



## California Optometric Association

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### FOR IMMEDIATE RELEASE

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## Education + Fun = Hole in One at OptoWest 2010!

April 8-11, 2010

Hyatt Grand Champions Resort & Conference Center, Indian Wells, CA

Registration Now Open at [www.OptoWest.com](http://www.OptoWest.com)

The California Optometric Association (COA), along with Arizona, Hawaii, Montana, Nevada and Utah Optometric Associations, is very proud to offer a premier Western regional conference created *by* eye care professionals, *for* eye care professionals, offering four days of continuing education requirements for optometrists and paraoptometric staff.

[Click here to view the OptoWest 2010 Promotional Video](#)

### Conference highlights of OptoWest 2010 include:

- Offering **92 hours of OD education and 47 hours of paraoptometric education** with nationally-renowned speakers and fresh, timely courses
- Help make your practice all it can be through the **Practice Building Blocks Education Track**, presented by speakers Sharon Carter and Laurie Guest, CSP
- A **two-day Exhibit Hall** featuring the newest products and services, with a chance to win fabulous prizes at the popular Exhibit Hall Raffle
- Celebrate the Golden State at the **California Dreamin' Welcome Reception** on Friday, April 9<sup>th</sup>
- Enjoy the amazing amenities of the **Hyatt Grand Champions Resort & Conference Center**, including seven swimming pools, Agua Serena Spa, and Camp Hyatt for the kids

### **Register Early and Win!**

Register by the Early Registration cut-off of March 7, 2010, to save on registration rates and for a chance to win a two-night stay at the Hyatt Grand Champions Resort and Conference Center!

### **Stay In-the-Know on OptoWest!**

- [Link to our OptoWest Web site at www.optowest.com](http://www.optowest.com). Make sure to sign up for email updates!
- [Become a fan of OptoWest on Facebook!](#) Network with colleagues before and after the event, interact through polls and discussion boards, and keep up-to-date on the latest OptoWest news.

### **About the California Optometric Association**

The California Optometric Association (COA) was established in 1899 and is California's oldest organized community for optometrists. Representing more than 2,700 optometrists, COA is dedicated to ensuring the highest quality of health care for the public through the advancement of optometry.

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