



# YOUR EYES UNIVERSITY

**April 21, 2012**

Ford Convention & Event Center  
1151 Village Road  
Dearborn MI, 48124

**Sponsored by**

**Cherry Optical & Transitions Optical**



Dear YEU Registrant,

All of us at Cherry Optical would like to welcome you to attend Your Eye's University. We encourage you to bring your entire staff to enjoy a fun, fast-paced and educational event. In addition to CE courses, YEU offers an expansive exhibit hall. It takes a great deal of time, effort and resources to produce this event. What makes it rewarding is seeing all of you enjoy it.

**Exhibitors**

- A&A Optical
- Aspex
- California Accessories
- Charmant
- Chromagen
- Essilor
- Essilor Instruments
- Europa
- Eyenvote
- Hoya
- I-deal Optics
- Innereactive Media
- Kasperek
- KBco
- Luxottica
- Marchon
- Marcolin
- Maui Jim
- Modern Optical
- Modo
- Morel
- OAM
- Pro Design
- REM Eyewear
- Safilo
- Seiko
- Shamir
- Signet Armorlite
- Specs 4 Us
- Transitions
- Tura
- Vision Ease
- Viva
- V1 Vision
- Younger

**YEU Information:**

- YEU is free to all Independent Eye Care Professionals
- Registration closes March 31, 2012
- Confirmation Notices will be sent out starting March 1, 2012
- Everyone attending will receive 3 raffle tickets in their packet for drawing
- Make sure you put your raffle tickets in the Drawing Box located next to the Registration Table
- All raffle tickets must be in the box by 5:00pm
- Drawing will start at 6:00 pm
- Register by March 1, 2012 and receive an additional 10 raffle tickets
- Everyone attending will receive 2 drink tickets in their packet to be used at the Bar during Dinner
- Please indicate on the registration form if you will be attending Lunch or Dinner.

**PLEASE VISIT OUR WEBSITE PERIODICALLY FOR ANY UPDATES OR CHANGES**

7:30	Registration
8:00 - 9:00	General Session Breakfast*
9:00	Exhibit Hall Open
9:30 - 12:00	Educational Classes
12:00 - 1:30	Lunch
1:30 - 5:30	Educational Classes
5:00 - 8:00	Dinner & Drinks Raffle

There will be a half hour break in between classes to visit the exhibit hall

**WANT MORE RAFFLE TICKETS**

- Visit the Essilor Theatre located near their booth to receive 2 raffle tickets
- Stop by the Essilor booth and discuss with them about the Visiooffice and receive 2 raffle tickets
- Starting February 1st, Cherry Optical will be running a promo so you can earn more raffle tickets

**PRIZES**

Cherry Optical is still working with vendors on the giveaways. For information on gifts, please check our website periodically for postings.

- Essilor will be donating (4) iPad 2 for the raffle

**MATCHING PROMO**

From April 21, 2012 through April 27, 2012 you are being offered the biggest promotional savings program ever! Cherry Optical will match up to \$500.00 on your purchases with discount coupons. It makes no difference if you buy from one vendor or every vendor, the program will benefit you.

**Participation is simple: Just follow these steps:**

1. **Place your order between April 21-27**
2. **Fax a copy of your invoice to Cherry Optical**
3. **Receive your AR coupons (*used on any Premium AR only*)**

**\*ONE FORM PER OFFICE**

**\*VALID WITH VENDORS WHO PARTICIPATED AT YEU**

**Visiooffice Private Demonstration**

Essilor has set aside 4 half hour sessions in the morning so that your staff can have a private demonstration of the Visiooffice. There are only 4 spots open and will go to the first four offices that respond.

- 9:00 - 9:30
- 9:45 - 10:15
- 10:30 - 11:00
- 11:15 - 11:45

You can call Cherry Optical Starting Friday, February 3rd to request a time period. Ask for Debbie

**Motivational Breakfast with.....Mike Della Pasco (General Session 8:00am - 9:00am) ABO approved**

Start your day in the Grand Ball Room with breakfast, and some power coaching which will get you motivated for the day.

**Providing Exceptional Service to ALL your Patients**

Let's first begin with this one understanding. Customer Service is not a thing. You know, something that sits on a shelf and you pull it out once in awhile when the mood or need strikes. Good or should I say GREAT service is now one of the key elements to a healthy practice, and more importantly, it is the number one reason why patients leave a practice.

68% of all patients surveyed said they will leave an organization because they felt the staff was 'indifferent'. Indifferent is a code word for "poor customer service". Imagine 7 out 10 patients? This is why this topic is so important today. As competition increases and practices are forced to compete on a much different level, customer service becomes a lynch pin in the new ways to compete for patients time, money and care.

Great service IS an attitude. Like every other attitude we have as people, having an attitude for service can be chosen and changed. That is why every single one of us has a role and responsibility is how we approach a customer.

## COPE COURSES

### **Sponsored by Cherry Optical**

#### **These are a Few of my Favorite Things (COPE-Pharmacology-60 minutes)**

This one hour lecture will discuss the presenters' favorite medications in several ophthalmic and systemic classes. You will review current treatment strategies and recommendations and use case studies and photos to illustrate key points. Choices will be based upon efficacy, safety and ease of using among other factors.

#### **How to Take the "Recurrent" out of Recurrent Corneal Erosion Syndrome (COPE-Trt/Mngment-60 minutes)**

This one hour lecture will highlight several distinct cases of recurrent corneal erosion syndrome, each emphasizing separate, yet effective treatment options. We will discuss various treatment paradigms that benefit patients that suffer from this condition, and present a stepwise approach to handling recalcitrant cases.

#### **SPEAKER: Jeffery R. Varanelli, OD**

Dr. Varanelli graduated from the Illinois College of Optometry in 1998. Currently, Dr. Varanelli practices at the Simone Eye Center, where he specializes in comprehensive eye care, with an emphasis on the medical and surgical co-management of eye disease. Dr. Varanelli is a member of many local, state, and national societies, including the American Optometric Association and the Michigan Optometric Association, where he has served on the Continuing Education Committee for 8 years.

#### **Nicholas Colatrella, OD**

A 1966 honors graduate from the Illinois College of Optometry in Chicago. He subsequently completed a hospital residency in ocular disease which led him to further contribute to his areas of expertise, presenting to professionals and peers as a nationally recognized lecturer and published author on the topics of LASIK surgery, cataracts, glaucoma, dry eye and corneal diseases, as well as a variety of other ophthalmic subjects.

### **Sponsored by Essilor**

#### **What Doctors, Staff and Patients Need to Know about Digital Lenses (COPE-General Optometry-60 minutes)**

Today we have computerized lens manufacturing equipment that can create virtually any design lens possible allowing for more exact prescriptions and compensating for higher order aberrations. As Doctors, we need to know how to apply these new technologies to solve patient problems. We need to educate our staff on the benefits and how to communicate them to patients. Patients need to know that new, amazing technology is available that will help them see better and improve the quality of their life. They don't need to know the exact process, but they do need to know that new million dollar machines are able to manufacture lenses better than ever before, allowing us to correct distortions caused by lens optics, congenital eye conditions, the aging process, or eye disease

#### **Prescribing New Lens Technologies for Ocular Pathological Conditions (COPE-General Optometry-60 minutes)**

Doctors often don't think of using lenses in the treatment of ocular pathologies. Today's new lens technologies can be used to manage patients with diabetes, cataracts, macular degeneration, glaucoma, corneal dystrophies as well as other ocular conditions. The course will discuss how to position lenses to improve vision and prevent the progression of disease in patients taking systemic medications. The attendee will learn how to apply the medical model to prescribing lenses for their patients

#### **SPEAKER: Peter G. Shaw-McMinn, OD**

Peter G. Shaw-McMinn, O.D., is an assistant professor of Clinical Studies at the Southern California College of Optometry. He is the senior partner of Sun City Vision Center, a group practice including five optometrists. Dr. Shaw-McMinn is a consulting editor to several publications and co-author of the books Eyecare Business: Marketing and Strategy, Diagnosis and Management of Computer-related Vision Problems, and Eyecare Practice Tool Kit. Dr. Shaw-McMinn has served as chairman of the AOA Practice Management Committee, the Association of Practice Management Educators, and serves on many advisory boards.

## COPE & ABO COURSES

### **Sponsored by Transitions**

#### **Are Online Eyeglasses Sales for You (COPE & ABO 60 minutes)**

Online eyeglass retailers are becoming more and more of an obstacle for independent eye care professionals. With so many low cost online retailers does it make sense for independent practices to also offer eyeglasses for purchase online? This presentation provides research information and actual “purchased online” examples of what eyewear solutions are available online to your patients. Pricing examples, website features and strategies of potential online competitors will also be discussed. This presentation is designed to help your office make an informed decision of whats out there and whether or not online eyeglass sales are right for you.

#### **Speaker: Samantha Toth, ABOC**

Samantha Toth is a marketing consultant for Innereactive Media in Grand Rapids, MI and has worked in the optical industry for over 10 years. Her eight years of dispensing experience as an optician, coupled with ABO certification and marketing degree from Michigan State University, gives her a unique perspective on marketing private practices. Samantha’s niche marketing experience has provided the opportunity to work with various private ophthalmic practices, with companies such as Carl Zeiss Optical, Global Optics, and Cherry Optical.

## ABO COURSES

### **Sponsored by Shamir Insight**

#### **Customer Service: Increasing Patient Satisfaction (ABO-120 minutes)**

This 2 hour motivation seminar incorporates the world famous “Fish” philosophy, developed by the Chart House Learning Company. This course expands on this method to incorporate for our industry. All areas of the industry’s work environment are covered. The importance of increasing our ability to relate to our patients/customers ensures our professional status and will secure the growth of the practice. It is a fun filled two hours of seeing the best we can be.

#### **SPEAKER: Pam Benson-Gibson**

Pam began her career in the optical industry in 1970. Her experience spans the full range within this profession. From private practice to manufacturing to wholesale laboratory, she has been the benefactor of tutoring and mentoring by some of the leading visionaries in the eye care industry. She is currently employed with Shamir Insight as an Education Specialist/Regional Manager.

### **Sponsored by Aspex**

#### **Effective use of Optical Warranties (ABO-60 minutes)**

Would you like to know how to effectively use optical warranties to increase profits in your practice? This course unlocks the history and mystery of optical warranties. Prepare to receive information and tools to increase profits while decreasing remakes and breakages

#### **Frame Technology: Past, Present and More Importantly...Future (ABO-60 minutes)**

From wood, bone and leather to first electro active eyewear! How have frames changed the optical industry and where are we going next. This course covers the new product by Pixel empower!

#### **SPEAKER: Deb Klug**

Deb Klug is the Sales Director for Aspex Eyewear, Inc. With over 30 years of experience in the optical industry, Deb specializes in education to advance the optical industry.

## ABO COURSES

### **Sponsored by Cherry Optical**

#### **Fitting and Dispensing Pediatric & Children's Eyewear (ABO-60 minutes)**

With 1/4<sup>th</sup> of the population in the USA being 14 and under and 25% of children requiring some form of vision correction, there is a huge market for dispensing to children. This course is designed to help increase your pediatric practice. This session will include internal as well as external marketing, in-office merchandising, communicating with children and their parents, and dispensing eyewear. Identifying specific needs in fit, fashion and function for eyewear on children will be discussed.

#### **Let's Fill up the Appointment Book (ABO-60 minutes)**

Every ECP knows that having appointments scheduled appropriately is a key to a successful practice. Is it a long appointment or a short appointment? This and other information will be covered, as well as options for online appointment booking. This course will present recommendations for ensuring that your appointment book is managed appropriately and is filled.

#### **Managing Difficult Frame Fits (ABO-120 minutes)**

Being able to fit and adjust eyewear may appear to be simple, and it well could be, but not every dispenser has been able to master this particular art. This course will discuss the reasons that eyeglasses fit badly and some solutions for solving these challenges. Included in the discussion will be the fitting triangle, facial anatomical differences, sensitivities, prescription challenges with frames and certain materials, as well as individual preferences. Effectively being able to communicate with the patient will also be discussed.

#### **Speaker: Diane Drake, LDO, ABOM, FCLSA**

With over 30 years in the Optical business, Mrs. Drake is an approved speaker for ABO and NCLE as well as an advanced course approved speaker and lectures both locally and nationally. She was president and owner of ALL ABOUT EYES VISION CENTER in Griffin, Georgia for 19 years. She is a licensed optician in Georgia, advanced certified by both the American Board of Opticianry and the National Contact Lens Examiners and also has received her Master's in Ophthalmic Optics Certification by the ABO. She is a Fellow of the Contact Lens Society of America and Fellow of the National Academy of Opticianry. She has previously served on the Board of Directors for the National Academy of Opticianry, and the Opticians Association of Georgia, having served on numerous committees, and chaired several.

#### **Practical Optics (ABO pending-60 minutes)** Update on ABO approval can be found on our website

This course will cover the pre-sale measurements and considerations, how to properly measure an add, thickness, etc. This course will also give tips on adjusting, the use of optical cross and Rx analysis.

#### **Why won't the Lab Make These the Way I Want (ABO pending-60 minutes)** Update on ABO approval can be found on our website

This course covers the combinations of factors governing lens thickness such as power, axis, lens design, material and type of mount. It will also cover effective diameter and minimum blank size.

#### **SPEAKER: Grant Brown ABOM**

Grant Brown is an American Board of Opticianry Master Optician. With over 30 years in the optical business, he has managed regular retail and specialty pediatric and geriatric practices. He is part of the optical management team at Jervey Eye Group, a 19 doctor multi-disciplinary practice in Greenville, South Carolina. An approved ABO and JCAHPO speaker, he connects with the beginners to those with extensive optical experience. Grant has mentored both opticians and ophthalmic technicians for many years and he enjoys teaching and encouraging others to be their very best. With an approach of "going beyond the book"; he challenges all to see "not problem patients but patients with problems."

## **ABO COURSES**

### **Sponsored by Vision Ease**

#### **From Correction to Prevention (ABO-60 minutes)**

Sunlight and radiation have become an issue when considering the eyesight required for a longer life of independence. This seminar will describe the shift in medicine to preventative care, the like change in eyecare, how the ECP can also easily change their method of patient care, the outdoor eye conditions one must know about and the tools available. Use this seminar to ensure that all patients get the vision care they need and the sunlenses designed for the best in preventative care.

#### **The Second Pair Sales –A Focus on Presenting, Not Pricing (ABO-60 minutes)**

While there are many economic reasons for slow sales, the one reason most to blame is the almost universal failure to sell multiple pairs. This seminar will help one to understand the opportunity that multiple pairs have on meeting the patients needs and provide benefits. The attendees will learn methods to use managed care to better meet needs and learn a variety of multiple pair strategies.

#### **Speaker: Linda Lathrop**

Linda Lathrop has worked in the optical industry 27 years. For the last 8 years she has worked as a Lens Consultant for Vision-Ease Lens promoting premium lens products in a 5 state region. She previously worked as a sales representative for Silhouette Optical. Her early years in the industry were as a dispensing optician, store manager and regional manager. During these years, she hired and trained numerous personnel in the field of opticianry. Linda is an ABO certified speaker.

### **Sponsored by Hoya**

#### **Match Making; Your Patient and the Right Lens (ABO-60 minutes)**

To remain competitive in today's ophthalmic market, one must strive for complete patient satisfaction. A new technique called "Match Making" is used to match the appropriate optical product with the individual purchasing it. After all, the patient is the one who will benefit through making informed purchasing decision. We as eyecare professionals(ECPs) must be able to explain detailed information on the latest technology and realize when to recommend it based on the individual. This course is designed to help the ECP sell the most advanced optical products to the patient and make closing the sale easy.

#### **Differentiation in Today's Modern Optical Marketplace (ABO-60 minutes)**

Your practice isn't growing as fast as you'd like and dispensary sales are less than stellar. How can you, as an independent practitioner, compete with this growth and succeed in an increasingly competitive environment?

#### **SPEAKER: Mike Della Pesca**

President of Quantum Optical, is involved with all aspects of ophthalmic education. Michael is a pioneer in the field of e-learning for the ophthalmic professional, having developed a highly acclaimed program of continuing education available online to professionals world-wide. Michael was an instructor at his alma mater, Essex County College, when he taught for 12 years in the Vision Care Technology department. In addition, he has hosted and lectured at numerous conferences across the country. Michael currently provides educational consulting services to a wide array of corporate clients, and offers business solutions to eyecare practices in general optics, eyewear fabrication, dispensing and sales techniques, lab / dispensary management, customer services and marketing / merchandising strategies. Thousands of ECPs have enhanced their skills in areas such as lens design, sales and dispensing methods, patient and practice management with his guidance.

## **ABO COURSES**

### **Sponsored by Safilo**

#### **Stress Management (ABO-60 minutes)**

Are you a stress manager or a stress carrier? Serving your patients and exceeding their changing expectations on a daily basis can take a tremendous toll both physically and mentally, and effect job performance. Learn how to manage stress and conflict effectively. This course will demonstrate tips to maintain your focus, get organized, prioritize and in general approach each day with a positive out look.

#### **Turning Lemons into Lemonade (ABO-60 minutes)**

Designed to help teach your opticians how to manage objections to help the patients get what they really need. It is designed to help you get more comfortable and confident in your communication with the patients. Helps you to avoid (or reduce) objections by planning on them. It's all about managing objections

#### **Speaker: Sam Buemi**

Sam has been in the optical field for over 30 years. He has an Associates Degree in Ophthalmic Dispensing Technology, an Ohio Opticians License and is a Level 3 Vision Council Trainer. He has also served 17 years on the Cleveland chapter of the Ohio Opticians Association board. Sam has spoken at numerous local, state and national conferences. He spent several years as an optician and joined Safilo in 1983 as a Territory Manager in the Northeast Ohio area. During that period he had the honor of being the number one salesperson for Safilo for ten consecutive years. Currently he is the Mideast Regional Representative a position he has held since 1997.

### **Sponsored by Transitions**

#### **New Transitions "Vantage" Lenses w/variable Polarization (ABO-60 minutes)**

This course will introduce Transitions<sup>®</sup> Vantage™ lenses – the new adaptive lenses from Transitions Optical that are designed to both darken and *polarize* upon UV exposure to deliver noticeably crisper, sharper vision, even in the brightest outdoor glare. Through the course, the audience will learn how Transitions Vantage lenses not only adapt to changing light but also increase polarization as they darken, optimizing the angle at which light reaches the eyes to help control glare and light scatter. The course reviews traditional polarization and photochromic technology and details the new technology which enables Transitions Vantage lenses, how they work and who they are for.

#### **Enhanced Vision versus Restored Vision (ABO-60 minutes)**

The world has become more visually complex in the 21<sup>st</sup> century. The demands placed on the vision system in the work place and life with the widespread usage of computers, internet, iPads, smart phones, social networking and e-books are unlike anything we have ever experienced. Life in the fast lane is much different than life in the refraction lane. The 21<sup>st</sup> century optician must be able to educate the patient about the 21<sup>st</sup> century technology in vision care products which enable them to adapt to life in the fast lane.

#### **Speaker: Samantha Toth, ABOC**

Samantha Toth is a marketing consultant for Innereactive Media in Grand Rapids, MI and has worked in the optical industry for over 10 years. Her eight years of dispensing experience as an optician, coupled with ABO certification and marketing degree from Michigan State University, gives her a unique perspective on marketing private practices. Samantha's niche marketing experience has provided the opportunity to work with various private ophthalmic practices, with companies such as Carl Zeiss Optical, Global Optics, and Cherry Optical.

## **ABO COURSES**

### **Sponsored by Essilor**

#### **Optifog/Crizal Avance (ABO pending-60 minutes)** Update on ABO approval can be found on our website

Announcing a new category of lenses that provide fog-free vision for every patient. Optifog is a break through technology that provides superior anti-fog properties for long lasting, fog-free vision. In this class, you will learn about the technology that allows for fog-free lenses and how it provides optimal visual performance for changing environments, indoor and outdoor activities, and work conditions where safety and precision are a top priority. We will also share how you can have a conversation with your patients about how this new technology can benefit their life.

#### **SPEAKER: Peter G. Shaw-McMinn, OD**

Peter G. Shaw-McMinn, O.D., is an assistant professor of Clinical Studies at the Southern California College of Optometry. He is the senior partner of Sun City Vision Center, a group practice including five optometrists. Dr. Shaw-McMinn is a consulting editor to several publications and co-author of the books *Eyecare Business: Marketing and Strategy*, *Diagnosis and Management of Computer-related Vision Problems*, and *Eyecare Practice Tool Kit*. Dr. Shaw-McMinn has served as chairman of the AOA Practice Management Committee, the Association of Practice Management Educators, and serves on many advisory boards.

#### **Visioffice (ABO pending-60 minutes)** Update on ABO approval can be found on our website

Build your practice with the Visioffice System – the most unique, interactive measuring and sales tool available today and deliver the most precise, individualized vision to your patients. Visioffice is the first and only universal measuring system that allows you to obtain every possible parameter needed for today's individualized lenses. Every frame parameter is measured digitally to ensure no more fitting errors (PD, segment height, pantoscopic tilt, wrap), plus: Only the Visioffice system measures a revolutionary new parameter — the real 3D position of the Eye Rotation Center for each eye — so you can dispense Essilor's unique eyecode™ lenses. With eyecode lenses, your patients get the most precise vision possible, no matter where they look through the lens — instantly and effortlessly. Only the Visioffice system takes into account natural posture and visual behavior movements of your patients to ensure customized vision every time. In this class we will review the system and the customized lenses available for your progressive and single vision patients. After the class, you will be able to get a hands on demonstration of Visioffice at the Essilor booth.

#### **Speaker: Holly McCracken, ABOC, Level II Technical Speaker**

Holly McCracken has worked in the optical industry for over 11 years, and is currently employed as a Brand Consultant for Essilor of America. In that capacity, she works with independent Eye Care Professionals in prescribing and fitting the latest lens technologies, as well as consults on such practice management issues as analyzing dispensary profitability, increasing capture rate, and building internal marketing programs. Holly holds a B.S. in Business Administration from Kansas State University and has been a Certified Continuing Education speaker for the American Board of Opticianary for 4 years

## **WORKSHOPS** (NON ABO CLASSES)

### **Sponsored by Signet Armorlite**

#### **Technical Superiority (Backside PALs) (60 minutes)**

The seminar offers a fundamental understanding of the difference between technical advancement and market advantages of products in a sales environment. It then explains how these two arenas have changed in relation to today's back side progressive addition lenses. Today's design characteristics are outlined, and the philosophies of these designs are interactively discussed with attendees to allow better understanding of available technologies. This seminar also stresses the importance of reviewing progressive offerings to remain current in the industry.

#### **A Purchase They Can Live with, Patient satisfaction before, during and after the Sale (60 minutes)**

This seminar dissects the entire process of consumer sales in a retail environment. Those attending will learn how customer opinion is formed-prior to, during and after a sale is completed. The process of a sale is viewed as negotiation between both parties seeking to gain from the encounter. At the conclusion of the seminar, attendees will have a better understanding of the sales process so that the interaction is a win/win situation for both people.

**Speaker: To Be Announced**

### **Sponsored by Chromagen**

#### **I Can Read Better Now! New Treatment Options for Patients w/Dyslexia or Color Deficiency (60 minutes)**

This course will cover the clinical and scientific background for ChromaGen's proprietary filtered lens technology. This technology, which is patented and FDA Cleared, is being marketed as a *life changing aid for visual reading disorders associated with dyslexia* and a *solution for color blindness*. ChromaGen Vision is offering the rights to exclusive territories to dispense the ChromaGenä products. The company will outline what they are offering and what will be required to obtain a ChromaGen Exclusive. Learn how ChromaGen can build new revenues, increase your patient base, and differentiate your practice from the competition.

#### **SPEAKER: Dr. Michael R. Politzer**

Dr. Michael R. Politzer is a board certified Neuro-Optometric Physician specializing in low vision, vision enhancement and rehabilitative optometry. He is a fellow of the American Academy of Optometry and College of Optometrists in Vision Development. He is an adjunct professor at the Illinois College of Optometry, Southern College of Optometry and Trevecca Nazarene University. He also serves as a vision consultant to several schools, colleges, industries, tutorial and hospital rehabilitative programs in the middle Tennessee area. His extensive writing and lecturing, as well as over 38 years of experience in a successful low vision/vision rehabilitation specialty optometric practice, has established Dr. Politzer as one of the leading authorities in low vision, vision enhancement and rehabilitative optometry.

### **HOTELS**

Best Western Greenfield Inn (313) 271-1600

3000 Enterprise Drive, Allen Park, MI (located 5 minutes from the event)

- I have blocked rooms at this hotel. If you call to make reservations, mention CHERRY OPTICAL

Holiday Inn (313) 323-3500

3600 Enterprise Drive, Allen Park, MI (located 5 minutes from the event)