

Kathy Gross-Edelman

Kathryn Gross-Edelman resides in Sioux City, Iowa where she is Director of Education for Pech Optical Corporation. She travels the nation as an educator and business consultant. She began her optical career in 1974. Her educational background stems from the medical technology field. She is a nationally accredited speaker for the American Optometric Association Para Section, Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO), and the American Board of Opticianry (ABO). In 2004, Kathryn was selected as one of the 50 Most Influential Women in the optical industry.

She is an accredited lay speaker for the United Methodist Churches. Kathryn has served five volunteer missions to Mexico delivering eyecare and used eyewear to poverty stricken areas.

Anne Macco

Anne Macco is a Territory Sales Manager for Hoya Laboratories. She received her Associates Degree in Opticianry in 1988 from Lakeshore Technical College in Cleveland, WI. She has over 20 years of experience in the optical industry ranging from retail sales, lab operations, ophthalmology management and outside sales. She joined Hoya Vision in May of 2009. She's a frequent speaker for a variety of professional groups in the Wisconsin area, and makes her home in Green Bay, WI.

Holly McCracken

Holly McCracken has worked in the optical industry for over 11 years, and is currently employed as a Brand Consultant for Essilor of America. In that capacity, she works with independent Eye Care Professionals in prescribing and fitting the latest lens technologies, as well as consults on such practice management issues as analyzing dispensary profitability, increasing capture rate, and building internal marketing programs. Holly holds a B.S. in Business Administration from Kansas State University and has been a Certified Continuing Education speaker for the American Board of Opticianry for 4 years.

RENAISSANCE

SAVERY

HOTEL

Room rate: \$109.00 King/Double
Call by: Monday, 3-12-12
Reservations: 800-514-4705
Registration code: OAI0AIA

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.



Featuring

Jeff Fazio

Jeff is an industry veteran with over 30 years experience. He started his optical career in the late seventies and has gained experience in lens manufacturing, wholesale, retail and private practice sectors of the industry to make Jeff a very popular speaker. Jeff current position is representing The Hoya Free Form Company as a Territory Sales Manager and is a current Technical Level ABO Approved Speaker.

Adam Garcia

Adam Garcia has served the optical field since June 30, 2008. He is currently an account representative for Transitions Optical covering the states of Colorado, Utah, Wyoming, and Iowa. His duties include calling on wholesale laboratories in the region as well as eye care professionals.

Adam is an ABO approved speaker. He also provides training to individual eye care offices and labs. He has also spoken at several state association meetings, buying group meetings, lab webinars and Transitions Optical education events such as the Academy for Eye Care Professionals.

Pamela Gibson

Pam began her career in the optical industry in 1970. Her experience spans the full range within this profession. From private practice to manufacturing to wholesale laboratory, she has been the benefactor of tutoring and mentoring by some of the leading visionaries in the eye care industry. Pam was named one of the "Most Influential Women 2008" in the optical industry. This is her most prized award because she was awarded this honor in the Mentor category. She is currently employed with Shamir Insight as Education Director.

Saturday, March 31st, 2012

8:00 to 9:00 am

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

9:00—12:00 am

Midwest Labs tour

ABO 1 Hour

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.

Included at Lab tour:

The Expanding Freeform Family

Pamela Gibson • ABO 1 Hour

This course will begin with an overview of lens design concepts, both past and present. Various lens designs will be compared including hard/soft, mono/multi and symmetric/asymmetric designs. This course will explore the lens parameters within topography charts to analyze the quality of such designs. Freeform technology is introduced by identifying the techniques and methodology used to design and create a personalized lens specific to each presbyopic condition. The course content will evaluate the expected performance of a lens created with Freeform technology by offering diverse examples of individual prescriptions and the means to achieve visual acuity.

Space is limited— to register and reserve your spot, email jtupper@mwmlabsinc.com. Transportation to Midwest Labs will be provided. Please be prepared to depart by 8:45 am.

9:00—9:50 am

ChromaGen

Kathy Gross-Edelman • ABO 1 Hour

ChromaGen™ is a unique and proprietary system of controlled filters that helps re-synchronize and selectively change the wavelength of light going into both eyes in a dynamically balanced format. The use of different filters effectively changes the speed of the information in the brain's neurological pathways allowing synchronization to take place. This product can be prescribed as a life changing aid for those who suffer from reading disabilities such as dyslexia and associated fatigue and color blindness. This course will explain the product, how to test for the filters, and the benefits to the wearer as well as make clear the value of being a ChromaGen™ eye are professional.

10:00—10:50 am

AR in the 21st Century

Holly McCracken (Essilor) • ABO 1 Hour

This program will present the case for AR lenses in the 21st century, discuss the processes & components involved in the production of AR lenses, and provide tips for recommending & dispensing AR lenses. This class will also provide information on the latest advancements in AR technology; including anti-static, cleanability, and fog-free properties.

Adam Garcia • ABO 1 Hour

11:00—11:50 am

Visiooffice

Holly McCracken(Essilor) • ABO 1 Hour

Build your practice with the Visiooffice System – the most unique, interactive measuring and sales tool available today an – and deliver the most precise, individualized vision to your patients. Visiooffice is the first and only universal measuring system that allows you to obtain every possible parameter needed for today's individualized lenses. Every frame parameter is measured digitally to ensure no more fitting errors (PD, segment height, pantoscopic tilt, wrap), plus: Only the Visiooffice system measures a revolutionary new parameter — the real 3D position of the Eye Rotation Center for each eye — so you can dispense Essilor's unique eyecode™ lenses. With eyecode lenses, your patients get the most precise vision possible, no matter where they look through the lens — instantly and effortlessly. Only the Visiooffice system takes into account natural posture and visual behavior movements of your patients to ensure customized vision every time. In this class we will review the system and the customized lenses available for your progressive and single vision patients. After the class, you will be able to get a hands on demonstration of Visiooffice at the Essilor booth.

Adam Garcia • ABO 1 Hour

12:00—1:00 pm

Lunch in the Iowa Room
Compliments of the IOAA

1:00—1:50 pm

In the Mind of the Customer

Kathy Gross-Edelman • ABO 1 Hour

In today's leaner and meaner business environment, getting into "the mind of the customer" will turn efforts into bottom-line achievement. A well-designed strategy will supercharge the image, reputation and success of a business. High performing customer service people know that getting critical information from the customer and giving the customer choices are the basis of a good healthy business relationship. Building the customer's trust is an important part of the buying process, and the customer cannot trust if customer service people are not aware of his or her state of mind, situation, and needs.

Better, Best and Beyond!

Pamela Gibson • ABO 2 Hour

This course will start with an overview of the lens design concepts, both past and present. It will describe the different FreeForm technologies available on the market and how to choose the appropriate optical solution lens choice as well as how to position it within your practice. This course will explore the opportunity to control corridor length and personalize progressives based upon lifestyles of the patients. The position of wear will be discussed and how to incorporate personalized measurements into the lens design. All attendees will be able to offer more than one optical solution and will be educated in the various options available today. Contacts lens wearers and how to fit the best PAL's, Task lenses, Occupational, Sport, Wrap, and SV lens options will be covered. At the conclusion of this course all attendees will be educated on the

various levels of FreeForm options and the correct fitting procedures both with and without the use of contacts.

2:00—2:50 pm

Better, Best and Beyond! Continued

Social Networking and Marketing

Anne Macco • ABO 1 Hour

This course takes a look into how to use and benefit from the Internet in marketing your practice. We will look into using tools like Facebook, Twitter and others to enhance your presence in the Cyber World.

3:00—3:50 pm

New Lens Technology

Anne Macco • ABO 1 Hour

This course of Progressive Lens Technology examines the past present and future of progressive technology. Attendees will have a better understanding of design features and advances to provide your patients the best vision options.

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, April 1, 2012

8:00—9:00 am

Business Meeting and Breakfast

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

9:00—10:00 am

Digital Dispensing

Jeff Fazio • ABO 1 Hour

Come learn about all the tools available today to offer your patients the most advances lens choices available today. We will look into how to take advanced lens measurements with manual and today's new instruments as well gaining new understanding on how to work with the most advanced lenses available today.

10:00—11:00 am

Thriving in Today's Economy

Jeff Fazio • ABO 1 Hour

Is Customer Service a thing of the past? This course is a look into ways to differentiate your business in today's crowded market place. Discover what "your brand" is and how you can step away from your competition in today's marketplace.

Registration

Deadline is March 25th, 2012 for classes. Hotel Reservations must be made by March 12, 2012.

Name _____

Firm _____

Address _____

City/State/Zip _____

Phone _____

Please indicate which convention events you will be attending with a check mark.

- _____ \$85 One year OAI membership
- _____ \$150 Two year OAI membership
- _____ \$195 Three year OAI membership
- _____ N/C Spring Conference- OAI member registering by March 26th. (Includes admission to all seminars, Trade show, and Sunday breakfast.)
- _____ N/C Lunch Saturday, March 31st (Lunch ticket provided at registration & is only available to paid conference attendees.)
- _____ N/C Sunday Breakfast April 1st
- _____ \$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
603 W. Pleasantview Dr.
Prairie City, IA 50228

Questions? Call Jennie Tupper at 515-669-7365