
Kansas Optometric Association's
2018 Annual Convention and Seminar
ASSISTANT'S PROGRAM - Preliminary

April 26-27, 2018 • Hyatt Regency Wichita

Thursday, April 26, 2018

- 11:00 am - 7:00 pm KOA Registration/Sale of Tickets
Pre-Function Area
- 3:00-5:00 pm Education - Session A (ABO)
*"Sunwear: How to Steal Marketshare
and Make Big Money"*
Sharon Carter
Cedar
or
- 3:00-5:00 pm Education - Session B
"Finding Your Brand's Sweet Spot"
Andrea Engstrom, Bajillion Agency
Maple
- 5:00-6:30 pm Exhibit Hall Joint Hospitality
Function with Drawings
Redbud ABC
- 6:30-8:30 pm Education - Session C (ABO)
*"Know Your Digital Score - It's the
Secret to Attracting New Patients"*
Sharon Carter
Cedar
or
- 6:30-8:30 pm Education - Session D (AOA)
"Back to the Basics - Part I"
Elaine Schmidt, CPC
Maple

Friday, April 27, 2018

- 7:30 am - 4:00 pm KOA Registration
Pre-Function Area
- 7:45 am Coffee
Redbud ABC
- 8:30-9:30 am Education - Session E (AOA)
"Back to the Basics - Part II"
Elaine Schmidt, CPC
Cedar
or
- 8:30-9:30 am Education - Session F (AOA)
"Total Recall"
Sharon Carter
Maple

Friday, April 27, 2018 (Continued)

- 9:30-10:30 am Education - Session G (AOA)
*"Understanding Durable Medical
Equipment"*
Elaine Schmidt, CPC
Cedar
or
- 9:30-10:30 am Education - Session H (AOA)
*"Front Office Procedures/Memorable
First and Last Impressions"*
Sharon Carter
Maple
- 10:30-11:00 am Break in Exhibit Hall
Redbud ABC
- 11:00 am - Noon Education - Session I (ABO)
"Dynamite Dispensing"
Sharon Carter
Maple
or
- 11:00 am - Noon Education - Session J
*"Managing Multiple Generations in
the Workplace"*
Kristina Dietrick, HRPartners
Cedar
- Noon-1:30 pm Assistants
Lunch Buffet - *Birch*
Exhibit Hall - *Redbud ABC*
- 1:30-3:30 pm Education - Session K (AOA)
*"Keeping Current in the Optometric
World"*
Elaine Schmidt, CPC
Cedar
or
- 1:30-3:30 pm Education - Session L (ABO)
*"Where is My Money!!!! It's My
Money and I Want it Now!"*
Sharon Carter
Maple
- 3:30-4:30 pm Education - Session M
*"See To Learn: Celebrating 25 Years...
Where Do We Go From Here?"*
Todd Fleischer
Cedar
- 6:00-7:00 pm Social Hour
7:00-11:00 pm Banquet and Awards Presentation
Entertainment
Pre-Registration Required
Eagle EFGH