

Vision

Preview 2011

November 4-6, Fort Lauderdale
Broward County Convention Center

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Sponsored by Professional Opticians of Florida

Vision Preview is the largest optical event in Florida!

- Earn all 20 CE hours for license renewal in one weekend
- Over 45 continuing education topics to choose from
- Presented by the nation's best optical educators & trainers
- Nine optional hands-on workshops to choose from:
 - > Frame-fitting & Custom Adjustments (Intermediate & Advanced)
 - > American Sign Language for Opticians
 - > Spanish for Opticians
 - > Medicare Post-Op Eyewear Billing Tips
 - > Professional Success Development Series;
 - Time Management for Opticians
 - Leadership - *How do you Lead?*
 - Productivity - *Using Your Resources Effectively*
 - Closing the Gap—*Strategic Business Development*
- Complete details & latest schedule of CE available online at VisionPreview.com
- All education Florida approved, plus ABO/NCLE credits

Friday, November 4:

Eight CE hours available
including two hour State Board meeting

Starting at 8:30am	Florida Board of Opticianry Meeting By attend two consecutive hours during this meeting you can earn two CE credit hours in Laws & Rules. The length of Board meetings varies from 2 to 4 hours. This is an estimate only it may run shorter or longer. POF is not responsible for length of the meeting. <i>Open to all opticians, pre-registration not required</i> Registration Desk Opens
10:00am	The Total Optical Experience G. Dodge/M. Sayers—One hour of Tech: Disp & ABO
11:00—12:00pm	Understanding ANSI Standards J. Reese—Two hours of Tech: Disp & ABO
12:00—1:00pm	High Performance Lenses R.J. Simmons—One hour of Tech: Disp & ABO
12:00—1:00pm	Un-Complicating Contact Lens Complications M. Brujic—One hour of Tech: Contact Lens & NCLE
12:00—2:00pm Workshop A	Hands-On Frame Fitting & Custom Adj. (Intermediate) H. Bird—Two hours of Tech: Disp & ABO
1:30—2:30pm	Progressive In the Digital Age R.J. Simmons—One hour of Tech: Disp & ABO
1:30—2:30pm	Drivewear J. Tattelbaum—One hour of Tech: Disp & ABO
1:30—2:30pm	Ocular Allergies: Scratching the Surface M. Brujic—One hour of Tech: Contact Lens & NCLE
1:30—3:30pm Workshop B	Time Management For Opticians M. Sayers—Two hours of Elective & ABO
2:30—3:30pm	Glass Specialist: When Quality Counts L. Rubin—One hour of Tech: Disp & ABO
2:30—3:30pm	Enhanced Vision vs. Restored Vision T. Fortner—One hour of Tech: Disp & ABO

Friday, November 4:

Continued

2:30—3:30pm	Innovations In Sight: Electronic Lens Technology M. Maglione – One hour of Tech: Disp
3:30—4:30pm	Creating Customers for Life M. Gamlin - One hour of Elective & ABO
3:30—5:30pm	Tales From The Trenches M. Brujic – Two hours of Tech: Contact Lens & NCLE
3:30—5:30pm	Optical Retail Benchmarking plus Theft Detection & Prevention P. Fritz - Two hours of Elective & ABO
3:30—5:30pm	Apprentice/Sponsor Orientation Reese/Miller— Two hours of Elective or Law & Rules
3:30—5:30pm Workshop C	Hands-On Frame Fitting & Custom Adj. -Advanced H. Bird - Two hours of Tech: Disp & ABO
3:30—5:30pm Workshop D	Productivity – Using your resources effectively M. Sayers Two hours of Electives & ABO
4:30—5:30pm	Marketing for Pennies on the Dollar D. Carnel - One hour of Elective & ABO
5:00—8:00pm	VISION PREVIEW OPTICAL EXHIBITS OPEN

Saturday, November 5:

Eight CE hours available

7:30am	Registration Desk Open
8:00—9:00am	The Right Fit :Do's & Don'ts For Successful PAL Fitting P. Benson-Gibson—One hour of Tech: Disp & ABO
8:00—9:00am	New Perspectives and Methods for Polarization L. Rublin—One hour of Tech: Disp & ABO
8:00—10:00am Workshop E	Time Management for Opticians M. Sayers—Two hours of Elective & ABO
9:00—10:00am	Photochromic Lenses Update L. Rubin—One hour of Tech: Disp & ABO
9:00—10:00am	My Top 10 Dispensing Tips P. Walker—One hour of Tech: Disp & ABO
9:00—11:00am	Customer Service: Increasing Patient Satisfaction P. Benson-Gibson—Two hours of Elective & ABO
10:00-11:00am	Guerilla Marketing In a Down Economy J. Girdler—One hour of Elective & ABO
10:00-12:00pm Workshop G	Medicare Post-op Cataract Eyewear Coding & Billing P. Fritz—Two hours of Elective & ABO
10:00-12:00pm Workshop F	Hands-On Frame Fitting & Custom Adj. -Intermediate H. Bird—Two hours of Tech: Disp & ABO
10:00-12:00pm	Reduction Of Medical Errors: Reducing Remakes J. Reese—Two Hours of Medical Errors & NCLE
10:00-12:00pm Workshop H	Spanish For Opticians Rodriguez & Vega—Two hours of Elective
11:00-12:10pm	LUNCH IS SERVED AT 11:00AM AND 12:10PM
12:00—6:00pm	VISION PREVIEW OPTICAL EXHIBITS OPEN
1:00—3:00pm	Reduction Of Medical Errors: Reducing Remakes J. Reese—Two hours of Medical Errors & NCLE
1:00—3:00pm Workshop Eye	Hands-On Frame Fitting & Custom Adj. -Advanced H. Bird - Two hours of Tech: Disp & ABO
2:00—3:00pm	Presenting and Selling Eyewear Made Easy G. Grunstein—One hour of Elective & ABO

Saturday, November 5:

Continued

- 2:00—4:00pm **Secrets to Designing & Dispensing Specialty Eyewear**
P. Walker—Two hours of Tech: Disp & ABO
- 1:00—3:00pm **Leadership - How do you lead?**
M. Sayers—Two hours of Elective & ABO
- 3:00—4:00pm **The ABC's of Corneal Measurement**
J. Slightom—One hour of Tech: Contact Lens & NCLE
- 5:30—6:30pm **GP Multifocal Contacts**
J. Slightom—One hour of Tech: Contact Lens & NCLE
- 5:30—6:30pm **Understanding Your Advantage HD Free Form Lenses**
R. Scherer—One hour of Tech: Disp & ABO
- 5:30—6:30pm **Worry-free, can it be?! Getting the Best from your Lab**
M. Sayers—One hour of Electives & ABO

Sunday, November 6:

Seven CE Hours available

- 7:30am **Registration Desk Open**
- 8:00—9:00am **Clinical Aspects of Wavefront Technology**
J. Hopkins—One hour of Tech: Disp & ABO
- 8:00—10:00am **Fitting Irregular Corneas with High DK GP Lenses**
J. Slightom—Two hours of Tech: Contact Lens & NCLE
- 8:00—10:00am **Leadership - How do you lead?**
M. Sayers—Two hours of Elective & ABO
- 8:00—10:00am **American Sign Language for Opticians**
J. Reese—Two hours of Elective
- 9:00—10:00am **It All Becomes Clear: The New Era of Self-Tinting Lenses**
J. Hopkins—One hour of Tech: Disp & ABO
- 10:00—11:40am **Laws & Rules Initial**
Miller/Simmons—Two hours Laws & Rules & NCLE
- 10:00—11:40am **Lens Cosmesis; Blending Theory with Design**
P. Walker—Two hours of Tech: Disp & ABO
- 12:00—1:00pm **Making Sunwear Important**
J. Taitelbaum—One hour Tech: Dispensing & ABO
- 12:00—1:00pm **Take Vision Personally**
J. Hopkins—One hour of Tech: Disp & ABO
- 12:00—2:00pm **Closing the Gap - Strategic Business Development**
M. Sayers—Two hours of Elective & ABO
- 1:00—2:00pm **Trouble Shooting the Difficult Rx**
P. Walker—One hour of Tech: Disp & ABO
- 2:00—3:00pm **Lens Aberrations**
P. Walker—One hour of Tech: Disp & ABO

Optional Two Hour Workshop**Hands-on Frame Fitting & Custom Adjustment**

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. Both the Intermediate and advance sessions are presented by Harl Bird, a 50+ year veteran of ophthalmic dispensing.

Harl is passionate about teaching and restoring the craftsmanship of hands-on-the-patient frame fitting techniques. 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.

Intermediate & Advance Fitting Skills courses available

Medicare Post-op Eyewear Coding & Billing Tips

Spend two hours the country's lead expert on claims filing of Medicare post-op cataract eyewear, Pamela Fritz, president of Ophthalmology Resources and learn what your office needs to know about; submission software, working with the CEDI Network Service Vendors, basic coding tips on filling out the 1500 form plus using the ABN and other patient forms. Learn about Modifiers the how and when to use them. Stop losing money and make sure your office is Medicare DME compliant. Newest filing changes will be reviewed.

Hands-On Workshop Spotlight:**Professional Success Development Series**

The most successful individuals in the optical field can lead, manage others, and get things done quickly. Master optician and certified personal coach Maggie Sayers has developed this professional success series exclusively for POF for opticians who want to take their careers and businesses to the next level of success. Workshops can be taken in any order and will be offered again at future POF events. Once you've completed the series you will earn a POF gold certificate of achievement.

**Time Management - Getting it all done**

Do you feel like you are constantly putting out fires? No matter how hard you work, you just can't get everything done! You are frazzled at the end of the day with no time for friends and family. Something has to change; but what? This workshop is designed to help you bring balance back into your life, increase your productivity, and introduce the importance of achievement and enjoyment.

Productivity - Using your resources effectively

Productivity requires teamwork and discipline, brings job satisfaction, and always increases the bottom line. This course will introduce the three elements that will improve your productivity:

- Focus on what needs to be done
- Objectively assessing resources
- Implementing a SMART plan

Leadership- How do you lead?

What does it take to be an effective leader in the 21st century? The autocratic, dictatorial management style is no longer effective. In addition to being knowledgeable and confident, today's leaders need to have a very different set of skills. From motivational techniques to dynamic communication and problem-solving, this workshop covers the strategies for effective leadership.

Closing the Gap - Strategic Business Development

You have the vision for success in your business. Now what? This course will unveil what it takes to develop a successful business from the vision and idea to taking a fearless inventory of where the business really is and exploring roadblocks on the way to success, to finally, implementing the strategies necessary to ensure the desired outcome.

Patient Communication Workshops**Spanish for Dispensing Opticians**

Earn two hours elective CE credit while you learn and practice your Spanish language skills in a course specifically tailored for Opticians. This is a great opportunity if you want to learn the basic language commands, statements and questions necessary to communicate.

This unique learning opportunity is designed to be interactive, fun and relevant to your needs. This course will allow you to progress at your own pace while in real life scenarios to increase your confidence to speak Spanish.

Register before October 25th and receive in advance a copy of the 56 page workbook Spanish for Opticians, with an audio CD a \$35+ value that is included in the price) to get you started on your learning prior to the workshop.

American Sign Language for Dispensing Opticians

This course will introduce the dispensing optician to basic American Sign Language (ASL) signs, sentence structure, and conversational signing to better serve your deaf patients.

Time will be spent learning and practicing the ASL signs for identifying important dispensing-related topics of conversation, questions and answers for lens and frame selection as well as troubleshooting topics.

By attending you will receive a workbook of the optical related signs that were presented, as well as ASL related resources for further study.

Professional Opticians of Florida is more than just a sponsor of CE—we are here to support your professional success. Our goal is to provide you with the best education available to support your career while providing you with the friendliest and most flexible service possible. One way we do that is POF accepts all forms of payment including major credit cards & your personal & business checks in advance & on-site.

POF's Friendly Cancellation Policy: If you need to cancel for any reason POF will gladly provide you with a 100% refund, no explanation needed. We only ask that the cancellation request is made in writing through email, fax, or letter.

Name: _____ License#: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ FAX: _____

E-mail: _____

POF Member? Yes No I would like to join POF renew my membership.

Include my membership payment of:

- \$ 165 **Professional Member** - FL Licensed Optician
- \$ 65 **Associate Member** - Supplier, not a FL Licensed Optician
- \$ 25 **Future Opticians** - Apprentice

Circle the appropriate amount(s)

Standard Rates		Early Rate On or before 10/19	Base Rate After 10/19	On Site Rates After 11/4
Full	All Three Days	\$197	\$217	\$227
Two Days	Friday & Saturday	\$187	\$207	\$217
	Saturday & Sunday	\$187	\$207	\$217
One Day	Friday	\$ 87	\$107	\$117
	Saturday	\$117	\$137	\$147
	Sunday	\$ 97	\$117	\$127
Discounted Member Rates				
Full	All Three Days	\$ 97	\$117	\$127
Two Days	Friday & Saturday	\$ 87	\$107	\$117
	Saturday & Sunday	\$ 87	\$107	\$117
One Day	Friday	\$ 57	\$ 77	\$ 87
	Saturday	\$ 77	\$ 97	\$107
	Sunday	\$ 67	\$ 87	\$ 97
Hands On Workshops		Must register for Vision Preview to take workshops		
Sessions	Limited seating, first come, first served. Workshop placement is not guaranteed.			
-	Hands-On Frame Fitting & Custom Adjustments - Intermediate			
A	Fri. 12:00 - 2:00pm	\$14	\$19	\$24
F	Sat. 10:00- 12:00pm	\$14	\$19	\$24
-	Time Management For Opticians			
B	Fri. 1:30 - 3:30pm	\$19	\$24	\$29
E	Sat. 8:00 - 10:00pm	\$19	\$24	\$29
-	Hands On Frame Fitting & Custom Adjustments - Advanced			
C	Fri. 3:30 - 5:30pm	\$14	\$19	\$24
Eye	Sat. 1:00 - 3:00pm	\$14	\$19	\$24
Productivity—Using Your Resources Effectively				
D	Fri. 3:30 - 5:30pm	\$19	\$24	\$29
Medicare Post-Op Cataract Eyewear Coding and Billing Tips				
G	Sat. 10:00 - 12:00pm	\$19	\$24	\$29
-	Spanish for Opticians			
H	Sat. 10:00pm -12:00pm	\$49	\$69	\$69
-	Leadership - How do you lead?			
J	Sat. 1:00 - 3:00pm	\$19	\$24	\$29
K	Sun. 8:00- 10:00am	\$19	\$24	\$29
-	American Sign Language for Opticians			
L	Sun. 8:00- 10:00am	\$39	\$49	\$55
-	Closing the Gap - Strategic Business Development			
M	Sun. 12:00 - 2:00pm	\$19	\$24	\$30

Today's Date _____ Total Amount Due \$ _____

Payment: Check (payable to POF) Visa MasterCard AmEx Discover

Card #: _____ Exp. Date: _____

Cardholder: _____ CVV: _____

Signature _____

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



November 4-6, Fort Lauderdale, FL
 Greater Ft. Lauderdale/Broward County
 Convention Center
 1950 Eisenhower Blvd,
 Fort Lauderdale, FL 33316

HOTEL ACCOMODATIONS

This year POF is providing you with three great hotel options to stay in during Vision Preview.

Our host hotel properties are:

- Short walking distance to the Convention Center
- Only 1.5 miles to world-famous Ft Lauderdale Beach
- Nine minutes to Ft Lauderdale Intl Airport(FLL)

Additional information on these hotels is available on VisionPreview.com under the accommodations tab. We will also email additional hotel info with your confirmation.

Hilton Fort Lauderdale Marina

1881 SE 17th Street, Fort Lauderdale 33316
 Room Rate: \$155 Single or Double
 Toll Free: 888/554-2131
 Group Code: VP11
 Book before: October 10, 2011
 Book Online at: VisionPreview.com

Extended Stay America Ft Lauderdale/Convention Center

1450 SE 17th Street, Fort Lauderdale, FL 33316
 Rates for Studio Suite: \$84 Queen bed
 \$124 Two double beds
 Phone: 954/761-9055
 Group Code on Phone: Prof. Opticians of Florida
 Book Before: October 10, 2011
 POF Rate available by phone only 954/761-9055

Holiday Inn Express/Convention Center-Port Everglades

1500 SE 17th Street, Fort Lauderdale FL
 Room Rate: \$149 Single or Double
 Phone: 954/728-2577
 Group Code on Phone: Vision Preview
 Book Before: October 10, 2011
 POF Rate available by phone only 954/728-2577

Four Easy ways to Register

Web: VisionPreview.com

Mail: POF/Vision Preview
 1947 Greenwood Dr,
 Tallahassee, FL 32303

Fax: 850-201-2625 anytime

Phone: 850-201-2622 8:30am-6pm