

Opticians in May!

Sunday May 17th 2015 | 8:30 a.m. - 4:00 p.m.

Double Tree by Hilton Pleasanton | 7030 Johnson Drive, Pleasanton, CA

8:30 - 9:00 a.m

Registration and Welcome

9:00 - 10:50 a.m.

It is Time to Embrace Digital Lens

It has been several years since the introduction of the first digitally produced progressives and single vision lenses. This session explores the vision benefits digital technology produces; why it is time our industry accepts and uses digital lenses as the norm; and tips on how to present digital lenses to each and every patient.

- ▶ Have a clear understanding of how digital lenses are produced .
- ▶ Be able to describe the differences between optimized, position of wear and customized digital lens designs.

(2 HOURS - ABO)

11:00 - 11:50 a.m

Sunshine has a Dark Side

Clinical research continues to support the reality of the harmful effects of the sun on the eyes. As optical professionals it is our duty to educate our patients to the risk faced everyday by unprotected eyes outdoors. Then we need to provide solutions to care for our patients' eyes.

(1 HOUR - ABO & NCLE)

Noon - 1:00 p.m.

Lunch

1:00 - 1:50 p.m.

Diabetes - A Disease with Far Reaching Implications

At the end of this session the participants will:

- ▶ Have a clear understanding of what diabetes is.
- ▶ Understand the impact diabetes has on our health-care systems today and in the future.
- ▶ Comprehend the role the ophthalmic community plays.

(1 HOUR - ABO & NCLE)

2:00 - 2:50 p.m.

Therapeutic Aspects of Eyeglass Lenses

Change is very much in the works of how we think about and use ophthalmic lenses. These changes open additional opportunities for optometrist and opticians to better meet the needs of patients. Scientific research is confirming what many have believed; ophthalmic lenses can and do provide additional health benefit by blocking certain wavelengths of light. These are "therapeutic lenses".

(1 HOUR - ABO)

3:00 - 3:50 p.m.

1 Credit Hour (ABO)

The Science of Blue Light-Protecting Your Patients in a Digital World

As a result of taking this course, the students will be able to:

- ▶ Separate fact from fiction when it comes to Blue Light impact.
- ▶ Understand Blue Light and how it can impact long term vision, daily vision, and overall wellbeing; how to protect your patients using the newest lens technology.
- ▶ Understand how unprecedented (and growing) usage of portable smart phones and tablets is contributing to dangerous Blue Light exposure in patients eyes.

(1 HOUR - ABO)

3:50 - 4:00 p.m.

Close

ABOUT THE SPEAKER



Valerie A. L. Manso ABOC, FNAO

Valerie is the President of Manso Management resources, Inc., a training and development company specializing in the ophthalmic industry. Additionally Valerie works with Eyefinity/OfficeMate as Implementation Manager, supervising a team of Implementation Trainers to assist clients as they implement the OfficeMate and ExamWRITER Software solutions.

As a 38+ year veteran of the optical industry Valerie brings a wealth of expertise to her current role. Her experiences include 14 years in retail fulfilling such functions as, Store Manager, District Manager, National Operations Coordinator, National Training and Development Manager, and Director of Retail Operations for a 60-store retail chain.



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Save the date! Sunday May 17th
Details inside!



Opticians in May!

Save the date! Sunday May 17th

- ▶ Learn how to boost your value and your income!
- ▶ Six ABO/NCLE credits available!
- ▶ Presented by nationally acclaimed speaker!
Valerie A. L. Manso
- ▶ **Early Bird Special!** Save \$25 when you register
 by April 18th 2015



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FREQUENTLY ASKED QUESTIONS

Why Should I Attend?

Want to make more money? Want to keep your job? You have to up your skills and here is a time and place that makes it easy, one day and nationally recognized speaker, the person who teaches your sales reps. Bring a friend and make it fun!

I don't want to spend the money?

Who does? But this is continuing education to keep your skills and knowledge up to par with the changing environment. Your doctors have to have continuing education. It's a necessary part of business and your boss would probably be willing to pay the expense to have a great staff for his clients.

Why Sunday?

Many of us work on Saturdays! Maybe your boss will give you an alternative day off? You are making an extra effort to improve yourself, be more valuable to the practice and in turn the practice will be more successful!

But I'm not ABO/NCLE!

The American Board of Opticianary and National Contact Lens Examiners are much like an honor society. They have standards to belong and require continuing education to maintain a membership. The best part is these organizations encourage education for everyone at every level of experience, in its attempt to improve the industry.

Keep your ABO/NCLE certification up-to-date with SIX HOURS of CE credit (All this and LUNCH too!)
 Save \$25 if registered by 4/18

Total Fees	CADO Members & Associates	Others
Early Registration - Postmarked 4/18/2015	\$75	\$125
Regular Registration - Postmarked by 5/9/2015	\$100	\$150
Registration Paid After 4/9/2015	\$125	\$170

If you would like to join CADO check this box and add \$40 to the total membership payment. (Prorated dues thru 2015).

Classes, morning continental breakfast and lunch buffet included.

Name: _____
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Course Credits (Check either ABO or NCLE for each session below):

Session	ABO	NCLE
1	<input type="checkbox"/>	N/A
2	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	N/A
5	<input type="checkbox"/>	N/A

CADO Member 2015? Yes No