



**WHEN**  
NOVEMBER 15 -17, 2017

**WHERE**  
JW MARRIOTT LAS VEGAS  
221 N. Rampart Boulevard  
Las Vegas, NV 89145

**REGISTRATION**  
WWW.NJSOP.ORG  
Member: \$245 / Guest: \$150

**CONTACT**  
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# 2017 FALL MEETING

OF THE

INTERNATIONAL ASSOCIATION OF OPTOMETRIC EXECUTIVES

## FEATURING MARY BYERS, CAE

Mary Byers, CAE is the founder of Associations Today broadcasts and is a frequent contributor to association publications. The author of Race for Relevance: 5 Radical Changes for Associations and Road to Relevance: 5 Strategies for Competitive Associations, she's worked with a wide variety of associations and helps volunteer leaders and staff alike create a viable and sustainable future. Mary will be presenting two workshops at the November IAOE meeting:

**Strategy and Innovation: Creating a Culture that Supports Both**

At its simplest, strategy is doing something for a reason and innovation is doing something new and different. Together, they create a competitive edge for your association. We'll look at what's true for your organization now and what you want to be true in the future, consider your "personality" and talk about the value of permission-giving. We'll also discuss how to bring volunteer leaders along on the journey.

**Momentum: Where to Get it and How to Keep It**

This program is designed not only to inspire you, but to share proven, adaptable strategies for creating momentum in your work for your association. Momentum takes a deep dive into the strategies working for associations today. Mary will share thought-provoking concepts designed to help you keep your association's edge. You'll gain key insights from what Mary has learned as she's connected with associations around the world and learn three powerful strategy starters including Questionology™, Experimenting and Leaping.



## WEDNESDAY, NOV. 15

10:30 am: Welcome Wagon  
(Invitation Only) Hawthorne Grill

12:00 pm: Registration  
Parian Room (Palm Tower)

1:00 pm: Welcome & Introductions  
Parian Room (Palm Tower)

1:15 pm: Think About Your Eyes  
Presentation by Jon Torrey

1:45 pm: AOA Updates

- Looking Ahead  
Jon Hymes/Renee Brauns
- Membership & Affiliate Relations  
Jennifer Frawley
- AOA Excel Updates  
Robert Kehm
- State Advocacy Updates  
Daniel Carey/Catherine Hendricks
- 24/7 Media Advocacy  
Deirdre Middleton
- Guidance on How to Calculate Lobbying Expenses  
Ryan Hayes

2:45 pm: Allergan Update  
Presentation by Aaron Strope

3:00 pm: Break

3:15 pm: Strategy and Innovation: Creating a Culture  
That Supports Both  
Presentation by Mary Byers - see description on reverse

6:00 pm: Welcome Reception  
Parian Patio

## THURSDAY, NOV. 16

7:30 am: Breakfast  
Parian Room (Palm Tower)

8:15 am: The Silent Equity Partner You Didn't Know  
You Had - Presentation by Michael Dringus/Eric Cohen,  
Merchant Advocate

9:00 am: Momentum: Where to Get it and How to Keep It  
Presentation by Mary Byers - see description on reverse

12:30 pm: Lunch

1:30 pm: Presentation by Johnson & Johnson Vision

2:00 pm: Website and Database Needs for Associations  
Presentation by Lisa Snide, TCS

2:45 pm: Mission Las Vegas - Inspired by the TV show The  
Amazing Race!

6:00 pm: Dinner on your own

## FRIDAY, NOV 17

7:30 am: Breakfast & Mission Las Vegas Award  
Ceremony - Parian Room (Palm Tower)

8:15 am: Cyber Security: What You Need to Know  
Presentation by Marc Haskelson, Compliancy Group

8:45 am: IAOE Business Meeting

9:30 am: How to Recognize and Avoid Embezzlement  
Presentation by BJ Avery

10:00 am: Swap Meet - Working roundtables on your  
issues

11:00 am: Wrap up & Open Discussion

## HOTEL ACCOMMODATIONS

The room rate at the JW Marriott Las Vegas is \$149; the group rate is available three days pre and post event. Resort fee of \$18.99 includes in-room internet access, access to Spa Aquae Fitness Center, complimentary water bottles in room, two complimentary drink tickets in the Rampart casino, one glass of house wine in the Carmel Room.

**To make your reservation visit: <https://aws.passkey.com/e/48980452>.  
The reservation cut off date is October 24, 2017**

## EVENT SPONSORS

