

Kentucky Optometric Association
123rd Spring Education Conference
April 16-18, 2026
Lexington, KY
Hyatt Hotel & Central Bank Center



**KENTUCKY OPTOMETRIC
ASSOCIATION**

Para/Optician/Staff
2026 Registration Materials

KOA Paraoptometric Registration

April 17 & 18, 2026

Hyatt Regency Hotel in Lexington, KY

Name _____		Certification _____	
Employed By _____		Email _____	
Address _____			
City _____	State _____	Zip _____	Phone () _____

Check box if you need ABO CE Units AOA Units

Continuing Education Registration

TOTALS

Friday Only	\$ 200	\$ _____
Includes 6 hours CE, Breakfast, Presidential Luncheon, Exhibit Hall Reception & Breaks		
Saturday Only	\$ 200	\$ _____
Includes 6 hours CE, Breakfast, Exhibit Hall Lunch & Breaks		
Full Registration (2 days)	\$ 350	\$ _____
Includes 12 hours CE, Breakfast, Exhibit Hall Meals, Presidential Lunch, and Breaks each day		
Thursday Opening Reception Ticket (not included in registration)	\$30 each X () =	\$ _____

Food Preference (Optional) - Vegetarian - <input type="checkbox"/> Gluten-Free - <input type="checkbox"/> Kosher- <input type="checkbox"/> Vegan- <input type="checkbox"/>	TOTAL DUE	\$ _____
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PAYMENT METHOD		
<input type="checkbox"/> Check	<input type="checkbox"/> Debit Card	<input type="checkbox"/> *Credit Card
Bank Card # _____	Exp Date _____	Code _____
Name as printed on card _____		Signature _____
*A 3.02% credit card fee will be applied to all credit card transactions, which is not greater than the KOA's cost of acceptance.		



For Overnight Accommodations, Call the Hyatt (800) 233-1234 (reference code - G-METR). Be sure to identify yourself with the KOA to receive group rate of \$259 by 3/20/2026.

NOTE: Notice of cancellation must be in writing: Full refund (minus credit card fees if applicable) will be made for requests received before 4/1/26. Thereafter, a \$50 fee applies.

PLEASE register online at www.kyeyes.org or complete this form and return with payment to:
Kentucky Optometric Association
P.O. Box 572, Frankfort, KY 40602
Phone: (502) 875-3516 FAX: (502) 875-3782 Email: sarah@kyeyes.org

Paraoptometric Conference Agenda
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KOA will only offer CE for Paras/Opticians/Staff at the Spring Conference in 2026. NO Fall CE.

Friday, April 17

- 8:00am Registration/Breakfast
- 9:00am-10:00am **“First Impressions: Create an Awesome Patient Experience”**
A patient’s first impression is made within seconds and practices need to consider, train & execute on strategies that make the best first impressions. Having a patient experience that differentiates a practice will create an impression for patients.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Approved and ABO Approved)
- 10:00am-11:00am **“Drive Value in Your Practice”**
Consumers make decisions based on the perceived value of the product or service being offered which then drives value in the practice. This course provides practical examples of how an optometric practice can deliver on the drivers of perceived value - which enables to justify price.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Approved and ABO/NCLE Approved)
- 11:00am-12:00pm **“Staff Retention Hacks: Develop and Delegate”**
This course will teach the components of creating a great staff that works cohesively as a team and how leveraging the leadership attributes in key staff can deliver greater results in creating that team within the practice that stays together.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Pending and ABO Pending)
- 12:00pm-2:00pm **KOA Presidential Awards Lunch**
- 2:00pm-3:00pm **“Practice Culture Takes A Team”**
This course explores the fundamentals of team culture and its impact on success and failure. The course will help enhance your understanding of team culture and make sure you can personally thrive in your practice setting.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Approved and ABO/NCLE Approved)
- 3:00pm-4:00pm **“Managing Practice Change for Increased Efficiency”**
Having efficient protocols in a practice are necessary for increased patient care. Once the benefits of efficient protocols are seen by all, the practice will grow.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Pending and ABO Pending)
- 4:00pm-5:00pm **“Building a Staff Development Plan For Your Practice”**
This course will describe the options available along with the resources to have a staff development program that can be implemented in the practice to create staff and patient value.
Tami Franklin, CPOT, ABOC
1 Hour CE (AOA Pending and ABO Pending)
- 5:00pm-7:00pm Exhibit Hall Opening Reception

All courses presented by the KOA will count towards CE Renewal Credit for those licensed by the KY Board of Ophthalmic Dispensers.

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Saturday, April 18

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|----------------|---|
| 7:00am | Registration/Breakfast |
| 8:00am-9:00am | <p>“A Positive Approach to Patient Objections”
There are days when we as eyecare professionals feel resistance from our patients. Whether the objection is price, compliancy, or understanding the technology you are recommending, not all objections need be negative. It is how we deal with them that makes all the difference. And there are ways to turn the objection around. The goal is to welcome the objection, re-frame it, learn from it and move forward.
Jackie O’Keefe, LDO
1 Hour CE (AOA Pending - ABO & NCLE Approved)</p> |
| 9:00am-11:00am | <p>“An Overview of Ophthalmic Optics”
Let’s have fun reviewing optical mathematical principles, the metric system as applied in our ophthalmic world. And a deep dive into the electromagnetic spectrum, index of refraction, higher indices, prism information and identifying ophthalmic lens designs. These will be broken down into a format that is simple to understand. This brings to mind theoretical principles that every Optician should remember allowing us to become more competent in our practices.
Jackie O’Keefe, LDO
2 Hours CE (AOA Pending - ABO Approved)</p> |
| 11:00am-1:00pm | Lunch in the Exhibit Hall |
| 1:00pm-2:00pm | <p>“Hug Your Patients”
Consumers have more choices of where to receive their eyecare than ever before. Eyecare professionals must maintain a professional image and balance real life human feelings and encounters. We are no longer in a Product/Service Economy, we are in an Experience Economy. Optical arenas must appeal to patients while offering the ultimate experience. This course explores “out of the box” philosophies on patient care and tips on how to differentiate your practice from the rest. Come and join as we explore ways to hypothetically & metaphorically hug the patient while achieving astounding results.
Jackie O’Keefe, LDO
1 Hour CE (AOA Approved - ABO Approved)</p> |
| 2:00pm-4:00pm | <p>“The Influence of Light and Vision”
Light is ever changing. Considerations include natural lighting, artificial and low light evenings. And weather, position of the sun and time of year. Most individuals declare they are light sensitive; therefore, a need for light management. Clear lenses may not address all of our patients’ visual needs. Variable tints, polarization and tinted lenses are great options. Come and join us as we explore the wonders of light theory and how our visual system works.
Jackie O’Keefe, LDO
2 Hours CE (AOA Pending - ABO Approved)</p> |

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