



January 12, 2011

Dear Fellow Optician:

**Louisiana Association of
Dispensing Opticians**

209 Constitution Drive
Lafayette, LA 70503
337.280.6862
www.lado.org

Phil Coker, ABOC
President

Elmo Spellman, ABOC
Vice President

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Board Member (2 year)

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Board Member (2 year)

Patty West, ABOC
Board Member (2 year)

Sarah Willis, ABOC
Board Member (1 yr)

Diane Whaley, ABOC
Board Member (1 year)

Cherie Lewis, ABOC, NCLE
Board Member (1 year)

Jennifer Riles
Executive Director

The Louisiana Association of Dispensing Opticians is happy to invite you to the 58th Annual Educational Conference and Trade Show, to be held at the beautiful Hilton on the Vermilion River in Lafayette, from Friday, March 18th, to Sunday, March 20th, 2011. I am enclosing your registration form here.

Elections for following positions on the LADO Board of Directors will be held at the General Meeting on March 19, 2010:

- **President (2 year term)**
- **Vice President (2 year term)**
- **Board Member (2 year term; 3 positions available)**
- **Board Member (1 year term; 3 positions available)**

You must be a member in good standing in order to vote. If you are interested running for one of the positions on the board please visit our website, www.lado.org to view the bylaws and email me at phil@lahayesight.com for more information.

I hope you will be as excited as I am about the educational opportunities at this year's meeting. The courses are designed to increase your knowledge as well as maximize your optical sales—and of course, to receive continuing education credits for the ABO. Based on input from attendees last year, we will have many new courses, including:

- **Free Form Lenses (ABO)**
- **Using Managed Care to increase profit, i.e., VSP, Spectera, etc. (ABO)**
- **Adjustment Tools and How to Use Them**
- **Persuasive Selling (ABO)**
- **Maui Jim Lab**
- **Introduction to Eye Anatomy and Physiology (ABO and JCAHPO CE)**
- **Strabismus and Amblyopia for Opticians (ABO and JCAHPO CE)**
- **Refraction (ABO and JCAHPO, 2 credits)**
- **More classes to come!**

Many of your optical vendors are participating in the Trade Show, which is Saturday afternoon, and the always-popular crawfish boil will be Saturday evening on the river (alternate food will also be available for those who do not eat crawfish!).

The finalized agenda will be posted on our website www.lado.org after we finalize all the courses. Thank you for your continued involvement in LADO!

With Warmest Regards,

Phil Coker, ABOC, FNAO
President

Louisiana Association of Dispensing Opticians
58th Annual Educational Conference and Trade Show Convention
March 18 – 20, 2011

Lafayette Hilton
1521 West Pinhook Road

Registration fees (postmarked February 28, 2011, or before):

Members in good standing: \$120.00 full registration

Non-Members: \$195.00 full registration

JCAHPO classes only: \$100.00, includes crawfish boil

Exhibit Hall only (includes lunch): \$45.00

Registration fees postmarked March 1, 2011, or after:

Members in good standing: \$140.00 full registration

Non-Members: \$215.00.00 full registration

JCAHPO classes only: \$115.00, includes crawfish boil

Please register before March 1st for best rates and include fees with your registration form. Full registration fee includes the Friday evening reception party, all classes, Saturday morning coffee, Saturday lunch, Saturday Night Crawfish Boil, and Sunday Morning Buffet. Please contact the Jennifer Riles at 337-344-3309 if you have any questions.

Reservations at the Hilton Lafayette **must** be made by **March 4th**. Ask for LADO to receive the \$99 room fee. Rooms being held for LADO attendees will be released after this date. You can reserve your hotel room(s) online through our website, www.lado.org.

Your Name: _____

Certification(s): ABOC ABOM FNAO NCLE COA OTHER: _____

Cell Phone: _____ Alternate Phone: _____

Email: _____

Preferred Address: _____ City, State, Zip: _____

Employer/business name: _____ Employer City: _____

MEMBER NON MEMBER

Please mail your completed registration form and check or money order payable to La. Association of Dispensing Opticians to:

**LADO
Phil Coker, President
209 Constitution Dr.
Lafayette, LA 70503**



58th Annual Educational Conference and Trade Show Convention

March 18-20, 2011 Lafayette, Louisiana

MORE COURSES TO COME!

Using Managed Care to Increase Profitability (ABO 1 credit, Group A)

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 (VSP, Spectera, etc.) 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.

What you need to know about Freeform Lenses in 2011 (ABO 1 credit, Group A)

With mind-boggling phrases such as direct surfacing, free form, dual adds, back-side design, wave front technology, high definition optics, individual PAL, who isn't confused? This program will provide the framework, tools, techniques, and perspectives to help position the latest in progressive addition lens technology. Comprehensive coverage of lens manufacturing, lens design, lab processing, and marketing approaches will be delivered. Incorporating this knowledge into a presentation to educate the wearer is the final focus.

Persuasive Selling (ABO 1 credit, Group A)

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.

Strabismus and Amblyopia for dispensing opticians (ABO 1 credit, Group A/JCAHPO 1 credit)

Learn about the normal and abnormal operation of the extrinsic human eye muscles. This course will provide a full description of strabismus and amblyopia, diagnostic procedures, and the optician's role in the treatment of these ocular anomalies. Sean will identify the extrinsic human eye muscles and describe their normal and abnormal operation; explain the consequences of undiagnosed extrinsic muscle ailments; outline basic diagnostic procedures; state the optician's role in strabismus and amblyopia treatment, including how to fit Fresnel prism.

Adjustment Tools and How to Use Them

Today's demanding eyewear consumer wants fashion, great vision and eyewear that 'fits like a glove' This course provides the student with a functional knowledge of various hand tools and their usage in the adjustment of today's modern frames, including rimless frames. The course will consist of a brief lecture discussing tool selection and their proper use. The bulk of the course is dedicated to the hands-on use of tools on a variety of frames at specific work stations.

Ocular Anatomy and Physiology for Opticians (ABO 1 credit, Group A/JCAHPO 1 credit)

Learn all about the structures of the human eye and how each contributes to the visual pathway, including the cornea, lens, retina, optic nerve, and more. Model eyes and slides will be used for illustration. The students will learn of how refractive errors occur as a result of anatomy and physiology, e.g., myopia, hyperopia, astigmatism, and presbyopia. The students will also learn more about binocular vision and accommodation as it relates to anatomy and physiology.

Maui Jim Lab (ABO 1 credit)

By popular request! Maui Jim frames, lenses, shapes and materials have the WOW factor. Learn about the lenses' unique colour enhancers, combined with PolarisedPlus 2 technology and Free Form digital single and progressive options, as well as how to promote them in your optical shop.

Refractometry Made Simple with Plus Cylinders (ABO 2 credits, Group A/JCAHPO 2-A)

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. You will learn about the effect this has upon the refractive error of the eye. Discussion on basic use of the Jackson Cross cylinder to include the theory and use of straddling and 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).

New Transitions XTRActive (ABO 1 credit, Group A)

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. Suggestions are given on how to ask the right questions to lead to proper recommendations for the right technology solution.



58th Annual Educational Conference and Trade Show Convention

March 18-20, 2011

Lafayette, Louisiana

Election of the following officers and board members shall take place at the annual meeting. Only members in good standing will be able to nominate and vote for these officers and board members. Please refer to the bylaws for eligibility requirements for the following positions:

- **President**
- **Vice President**
- **Board Member (2 year term; 3 positions)**
- **Board Member (1 year term, 3 positions)**

The following proposed amendments to the current Statutes and Regulations of the Louisiana Association of Dispensing Opticians shall be voted on at the annual meeting. Only members in good standing will be able to vote on these proposed amendments.

Current:	Proposed:
<p>ARTICLE V. DUES</p> <p>SECTION 2. All dues for the coming year shall become due and payable on November 1st of each year, and shall be in arrears as of January 31st. Any member who is in arrears will be required to pay non-member rates at the annual meeting. Any member who has not paid their dues by the annual meeting shall have their voting privileges withheld. The Executive Director shall mail to each member a statement of dues payable during the months of November, December, and January of each year.</p>	<p>Change "mail" to "mail and email"</p>
<p>ARTICLE VI. BOARD OF DIRECTORS</p> <p>SECTION 10. Meetings of the board shall be held as soon as practical after each annual meeting of the Association and at such times or places as the President and board may designate. Meetings called by the president or any five (5) members of the board shall give each officer and board member at least (10) days prior notice. Such notice may be by telephone, telegram, letter, e-mail or in person.</p>	<p>Delete "telegram".</p>
<p>ARTICLE VIII. MEETINGS</p> <p>SECTION 5. Notice of general membership meetings shall be given by mailing a notice of the same at least forty-five (45) days prior to the date of the meeting, postage paid, to each member of record of the Association, addressed to the last known post office address.</p>	<p>Change "mailing" to "mailing and/or emailing, depending on the member's stated preference for contact,"...</p>
<p>ARTICLE XIII. AMENDMENTS</p> <p>Amendments to these by-laws may be proposed by any Certified or Regular member, in good standing. Proposed amendments shall be furnished to the President, Secretary and Executive Director in writing, at least sixty (60) days prior to the annual meeting. The proposed amendments shall be mailed, by the Executive Director, to every member of the Association at least thirty (30) days prior to the annual or special meeting at which such amendments are to be voted on.</p>	<p>Change "mailed" to "mailed and/or e-mailed, depending on the member's stated preference for contact,"...</p>