CAPITALIZE ON EDUCATION

OPTICIANS ASSOCIATION OF MICHIGAN CONVENTION

MARCH 11-13, 2016

111 North Grand Avenue, Lansing, Michigan 48933
517/482-0188 www.radisson.com/lansing/mi

THINK OUTSIDE THE BOX

www.theoam.org
Phone: 877/297-1668 Fax: 517/515-7880
CLASS DESCRIPTION

Chef Matt Avram
Cooking Course
(1 Hr. NOT ABO) Limit 30
Chef Matt provides a demonstration while participants make a delicious homemade Italian dish quickly and easily! At the end of class enjoy the dish you prepared.

James Brady
Basic Optics – 101 (3 Hrs. NOT ABO)
A must for beginning Opticians and a great refresher course of basic primary skills, important tasks and procedures needed to properly and proficiently care for patients.

Anisiekonia – (1 ABO-Advanced)
This course describes methods to design isokonios lenses that best meet patient's visual goals.

Near Vision Lenses (1 ABO-Advanced)
This course covers many of today's modern near vision lens designs and the differences a patient might expect.

Joe Buttafazzoni
Low Vision Care (2 ABO)
This course will discuss some of the causes of Low Vision; show and explain the use and care of some Aids; discuss advantages and disadvantages of the 7 Steps to Dispensing Low Vision Aids.

Tracy Dard
ABO Review Course (8 Hrs.)
This 8-hour, 2-day course is to prepare participants for the American Board of Opticianry certification exam. Tracey covers each area needed mastering.

Herbert Fletcher
Bright Solutions (1 ABO)
This seminar provides research and insight into the changing expectations of eyewear consumers, focusing on the importance of asking patients of their daily activities relating to visual demands. Thus, allowing opticians to make two pair recommendations for specific needs. Patient profiles are featured for demonstration.

Dispensing to the Elderly (1 ABO)
Elderly demographics has changed - seniors live longer, enjoy active lifestyles and have more discretionary income. Today's new optical lens technology options perfectly match the elderly's needs enhancing their eyesight. We will provide optical solutions to the subjective complaints improving their quality of life.

Polarized Lenses
The Technology and Benefits (1 ABO)
This seminar discusses harmful polarized light; the effects, protection and recognizing the innovative technologies used by most advanced and intelligently designed polarized lenses. Discussion of current polarized lens market and increasing the income by making polarized sunwear a more important part of your business.

Laurie Pierce
Choose Your Attitude (1 ABO)
This course focuses on the differences in visual requirements of sun wear used for various activities. Lifestyle/Sports and Fashion must be taken into consideration prior to choosing a lens to meet the visual needs of each patient/client. Today's advanced freeform applications with visual software programs allow both fashion and function for the best possible lens solution.

Making a Difference (2 ABO)
This motivational presentation explores ways to create a 5-star service environment at work and our daily lives. Activities enhance the experience while adding fun and generating ways to improve or change the culture of your work environment. Making a difference to those around you will enrich your own life.

Real World Vision (1 ABO)
This course informs attendees the new concept and management of lens design for "Real World Vision" for optical viewing in all areas. Discussion of visual images vary between Presbyopic Myopes and Hyperopes. At the conclusion of this course attendees will be educated on lens options available to produce "Real World Vision" and the correct fitting procedures.

Eric Rollins
Communication in an Eye Care Practice (1 ABO)
This class details how (and how not) to communicate between staff, patients and staff with each other.

Managing MVC (1 ABO)
Managed Vision Care plans make up a large percent of revenues for most practices, what are the tricks to maintaining profitability and how do you know which plans are profitable?

Warranties, Exchanges and Returns
It's all Free! (1 ABO)
This course takes a look at the myth that there is no cost to the practice for warranty work, frame exchanges, etc. and makes recommendations for warranty programs.

Debra Sandborn
Crizal Prevencia (1 ABO)
Crizal Prevencia lenses provide a visual solution to help patients protect their eyes.

New Progressive Lens Technologies
The Science Behind the Designs (1 ABO)
This course discusses advances in personalization of progressive lenses to patient's frame, lens requirements and personalization of the patient's actual eye physiological data. New Varilux progressive lens designs, technologies specific to Varilux; W.A.V.E. Technology 2, Binocular Booster, SchonEyes, and NanoPlex technologies, that provide deliverable patient benefits will be critiqued.

Transitions Signature VII (1 ABO)
Transitions Optical is always striving to improve photochromic technology to give you the best possible lens, and to give the best lens options for your patients. This course introduces Transition Signature VII technologies, Life360 and Chroma 7, providing deliverable patient benefits resulting in 94% patient satisfaction.

Robert Westlake
Basic Lensometer (2 ABO) Limit 20
Understand the parts and functions of the lensometer and how to verify prescriptions.

Advanced Lensometer (2 ABO) Limit 20
Understand with a high level of proficiency difficult prescriptions, verify prescriptions with prism, biconic grind (slab-off) and understand equi-thinning as applied to both progressive and bifocal lenses.

Ronald Witt
Frame Adjusting (2 ABO) Limit 18
Practical hands on training course of frame adjustments. Participants improve their skills in adjusting nose pads, temples, face form, pantoscopic angles and overall frame fit. Standard alignment skills will be revisited and a demonstration of proper technique of ophthalmic hand tools. Attendees are grouped to practice frame adjustments with he supervision from instructors.

Practical Training
MBCO Review (1 ABO)
This course reinforces various aspects of our industry deemed most important for day to day operations. Topics include: prescription interpretation, lens identification, spectacle analysis and frame adjustments.
# SCHEDULE OF EVENTS

## FRIDAY, MARCH 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Class</th>
<th>Topic</th>
<th>Instructor(s)</th>
<th>ABO Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00pm-6:00pm</td>
<td>Class 101</td>
<td><strong>CRIZAL PREVENCIA</strong> - Debra Sandborn</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 102</td>
<td><strong>FRAME ADJUSTING</strong> - Ronald Witt</td>
<td></td>
<td>2 ABO (Part 1) Limit 18</td>
</tr>
<tr>
<td></td>
<td>Class 103</td>
<td><strong>NEW PROGRESSIVE LENS TECHNOLOGIES</strong> - The Science Behind the Designs - Debra Sandborn</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 104</td>
<td><strong>FRAME ADJUSTING</strong> - Ronald Witt</td>
<td></td>
<td>2 ABO (Part 2) Limit 18</td>
</tr>
<tr>
<td></td>
<td>Class 105</td>
<td><strong>LOW VISION CARE</strong> - Joe Buttazzoni</td>
<td></td>
<td>2 ABO (Part 1)</td>
</tr>
<tr>
<td></td>
<td>Class 106</td>
<td><strong>MAKING A DIFFERENCE</strong> - Laurie Pierce</td>
<td></td>
<td>2 ABO (Part 1)</td>
</tr>
<tr>
<td></td>
<td>Class 107</td>
<td><strong>LOW VISION CARE</strong> - Joe Buttazzoni</td>
<td></td>
<td>2 ABO (Part 2)</td>
</tr>
<tr>
<td></td>
<td>Class 108</td>
<td><strong>MAKING A DIFFERENCE</strong> - Laurie Pierce</td>
<td></td>
<td>2 ABO (Part 2)</td>
</tr>
<tr>
<td></td>
<td>Class 109</td>
<td><strong>COOKING COURSE</strong> - Chef Matt Avarm</td>
<td></td>
<td>1 Hr. NOT ABO Limit 30</td>
</tr>
<tr>
<td></td>
<td>Class 110</td>
<td><strong>POLARIZED LENSES THE TECHNOLOGY AND BENEFITS</strong></td>
<td>Herbert Fletcher</td>
<td>1 ABO</td>
</tr>
</tbody>
</table>

## 8:00pm-11:00pm

- **HOSPITALITY SUITE - MEET AND GREET**

## SATURDAY, MARCH 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Class</th>
<th>Topic</th>
<th>Instructor(s)</th>
<th>ABO Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am-4:00pm</td>
<td>Class 201</td>
<td><strong>ABO REVIEW COURSE</strong> - Tracy Dard</td>
<td></td>
<td>8 Hrs NOT ABO (Part 1-5 Hrs.)</td>
</tr>
<tr>
<td></td>
<td>Class 202</td>
<td><strong>LOW VISION CARE</strong> - Joe Buttazzoni</td>
<td></td>
<td>2 ABO (Part 1)</td>
</tr>
<tr>
<td></td>
<td>Class 203</td>
<td><strong>BASIC LENSMETER</strong> - Robert Westlake</td>
<td></td>
<td>2 ABO (Part 1) Limit 20</td>
</tr>
<tr>
<td></td>
<td>Class 204</td>
<td><strong>ANISIEKONIA</strong> - James Brady</td>
<td></td>
<td>1 ABO-Advanced</td>
</tr>
<tr>
<td></td>
<td>Class 205</td>
<td><strong>LOW VISION CARE</strong> - Joe Buttazzoni</td>
<td></td>
<td>2 ABO (Part 2)</td>
</tr>
<tr>
<td></td>
<td>Class 206</td>
<td><strong>BASIC LENSMETER</strong> - Robert Westlake</td>
<td></td>
<td>2 ABO (Part 2) Limit 20</td>
</tr>
<tr>
<td></td>
<td>Class 207</td>
<td><strong>NEAR VISION LENSES</strong> - James Brady</td>
<td></td>
<td>1 ABO-Advanced</td>
</tr>
<tr>
<td></td>
<td>Class 208</td>
<td><strong>BRIGHT SOLUTIONS</strong> - Herbert Fletcher</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 209</td>
<td><strong>CHOOSE YOUR ATTITUDE</strong> - Laurie Pierce</td>
<td></td>
<td>1 ABO</td>
</tr>
</tbody>
</table>

## 11:00am-4:30pm

- **EXHIBIT HALL - LUNCH**

## 12:30pm-1:50pm

- **EXHIBIT HALL - WINE & CHEESE**

## 3:00pm-3:40pm

## 3:50pm-4:40pm

- **BASIC OPTICS - 101** - James Brady
- **COMMUNICATION IN AN EYE CARE PRACTICE**
  - Eric Rollins

## 4:50pm-5:40pm

- **ADVANCED LENSMETER** - Robert Westlake
- **BASIC OPTICS - 101** - James Brady
- **MANAGING MVC** - Eric Rollins
- **ADVANCED LENSMETER** - Robert Westlake

## 7:00pm-7:30pm

- **COCKTAILS**

## 7:30pm-9:00pm

- **DINNER** (Casual Attire)

## 9:30pm-10:30pm

- **SCAVENGER HUNT**

## 10:00pm -???:??

- **HOSPITALITY SUITE**
# SCHEDULE OF EVENTS

**Sunday, March 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Class</th>
<th>Event</th>
<th>Instructor(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am-9:30am</td>
<td>Class 301</td>
<td>ABO REVIEW COURSE - Tracy Dard</td>
<td><strong>Eric Rollins</strong></td>
<td>8 Hrs NOT ABO (Part 2 - 3 Hrs.)</td>
</tr>
<tr>
<td></td>
<td>Class 302</td>
<td>WARRANTIES, EXCHANGES AND RETURNS IT'S ALL FREE!</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 303</td>
<td>FRAME ADJUSTING - Ronald Witt</td>
<td></td>
<td>2 ABO (Part 1) Limit 18</td>
</tr>
<tr>
<td></td>
<td>Class 304</td>
<td>COMMUNICATION IN AN EYE CARE PRACTICE</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 305</td>
<td>FRAME ADJUSTING - Ronald Witt</td>
<td></td>
<td>2 ABO (Part 2) Limit 18</td>
</tr>
<tr>
<td></td>
<td>Class 306</td>
<td>POLARIZED LENSES THE TECHNOLOGY AND BENEFITS</td>
<td><strong>Herbert Fletcher</strong></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 307</td>
<td>TRANSITIONS SIGNATURE VII - Debra Sandborn</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td>10:30am-11:20am</td>
<td>Class 308</td>
<td>DISPENSING TO THE ELDERLY - Herbert Fletcher</td>
<td></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td>Class 309</td>
<td>NEW PROGRESSIVE LENS TECHNOLOGIES - THE SCIENCE BEHIND THE DESIGNS -</td>
<td><strong>Debra Sandborn</strong></td>
<td>1 ABO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00pm-5:00pm</td>
<td>MBCO</td>
<td><strong>MICHIGAN BOARD CERTIFIED OPTICIAN TEST</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you to our Class Sponsors

**Eschenbach Optik of America**
**Essilor, USA**
**Opticians Association of Michigan**
**Rollins Consulting, LLC**
**Shamir Insight, Inc.**
**Walman/Harbor Optical**
**Younger Optics, Inc.**

**Thank You for your attendance and Capitalizing on your Education as a Professional Optician**
REGISTRATION FORM
OPTICIANS ASSOCIATION OF MICHIGAN ANNUAL CONVENTION
MARCH 11 - 13, 2016
111 North Grand Avenue, Lansing, Michigan 48933
517/482-0188 www.radisson.com/lansing/mi

First Name __________________________ Last Name __________________________ Phone __________________________

Circle all that apply: First OAM Seminar OAM Member New Member ABOC NCLEC Student

E-Mail __________________________ Fax __________________________

Address __________________________ City __________________________ State ___ Zip _________

Home Company __________________________ Office Phone __________________________

REGISTRATION PACKAGES

COMPLETE PACKAGE (Friday, Saturday & Sunday):
Includes all activities for Friday, Saturday & Sunday

OAM MEMBER RATE $205.00
Non Member Rate 325.00
Student Rate 65.00
New Membership including Registration 304.00

$ __________

SATURDAY ONLY PACKAGE:
Includes all activities for Saturday

OAM MEMBER RATE $165.00
Non Member Rate 270.00
Student Rate 65.00
New Membership including Registration 264.00

$ __________

FRIDAY OR SUNDAY ONLY PACKAGE:
Includes classes only

OAM MEMBER RATE $ 85.00
Non Member Rate 115.00

$ __________

MICHIGAN BOARD CERTIFIED OPTICIAN TEST (MBOCO):
Held on Sunday

OAM MEMBER RATE $129.00

$ __________

GUEST/SPOUSE REGISTRATION - OPTIONAL EVENTS

First Name __________________________ Last Name __________________________

Spouse/Guest Activities (not including any ABO certificates) $85.00
Exhibit Hall Attendee Only (must wear name badge) FREE
New Membership to Opticians Association of Michigan $99.00
Late Fee (after March 8, 2016) $25.00

TOTAL $ __________

PAYMENT Visa M/C Discover AMEX

Card# __________________________ SVC ____ Exp Date __________

Cardholder’s Name __________________________

Signature __________________________

Mail completed registration form and check payable to:
Opticians Association of Michigan, 1940 Theresa Avenue, DeWitt, MI 48820
www.theoam.org Phone: 877/297-1660 Fax: 517/515-7080
Cancellations must be received by February 28 FOR FULL REFUND