AND**

**"Diabetic Retinopathy Grand Rounds: Interpreting ERG Findings"**

Steven Ferrucci, O.D.  
1 hour SD  
COPE: 96985-SD (Pending)  
*Superior Room*



## FRI SEPT. 26 CONT.

Modern tools can facilitate comanagement and ensure timely intervention in diabetic retinopathy. This case-based course will explore how ERG provides actionable data that aids in the early detection of retinal dysfunction and supports clinical decision-making.

OR

### "Convergence Insufficiency in Primary Care: Updates For Your Tool Box."

Scott Kenitz, O.D.; Shelley Kim, O.D.; Kellye Knueppel, O.D.

2 hours FV

COPE#: NA

*Green Bay/Milwaukee Rooms*

This 2-hour course provides tried, true, and new in-depth approaches to the management of convergence insufficiency for the busy primary care optometrist in all modes of practice. We'll provide the most efficient diagnostic tests, different approaches to the art and science of prescribing small amounts of prism, and effective at-home vision therapy procedures.

The presentation will amplify previous WOA Convergence Insufficiency Project presentations and provide hands-on opportunities for attendees.

**12:15 p.m. - 1:30 p.m.**

### Membership Awards Luncheon

*Geneva and Mendota Rooms*

**1:30 p.m. - 3:20 p.m.**

### "Refer or Relax: Retina"

Steven Ferrucci, O.D.

2 hours TD

COPE: 97828-TD (Pending)

*Superior Room*

This course will review some common retinal conditions and identify the optometrist's role in diagnosing and managing.

**3:20 p.m. - 4:00 p.m.**

### EXHIBIT HALL BREAK

*Michigan/Wisconsin Rooms*

*Coffee, snacks, prize drawings and more!*

**4:00 p.m. - 5:45 p.m.**

### "AMD: A Through Z"

Steven Ferrucci, O.D.

2 hours TD

COPE#: 94532-TD (Pending)

*Superior Room*

This comprehensive course will discuss the latest in treatments and technologies for both wet and dry AMD. The course will emphasize best practices and technology in order to manage, treat and care for your patients with AMD. Topics such as the latest VEGF

## FRI SEPT. 26 CONT.

agents, genetic testing and new diagnostic equipment will be highlighted.

**5:45 p.m. - 7:00 p.m.**

### EXHIBIT HALL OPEN HOUSE

#### Final Session

*Michigan/Wisconsin Rooms*

*Hors d'oeuvres, prizes, beverages!*

**6:15 p.m. - 6:45 p.m.**

### New Member/Student Orientation

*Middleton Room*

**7:00 p.m. - 8:00 p.m.**

### WOA Next Networking Social (All Doctors welcome)

*Green Bay/Milwaukee Rooms*

**8:00 p.m. - 11:00 p.m.**

### WOA Band Night with Three Degree Shed

*Geneva and Mendota Rooms*

## SAT SEPT. 27

**7:00 a.m. - 4:00 p.m.**

Registration

*Conference Center Coat Room*

**7:00 a.m. - 8:00 a.m.**

Continental Breakfast

*Superior Room*

**8:00 a.m. - 9:45 a.m.**

### "Retinal and OCT Grand Rounds"

Steven Ferrucci, O.D.

2 hours TD

COPE#: 97492-TD (Pending)

*Superior Room*

This course reviews some of the basic principles of retinal OCT's as well as uses examples to help illustrate OCT findings associated with certain clinical entities. Clinical pearls for the various diseases are stressed, as well as new treatment options and recommended management.

**9:45 a.m. - 11:30 a.m.**

### WOA Business Meeting

All WOA Members

*Superior Room*

**11:45 a.m. - 1:15 p.m.**

### President's Luncheon

*Wisconsin Room*



## SAT SEPT. 27 CONT.

1:30 p.m. - 3:15 p.m.

***"Doctor, I See Double - Diagnosing and Managing Patients with Diplopia"***

Joseph Sowka, O.D.

2 hours NO

COPE#: 97272-NO (Pending)

*Superior Room*

There have been many recent advances in the area of neuro-ophthalmic disorders. This course examines a primary optometric approach to diagnosing neurogenic double vision with an emphasis on management of these patients. Pertinent information is provided to assist in properly neuroimaging patients, examining common neurogenic imposters, and differentiating serious from benign conditions to give the attendee an increased comfort level when patients say, "Doctor, I see double".

3:15 p.m. - 3:30 p.m.

Break

*Superior Room*

3:30 p.m. - 5:15 p.m.

***"Grand Rounds in Optic Neuropathies: You've Got Some Nerve!"***

Joseph Sowka, O.D.

2 hours NO

COPE#: 95471-NO (Pending)

*Superior Room*

In a case-based grand rounds format, this course will examine the gamut of optic neuropathies. Included in the discussion will be papilledema, pseudotumor cerebri, ischemic neuropathy, infiltrative neuropathy, compressive neuropathy, optic atrophy, and infectious neuropathy. Differential diagnoses, clinical findings, and management algorithms are emphasized. Proper neuroimaging and serologic evaluation are discussed. Numerous cases are presented to assist the audience in remembering key concepts.

## SUN SEPT. 28

7:30 a.m. - 11:00 a.m.

Registration

*Conference Center Coat Room*

7:30 a.m. - 8:00 a.m.

Continental Breakfast

*Superior Room*

8:00 a.m. - 9:45 a.m.

***"Misdiagnosis and Malfeasance: Fact or Fiction?"***

Joseph Sowka, O.D.

2 hours GO

COPE#: 95276-GO (Pending)

*Superior Room*

This course discusses common medical conditions which can be challenging to diagnose and treat and are disproportionately involved in cases of alleged negligence, plus errors and issues that can expose optometric practices to malpractice suits. These conditions include retinal detachment, giant cell arteritis, intracranial mass lesions, and infectious keratitis. This course discusses diagnosis and management of these conditions. Following, there is discussion of coverage needed and how practitioners can interact with their insurance carriers to reduce the likelihood of a malpractice suit. Recommendations and strategies are provided to minimize risk and better insulate practices from malpractice. Real-life cases will be discussed to illustrate these concepts.

9:45 a.m. - 10:00 a.m.

Break

*Superior Room*

10:00 a.m. - 11:45 a.m.

***"AP Phone A Friend: The Greatest Cases That I Never Saw"***

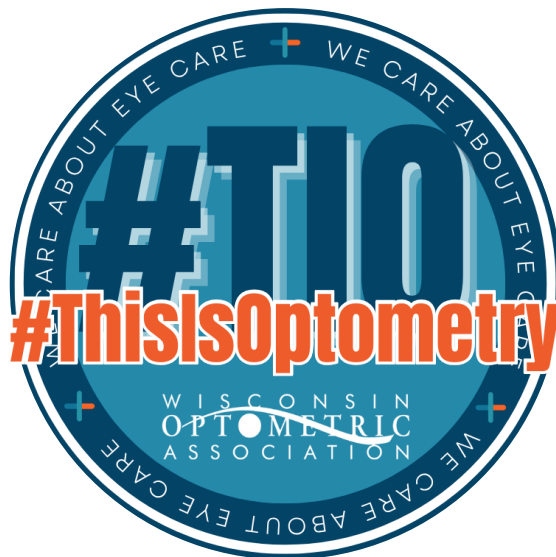
Joseph Sowka, O.D.

2 hours NO

COPE#: 93455-NO (Pending)

*Superior Room*

In a case-based format, several entities are discussed which presented in consultation, not in person, but via text, phone call, and email. In each case, despite limited diagnostic information and distant clinical examination, pertinent details are identified, confounding information is dissected, and key diagnostic clues and considerations are emphasized leading to proper management in each situation. This lecture emphasizes the value of secondary consultation and opinion through distant means for the betterment of patient care and improving patient outcomes.





## SPEAKERS

### Steven Ferrucci, OD



Dr. Steven Ferrucci is currently Chief of Optometry at the Sepulveda VA Ambulatory Care Center in North Hills, CA. He is also the Residency Director at his sight, and a Professor at the Southern California College of Optometry/Marshall B. Ketchum University. Dr. Ferrucci has

lectured and published extensively, with a special interest in Diabetes, Diabetic Eye Disease, AMD, OCT and Fluorescein Angiography. He is a fellow in both the American Academy of Optometry and the Optometric Retinal Society, as well as Past-president of the ORS and the Founding Chair of the American Academy of Optometry Retinal Special Interest Group. He also serves on the editorial board for several optometric journals, as well as on the advisory board for some of the premier companies in eye care.

### Danica Marelli, OD, FAAO



Danica Marrelli is the North Texas Study Group Clinical Professor at UHCO, where she serves as Assistant Dean for Clinical Education and Director of the Ocular Diagnostic and Medical Eye Service. In the classroom, Dr. Marrelli teaches ocular pharmacology, glaucoma

and case-based learning courses. Dr. Marrelli is a diplomate in the glaucoma section of the American Academy of Optometry, and is the president of the Optometric Glaucoma Society. She serves on the Education Committee for the Glaucoma Research Foundation. She received the American Academy of Optometry Foundation's Michael G. Harris Family Award for Excellence in Optometric Education in 2024.

### Joseph Sowka, OD, FAAO, Diplomate



Dr. Joseph Sowka is an attending optometric physician at Center for Sight in Sarasota and Venice, Florida, a large medical-surgical practice where he focuses on glaucoma and neuro-ophthalmic disease management. He is the residency education coordinator

at Center for Sight. He is also Director of Optometric Business Development for US EYE. He was formerly Professor of Optometry at Nova Southeastern University College of Optometry for 28 years where he served numerous academic and administrative roles. Dr. Sowka is a founding member of both the Optometric Glaucoma Society and Optometric Retina Society. He is also the Founder and former Chair of the Neuro-Ophthalmic Disorders in Optometry Special Interest Group for the American Academy of Optometry. Dr. Sowka is a Glaucoma Diplomate of the American Academy of Optometry. In 2021 and 2022, he was ranked #4 optometrist in the US by Newsweek magazine "America's Best Eye Doctors" list. In 2023, he was ranked #1 optometrist in the US Newsweek ratings. He is a partner and co-owner of Optometric Education Consultants.

### Convergence Insufficiency Project Team



Pictured L-R: Kellye Kneuppel, OD, FOVDR, Scott Kenitz, OD, FAAO and Shelley Kim, OD, FOVDR

Dr. Scott Kenitz, F.A.A.O. practices primary eye care with an emphasis on binocular vision in Hartford, Wisconsin, and serves as a consultant in the neuro-rehabilitation unit at Aurora West Allis Medical Center.

Drs. Shelley Kim, F.O.V.D.R and Kellye Kneuppel, F.O.V.D.R. treat binocular vision, vision related learning problems, strabismus/amblyopia, neuro-rehabilitative and sports vision patients at the Vision Therapy Centers in Brookfield, Fond du Lac, and Madison, Wisconsin.

Together, the three share over 100 years of clinical practice experience providing lenses, prism, and vision therapy for convergence insufficiency and currently are leading the WOA convergence insufficiency project.



# WISCONSIN OPTOMETRIC ASSOCIATION

## 2025 CONVENTION AND ANNUAL MEETING

Marriott Madison West, Middleton, WI

September 25 - 28, 2025—Registration deadline September 15th

### SPOUSE/GUEST REGISTRATION

Registrant Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Daytime Phone: (\_\_\_\_) \_\_\_\_\_

If paying with a credit card, please supply the following information:

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ 3 Digit Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Please indicate the amount for those events you plan to attend:

- A. Exhibit Hall Open House – Thursday, \$10.00 ..... \$ \_\_\_\_\_
- B. Membership Awards Luncheon – Friday, \$30.00 ..... \$ \_\_\_\_\_
- C. Exhibit Hall Open House – Friday, \$10.00 ..... \$ \_\_\_\_\_
- D. President's Luncheon – Saturday, \$30.00 ..... \$ \_\_\_\_\_
- E. TOTAL Registration Fee, Spouse or Guest – Each (A+B+C+D) ..... \$ \_\_\_\_\_

## UPCOMING EVENTS 2025-26

- **2025 Convention & Annual Meeting**  
September 25-28 - Marriott Madison West, Middleton, WI - 22 hours of CE
- **2025 Northwoods Education Event**  
October 10-11 - Kalmar Center, Eagle River, WI - 8 hours of CE
- **2025 Primary Care Symposium**  
November 7-8 - Kalahari Resort, Wisconsin Dells, WI - 7 hours of CE
- **2026 Spring Seminar**  
April 23-24 - Marriott Madison West, Middleton, WI - 14 hours of CE
- **2026 Convention & Annual Meeting**  
September 24-27 - Kalahari Resort, Wisconsin Dells, WI - 22 hours of CE



WE LOOK FORWARD TO CONNECTING WITH YOU!



# WOA REGISTRATION INFORMATION

## Things You Need To Know About Registering for WOA Convention:

- The deadline for early bird registration is August 22, 2025. The deadline for regular registration is September 15, 2025. No registrations are allowed after September 15 or on-site.
- All courses will be filled on a first-come, first-served basis.
- The registration form is printed on both sides; one side is “Full Registration,” and the other is “Partial Registration.” Please complete only one side of the form.
- There are two choices for registration:
  1. **Full Registration:** One fee, including your choice of meals and all education classes you would like to take. Please still select all courses and meals you will be attending.
  2. **Partial Registration:** You choose which classes and meals you want to attend, and each is priced separately.
- If you plan to attend all or most of Convention, Full Registration is the way to go. If you can only attend a day or two, your best option may be Partial Registration. If you do Partial Registration and the total is more than Full Registration, you may pay the Full Registration amount, even if you're not planning on taking all the courses - just make sure to select which courses and meals you plan on attending.
- Incomplete forms will delay processing. Please make sure you have provided all necessary information, and type or print clearly on the form. Even if you opt for full registration, you are still required to check off the meals and classes you plan on attending.
- Payment must be included with your registration form.
- If you choose “Full Registration,” you must check which courses and meals you plan on attending. You will only receive tickets for classes and meals that are marked.
- All classes, meals, and other functions require either a ticket or name badge for admittance.
- No registrations will be allowed on-site.

## REFUNDS

- Doctors that sign-up by the registration deadline of September 15 and later discover they are unable to attend may obtain a full refund (less a \$30 administrative fee and the cost of lunches ordered), if their written notice of cancellation is received in the WOA office by September 15, 2025.
- No refunds will be provided for cancellations received after September 15, 2025.
- All refund checks will be mailed after the Convention.

# FULL REGISTRATION

10

## 2025 WOA Convention and Annual Meeting

**Early Bird Registration Deadline: August 22, 2025 • Regular Registration Deadline September 15, 2025**

Registrant Name: \_\_\_\_\_ OE Tracker #: \_\_\_\_\_ License #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_

### THURSDAY, SEPTEMBER 25, 2025

|                       |                     |   |       |
|-----------------------|---------------------|---|-------|
| <input type="radio"/> | 1:00 p.m.—2:45 p.m. | "The Secondary Glaucomas"-Danica Marelli, O.D.  | GL    |
| <input type="radio"/> | 3:30 p.m.—5:15 p.m. | "New Meds and MIGS" and "Judicious Prescribing in the Era of Opioid Misuse, Abuse, and Overdose" - Danica Marelli, O.D. | GL/PH |
| <input type="radio"/> | 5:15 p.m.—7:00 p.m. | Exhibit Hall Open House – Reception (Please check if you plan to attend.)   |       |

### FRIDAY, SEPTEMBER 26, 2025

|                       |                       |   |       |
|-----------------------|-----------------------|---|-------|
| <input type="radio"/> | 8:00 a.m.—9:45 a.m.   | "Rapid Fire Cases" - Danica Marelli O.D.  | GO    |
| <input type="radio"/> | 10:30 a.m.—12:10 p.m. | "DM Update" and "Diabetic Retinopathy Grand Rounds: Interpreting ERG Findings" - Steven Ferrucci, O.D.  | TD/SD |
|                       |                       | -OR-  |       |
| <input type="radio"/> | 10:30 a.m.—12:10 p.m. | BREAK OUT SESSION—"Convergence Insufficiency in Primary Care: Updates for Your Tool Box" - Scott Kenitz, O.D., Shelley Kim, O.D., and Kellye Knueppel, O.D. | FV    |
| <input type="radio"/> | 12:15 p.m.—1:30 p.m.  | Membership Awards Luncheon (Please check if you plan to attend.)  |       |
| <input type="radio"/> | 1:30 p.m.—3:20 p.m.   | "Refer or Relax: Retina" - Steven Ferrucci, O.D.  | TD    |
| <input type="radio"/> | 4:00 p.m.—5:45 p.m.   | "AMD: A Through Z" - Steven Ferrucci, O.D.  | TD    |
| <input type="radio"/> | 5:45 p.m.—7:00 p.m.   | Exhibit Hall Open House – Reception (Please check if you plan to attend)  |       |
| <input type="radio"/> | 6:15 p.m.—6:45 p.m.   | New Member Orientation (open to all new members, students, and those in practice less than 10 years)  |       |
| <input type="radio"/> | 7:00 p.m.—8:00 p.m.   | WOA Next New OD Mentorship Reception - Meet New Grads and Students - All Welcome  |       |
| <input type="radio"/> | 8:00 p.m.—11:00 p.m.  | WOA Band Night with Three Degree Shed—All Welcome   |       |

### SATURDAY, SEPTEMBER 27, 2025

|                       |                      |  |    |
|-----------------------|----------------------|--|----|
| <input type="radio"/> | 8:00 a.m.— 9:45 p.m. | "Retinal and OCT Grand Rounds" - Steven Ferrucci, O.D.                                     | TD |
| <input type="radio"/> | 9:45 a.m.—11:30 a.m. | WOA Business Meeting - All WOA Member Doctors and Students                                 |    |
| <input type="radio"/> | 11:45 a.m.—1:15 p.m. | President's Luncheon (Please check if you plan on attending.)                              |    |
| <input type="radio"/> | 1:30 p.m.— 3:15 p.m. | "Doctor, I See Double—Diagnosing and Managing Patients with Diplopia" - Joseph Sowka, O.D. | NO |
| <input type="radio"/> | 3:30 p.m.—5:15 p.m.  | "Grand Rounds in Optic Neuropathies: You've Got Some Nerve" - Joseph Sowka, O.D            | NO |

### SUNDAY, SEPTEMBER 28, 2025

|                       |                       |   |    |
|-----------------------|-----------------------|---|----|
| <input type="radio"/> | 8:00 a.m.—9:45 a.m.   | "Misdiagnosis and Malfeasance: Fact or Fiction" - Joseph Sowka, O.D.          | GO |
| <input type="radio"/> | 10:00 a.m.—11:45 p.m. | "AP Phone A Friend: The Greatest Cases That I Never Saw" - Joseph Sowka, O.D. | NO |

**WOA or AOA Member Early Bird Fee = \$395.00**

*Includes all classes and meals checked above.*

*Postmarked August 22, 2025 or before.*

**WOA or AOA Member Regular Fee = \$420.00**

*Includes all classes and meals checked above.*

*Postmarked August 23, 2025 to September 15, 2025*

**Non Member Early Bird Fee = \$1,185.00**

*Includes all classes and meals checked above.*

*Postmarked August 22, 2025 or before.*

**Non Member Regular Fee = \$1,210.00**

*Includes all classes and meals checked above.*

*Postmarked August 23, 2025 to September 15, 2025*

#### Payment Information: [Click here to pay online](#)

Check Enclosed: ☐ • Credit Card: ☐ MC ☐ VISA

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3 Digit Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please note there is a 2% processing fee for credit card payments.**

**Please return to:** 6510 Grand Teton Plaza, Suite 312, Madison, WI 53719

Fax: 608-824-2205 • Email: [woa@woa-eyes.org](mailto:woa@woa-eyes.org)

# PARTIAL REGISTRATION

11

## 2025 WOA Convention and Annual Meeting

Early Bird Registration Deadline: August 22, 2025 • Regular Registration Deadline September 15, 2025

Registrant Name: \_\_\_\_\_ OE Tracker #: \_\_\_\_\_ License #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Daytime Phone: (\_\_\_\_) \_\_\_\_\_

### THURSDAY, SEPTEMBER 25, 2025

|                       |                     |   |       |
|-----------------------|---------------------|---|-------|
| <input type="radio"/> | 1:00 p.m.—2:45 p.m. | "The Secondary Glaucomas"-Danica Marelli, O.D.  | GL    |
| <input type="radio"/> | 3:30 p.m.—5:15 p.m. | "New Meds and MIGS" and "Judicious Prescribing in the Era of Opioid Misuse, Abuse, and Overdose" - Danica Marelli, O.D. | GL/PH |
| <input type="radio"/> | 5:15 p.m.—7:00 p.m. | Exhibit Hall Open House – Reception (Please check if you plan to attend)  |       |

### FRIDAY, SEPTEMBER 26, 2025

|                       |                       |   |       |
|-----------------------|-----------------------|---|-------|
| <input type="radio"/> | 8:00 a.m.—9:45 a.m.   | "Rapid Fire Cases" - Danica Marelli O.D.  | GO    |
| <input type="radio"/> | 10:30 a.m.—12:10 p.m. | "DM Update" and "Diabetic Retinopathy Grand Rounds: Interpreting ERG Findings" - Steven Ferrucci, O.D.  | TD/SD |
|                       |                       | -OR-  |       |
| <input type="radio"/> | 10:30 a.m.—12:10 p.m. | BREAK OUT SESSION "Convergence Insufficiency in Primary Care: Updates for Your Tool Box" - Scott Kenitz, O.D., Shelley Kim, O.D., and Kellye Knueppel, O.D. | FV    |
| <input type="radio"/> | 12:15 p.m.—1:30 p.m.  | Membership Awards Luncheon (Please check if you plan to attend)   |       |
| <input type="radio"/> | 1:30 p.m.—3:20 p.m.   | "Refer or Relax: Retina" - Steven Ferrucci, O.D.  | TD    |
| <input type="radio"/> | 4:00 p.m.—5:45 p.m.   | "AMD: A Through Z" - Steven Ferrucci, O.D.  | TD    |
| <input type="radio"/> | 5:45 p.m.—7:00 p.m.   | Exhibit Hall Open House – Reception (Please check if you plan to attend)  |       |
| <input type="radio"/> | 6:15 p.m.—6:45 p.m.   | New Member Orientation (open to all new members, students, and those in practice less than 10 years)  |       |
| <input type="radio"/> | 7:00 p.m.—8:00 p.m.   | WOA Next New OD Mentorship Reception - Meet New Grads and Students - All Welcome  |       |
| <input type="radio"/> | 8:00 p.m.—11:00 p.m.  | WOA Band Night with Three Degree Shed—All Welcome   |       |

### SATURDAY, SEPTEMBER 27, 2025

|                       |                      |  |    |
|-----------------------|----------------------|--|----|
| <input type="radio"/> | 8:00 a.m.— 9:45 p.m. | "Retinal and OCT Grand Rounds" - Steven Ferrucci, O.D.                                     | TD |
| <input type="radio"/> | 9:45 a.m.—11:30 a.m. | WOA Business Meeting - All WOA Member Doctors and Students                                 |    |
| <input type="radio"/> | 11:45 a.m.—1:15 p.m. | President's Luncheon (Please check if you plan on attending)                               |    |
| <input type="radio"/> | 1:30 p.m.— 3:15 p.m. | "Doctor, I See Double—Diagnosing and Managing Patients with Diplopia" - Joseph Sowka, O.D. | NO |
| <input type="radio"/> | 3:30 p.m.—5:15 p.m.  | "Grand Rounds in Optic Neuropathies: You've Got Some Nerve" - Joseph Sowka, O.D            | NO |

### SUNDAY, SEPTEMBER 28, 2025

|                       |                       |   |    |
|-----------------------|-----------------------|---|----|
| <input type="radio"/> | 8:00 a.m.—9:45 a.m.   | "Misdiagnosis and Malfeasance: Fact or Fiction" - Joseph Sowka, O.D.          | GO |
| <input type="radio"/> | 10:00 a.m.—11:45 p.m. | "AP Phone A Friend: The Greatest Cases That I Never Saw" - Joseph Sowka, O.D. | NO |

#### WOA or AOA Member Per Class Session Fee = \$60.00

(A member is any doctor who is a member of a state association & AOA)

#### Non Member Per Class Session Fee = \$180

|  |          |
|--|----------|
| A. Base Registration Fee                   | \$ 25.00 |
| B. Total Education selected                | \$ _____ |
| C. Total of Meals selected (\$30 per meal) | \$ _____ |
| D. Late Fee (if paid Aug 23rd or after)    | \$ 25.00 |
| Total Fee - Partial Registration (A+B+C)=  | \$ _____ |

DEADLINE FOR EARLY BIRD REGISTRATION IS AUGUST 22, 2025.

Regular Registration Deadline September 15, 2025.

NO REGISTRATION AVAILABLE ON-SITE.

#### Payment Information: [Click here to pay online](#)

Check Enclosed: ☐ • Credit Card: ☐ MC ☐ VISA

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3 Digit Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please note there is a 2% processing fee for credit card payments.

Please return to: 6510 Grand Teton Plaza, Suite 312, Madison, WI 53719

Fax: 608-824-2205 • Email: [woa@woa-eyes.org](mailto:woa@woa-eyes.org)



# DIAMOND SPONSORS

\$20,000 Donated!

## BAUSCH + LOMB



### CHERRY OPTICAL LAB

See the difference.

## BRONZE SPONSORS

\$1,600 Donated!

- AbbVie
- Amgen
- Carl Zeiss Vision
- Dompe
- Essilor  
Laboratories of America
- Fait Distribution
- Optos, Inc.
- PNC Bank
- Premier  
Ophthalmic  
Services, Inc.
- Ryzo Commercial  
Realty
- Tarsus  
Pharmaceuticals
- TopCon  
Healthcare
- Viatris
- Zeiss

## PLATINUM SPONSOR

\$15,000 Donated!

### vsp VISION

## GOLD SPONSOR

\$10,000 Donated!



### CooperVision® Live Brightly.®

## SILVER SPONSORS

\$5,000 Donated!

### Alcon

### ani Pharmaceuticals, Inc.

### AssureAbility INCORPORATED

### GLAUKOS TRANSFORMING VISION

### LKC TECHNOLOGIES

### myeyedr. OD



### WALMAN OPTICAL

Funds received through the WOA Corporate Sponsorship Program enable us to enhance our member services and support initiatives that promote WI Optometry.

# Thank You!