



### **The Rimless Aesthetic (1 hour, 1 ABO): Andrea Jung**

This course will illustrate how to remove the stress from fitting patients in rimless eyewear and better communicate the benefits of rimless to the consumer using this exclusive marketing and sales concept. The eye care professional can create a personalized and customized frame, demonstrating competence and inspiring enthusiasm in the end consumer. These principles will create a renewed energy in rimless eyewear for the eye care professional, resulting in increased sales and a satisfied eye glass wearer.

Silhouette Style Consultant, Andrea Jung, has been employed by Silhouette for the past 8 years and has consulted with eye care professionals on the aesthetics of rimless eyewear.

### **Using Managed Care to Increase Profitability (1 hour/1 ABO): Cassandra Viles**

In today's competitive managed care climate it is important to consider every opportunity to capitalize on those plans that make financial and administrative sense. Managed vision care can be very profitable for the ophthalmic practice that approaches it with quality patient care and service combined with a successful approach to presenting premium products. In this course we will see how we can leverage our abilities to lay the groundwork for a more successful practice through increased profits.

### **Optimizing Wrap Sunwear (2 hours, 2 ABO): David Burch**

An in-depth presentation on FreeForm technology and wrap sunwear. Includes a workshop on how to verify and successfully fit FreeForm designs with wrap compensation.

David Burch, corporate Rx Training Manager for Maui Jim, started in the wholesale lab business while completing education in 1981. He is approved as an ABO speaker with approved ABO accredited presentations. Certified as an Optician by the American Board of Opticianry.

### **Selling Polarized Sunglasses (1 hour, 1 ABO): Chad Smith**

This course will start with the history of sunglasses and then the making of sunglasses. This course will help you to sell polarized sunglasses and how to overcome the objections.

Chad Smith, corporate training executive, has been in the sunglass business since 1987. His knowledge of the industry and presentation skills allow him to educate doctors, opticians and sales associates on all aspects of the sunglasses market. His training clinics are packed with information to effectively educate the consumers on the benefits of sunglasses and polarized lenses.

### **Persuasive Selling (1 hour, 1 ABO): Joe Hardy**

As consumers, we often ask other people to help us choose what we should buy. Whether it is new clothes, a better computer, or even which movie to see on the weekend, we like to know what other people think would be good and right for us. Most opticians would like to be the person that their patients turn to for advice when they are choosing eyewear. But there is a basic problem with this; many patients are skeptical about the recommendations of the optician. They don't know if the recommendations are motivated by a desire to help or a desire to make a sale. This course will describe how you can use true stories about the eyewear you sell to help both your patient and you.

Graduating from Stanford University with a degree in Psychology, Joe Hardy has spent more than 30 years in Human Resources and Organizational Development, helping large and small companies in high-tech, biotech and the optical industry to reach their objectives. Since 1995, Mr. Hardy has consulted for Marchon Eyewear creating value-added programs and training seminars for Marchon's customers to help them succeed in the retail marketplace.

### **Adjustment Tools and How to Use Them (1 hour, 1 ABO): Phil Coker and Stewart Cage**

Students will learn the importance of being able to adjust finished jobs as well as older glasses or glasses made elsewhere without damaging the frame or lens. The students will be given a brief overview of basic adjustment tools, including, but not limited to: pressure pliers, diamond bit file, axis pliers, nose pad pliers, bead bath and temple alignment pliers. The hands-on portion of this course will include instruction on how to cut/replace bushings, using compression pliers,

adjusting temples/nosepads, and how to work with different material lenses (e.g., CR-39, poly, Trivex).

**Refractometry Made Simple with Plus Cylinders (2 hours/2 ABO/JCAHPO 2-A): Sean Daly**

Optics as it relates to the refractive error of the eye and discussion on refractive properties of minus and plus lenses, and what happens to parallel light rays when they enter these lenses. They should also be able to understand the effect this has upon the refractive error of the eye. The student should be able to use the Jackson Cross Cylinder to include axis refinement and cylinder power refinement. Question and Answer period will follow the discussion. The hands-on portion of this course will have the student using the retinoscope and phoropter to refine glasses prescriptions (myopic, hyperopic, and astigmatic refractive errors). A question and answer period will follow.

Mr. Daly is a JCAHPO and ABO-approved speaker with over 25 years ophthalmology experience. He has served as an eye specialist/ medic in the U.S. Army, and has been honored with a faculty award for Distinguished Service from the Joint Commission for Allied Health Personnel in Ophthalmology. His courses are thoroughly entertaining as well as informative, and are eligible for ABO and JCAHPO credits. Mr. Daly appears courtesy of Coopervision.

**Ocular Anatomy and Physiology (1 hour/1 ABO/JCAHPO 1-A): Sean Daly**

This presentation will demonstrate the ocular system via lecture, a model eye, and slides. The students will learn of how refractive errors occur as a result of anatomy and physiology; e.g., myopia, hyperopia, astigmatism, and presbyopia. From this the participant will be able to gain a better understanding of the form and function of the visual pathway and the amazing instrument we call the human eye.

**Strabismus and Amblyopia for Dispensing Opticians (1 hour/1 ABO/JCAHPO 1-A): Sean Daly**

This course will describe the normal and abnormal operation of the extrinsic human eye muscles, including a full description of strabismus and amblyopia, diagnostic procedures, and the optician's role in handling these ocular anomalies. Students will learn how to measure deviation of the eye using Hirshberg/Krimsky and hand held prism that will be necessary to equalize images; other tests will also be reviewed (4 Worth Dot, stereopsis testing, cover tests, etc.)

**Trivex: The Tri Performance Lens Material (1 hour/1 ABO): Cassandra Viles**

Ophthalmic lens technology has made major advancements over the past 20 years. This course gives an overview of the development, features, benefits and properties of Trivex material and how it is used in ophthalmic lenses. Upon completion of this course, the participant should be able to: give an overview of the development of Trivex material; summarize the features and properties of Trivex; explain the features and benefits of Trivex; list some of the uses of Trivex; give an overview of how to work with Trivex in the lab; list some dispensing tips.

**New Transitions XTRActive (ABO 1 credit, Group A): Cassandra Viles**

This course will introduce Transitions XTRActive lenses the newest product in the Transitions lens family. The course details the new photochromic technology behind Transitions XTRActive lenses, how it works and differs from Transitions VI and other standard photochromic technologies. It also discusses the latest photochromic sun performance lenses. It shares how today's new consumers have undergone a fundamental and permanent value shift due to recent challenges in economic conditions. Suggestions are given on how to ask the right questions to lead to proper recommendations for the right technology solution.