

# Opticians in May!

Sunday May 1<sup>st</sup>, 2016 | 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 - 9:50 a.m. **Are Your Patients More Up to Date Than You?**

If it's on the Internet it must be true, right? Well, there is the good, the bad, and the ugly. People are exposed to all this new media, from Facebook to Instagram. Are you up to date as the Optical Expert?

(1 Hour ABO)

10:00 - 10:50 a.m. **Handling Prescriptions That Contain Prism**

The topic of Prism strikes fear into many Eye Care Professionals including opticians, optometrists and ophthalmologists alike. Prescriptions with Prism can create some unique challenges. This course will help the ECP in frame selection for function and cosmetics.

(1 Hour ABO)

11:00 - 11:50 a.m. **Presenting and Selling Free Form Lenses**

Patients are more lens savvy than ever and want the best in progressive lens technology. This fun course will teach you how to deliver the premier patient experience in presenting and selling Free Form Lens Technology and delivering premier patient experience.

Upon completion the student should be able to translate Free Form Technology into patient friendly terms; describe differences between Free-Form designs; contrast and compare traditional progressive designs with Free Form Technology; create and present Free Form Technology to patients and describe how Free-Form Technology works and its benefits in modern lens design.

(1 Hour ABO)

Noon - 1:00 p.m. **Lunch**

1:00 - 1:50 p.m. **Trouble Shooting the Difficult Prescription**

Every prescription is not created equally and presents its own unique challenges. All too often ECP's are faced with eyewear that results in comments such as, "My eyes feel like they're pulling", "One side of the table is higher than the other", "I can't read with my new progressive lenses", "I see multiple colored lines through one of my lenses" and other familiar complaints. This course will explain why these challenges occur and how to resolve these and many other eyewear issues.

(1 Hour ABO)

2:00 - 2:50 p.m. **Advanced Optics of Sun-wear Lenses**

Advanced optics for comfort and performance are in demand. Ventilation, wind, protection, depth perception, and sport-specific uses are available in almost any application. Are you offering the best? Learn how to help your client make the best choice.

(1 Hour ABO)

3:00 - 3:50 p.m. **Don't Fall Off Balance with Aniseikonia**

Aniseikonia is more common than once suspected. These problematic prescriptions can create challenges even for the experienced optician and optometric technician. This course will explore the various methods of properly balancing aniseikonia the first time, every time. Topics include: Aniseikonia determination, classic symptoms of aniseikonia, calculating spectacle magnification, a discussion of the factors effecting retinal image size disparity and how to design aniseikonia lenses.

(1 Hour ABO)

## ABOUT THE SPEAKER



### Phernell Walker II, BBM, NCLC, ABOM

Mr. Walker is a nationally renowned speaker, recognized Master Optician and author of the text-book, *Pure Optics*, which is in its Second Edition. Mr. Walker is an authority and expert in advanced geometric and applied optics and served as a faculty member for the American Optometric Association (AOA), American Academy of Ophthalmology (AAO), International Vision Expo, American Board of Opticianry National Conference, Professional Optician's of Florida (POF), Armed Forces Optometric Society (AFOS), and at eye care professional conventions in 43-states.



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HOYA





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# Opticians in May!

**Save the Date! Sunday May 1<sup>st</sup>**  
*Details Inside!*



# Opticians in May!

**Save the Date! Sunday May 1<sup>st</sup>**

- ▶ Learn how to boost your value and your income!
- ▶ Six ABO credits available!
- ▶ Presented by nationally acclaimed speaker!  
 Phernell Walker II, BBM, NCLC, ABOM
- ▶ Early Bird Special! Save \$25 when you register by April 6<sup>th</sup>, 2016



Sponsored by the California  
 Association Opticians of Dispensing

## 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 the business and your boss would probably be willing to pay the expense to have 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!

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 certification up-to-date with SIX HOURS of CE credit (All this and LUNCH too!)**

Save \$25 if registered by 4/6

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Early Registration - Postmarked 4/6/16	\$75	\$125
Regular Registration - Postmarked by 4/24/16	\$100	\$150
Registration Paid After 4/24/16	\$125	\$175

Seminar Payment - Please make check out to:  
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If you would like to join CADO check this box and add \$40 to the total membership payment. (Prorated dues through 2015.)

Classes, morning tea, coffee, and lunch buffet included.

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