

Mississippi Optometric Association Presents

70<sup>th</sup> Annual Fall Conference and Vision Expo

## Pathway to Progress

Thursday – Sunday, Oct. 2 – Oct. 5, 2025  
Sheraton Flowood: The Refuge Hotel and Conference Center  
2200 Refuge Boulevard, Flowood, MS 39232

## Para Registration Packet

**ATTENTION: Early Registration Ends Friday, August 15, 2025**  
**Registration Ends Friday, September 26, 2025**  
**On-Site Registration will be available for an additional fee.**

\*For more information, to register online, to see the agenda, and more, go to [www.mseyes.com](http://www.mseyes.com)

# Fall Conference Para Speakers

For full speaker bios and information, use the MOA Conference App

## Headline Speaker

### **Cecelia Koetting, OD**

Dr. Koetting is an Assistant Professor at the University of Colorado School of Medicine in the Department of Ophthalmology in Denver, CO. Her primary focus is in anterior segment and ocular surface disease, neuro-optometry, and peri-operative care. She partakes in clinical research and has served Externship Director and adjunct faculty for several schools and colleges of optometry.

Dr. Koetting is a member of Intrepid, a fellow in the American Academy of Optometry, a diplomate of the American Board of Optometry, an active member of AOA and has served as both local and state officers within AOA. She was named young Optometrist of the year by the state of Virginia. Dr. Koetting lectures locally, nationally and internationally at conferences, continually contributes articles to and serves on editorial board for multiple publications.

## Mississippi Paraoptometric Speakers

### **Sarah Craft, CPO**

Ms. Craft is a graduate of the inaugural MS Para Speakers Training Course. She is the office manager at Family Vision Clinic in Collins, MS and excels in employee training. She is a member of the Mississippi Paraoptometric Association, and an associate member of the American Optometric Association. She is a Certified Paraoptometric through the AOA CPC.

### **Katelyn Goss, CPOA**

Ms. Goss is a graduate of the inaugural MS Para Speakers Training Course. She works at Family Vision Clinic in Magee, MS and is a skilled technician. She is currently volunteering with the AOA CPC Test Review Committee and earned her Certified Paraoptometric CPOA credential in June 2025. She is a member of the Mississippi Paraoptometric Association, and an associate member of the American Optometric Association.

### **Beverly Roberts, ABOC, CPOT**

Beverly began her career in optometry as an optometric technician in 1996. 30 years later, she currently serves as Clinic Director for multi doctor practices. Beverly's experience, passion, and drive have motivated her to share her love and excitement about the world of paraoptometry. From creating and presenting courses nationwide to being in the front line of staff and employee care, Beverly strives to encourage everyone to shoot for the stars when it comes to being their best selves in their personal lives and career. When asked what impression she would like to leave on the para profession her response was "JOY!" She would like to instill the joy of life through work as a para professional. She has done this in so many ways over her career. Her accomplishments range from motivational and educational speaking, consulting, staff training, "Breakfast with Beverly" YouTube channel that allow managers to have free access to needed materials to build their office teams. She continues to work with staff and doctors to become changemakers in the profession, making a positive difference in the lives of them all.

### **Anna Stokes, ABOC, CPO**

Ms. Craft is a graduate of the inaugural MS Para Speakers Training Course. She works at Southern Eye Care of Flowood in Flowood, MS. She is a member of the Mississippi Paraoptometric Association, and an associate member of the American Optometric Association. She is a Certified Paraoptometric through the AOA CPC, and recently earned her certified optician ABOC credential.

### **Jennifer Stroupe, CPO**

Jennifer Stroupe began working in the field of Optometry in 2013 at Olive Branch Eyecare in Olive Branch, MS. She currently serves as the Practice Manager for three practices in North Mississippi. Ms. Stroupe is the current Mississippi Paraoptometric Association President. In 2015, she earned her CPO certification. In 2023, she lectured for the AOA Para speaker series. In 2025, she co-taught the inaugural Mississippi Para Speakers Training Course.

# 2025 Fall Conference Lectures and Events

## Paraoptometric / Optician Schedule (*SUBJECT TO CHANGE*)

### Thursday, October 2

6:30 – 8:00 p.m.	<i>Beverly Roberts, ABOC, CPOT and Jennifer Stroupe, CPO</i> Leadership Session: Fun in the Workplace	AOA CPC (1 hour)
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### Friday, October 3

7:15 a.m.	<b>Registration and Breakfast</b>	
	<i>Cecelia Koetting, OD</i>	
8:00 – 9:00 a.m.	Building Good Habits: Daily Eye Hygiene and Our Patients	AOA CPC (1 hour)
9:00 a.m. – 10:00 a.m.	Artificial Intelligence in Optometry: Hype, Hope, or...	AOA CPC (1 hour)
10:00 a.m. – 11:00 a.m.	Dealing with the Difficult Patient	AOA CPC (1 hour)
11:00 a.m. – 12:00 p.m.	Optometry and Pain Management During a Drug Epidemic	AOA CPC (1 hour)
12:00 - 1:30 p.m.	<b>OFP PAC Luncheon (<i>Must be a PAC investor to attend</i>)</b>	
1:30 - 4:30 p.m.	<b>Vision Expo</b>	
7:00 – 9:30 p.m.	<b>Welcome Reception and MOA 2025 Award Ceremony (with Karaoke)</b>	

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### Saturday, October 4

	<i>Sarah Craft, CPO</i>	
7:00 – 8:00 a.m.	Frame Styling: Finding Your Perfect Match	AOA CPC (1 hour)
	<i>Anna Stokes, ABOC, CPO</i>	
9:00 - 10:00 a.m.	Empowering Patients to Look, Feel, and See Their Best	AOA CPC (1 hour)
	<i>Katelyn Goss, CPOA</i>	
10:00 - 11:00 a.m.	Precision in Prescription: Final Inspection and Dispensing	AOA CPC (1 hour)
	<i>Beverly Roberts, ABOC, CPOT and Jennifer Stroupe, CPO</i>	
11:00 a.m. - 12:00 p.m.	(Bev/Jen Course)	AOA CPC (1 hour)
12:00 – 1:30 p.m.	<b>MOA/MPOA Membership Luncheon</b>	

# THE 2025 MOA 70th ANNUAL FALL CONFERENCE AND VISION EXPOSITION

## Paraoptometric / Optician Registration Form

Discounts will be applied for multiple staff registrations from the same office. Paras 1 – 3 remain normal price. Paras 4 – 6 will receive a 5% discount. Paras 7+ will receive a 10% discount.

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

Clinic: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Names for registration badges:

Badge #1 \_\_\_\_\_ Badge #2 \_\_\_\_\_

Badge #3 \_\_\_\_\_ Badge #4 \_\_\_\_\_

### Registration Options

	Before Aug. 15 Cutoff	After Aug. 15 Cutoff	Totals
Staff of MOA/AOA Member, Dues Current	\$175.00	\$225.00	\$ _____
Staff of AOA Member (outside MS), Dues Current	\$190.00	\$240.00	\$ _____
Staff of Non-MOA/AOA Member	\$235.00	\$275.00	\$ _____
**CPR Renewal (MUST register before Sept.26 to attend. Limited space available.)		\$85	\$ _____

### Registration Extras & RSVP's

Para handouts, printed (Handouts available online if copy is not purchased. Order by Aug. 30)	\$20	\$ _____
Guest Registration for Friday Welcome Reception Honoring National Award Recipients	\$45	\$ _____
Friday Welcome Reception (Attendee RSVP)	No fee	_____
Saturday Morning Breakfast (Attendee RSVP)	No fee	_____
Saturday Membership Luncheon (Attendee RSVP)	No fee	_____

The MOA retains the right to refuse a registration if it does not meet the goals of the association.  
MOA provides attendee names & office addresses to conference exhibitors/sponsors (no emails are included).  
Check this box to opt out if desired. ☐

## METHOD OF PAYMENT

Pay by Credit Card or online at [www.mseyes.com](http://www.mseyes.com)

Please make checks payable to MOA and mail to (you may also fax the application, or register online at [mseyes.com](http://mseyes.com)):  
141 Executive Drive, Suite 5 Madison, MS 39110 P - 601.853.4407 F - 601.853.4408

Credit Card – Please charge my: ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_

Amount to Charge: \_\_\_\_\_ Today's Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Card Expiration Date: \_\_\_\_ / \_\_\_\_

Name (as shown on card) \_\_\_\_\_ Signature (as shown on card) \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Cardholder agrees to be bound by the terms of Mississippi Optometric Association's payment policies as stated on its Fall Convention brochure, contract, and registration forms. Cardholder agrees to be responsible for late payment fees if payments are made after the registration deadline.