

Opticians in April!

Sunday April 22nd, 2017 8:30 a.m. - 4:00 p.m.
DoubleTree by Hilton - Pleasanton 7030 Johnson Drive, Pleasanton, CA

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

9:00 - 9:50 a.m. **Sight: The Story of Vision**
(1 Hour ABO/NCLE)

"Sight - The Story of Vision" will cover the importance of vision in our lives and how vision-related issues world-wide impact the quality of life and the productivity of society on a global level. We will discuss the different areas of specialization between eyecare professionals with a focus on Ophthalmology, Optometry, and Opticianry. "Sight" explores the world-wide need for the correction of refractive errors in vision needy populations of society and the roles that eyecare professionals serve in solving these issues. This hour includes a discussion of the history of the origin of prescription spectacles and the current and future application of glasses and contact lenses in the world.

10:00 - 10:50 a.m. **Our Eyes Weren't Made for Screens**
(1 Hour ABO)

How many of us go to bed thinking not only are you tired but boy, your eyes need a rest too??? That happens to most of us today and, for most, digital eyestrain is the culprit. Working or playing for hours a day on a digital screen can lead to accommodative stress – a fancy way of describing its effect, tired eyes. A way of reducing accommodative stress is to provide some of the accommodative power demanded of your eye, worn in a special spectacle lens, when in front of a digital screen. This product spotlight describes new Sync III from HOYA Vision Care among others and how the contemporary patient benefits.

11:00 - 11:50 a.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.

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

Innovation, Technology, and the Patient Experience

1:00 - 2:50 p.m.
(2 Hours ABO)

Business and practice growth are dependent on products, sales, communication and satisfaction both for the patient and for the ECP. We can conveniently describe that as the patient experience. However, the details are not that simple. One must consistently deliver innovative products, consistent with new, preferred retail experiences, using the latest technologies that immerse the patient in a benefit rich result. Why... because that's what will make you and your office different from another. After all, today, it's not about the transaction; it's all about the experience, the practice experience. This seminar will describe the contemporary methods used to personalize prescriptions using design, treatments, fitting detail, biometric data and the frame so that innovation and technology becomes the hero of the patient experience

Filter Colors in Spectacle Lenses, More Than Just Grey

3:00 - 3:50 p.m.
(1 Hour ABO/NCLE)

Understanding color sensitivity and perception can help the ECP better select and choose the right sun filter colors for spectacle and contact lens patients considering the patient's age, glare sensitivity, sport, hobby, task, color preferences and frame fashions. Today lens filters can be designed to enhance the environment, crisp edges for contrast, or self-tint for daily light changing conditions. Use this seminar to understand that sunglasses just aren't grey anymore.

ABOUT THE SPEAKER



Mark Mattison-Shupnick, B.A., ABOM

Mark Mattison-Shupnick is VP, Business Development for Enchroma, a unique eyewear company that provides eyewear for color blindness. Mark has directed the continuing education program for 20/20 Magazine as part of Jobson Medical Information LLC. He is an optician for 5 decades. 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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 6 ABO Credits, or 4 ABO and 2 NCLE
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Opticians in August!

Save the Date! Sunday April 22nd

- ▶ Learn how to boost your value and your income!
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- ▶ Presented by nationally acclaimed speaker!
 Mark Mattison-Shupnick, BA, ABOM
- ▶ Early Bird Special! Save \$25 when you register by March 22nd, 2018



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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 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 3/22

Total Fees	Non Members	CADO Members & Associates
Early Registration - Postmarked by 3/22/18	\$130	\$80
Regular Registration - Postmarked by 4/15/18	\$155	\$105
Registration Paid After 4/15/18	\$180	\$130

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