



ARKANSAS
OPTOMETRIC
ASSOCIATION
Affiliated with American Optometric Association

12 HOURS OF CE

ONLINE
REGISTRATION

2026 FALL CONVENTION REGISTRATION

OCT. 23-24, 2026

OAKLAWN RACING CASINO RESORT

GENERAL HIGHWAY MAP
STATE OF
ARKANSAS

PREPARED BY THE
ARKANSAS STATE HIGHWAY
COMMISSION
DIAGON OF STATISTICS AND
ANALYSES
IN COOPERATION OF THE
FEDERAL WORKS AGENCY



<https://arkansas.aoa.org>



Oaklawn Racing Casino Resort
Hot Springs, Arkansas



501.661.7675



aroa@arkansasoptometric.org

Host Hotel Information



Oaklawn Racing Casino Resort is the official host hotel for the 2026 Fall Convention. A block of rooms has been reserved and the discounted room rate will be available until September 30, or until the block has sold out.

Please help to keep hotel rates reasonable for all AROA attendees by staying in the convention host hotel.

Room Rates:

\$160/night

\$169/night Trackside View

Reservations:

- **Online:** [Oaklawn Reservation Link](#)

- **Group Code:** BKG1863

- **Guest Password:** 90317311

- **Note:** Select the country in the dropdown menu or the system will error.

- **Phone:** 501-363-4625

- Use Booking ID# BKG1863 or AR Optometric Assn 2026 Fall Conference Room Block

Reserve your room by September 30, 2026

Schedule-at-a-glance

Friday, October 23, 2026

7:00 - 8:00 am OD Breakfast

7:00 am - 12:00 pm Registration

8:00 am - 5:20 pm OD Education

9:00 - 10:30 am ArOA Board Meeting

9:00 am - 3:30 pm Exhibit Hall Open

9:00 am - 4:30 pm Para Education

11:30 am - 12:30 pm ArOA Membership Meeting

Saturday, October 24, 2026

6:30 - 7:30 am OD Breakfast

7:00 - 9:00 am Registration

7:30 am - 12:00 pm OD Education

Scan QR code for [online registration!](#)





OD Education

A total of 12 hours of approved continuing education is offered.

Continuing education and this event are pending COPE accreditation.

Friday, October 23, 2026 (7 hours live in-person CE)

TIME	EVENT	LOCATION
7:00 am-12:00 pm	Registration	Outside Ballroom C
7:00-8:00 am	OD Breakfast - Sponsored by Alcon	Ballroom A
8:00-9:00 am	Hiring, Retention & Benefit Strategies for Associate Optometrists by Aaron Neufeld, O.D. This lecture provides owner optometrists with a structured approach to hiring and retaining quality associate optometrists. The discussion will cover competitive compensation models, including salary and bonus structures, alongside strategies to enhance workplace culture and long-term career growth. Attendees will gain practical insights on creating an appealing work environment, implementing mentorship programs, and structuring performance evaluations to improve job satisfaction and practice efficiency. Through case studies and real world examples, owner ODs will leave with actionable steps to attract and retain top optometric talent. <i>(COPE: PENDING) (1 hour)</i>	Ballroom A
9:00-9:30 am	Exhibit Hall Break - Sponsored by Professional Computer Services, Inc.	Ballroom B
9:00-10:30 am	ArOA Board Meeting	Executive Boardroom
9:30-10:20 am	Key Financial & Tax Strategies for Optometric Practice Growth by Aaron Neufeld, O.D. Running a financially efficient optometric practice involves more than just excellent patient care. It requires smart financial and tax strategies that can help reduce liabilities, increase profits, and ensure that the business is structured to scale effectively. This course provides optometrists with the essential tools to achieve growth while ensuring compliance with tax laws. By implementing strategic planning, optometrists can maximize financials to both reinvest in the business and free up capital to improve operational efficiencies, all of which contributes to enhancing patient care. Through this course, participants will learn how to make smarter decisions that lead to financial growth and stability, ensuring that their practices can thrive in a competitive marketplace. <i>(COPE: PENDING) (1 hour)</i>	Ballroom A
10:30-11:20 am	Nutrition & Eye Health - A Comprehensive Guide for the Practicing Optometrist by Aaron Neufeld, O.D. Dr. Neufeld goes in great detail about ocular nutrition and integrative eyecare. This course will give ODs a deeper understanding about how dietary factors play a role in eye care and healthcare for patients. <i>(COPE: PENDING) (1 hour)</i>	Ballroom A
11:30 am-12:30 pm	ArOA Membership Meeting & Lunch (For ArOA Members Only)	Ballroom C
12:30-1:00 pm	Exhibit Hall Break	Ballroom B
1:00-2:40 pm	The Eye-economics of Myopia Management/Control - A Micro and Macro Deep Dive by Aaron Neufeld, O.D. In this course, explores the intersection of eye health and economics by examining myopia both as a global public health challenge and as a practice-level business opportunity. Attendees will gain insight into the microeconomic aspects of patient costs, market dynamics, and practice investments, as well as the macroeconomic implications for healthcare systems, productivity, and education. The lecture also highlights global initiatives, policy considerations, technological advancements, and strategies for integrating myopia management into optometric practice, ultimately equipping practitioners with both the economic understanding and practical tools to deliver effective care while optimizing their practice's success. <i>(COPE: PENDING) (2 hours)</i>	Ballroom A
2:40-3:30 pm	Exhibit Hall Break - Sponsored by LENZ Therapeutics	Ballroom B
3:30-4:20 pm	Artificial Intelligence in Eyecare: Current Applications and Future Directions by Aaron Neufeld, O.D. To define Artificial Intelligence (AI), Machine Learning (ML), and Deep Learning (DL) in a medical context. This course will give ODs a deeper overall understanding of AI in eye care. <i>(COPE: PENDING) (1 hour)</i>	Ballroom A
4:30-5:20 pm	Arkansas Jurisprudence by the Arkansas State Board of Optometry This course reviews the Arkansas Optometry Practice Act and Board regulations, covering scope of practice, prescriptive authority, patient rights, and professional responsibilities. <i>(State Board Approved) (1 hour)</i>	Ballroom A

Saturday, October 24, 2026 (5 hours live in-person CE)

TIME	EVENT	LOCATION
6:30-7:30 am	OD Breakfast - Sponsored by LENZ Therapeutics	Ballroom A
7:00-9:00 am	Registration	Outside Ballroom C
7:30-9:10 am	Pearls of Knowledge by Jason Ellen, O.D. The speaker will provide "pearls" learned while training optometric ocular disease residents over the years. These "pearls" are gained from both unique and difficult patient presentations to unfortunate easy mistakes made when referring patients to a referral practice. The attendees will learn how to better utilize the case presentation, history and clinical findings to more confidently handle these types of cases. <i>(COPE: PENDING) (2 hours)</i>	Ballroom A
9:10-9:30 am	Break	Ballroom A
9:30-11:10 am	Anterior Segment-Corneal Procedures for the Optometric Physician by Jason Ellen, O.D. The speaker will provide an overview and introduction to advanced anterior segment and corneal procedures personally performed by Optometric Physician and Residents in his group practice including Botulinum A for Blepharospasm, Corneal Curettage, Anterior Stromal Puncture, Corneal Salzmannectomy, Anterior Chamber Paracentesis/Post op Aqueous Burp. and Placement of Sutureless Amniotic Membranes. <i>(COPE: PENDING) (2 hours) (Advanced Procedures)</i>	Ballroom A
11:10am-12:00 pm	Lasers, Lights, and Lenses by Jason Ellen, O.D. This course highlights some of the most recent advancements and future advancements in Ophthalmic Technology focusing specifically on Refractive Surgery and Refractive Cataract Surgery with an emphasis on the treatment of Presbyopia. <i>(COPE: PENDING) (1 hour) (Advanced Procedures)</i>	Ballroom A



Aaron Neufeld, O.D.

Dr. Aaron Neufeld is an optometrist, serial entrepreneur, lecturer and investor. He is the owner of multiple private practices in the South Bay Area. His passion lies in integrating his skills of efficiency and empathy with his ever expanding clinical knowledge to provide an outstanding patient experience.

In addition to clinical duties, Dr. Neufeld co-founded ODs on Finance LLC (odsonfinance.com), optometry's largest personal and practice finance platform which has over 27,000 OD and student members.

He is an accomplished author having written over 30 articles for optometry publications and co-authored the Amazon best-selling book "The Optometrist's Guide to Financial Freedom." Additionally, he has served as a speaker and consultant on optometric industry topics. He has given multiple COPE-approved CE lectures on practice management and growth.



Jason Ellen, O.D.

Dr. Jason Ellen is the Founding Partner and President of Oklahoma Medical Eye Group, a multidisciplinary/multispecialty referral group located in Jenks, Oklahoma. Dr. Ellen graduated Cum Laude from Northeastern State University College of Optometry in May 1999, and furthered his education by completing an ocular disease and refractive surgery residency through BVA Advanced Eyecare and TLC Laser Eye Center in Oklahoma City.

During that time, Dr. Ellen became the first optometric resident in the US to perform Laser Refractive Surgery (PRK). He is active in the Oklahoma Association of Optometric Physicians (OAOP), serving as Past President to the Executive Board and serves as a mentor and associate professor to students at NSUOCO.

Dr. Ellen was named the Young Optometrist of the Year by the OAOP in 2005, Outstanding Alumni in 2009 by Southern Arkansas University, and Optometrist of the Year by the OAOP in 2021. He is married to Dr. Rona Ellen (who completed her Doctor of Veterinary Medicine in 2008) and they have three boys; Drake (25 years old), Lucas (20 years old) and Rafe (16 years old).

Friday, October 23, 2026 (5 hours live in-person CE)

Time	Event	Location
7:00 am-12:00 pm	Registration	Catherine/DeGray
9:00-10:00 am	The Elderly: A Glimpse Into the Aging Eye by Jackie O'Keefe Lincoln When assisting the elderly, ECPs can do a lot to help enhance their visual experience and improve the quality of life by providing optical solutions to their subjective complaints. The process begins by understanding the milestones and trip stone these patients have endured over time. And a little empathy goes a long way. (1 hour) (CPC)	Catherine/DeGray
10:00-10:30 am	Exhibit Hall Break - Sponsored by Professional Computer Services, Inc.	Ballroom B
10:30-11:30 am	The Chronicles of Digital Devices and Their Relationship to CVS & DES by Jackie O'Keefe Lincoln Once known as Computer Vision Syndrome (CVS), Digital Eye Strain (DES) has taken the forefront in today's world. CVS symptoms manifested using one computer station for an extended period of time. DES is a result of overusing computers, laptops, tablets and other digital devices. Overuse can cause eye strain, headaches and neck discomfort to name a few. This course looks at lens options, ergonomic recommendations and useful tips we can share with our patients/customers. (1 hour) (CPC)	Catherine/DeGray
11:30 am-12:30 pm	Lunch on your own	
12:30-1:00 pm	Exhibit Hall Break	Ballroom B
1:00-2:00 pm	You Deserve a Medal for Handling Patient Complaints by Jackie O'Keefe Lincoln Yes, there are days when we would rather be elsewhere because of complaints. But there is a way to turn the negative around. We will look at valid consumer complaints and how we can correct the problem and troubleshoot through protocol. (1 hour) (CPC)	Catherine/DeGray
2:00-3:00 pm	What Are All These Abbreviations & Acronyms by Jackie O'Keefe Lincoln We use a plethora of acronyms and abbreviations in our optical world on a daily basis. Using acronyms and abbreviations takes up less space on hard copies and practice management systems, so they are very common. What do they stand for and what do they mean to us? (1 hour) (CPC)	Catherine/DeGray
3:00-3:30 pm	Exhibit Hall Break - Sponsored by LENZ Therapeutics	Ballroom B
3:30-4:30 pm	Hug Your Patients by Jackie O'Keefe Lincoln 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. (1 hour) (CPC)	Catherine/DeGray



Jackie O'Keefe Lincoln

Jackie O'Keefe Lincoln, ABOC is licensed in Virginia and has been in the Optical industry since 1981. She is on Transitions Optical Speakers Bureaus and a course preparer for Quantum Optical. She is a second-generation Optician along with her two sisters, Candace O'Keefe Culp and Laurie O'Keefe Pierce.

She was active in the International Association of Lions Clubs, a volunteer for Maine's Prevention of Blindness Programs, Inc. and the Suicide Prevention Awareness & Resource Council. Jackie is Past President of the Opticians Association of Virginia and a founding member and Past President of the Opticians Association of Maine. She resides and consults in the Virginia Beach, VA area.



OD Registration

Mail: 1401 W. Capitol Ave., Suite 247
Little Rock, AR 72201

Phone: 501-661-7675

Online: <https://arkansas.aoa.org>



Name:	OE Tracker #
Email Address:	Phone:
Mailing Address:	City, State, Zip:
Emergency Contact Name & Phone:	
If you are registering a guest, please provide name:	

- **Guests may attend the Exhibit Hall. Guests should wear name badge to attend.**
- You must be registered for OD Education to receive credit for education hours.
 - Guests or volunteers not registered for OD Education are not eligible to receive credit for education. If you have questions, please contact the ArOA office in advance.
- **Paraoptometric Registration on separate form.**

	Early Bird		
	Before 09/26/26	09/26/26 to 10/19/26	After 10/19/26
AOA/ArOA Member	\$440 _____	\$490 _____	\$540 _____
Non- Member	\$665 _____	\$715 _____	\$765 _____
2026 Grad/ Member	\$0 _____	\$0 _____	\$25 _____
Guest	\$0 _____	\$0 _____	\$0 _____
Students	\$0 _____	\$0 _____	\$0 _____
Total	\$ _____	\$ _____	\$ _____

Please RSVP for the functions you will attend: Friday, October 23rd

_____ OD Breakfast, 7:00 - 8:00 am

_____ Membership Lunch, 11:30 am - 12:30 pm
**(Members Only)*

Saturday, October 24th

_____ OD Breakfast, 6:30 - 7:30 am

Food Allergies/Dietary Restrictions?

Please list: _____

___ Gluten-Free

___ Vegetarian

___ Vegan

Payment Information

Check Enclosed # _____

Credit Card Number: _____

Exp. Date: _____ CVV: _____

Billing Address:

_____ Same as mailing address listed above

_____ No, different billing address:

Name on card: _____

Address: _____

- Registration for 2026 Graduates are sponsored by the ArOA Board.
- Registration after 10/19 will be charged an additional \$100.00 above early bird registration.
- This meeting is only available as a complete package.
- **Cancellation Policy:** A full refund, minus \$50 cancellation fee, will be provided if request is received by September 25, 2026.
- Please make checks payable to the Arkansas Optometric Association.
- Payment must accompany this form to avoid charge for late registration.



Para Registration

Mail: 1401 W. Capitol Ave., Suite 247
Little Rock, AR 72201

Phone: 501-661-7675

Online: www.arkansas.aoa.org



Staff Name	Circle Certification Needed	Staff E-mail <i>(Note: this is where handouts will be sent)</i>
	CPC NONE	
	CPC NONE	
	CPC NONE	
	CPC NONE	

Employed By: (Doctor Name) _____

Phone Number: _____

Mailing Address: _____

City, State, Zip: _____

Emergency Contact and Phone: _____

	# Staff	 Before 09/26/26	09/26/26 to 10/19/26	After 10/19/26	Total
Para/Staff/Optician (works for ArOA member)	_____	\$110	\$135	\$160	\$ _____
Para/Staff/Optician Non-Member	_____	\$210	\$235	\$260	\$ _____

Payment Information

Check # _____

Credit Card Number: _____ Exp. Date: _____ CVV: _____

_____ Information same as mailing address above If different, Name on card: _____

Mailing Address, City, State, Zip: _____

- **Refund Policy:** For paraoptometric registration, a full refund minus \$25 processing fee will be made if requested prior to September 25, 2026.
 - Any refund requested after that date will be determined by the ArOA Executive Committee or Executive Director on a case-by-case basis.
- Please make checks payable to the Arkansas Optometric Association.
- Payment must accompany this form to avoid charge for late registration.



1401 W. Capitol, Suite 247
Little Rock, AR 72201



2026 Fall Convention

October 23-24

Registration



Scan the QR code for online registration!

12 HOURS CONTINUING EDUCATION FOR ODS

Join the Arkansas Optometric Association for
our annual Fall Convention.

OD Education

When: October 23-24, 2026 (ODs)

Where: Oaklawn Racing Casino Resort, Hot Springs, AR

OD Education: 12 hours including AR Jurisprudence.

Paraoptometric Education

When: Friday, October 23, 2026

Where: Oaklawn Racing Casino Resort, Hot Springs, AR

Para Education: 5 hours of accredited education.



2026 PARTNERS

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners



The Arkansas Optometric Association Industry Partnership Program was created to provide year-long collaboration between the association and industries. Industry Partnership funding supports non-educational expenses for the Arkansas Optometric Association. No industry funding will be used towards expenses related to any continuing education, including but not limited to, speaker honoraria, travel or related expenses, course development or filing fees.