

Opticians in August!

Sunday August 6th, 2017 | 8:30 a.m. - 4:00 p.m.
Kaiser Point West Clinic | 1650 Response Drive, Sacramento, CA 95815

8:30 - 9:00 a.m. **Registration and Welcome**
Light refreshments served

9:00 - 9:50 a.m. **Three Prescriptions**
(1 Hour ABO)

Every patient has 3 prescriptions that are correct for them. It doesn't matter that they won't buy them in all cases, but the opportunity for customers to learn why a passion, complementary and primary pair of eyewear, in that order, is essential for the best of eyecare. This course teaches how to plant a seed and convert needs to wants so that more than one pair becomes the norm.

10:00 - 10:50 a.m. **How to Grow your Practice with Digital Lifestyle Patients**
(1 Hour ABO/NCLE)

Small type, accommodative stress, 4 or more hours on-line and counting, Billy's latest fail, convergence demand, none or wrong eyewear, Facebook, exposure to short wavelength blue, football scores, online purchasing, the dirt on Carmen. Digital devices are creating a new demand on our eyes, no matter what the age. The static computer screen is now held in our hands at closer and closer distances. Kids, even with their great accommodation, hold digital devices at extremely close distances increasing the demands of their focus. Adults, even with longer arms, are using digital devices in greater frequency. Digital eyestrain, blue light and near demand stress is not just an age related phenomenon. Join us for this very contemporary discussion to learn how to identify, discuss and solve your patient's digital lifestyle vision issues. It will grow your practice and patients will be thrilled.

11:00 - 11:50 a.m. **Blue Light Radiation - A Material Solution**
(1 Hour ABO)

The current method of addressing blue-violet light radiation concerns requires an improved AR lens coating. These coatings reflect blue wavelengths to attenuate blue violet radiation. In some lenses, the rear surface AR is also altered as part of the 'formula' to reduce the blue, overall. This course introduces a new method to absorb blue light radiation by providing material from which lenses can be made that pushes the absorption line past the blue-violet to remove potentially harmful radiation. This allows the lens to pass the blue turquoise light without affecting sleep patterns while it also allows the use of premium AR. In some cases, blue light reflecting AR is bright to look at, more visible to viewers and can produce blue ghost images that experienced AR lens wearers notice. Learn how UV420 can be added to the standard lens material mix.

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

1:00 - 1:50 p.m. **Mr. Material: Premium, Clear, Strong, Thin, With Visual Appeal**
(1 Hour ABO)

Lens manufacturers choose lens materials and their raw chemical suppliers because of the products that they can manufacture that deliver superior lens attributes in final lens form. Those lenses must provide a promise of market preference and market success. ECPs choose lens materials because they are the foundation of the final lens that delivers patient satisfaction and saleable benefits. Each also requires an opportunity to make a profit. This course teaches the DNA of the MR series of high index lens materials and, why they've become a standard by which lens material choice is measured.

2:00 - 2:50 p.m. **Best Practices: Spectacle and Contact Lenses Management**
(1 Hour ABO/NCLE)

"If you don't measure it, you can't fix it." An apt quote that correctly describes this course – a way to look at the metrics of your office. With those numbers, easily plan product goals, education needed, new product introductions and much more. Join us for this guide to understanding and planning spectacle lens management.

3:00 - 3:50 p.m. **The Science Behind Color Enhancement**
(1 Hour ABO/NCLE)

Color vision is part of the enjoyment of everyday life. This course explores the science of color vision, color vision deficiency and the emerging category of color enhancing lenses. Regardless of whether you have normal color vision, your age, genetics and environment affects the way you see color.

ABOUT THE SPEAKER



Mark Mattison-Shupnick, B.A., ABOM

Mark Mattison-Shupnick directs the continuing education program for 20/20 Magazine as part of Jobson Medical Information LLC. In 2018, he will have been an optician for 50 years! Mark currently teaches classes on behalf of company, trade and professional organizations, participates in product development projects and technical marketing, especially about lenses, sunwear and new digital lens products. Mark is a Master Optician, as certified by the American Board of Opticianry, has been appointed to the Opticianry Hall of Fame and is the recipient of the Beverly Myers Award for Education from the National Academy of Opticianry.

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Opticians in August!

Save the Date! Sunday August 6th
3 NCLE Credits or 6 ABO Credits
Details Inside!



Opticians in August!

Save the Date! Sunday August 6th

- ▶ Learn how to boost your value and your income!
- ▶ 6 ABO and 3 NCLE credits available!
- ▶ Presented by nationally acclaimed speaker!
Mark Mattison-Shupnick, BA, ABOM
- ▶ Early Bird Special! Save \$25 when you register by July 7th, 2017



Sponsored by the California Association of Dispensing Opticians

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 7/7

Total Fees	Non Members	CADO Members & Associates
Early Registration - Postmarked 7/7/17	\$130	\$80
Regular Registration - Postmarked by 7/30/17	\$155	\$105
Registration Paid After 7/30/17	\$180	\$130

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

Name: _____
Practice Name: _____
Address: _____
City, State, Zip: _____
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(reservations confirmed by email)

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

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

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Kaiser Employee? Yes No

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