



2010 SPRING CONFERENCE
March 27—28 2010
14 Hours ABO Continuing Education

Featuring

Mark Christy

Mark Christy has been in the optical field for over 35 years. Having had opportunities in numerous positions within this industry, he has experienced the difficult & the rewarding stages. His hope is to create an easier yet more effective way of bringing value to the workplace while ensuring that we can also enjoy our optical career.

Ed De Gennaro (Sponsored by Essilor of America)

Mr. Ed De Gennaro is a noted authority on practical optics, dispensing, sales, management and training. He lectures extensively at national, state and local optical meetings, and has presented in Europe, Canada and Puerto Rico.

Formerly a Professor and Program head of the Opticianry Program, and the Dean of the School of Health Sciences at J. Sargeant Reynolds Community College in Richmond, Virginia, he is currently the Director of Professional Content for First Vision Media Group, a consultant to the ophthalmic professions and the industry, a member of the Vision Expo Advisory Committee, and a frequent contributor to ophthalmic professional journals.

Jill Luebbert

Jill Luebbert has been involved in paraoptometry for over 20 years. She is a full-time practicing certified paraoptometric technician (CPOT) and certified dispensing optician (ABOC). This direct experience gives her an unique insight into the educational process. She has presented education across the

country at many state, regional, and national meetings. Jill is a regular contributing editor to several national trade journals and newsletters.

Randy Moffat

Randy started in the optical business in 1982 as an optician for Vision Park Optical in Des Moines, IA. where he managed their dispensary. Randy has served on the Opticians Association of Iowa board of directors as a board member and past president. He currently is the Eye Centers Director for McFarland Clinic in Ames, IA. He oversees five eye centers and works closely with three Ophthalmologists' and five Optometrist's. Randy has been ABO certified since 1985.

Carol Schartner

Carol Schartner, a Certified Paraoptometric Assistant, has served the Optical field for 50 years. For the first twenty three years of her career, she served as an Optometric Assistant in Private Practice. Her expertise in this area subsequently led her to consulting and counseling with vision care practitioners and training staff in Optometric practices and Optical businesses. She has been the National Coordinator for Liberty Optical's PACE Program and a Lens Sales Consultant for Orcolite. Currently, she is a member of the Transitions Optical, Inc. team and serves as Field Training and Education Manager. Carol has been with Transitions for 15 years.

Ms. Schartner was the first Chairman of the American Optometric Association, Paraoptometric Section; and Pennsylvania Paraoptometric Association. She has lectured and conducted workshops throughout the US and Canada in the areas of practice management and marketing, lens materials and designs, frame styling and dispensing techniques. She is an ABO approved lecturer, and has been an invited speaker to optometrists, paraoptometric and opticians at their local, state and regional meetings.

RENAISSANCE

SAVERY

HOTEL

Room rate: \$109.00 King/Double
Call by: Friday, March 05, 2010
Reservations: 800-514-4705
Registration code: OAIOAIA

Finding the Hotel: From the east on I-235, exit on 6th avenue, go across and continue to 7th St., go south on 7th to Locust. Left on Locust to 4th. From the west on I-235 exit on 7th St. Go south & follow directions to Locust.

The Renaissance Savery Hotel is located downtown at 401 Locust Street. The Renaissance Savery is connected to the skywalk system which provides access to many other downtown business. Airport shuttle is available. All rooms have individual climate control, color TV with cable service and in-room pay movies. AM/FM radio, telephone with message light and Renaissance Savery's fire protection and safety system. This hotel has a smoke-free policy.

The Renaissance Savery features an indoor swimming pool, restaurant, lounge and fully equipped health club.

Saturday, March 27, 2010

8:00 to 9:00 am

Open Registration
(Lab tour departs at 8:45, see below)

9:00—12:00 am

Midwest Labs tour

Ever wonder about the life of your patient's lenses after you place the order? Tour Midwest Labs to learn from beginning to end how lenses are processed. Receive a free pair of lenses compliments of Midwest Labs and Carl Zeiss Vision. Non ABO.

Space is limited— to register, email jtupper@mwlabs.cc to reserve your spot. Transportation to Midwest Labs will be provided and you will need to meet in the Iowa Room between 8:30 and 8:45 with lab tour ticket. Please be prepared to depart by 8:45 am.

9:00—9:50 am

Leadership & Encouragement in the Optical Workplace

Mark Christy • ABO 1 Hour

The seminar's main goal is to guide eye-care professionals to be better leaders within their practices; how to focus more closely on your team members and not yourself to make positive outcomes. Through communication, appreciation, sharing in the success & truly attempting to do your part to make a (positive) difference in the lives of others.

Transitions SolFX Lenses

Carol Schartner • ABO 1 Hour

This program will define dynamic sunwear and the new products now available under the new Transitions SOLFX sunwear brand. Content will look at how lens color, light filtration and polarization can work together to enhance visual performance during visually-demanding situations. By learning how these elements can enhance vision, professionals will be able to recommend the right sun lens to improve the visual performance of their patients and meet their specific needs.

10:00—10:50 am

Closing the Sale

Mark Christy • ABO 1 Hour

This seminar is designed to assist and direct employees in closing all specific retail eyewear sales; second pair, by understanding today's customers and their needs & by uncovering these needs through specific questioning techniques. It also educates the importance of reviewing doctor's recommendations, package pricing and to position themselves for a sales commitment.

I Can See Clearly Now!

Carol Schartner • ABO 1 Hour

This seminar builds on the data collected and assimilated in "Telling the Best Story." The data revealed a

market and profession that has fewer units being sold while the number of providers and vendors continue to grow. At the same time, managed care and competition have kept prices below CPI. The course teaches the professional how to utilize a proven Three Step Process to provide the patient with intelligent vision correction. The end result will be a package of technology presented as Total Light Control.

11:00—11:50 am

Retail Dis-Advantage

Mark Christy • ABO 1 Hour

This course is designed to illustrate how important it is to set yourself apart from your competitors. Through branding, education, marketing and daily communication skills while working with your customers. Every role has an action plan that will help assist in being unique and effective. Don't worry about your competitors, worry about how you are making your practice one that stands out among the others; every office has access to every brand of progressive, ar and frame products, so how do you fit the niche.

Transitions XTRActive Lenses

Carol Schartner • ABO 1 Hour

This course will introduce Transitions® XTRActive® lenses – the newest product in the Transitions lens family – and a new choice for everyday lens wearers. Transitions XTRActive lenses are the darkest everyday Transitions® lenses available – offering superior darkness outdoors, moderate darkness behind the windshield of a car and an attractive light tint indoors. The course details the advanced photochromic technology behind the new Transitions XTRActive lenses, how they work and who they are for; and provides tips on how eyecare professionals can position Transitions XTRActive lenses to potential patients, increasing sales and customer satisfaction.

12:00—1:00 pm

Lunch in the Iowa Room
Compliments of the IOAA

1:00—1:50 pm

The Eyewear Wants and Needs of Today's Kids

Jill Luebbert • ABO 1 Hour

This course is designed to help to give a concept of what is involved with a dispensary designated to kids. Whether it is to be a part of your current dispensary or one all of its own, the attendees will gain insight to the steps to get there

1:00—2:50 pm

The Truth About Optical Myths, Half-Truths & Falsehoods

Ed De Gennaro • ABO 2 Hour

This is an interesting and informative session that looks at a variety of optical situations that are commonly misunderstood. Have you ever wondered WHY you have to turn a bifocal around to get the proper add power? Did you know that with most of today's frames you can't measure the effective diameter of the frame with a ruler? If you're

using the target of the lensometer to focus the eyepiece, you're doing it wrong! These and other interesting and useful topics will expose the truth about some of the most misunderstood issues in the profession.

2:00—2:50 pm

So That's What That Is For!

Jill Luebbert • ABO 1 Hour

We see them in the examination rooms. This course is designed to explain the instrumentation used by the doctor during the eye examination and allow the participant to see what the doctor sees.

3:00—3:50 pm

The Dispensary of the Future

Ed De Gennaro • ABO 1 Hour

Eyewear dispensing has changed a great deal in the last 100 years from a "mom and pop" business to include huge chain retailers, fashion branding, and classic marketing techniques. Dispensing philosophy also has changed from a technical orientation and now includes sales, communication and "people" skills. What will dispensing be like a few years from now, and what will it be like 20 years from now? This session explores these issues and illustrates what dispensing will become in the future. It also looks at the products and services you will likely be using in the future and what you can expect them to do.

The Eye—What a Trip!

Jill Luebbert • ABO 1 Hour

A pictorial journey through the eye, with explanations of the anatomy and visual system along the way.

4:00—6:30 pm

Trade Show and Reception

Booths displaying the latest in optical wear and lens technology. Hors d'oeuvres and beverages will be served.

Please be generous with your time to these important individuals who support the association.

6:00—6:30 pm

Door prize drawings

6:30—???

An evening with colleagues in Downtown Des Moines Activity to be announced on website.

Sunday, March 28, 2010

8:00—9:00 am

Business Meeting and Breakfast

Time is limited, so please be ready to begin at 8:00

9:00—11:00 am

Industry Market Trends for the 21st Century

Randy Moffatt • ABO 2 Hour

This class is for the advanced optician in a roundtable discussion format. The optician will find this seminar to be very informative. Why not find out in a professional way how other optical professionals are performing in their market areas. So be sure to sign up early since it is limited to

Topics:

- 1). Inventory Management
- 2). Third Party Insurance
- 3). Package Pricing
- 4). Action Plans
- 5). Yearly Budgets
- 6.) Web Sites
- 7.) Marketing
- 8.) Open Discussion

9:00—4:00 pm

ABO Pre-Study

Ed De Gennaro

The next ABO Exam is May 16,2010. Are you ready?

Registration

Deadline is March 22nd 2010 for classes. Hotel Reservations must be made by Friday, March 05, 2010.

Name _____

Firm _____

Address _____

City/State/Zip _____

Phone _____

Registration Fees:

_____ \$65	One year OAI membership
_____ N/C	ABO Pre-Study (included with \$65 membership fee)
_____ N/C	Spring Conference- OAI member registering by March 22nd. (Includes admission to all seminars, Trade show, and Sunday breakfast.)
_____ N/C	Lunch Saturday, March 28th (A lunch ticket will be provided at registration and is only available to paid conference attendees.)
_____ N/C	Sunday Breakfast March 29th
_____ \$15 ea.	Non-member registering for each seminar or Trade show.
_____ \$15	Spouse or guest (includes admission to Trade Show and Sunday breakfast.)
_____ Total	

Encloses is my check or money order for _____.

Can't make the classes? Join us at the Trade Show and a night out in downtown Des Moines!

Make check payable to :

OAI
2002 1st Ave. North
Fort Dodge, IA 50501

Questions? Call Jennie Tupper at 515-669-7365