

*Super Speakers !
Super Courses !*



Middlesex Community College

100 Training Hill Road Middletown, Connecticut

October 2, 2011
7:00 am - 4:30 pm

SUPER SUNDAY



Connecticut Opticians Association
34 Shunpike Road • Suite 3-165
Cromwell, Connecticut 06416-2453

**Has Your Membership Expired ?
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With Paid Membership

The Connecticut Opticians Association
*The only professional association in Connecticut that
supports you, no matter who you are or where you practice.*

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PRE-REGISTRATION DEADLINE • Wednesday, October 28, 2011



PRE-REGISTRATION DEADLINE • Wednesday October 2, 2011

The Courses: Sunday October 2, 2011

7:00 to 7:50	Registration - Continental Breakfast <i>With our Compliments</i>  The Connecticut Opticians Association	
Time	ABO	NCLE
8:00 to 9:00	Contrast Sensitivity and Visual Perception 1 Credit	Contemporary Understanding of the Ocular Surface 1 Credit
9:00 to 10:00	Perception of Value and the Opth Consumer 1 Credit	Scleral Lens Fitting and Troubleshooting 1 Credit
10:10 to 11:10	Meeting Today's Competitive Challenges 1 Credit	Contact Lens Grand Rounds and Case Reports 2 Credits
11:10 to 12:10	How to Give PTs What They Really Want 1 Credit	
12:15 to 1:15	Lunch Compliments of: <i>C.O.A. Patron Sponsor</i>  Warwick, RI: (800) 288-LENS (5367) or Waterbury, CT: (800) 873-LENS (5367)	
1:30 to 2:30	Raising the Bar—Polarized Technology 1 Credit	Atlas of Contact Lens Complications 1 Credit
2:30 to 3:30	360° UV Protection 1 Credit	Bugs & Drugs: Microbes and Infection Prevention 2 Credits
3:30 to 4:30	Progressive Design in the Digital Age 1 Credit	

Your paid membership allows unlimited hours of quality continuing education. Renew your membership or Join now !

Name (Print) _____

Address (Print) _____

City (Print) _____ State _____ Zip _____

Area Code _____ Home Phone _____ Area Code _____ Business Phone _____

Email (Required : Print) _____

TIME	ABO	NCLE
8:00 - 9:00	<input type="checkbox"/> Contrast Sensitivity and Visual Perception 1 Credit	<input type="checkbox"/> Contemporary Understanding of the Ocular Surface 1 Credit
9:00 - 10:00	<input type="checkbox"/> Perception of Value & Ophthalmic Consumer 1 Credit	<input type="checkbox"/> Scleral CL Fitting & Troubleshooting 1 Credit
10:10 - 11:10	<input type="checkbox"/> Meeting Today's Competitive Challenges 1 Credit	<input type="checkbox"/> CL Grand Rounds and Case Reports 2 Credits
11:10 - 12:10	<input type="checkbox"/> How to Give Your PTs What they Really 1 Credit	
1:30 - 2:30	<input type="checkbox"/> Raising the Bar on Polarized Lens Technology 1 Credit	<input type="checkbox"/> Atlas of Contact Lens Complications 1 Credit
2:30 - 3:30	<input type="checkbox"/> 360° UV Protection 1 Credit	<input type="checkbox"/> Bugs & Drugs: Microbes & Infection Control 2 Credits
3:30 - 4:30	<input type="checkbox"/> Progressive Design in the Digital Age 1 Credit	

As a current COA Member I can attend *all* CEC Seminars

I am NOT a current COA Member. Attached is my Membership Application

I am NOT a current COA Member . . . I will pay NON MEMBER Fees

Enclosed is my Check for \$275.00 Charge my credit card \$275.00

Credit Card No. _____

Name on Card (Print) _____



Signature _____ Expiration _____
 Mail or fax to: Connecticut Opticians Association
 34 Shunpike Road • Suite 3-165
 Cromwell, CT 06416-2453
 Fax: 860.258.0669
 Register online: Connecticut Opticians Association
 http://www.CTOpticians.com
 Email: CTOpt@aol.com
 Skip Rivard, Executive Director



The Connecticut Opticians Association Only Supports You!

Established in 1935, The Connecticut Opticians Association, COA is registered under the laws of Connecticut as a not-for-profit corporation. We have a 501(C)(3) status with the Internal Revenue Service.

In 1934, members of the newly established *Opticians Association of Connecticut* asserted itself to establish laws defining opticianry, making Connecticut the first state to ever license opticians. Income from your dues goes towards promoting our long established objectives. There is no question, without the COA, opticianry in Connecticut has no voice.

Other groups in Connecticut tempt you to attend their conferences by offering a discounted fee. When considering attending seminars offered by those for-profit groups, be sure to ask yourself, What is the current hands-on experience of the speakers? Where does the money go? Does it support objectives which endorse Connecticut opticianry? It is ironic that while these others groups attempt to divide the COA, we continue to support and protect their rights as opticians. And, if you've let your membership lapse, or have never joined, well, we support and protect you too.

We recognize the expense of COA dues. But ask yourself what would it cost you if there were significant changes to your license? Please keep this in mind when you see those competing CEC classes. No other organization or individual offering CECs in Connecticut contributes One Cent to support opticians in Connecticut.

Be confident that your paid dues in the Connecticut Opticians Association are your contribution to support you, *no matter who you are, or where you practice.*



The Connecticut Opticians Association, Inc.

Founded in 1935

The only professional Association in Connecticut that supports you, no matter who you are, or where you practice.

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ABO Courses

☀ Contrast Sensitivity and Visual Perception 1 Cr

The subject is Contrast Sensitivity and the impact it has on the visual performance of the lenses of today. We will cover Wave front aberrations, the technology and the benefits of Digital surfacing to more complex designs. This combination adds up to greater benefits and better solutions to your patient's visual needs.

☀ Perception of Value and the Ophthalmic Consumer 1 Cr

The complexities of quality differentiation with focus on Personal and Product brands are the key to service and experience differentiation. The establishment of level of needs have an impact on patient potential needs. Convenience differentiation and the importance of simplicity through packaging are explained.

☀ Meeting Today's Competitive Challenges 1 Cr

In the practice of Opticianry, we offer the patient solutions to their visual needs. We need to take a step back and realize that some of yesterday's solutions are the cause for today's problems. The industry is changing. As ECPs, we must change our perspective, office procedures, interaction with staff and patients, and deal with the technical advancements of today and a better educated consumer.

☀ How to Give Your Patients What They Really Want But Often Don't Get 1 Cr

The purpose of this program is to look at people who are interested in buying premium products, but somehow lose their way - they fail to actually purchase the product. It's important to remedy this. It will increase revenue, ensure that patients get the best possible vision solutions and are very satisfied, making them likely to remain loyal customers. So, where did they get lost? There are probably many reasons fewer people actually *buy* premium products than indicate they *want* them. This course will address some common roadblocks and keys needed to steer patients in the right direction. I'll try to provide you a road map to help give your patients what they really want!

☀ Raising The Bar on Polarized Lens Technology 1 Cr

This course explains the importance of Polarized technology in the daily lives of our patients and the health and safety benefits. The new updated technology is reviewed and the technique and methods of offering the best outdoor visual solutions are presented.

☀ 360° UV Protection 1 Cr

This course will define the parameters of UV radiation, describe the effects of UV on the eyes and body and outline preventive measures to avoid exposure and implement UV protection.

(Continued on page 4)

ABO COURSES . . . Cont'd

(Continued from page 3)

☀ **Progressive Design in the Digital Age** 1 Cr

This presentation covers the importance of lens design in the digital age and gives an insight into the potential of the digital surfacing technology. The different formats and their capabilities are explained. The technical aspects are the key to grasping this complex technology and using it to help give our patients the best visual solution for their specific visual needs.

NCLE COURSES

☀ **Contemporary Understanding of the Ocular Surface** 1 Cr

The ocular surface is amazingly complex. Recent studies have identified structural and functional factors that relate to dry eye and other ocular surface maladies. Dry eye is now considered a multi-factorial condition with an inflammatory component. Concepts in the roles of infection and non-infectious inflammations in creating and exacerbating ocular surface abnormalities will be presented.

☀ **Scleral Contact Lens Fitting and Troubleshooting** 1 Cr

Current scleral lens designs in high Dk materials have allowed the successful return of this important fitting modality. Scleral contact lenses provide unique therapeutic and vision rehabilitative properties that overcome the therapeutic gaps encountered with conventional rigid and soft lenses. This course will outline the development of modern scleral lens technologies, indications for their use, basic handling and fitting techniques as well as problem solving.

☀ **Contact Lens Grand Rounds and Case Reports** 2 Crs

Various usual and unusual clinical cases will be presented for discussion. Topics for discussion will include case-appropriate lens type, care product selection, ocular inflammations and post surgical case management. These case reports are presented with open discussion/grand rounds format and encourage audience participation as an interactive learning experience

☀ **Atlas of Contact Lens Complications** 1 Cr

This course will categorically outline potential contact lens related ocular inflammations and complications. Lens care product incompatibilities, fitting challenges, metabolic pathologies and structural/functional complications will be presented. Case reports examples will be used to highlight topics.

☀ **Bugs & Drugs: Microbes and Infection Prevention** 2 Crs

Various usual and unusual clinical cases will be presented for discussion. Topics for discussion will include case-appropriate lens type, care product selection, ocular inflammations and post surgical case management. These case reports are presented with open discussion/grand rounds format and encourage audience participation as an interactive learning experience

THE SPEAKERS

Greg Rodrigues



Greg's professional history includes 45 years in the optical field. He started his optical career while in the Army, graduating from the MOAB school of Opticianry in 1966. He has owned a retail optical business and has managed finishing labs. In 1994 Greg started as a Sales and Technical Training Manager for a major provider and manufacturer of ophthalmic lenses. He was responsible for the management and training of 8 brand sales consultants in over 14 states. Having co-authored many optical training courses and seminars, he has been recognized for many outstanding achievements as a consultant, District Sales Manager, speaker and educator, both nationally and in Latin America. Greg's speaking style is laugh and learn. He is easy to listen to and combines his knowledge of the optical industry with a delivery that is easy to follow and entertaining.

Mr. Rodrigues is generously sponsored by a grant from



Michael A. Ward, MM.Sc., FAAO



A noted lecturer, Mr. Ward is a Past President of the Contact Lens Society of America. He is a recipient of the CLAO Honor Award, the JCAHPO Faculty Award, the Beverly Myers Achievement Award and the Calhoun Medal.

Mr. Ward achieved his Bachelor of Science degree in Microbiology from the University of Washington with an undergraduate thesis in ocular microbiology. He earned his Master of Medical Science degree from Emory University. He conducted ophthalmic research at the University of Washington and the University of Chicago prior to joining the Emory University School of Medicine faculty. Mike is a Certified Ophthalmic Medical Technologist, a Licensed Dispensing Optician, an Honored Fellow of the Contact Lens Society of America, a Fellow of the Cornea, Contact Lens and Refractive Technologies section of the American Academy of Optometry and member of the Contact Lens and Cornea Section of the American Optometric Association. Mr. Ward is a consultant to industry, a frequent national and international speaker, and an author of many publications. Areas of interest include ocular microbiology, contact lens care products, keratoconus and specialty lens fitting.

Mr. Ward is sponsored in part by a generous grant from

