

2016 Vision Preview



October 28-30, 2016

Presented by



Excellent Education Exciting Exhibits

Attend Professional Opticians of Florida's Vision Preview 2016 on October 28-30 at the Bonaventure Resort and enjoy the best in optical education available anywhere, plus:

- ◆ Earn all 20 CE hours for the renewal of your license in one weekend
- ◆ Choose from over 50 hours of Florida approved CE courses for opticians
- ◆ World class education presented by 15 of the nation's leading instructors
- ◆ Your lunch on Saturday is included
- ◆ Full schedule of education with eight hours of CE on both Friday and Saturday
- ◆ Vision Preview exhibits feature international optical vendors & suppliers
- ◆ Free parking with easy access from I-75, I-595, US 27 and SR 869 (Sawgrass)
- ◆ Support the only Florida association that supports your profession

- ◆ Only POF offers the State of Florida mandated courses on multiple days with:
 - ◆ Florida Laws & Rules on Friday & Saturday
 - ◆ Reduction of Medical Errors on Friday & Saturday
 - ◆ Contact Lens Education on Saturday & Sunday

Plus

- ◆ Apprentice Orientation on Friday
- ◆ Hands-on Frame Fitting on Friday & Saturday



Additional Educational Offerings at Vision Preview include:

- ◆ Contact Lens Fitting Course for Board Certification
- ◆ Full day preparation courses for ABO and NCLE exams
- ◆ Apprentice Contact Lens Certificate Program
- ◆ Hands on Frame Fitting and Custom Adjustment course

Optional Hands-On Workshops

Professional Development for Opticians: A Four-Hour Business Makeover Sunday, October 30, 2016, at 9am \$47 early rate

*Presented by Maggie Sayers, Master Optician & Certified Life Coach,
Success by Design*

Strategies for business growth in optical retailing have been rewritten as a result of perpetual and significant changes in the marketplace. What was a sure plan for success a few years ago, no longer holds the same relevance. Adaptability is now key to your competitive advantage.

This course will help you develop strategies for success that give you flexibility, create your compelling vision for the future, and show you how to share it with your team. You will acquire new techniques to manage your time better, have more fun at work and bedazzle your patients with extraordinary customer service.

Customer experience is the cumulative impact of multiple touchpoints over time. As you examine these touchpoints in this business makeover you will increase your skills in:

- ◆ **Strategic Planning:** A prerequisite to your success is a solid strategic plan. Learn the steps to building your own personal roadmap to superstardom.
- ◆ **Fashion:** Unite old world optical knowledge with the new world, cutting-edge technology in a fashionable pair of eyeglasses. Fashion and technology meet at the dispensing table, so make it a happening!
- ◆ **Technology:** Understand why & how to use technology as a game-changer.
- ◆ **Leadership:** Industry leaders will share their experiences, as you look at today's challenges in the profession and discover how to master them.
- ◆ **Communications:** You will study how to tune into your patient, communicate effectively, create a fun experience, and conduct successful business.

The future for opticians is bright with above average growth potential. Find out how you can perform like an Optical Superstar and gain the skills required to succeed in the 21st-century optical marketplace. Join us for this practical approach to creating an adaptive business strategy. The interactive workshop will include success tools you can use right away to boost your productivity and increase your bottom line.

\$47 early rate for the four-hour workshop: two hours of technical CE and two hours of elective CE.

Hands-On Frame Fitting & Custom Adjustments

Workshop A: Friday, 2:00 - 4:00pm

Workshop C: Saturday, 10:00am -12:00pm \$37 for early rate

Every patient deserves a well-handcrafted, multi-dimensional, and personalized frame fitting in order to enhance comfort, stability, and their long-term wearability. Learn frame fitting techniques with instructional and direct hands-on experience in the assessment of eyewear while in-place and on the face of the patient with the application of handcrafted fitting skills. Workshops A & C are presented by Jerry Campbell, 25+ year veteran of ophthalmic dispensing.

Plan to bring a few of your favorite hand tools to the session. You'll also learn about other tools that are available to assist you in the custom fitting of frames.

This workshop meets the Board of Opticianry requirement for all Apprentices to take a two hour Hands-On Frame Fitting course before becoming Florida licensed.



Introduction to Optical Tools & Instruments for Future Opticians Workshop B: October 29th at 8am - 10am Workshop

Join us for a hands-on workshop designed for future Opticians and those new to ophthalmic dispensing. Topics covered will include: proper methods for use of tools & instruments used for frame adjustment prior to measurements for lens design, initial adjustment, bench straightening, eyewear verification, final dispensing, repair and adjustments after dispensing. Participants will have the opportunity to work with multiple tools, instruments, lenses, and frames. Two Hour Hands-On Workshop \$29 for early rate.

Apprentice/Sponsor Orientation WEBINAR: October 18th at 7pm LIVE: October 28th at 10am at Conference

Webinar or in-person, it's your choice. Join us for an interactive session designed to help you understand everything you need to know about being an Apprentice Optician in Florida. POF has new programs designed to help you gain the knowledge and skills necessary to complete your Apprentice program and start your career as a professional Optician!

All Florida Apprentices are required to attend an approved two-hour Apprentice/Sponsor Orientation course within one year of registering for the program.

Webinar: FREE for POF Members \$29 without membership
Live Course: \$29 for early rate

Speakers & Education Sponsors at Vision Preview 2016

Professional Opticians of Florida is proud to present these outstanding speakers. Thank you to all of them and their sponsoring organizations for sharing their time and knowledge with us.

Janet H. Acara, FCLSA, LDO, Assistant Professor, Erie Community College

Mile Brujic, OD, Premier Vision Group

Jerry W. Campbell, LDO, Vice President, Professional Opticians of Florida

David Couch, LDO, President, Professional Opticians of Florida

Mark Dolabany, CEO, Dolabany Eyewear

Laurie Pierce, LDO, ABOM, Instructor Opticianry Program, Hillsborough Comm. College, Sponsored by Shamir USA

Mitch Rockwell, LDO, Optical Store Manager

Maggie Sayers, LDO, ABOM, Master Optician & Certified Life Coach, Success by Design

Nick Veliz, ABOC, Key Account Manager, Wholesale Labs, S.E. Vision Care, Carl Zeiss Vision

Jackie O'Keefe Lincoln, O'Keefe Optical Consultants, sponsored by Essilor Lens of America

Mohamed Ganem, LDO, Regional Director/ Corp. Trainer, Eye Doctors Optical Outlets

John B. Girdler, LDO, National Optical Trainer & Member, Florida Board of Opticianry

Richard McCoy, Site Coordinator-Ft Myers, Opticianry Program, Hillsborough Comm. College

Bill Underwood, Ph.D., ABOM, LDO, Professor & Program Manager, Opticianry Program, Hillsborough Comm. College

John Zimmerman, ABOC, Business Development Representative, Carl Zeiss Vision-Florida

Vision Preview 2016

Friday - October 28, 2016

Eight hours of CE available

10:00am	Registration Desk Open	
12:00 -2:00pm	Florida Laws, Rules & Professional Ethics J. Girdler -Two (2) hours of Laws & Rules	NCLE
1:00 - 2:00pm	How is it Made? An Inside Look at Today's Lens Manufacturing M. Sayers - One (1) hour of Technical	
2:00 - 3:00pm	Blue Light Special J. O'Keefe Lincoln - One (1) hour of Technical	ABO
2:00 - 3:00pm	Troubleshooting Optical Complaints M. Ganem - One (1) hour of Technical	ABO
2:00 - 4:00pm <i>Workshop A</i>	Hands-on Frame Fitting & Custom Adjustments J. Campbell - Two (2) hours of Technical	ABO <i>Optional Hands-on Workshop</i>
3:00 - 4:00pm	Motivation for an Exceptional Performance M. Ganem - One (1) hour of Elective	
3:00 - 4:00pm	Spectacle Lens Solutions for Digital Eye Strain J. Zimmerman - One (1) hour of Technical	ABO
3:00 - 4:00pm	Let's Get Techie With Variable Tint Lenses J. O'Keefe Lincoln -One (1) hour of Technical	ABO
4:00 - 5:00pm	The As & Bs of Professionalism J. Girdler - One (1) hour of Technical	
4:00 - 6:00pm	The 21st Century Optician M. Sayers - Two (2) hours of Technical	
4:00 - 6:00pm	Reduction of Medical Errors L. Pierce - Two (2) hours of Medical Errors	NCLE
5:00 - 6:00pm	Visual Challenges While Driving J. Zimmerman - One (1) hour of Technical	ABO
6:00 - 7:00pm	Break for Dinner	
7:00 - 9:00pm	Apprentice/Sponsor Orientation J. Girdler -Two (2) hours of Apprentice Orientation/ or Elective	
7:00 - 9:00pm	The Top Dispensing Tips - by the O'Keefe Sisters Laurie, Jackie & Candace - Two (2) hours of Technical	

Saturday - October 29, 2016

Eight hours of CE available

7:30am	Registration Desk Open	
8:00 - 9:00am	Protecting the Eye from Harmful Blue Light N. Veliz - One (1) hour of Technical	ABO
8:00 - 9:00am	Creating Customers for Life M. Ganem - One (1) hour of Technical	ABO
8:00 - 9:00am	The Power of Branded Product & How Best to Use It J. O'Keefe Lincoln - One (1) hour of Technical	ABO
8:00 - 10:00am <i>Workshop B</i>	Introduction to Optical Tools and Instruments J. Campbell - Two (2) hours Technical	ABO <i>Optional Hands-on Workshop</i>
9:00 - 11:00am	Modern Optical Laboratory Production N. Veliz - Two (2) hours of Technical	
9:00 - 11:00am	Reduction of Medical Errors M. Sayers - Two (2)hours of Medical Errors	NCLE
9:00 - 11:00am	The DNA of Ophthalmic Lenses J. O'Keefe Lincoln - Two (2) hours of Technical	ABO
10:00 -12:00pm <i>Workshop C</i>	Hands-on Frame Fitting & Custom Adjustments J. Campbell - Two (2) hours of Technical	ABO <i>Optional Hands-on Workshop</i>
11:00 -12:00pm	How to Dispense Perfect Eyewear M. Ganem - One (1) hour of Technical	
11:00 -12:00pm	Disruption of Online Sales to the Optical Industry M. Dolabany - One (1) hour of Elective	ABO
11:00 -12:00pm	Crossing the Line Bifocal Conversion L. Pierce - One (1) hour of Technical	ABO

12:00 - 1:00pm	Dispensing to the Generations L. Pierce - One (1) hour of Technical	ABO
12:00 & 1:10pm	Lunch Served at 12pm & 1:10pm <i>Enjoy lunch and visit the Optical Exhibits</i>	
12:30 - 6:30pm	VISION PREVIEW's OPTICAL EXHIBITS OPEN <i>See the latest in Optical Goods and Services</i>	
1:30 - 2:30pm	Dispensing to the Generations <i>(Repeat of 12pm course)</i> L. Pierce - One (1) hour of Technical	ABO
2:30 - 3:30pm	Patient Profiles & Multiple Sales: The 12 Step Strategy J. O'Keefe Lincoln - One (1) hour of Elective	ABO
2:30 - 3:30pm	Cost-Effective Online Marketing Strategies for the Eye Care Business M. Dolabany - One (1) hour of Elective	ABO
3:00 - 5:00pm	Florida Laws & Rules D. Couch - Two (2) hours of Laws & Rules	NCLE
4:00 - 5:00pm	How to Compete with Internet Sales: Creating the Compelling Patient Experience M. Sayers - One (1) hour of Technical	
4:00 - 5:00pm	Optics and Nomenclature of Contact Lenses J. Acara - One (1) hour of Technical: Contact Lens	NCLE
6:00 - 7:00pm	Near to Intermediate Environment Lenses L. Pierce - One (1) hour of Technical	ABO
6:00 - 7:00pm	Indications and Contraindications of Contact Lenses J. Acara - One (1) hour of Technical: Contact Lens	NCLE

Sunday - October 30, 2016

Five hours of CE available

7:30am	Registration Desk Open	
8:00 - 9:00am	Getting it Right the First Time - Effective Lens Ordering M. Sayers One hour (1) of Technical	
8:30 - 9:30am	New Contact Lens Options That You Need to Know About M. Brujic - One (1) hour of Technical: Contact Lens	NCLE
9:00 - 10:00am	Topic to be announced One (1) hour of Technical	
9:30 - 11:30am	Understanding Ocular Medications M. Brujic - Two (2) hours of Technical: Contact Lens	NCLE
9:30 - 11:30am	Business Development for Opticians, Part 1 M. Sayers - Two (2) hours of Technical	<i>Optional Hands-on Workshop</i>
10:00 - 11:00am	Selling Strategies in Business and in Life According to Human Behavior M. Dolabany - One (1) hour of Elective	ABO
12:00 - 1:00pm	Evaluating Third Party Payer Programs, the Good, the Bad and the Profitable M. Rockwell - One (1) hour of Elective	
12:30 - 1:30pm	Focusing on Diabetes and Its Ocular Manifestations M. Brujic - One (1) hour of Tech: Contact Lens	NCLE
1:00 - 3:00pm	Business Development for Opticians, Part 2 M. Sayers Two hours (2) of Elective	<i>Optional Hands-on Workshop</i>
2:00 - 3:00pm	Topic to be announced One (1) hour of Technical	

Florida Provider #50-1645

All workshops require an additional fee & pre-registration

Education schedule subject to change, but very little. All Education is approved for Florida opticians & apprentices, most courses are also approved by ABO/NCLE as indicated on VisionPreview.com.

Our cancellation policy is also optician friendly. If you need to cancel for any reason, POF will give you a 100% refund; just send us an email before the event to let us know you can not attend and we will refund ALL of your payment after the event.

Florida Apprentice Contact Lens Certificate Program

This new 32 hours of training in Contact Lenses meets and exceeds the FL Admin Rule 64B12-16.003; Apprenticeship Requirements and Training Program for an Apprentice with a sponsor that is not Board Certified. The Contact Lens Society of America (CLSA) and POF have combined their experience and resources to offer a contact lens program designed specifically for Apprentice Opticians in Florida. This new 32-hour course will be offered in two parts: 13 hours of on-line training, plus 19 hours of live and hands-on clinical training offered at this conference.

PART 1: Available Online in advance of workshop

The first part of the program is delivered on-line and covers contact Lens theory in carefully designed modules that can be completed at your own pace and in advance of the live hands-on clinical Part 2.

Part 2: Clinical Workshop at POF's Vision Preview

This part of the program is offered as a clinical workshop model, which is delivered over a three-day weekend. You will spend nineteen (19) hours with highly skilled contact lens instructors learning the key concepts of Contact Lens fitting firsthand.

Clinical Workshop Schedule:

Friday, October 28, 2016 5pm-8pm

Florida & Federal Laws and Rules, Professional Ethics

Saturday, October 29, 2016 9am-5pm

Anatomy & Physiology, Pathology, Keratometer, Slit Lamp

Sunday, October 30, 2016 9am-5pm

Fitting & Evaluation, Insertion & Removal, Solutions



Be sure to register for the Certificate program now and complete the 13 hours of training online in Part 1 before Friday, October 21st to be eligible to take the clinical workshops listed above.

Discounted POF Members Registration Total: \$425

For additional information on any of these Apprentice Training programs or to register, visit: POF.org/apprentice.

ABO/NCLE Live Exam Prep

ABO Prep - Sat. 8:30am - 4:00 pm / NCLE Prep - Sun. 8:30 am - 4:00 pm
POF, in conjunction with the National Federation of Opticianry Schools (NFOS), is pleased to offer ABO and NCLE live Exam Prep Courses. These live ABO/NCLE exam preps are 6 hours each and are conducted by full time Opticianry program instructors that will review the exam materials and assist you in your exam preparations. Instructors will answer your questions and help you prepare by studying appropriate materials in advance of your exam.

Advance Registration (before Oct. 1, 2016)	
ABO (Saturday Oct. 29)	NCLE (Sunday Oct. 30)
Member \$79	Member \$79
Standard \$89	Standard \$89

ABO & NCLE Live Prep Course Package: \$149 (Members)/\$169 (Standard)
Your bonus for registering for POF's ABO/NCLE Live Exam Preps courses at Vision Preview: you can attend Florida Laws & Rules (Initial) and Reduction of Medical Errors Courses on Friday for free. No additional registration is required.

Vision Preview Registration

Name _____ License# _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

E-mail _____@_____

* POF has a NO Spam policy: We will not share your email information with anyone.

We will only send you important professional and educational updates as needed.

Are you a member of POF? Yes No

I would like to join POF renew my membership.

\$ 165 Professional Member - FL Licensed Optician

\$ 45 Future Opticians - Apprentice/Current Optical Student

\$ 85 Associate Member- ABO, NCLE, COT, COA & not FL Licensed

\$ 85 Affiliate Member- Supplier & not FL Licensed

Four Convenient Ways to Register

Online:

VisionPreview.com

Fax:

850/201.2947

Phone:

850/201.2622

M-F 8:30a –6:00p

Se Habla Español

M-F 9:00a - 4:00p

US Mail:

POF/ Vision Preview

1947 Greenwood Drive

Tallahassee, FL 32303

POF's goal is to serve you with the friendliest service possible & to treat you as a professional.

We accept all major credit cards and your checks in advance & on-site.

Our cancellation policy is also, optician friendly, if you need to cancel for any reason, POF will give you a 100% refund; just send us a note and we will refund ALL of your payment after the event.

**FL Approved
CE Provider 50-1645**

Circle the appropriate amount(s)		Early Rate on/before October 9	Base Rate After October 9	On Site Rate After October 24
Standard Rates				
Full	All Three Days	\$227	\$248	\$259
Two Days	Friday & Saturday	\$217	\$238	\$249
		\$217	\$238	\$249
One Day	Friday	\$127	\$148	\$159
	Saturday	\$147	\$168	\$179
		\$127	\$148	\$159
Discounted POF Member Rates				
Full	All Three Days	\$117	\$138	\$149
Two Days	Friday & Saturday	\$107	\$128	\$139
	Saturday & Sunday	\$107	\$128	\$139
One Day	Friday	\$87	\$108	\$119
	Saturday	\$97	\$118	\$129
	Sunday	\$87	\$108	\$119

Optional Workshops & Courses		You can attend these Workshops or Courses With or Without registering for the Conference		
Limited seating, first come, first served.				
Hands-On Frame Fitting & Custom Adjustments				
A	Friday 2:00 - 4:00pm	\$ 37	\$ 48	\$ 59
C	Saturday 1:30 - 3:30pm	\$ 37	\$ 48	\$ 59
Intro to Optical Tools and Instruments Saturday 8:00 - 10:00am				
B	Saturday 8:00 - 10:00am	\$ 29	\$ 34	\$ 45
Business Development for Opticians Sunday 9:00 - 2:00pm				
D	Sunday 9:00 - 2:00pm	\$ 47	\$ 58	\$ 69
Apprentice/Sponsor Orientation Course Saturday 10:00 - 11:45am				
	If also registered for Conference	Included	Included	Included
	If Not registered for Conference	\$ 29	\$ 34	\$ 45
Florida Laws and Rules Course Friday at 12pm or Saturday at 3pm				
	If also registered for Conference	Included	Included	Included
	If Not registered for Conference	\$ 29	\$ 34	\$ 45
Reduction of Medical Errors Course Friday at 4pm or Saturday at 10am				
	If also registered for Conference	Included	Included	Included
	If Not registered for Conference	\$ 29	\$ 34	\$ 45

Vision Preview Coupon Code _____

Payment: Check (payable to POF)

Visa MasterCard AmEx DiscoverCard

Card # _____ Exp. _____

Cardholder's Name _____ CVV# _____

Cardholder's Signature _____

I agree to pay above total amount according to card issuer agreement.



Vision Preview's Tropical Resort Location

BONAVENTURE RESORT & SPA

250 Racquet Club Road
Weston, Florida 33326
800/327-8090 or 954/389-3300



Bonaventure is an intimate escape within a lush, green atmosphere offering elegant and spacious guest rooms. Centrally located in South Florida, the resort is easily accessible from all major roadways. Free self-parking is available at the resort.

Reserve your deluxe guestroom by **TUESDAY, OCTOBER 4th** or till room block sells out, for Vision Preview 2016 at the Bonaventure Resort & Spa in Weston, FL. POF has arranged a reduced rate of \$130 for our guests. You are welcome to call the Resort's reservations department at 954-389-3300 or book it online through VisionPreview.com/Resort.

Is Vision Preview Earlier This Year?

Does it seem like Vision Preview got here earlier this year? If so, you're not imagining things! Vision Preview 2016 comes one week earlier than it's traditionally been held. It turns out the Miami Dolphins now occupy Bonaventure Hotel & Spa as a team hotel for home games, and they'll be playing the New York Jets at home on that first weekend in November. So here's to Florida's Miami Dolphins, and here's to you having a great weekend of education and comradery with your fellow opticians...and the sense of satisfaction knowing you've completed your education requirements a week sooner!

PROFESSIONAL OPTICIANS OF FLORIDA

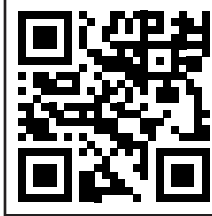
Dispensing your Best Vision is our Mission

1947 Greenwood Drive, Tallahassee, FL 32303

October 28-30, 2016 - Excellent Education Exciting Exhibits

ADDRESS SERVICE REQUESTED

For the latest information or to register use this QR code with your smartphone or visit: VisionPreview.com



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