



YOUR EYES UNIVERSITY

Saturday

March 3, 2018

Doors open at 8:30am

Exhibit Hall opens at 9:00am

Ford Convention & Event Center

1151 Village Road

Dearborn, MI 48124

Sponsored by

Cherry Optical & Optistock MI

Frame Exhibitors

Aspex Eyewear
CalOptix
Europa Eyewear
Kasperek USA Optical
Kenmark Eyewear
Charmant USA
i-deal Optics
Bellinger House USA
L'Amy America
Marcolin
Maui Jim
Kering Eyewear
Maui Jim
OGI Eyewear
Ovvo Optics
Sans Pareil
Safilo

Lens Exhibitors

Essilor
Eye Solution
Hoya
KBco
Seiko
Signet Armorlite
Shamir
Vision Ease
Younger

Exhibitors

Essilor Instruments
Optistock

Dear YEU Registrant,

All of us at Cherry Optical would like to welcome you to attend Your Eyes University. We encourage you to bring your entire staff to enjoy a fun, fast-paced 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.

YEU Information:

- **Please make sure you provide an email address, so I can keep you updated with the latest news on YEU**
- YEU is free to all Independent Eye Care Professionals
- Registration closes February 23, 2018
- Confirmation Notices will be sent out February 1, 2018
- Everyone attending will receive 5 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 4:00 pm
- Drawing will start at 6:30 pm (approximately) **MUST BE PRESENT TO WIN**
- Everyone attending will receive 2 drink tickets in their packet for alcohol beverage during dinner
- Please indicate on the registration form if you will be attending lunch and/or dinner.
- If you are registered & unable to attend, please call to cancel by February 16, 2018
- **YEU is free to all Independent Eye Care Professionals. In order to continue this educational event free, please give us an accurate head count for food. If you are unable to attend, please let us know by February 16, 2018. We have to turn in a food count to the event center at that time.**
- ***If you do not cancel by February 16, 2018 and do not show up for the event, you will be charged to attend any future YEU.***
- If you have any questions regarding the event or your registration form please email me at mullinsd@cherryoptical.com

EARLY BIRD REGISTRATION

- Register by February 1st and receive 10 additional raffle tickets for drawing
We will be raffling off Lens Vouchers, items from vendors, gift cards, etc

HOTELS

Best Western Greenfield Inn (313) 271-1600

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

Holiday Inn (313) 323-3500

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

GET MOTIVATED THIS MORNING WITH

THE O'Keefe Sisters

The O'Keefe Sisters Top Dispensing Tips: 120 minutes, ABO - Technical Level II

Dispensing prescription eyewear is an enjoyable and challenging process. Many times throughout the day, eyecare professionals troubleshoot optical problems. Often the ECP must act to solve an optical problem in front of the client and problems must be solved quickly and effectively. All while maintaining a professional optical image. This course will detail common optical problems and solutions that will save the ECP valuable time. We will share our own personal "moments of truth" experiences that made us think, "If I only knew then what I know now." We encourage attendees to share their great moments too. We will round out the unique optical tips that increase the quality of the experience for the client/patient.

SPONSORED BY Opti-Stock

Dispensing to the Elderly: (60 minutes, ABO - General)

The demographics of the elderly has changed over the years...today's seniors are living longer, enjoying active lifestyles and have more discretionary income than ever before. While they are keeping their bodies younger, they can not control the changes occurring in their eyes, which greatly affect their vision. We will discuss various milestones and tripstones in regard to the visual changes going on during the aging process. In addition, we will discuss common eye diseases among the elderly and the optical options we can recommend alleviating some of their optical symptoms. By providing optical solutions to their subjective complaints, we can do a lot to help improve their quality of life.

You Deserve a Medal for Handling Patient Complaints: 60 minutes, ABO - General)

Yes, there are days when we would rather be elsewhere because of complaints, but there is a way to turn the negative around. This course offers tips on how to troubleshoot patient complaints and the best ways to handle conflict resolution. We will look at the importance of making sure patients understand the technology that we are recommending for them in a language they can understand.

Professional Ethics to Practice By: (60 minutes, ABO - General)

How well do we really know and respect our co-workers? With all of the credentials out there today for eyecare professionals, it is helpful to identify who we are. Not only for our colleagues, but for patients as well. Where we spend most of our waking hours at work, it is extremely important that we get along and make the most of our day. Creating and writing a Code of Ethics can help us spell out what is expected of us in the workspace. Communication and respect are key to a successful and productive workplace too. Conflict can disrupt and upset any professional environment. This course touches on conflict resolution with co-workers/patients and discusses ways to solve with positive results. The attendees will participate in exercises on reflective listening, delegating effectively, writing ethical codes and solving real life ethical dilemmas.

Tips & Techniques in Dispensing Eyewear to Toddlers: (60 minutes, ABO - General)

Dispensing eyewear to toddlers requires not just the right frame and lens choice, it also requires additional patience with our small patients and their parent/guardian. This course will demonstrate the best ways to measure the pupillary distances of a child and recommended fitting techniques. Selecting the appropriate lens materials and frame styles to achieve the best fitting for the child is of the utmost importance. We will look at better designs for toddlers along with tips on assessing the fit and adjusting techniques.

Speaker: Jackie O'Keefe, ABOC

Jackie, ABOC is licensed in Virginia and has been practicing Opticianry since 1981. She is a contributing writer for Vision Care Product New, a Senior EDGE Consultant for GPN Technologies and consults in the Virginia Beach area. Jackie has written, published and presented numerous CPC/ABO courses and lectures on a variety of optical topics. She is Past President of the Opticians Association of Virginia, a founding member and Past President of the Opticians Association of Maine, active in the International Association of Lions Clubs and a volunteer for Maine's Prevention of Blindness Programs

COPE COURSES

Sponsored by Cherry Optical

Pharmacology A to Z (COPE ID: 52852-PH)

Category: Pharmacology

This 1 hour, interactive lecture encourages the audience to participate with the lectures. A systematic review of medications from A to Z will highlight medications we routinely encounter in practice or those that have ocular side effects. Indications, contraindications, side effects and dosages will be discussed.

Ocular Pain Management (COPE ID: 52896-OP)

Category: Oral Pharmaceutical

This course discusses pain management options for patients in the optometric practice including optical and oral administration from OTC to controlled substances. Indications, contraindications, adverse effects and the pathophysiology of pain will also be reviewed.

Sutureless Amniotic Membranes 2.0 2.017 and Beyond (COPE ID: 55211-AS)

Category: Trt/Mngmnt Anterior Segment

The amniotic membrane is the innermost of the three layers that form the fetal membrane. It is a biologic tissue with antiangiogenic, antiscarring, antimicrobial and anti-inflammatory properties that promotes healing of the ocular surface. When applied to the cornea, it helps facilitate epithelial healing and encourages reepithelialization. This one hour lecture will discuss the newer sutureless amniotic membranes that are available for optometric use and discuss their current indications including dry eye, recurrent corneal erosions and neurotrophic keratitis, while specifically describing how to properly insert and remove the tissue.

Grand Rounds of the Anterior Segment. Making Grand Rounds Grand Again (COPE ID: 52447-AS)

Category: Trt/Mngmnt Anterior Segment

This one hour course will review various cases of the anterior segment and specific treatment and management options. Each case will be supported by clinical photographs and/or videos to enhance the learning and discussion, along with audience participation using an interactive digital polling process.

SPEAKERS:

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 HOYA, SEIKO & VISION EASE

Shouldn't Lens Effective Power Be Equal to Your Prescription? (60 minutes, ABO - Technical Level II)

This course details how a lens' effective power isn't necessarily the prescription a patient sees. It's been changed by the way that glasses are ordered and worn. Improve your professional ability and know why frame adjusting improves or degrades vision and how to order lenses considering the way frames fit.

New Media Optics, Introducing Space, Screen and Zoon Lenses (60 minutes, ABO - Technical Level II)

In this product spotlight, we learn three new options of progressive lens technology for contemporary lifestyles at work, while using digital device and the daily demands for better vision for the presbyopes. iD Space, iD Screen and iD Zoom are designed to provide clear vision reading to a specified distance. By using new Binocular Harmonization Technology, Hoya can deliver more visually comfortable and useful eyewear. In this one credit ABO course, learn how to incorporate these new lens options into your practice.

Blue Perspective (60 minutes, ABO - General)

This general course describes the effects of blue light on visual acuity and color vision, and how high energy visible (HEV) blue light cause photo damage to ocular tissues. The effect of blue light on our wake/sleep cycle (circadian rhythm) and the harmful effects of blue light's disruption of circadian rhythm also will be explored. A comparison of luminance (lux) and blue light exposure from sunlight, computer screens and portable electronic devices will be provided, along with a comparison chart of the attenuation of blue light provided by currently available filters, absorptive tints and coatings.

Lifestyle Marketing: Lens Enhancements (60 minutes, ABO - General)

This course will explore Lifestyle Marketing — the recommendation of eyewear to improve visual clarity, comfort and performance and the visual experience for the single pair wearer; with photochromic and anti-reflective coating lens enhancements. Participants will learn how to inform the eyewear consumer of how these lens enhancements will help them see better, feel better, look better and ultimately, live better when indoors, outdoors, day or night. Consumers care about three things in photochromic performance: clearer, darker, faster. The leader in performance will be compared to the leading brand for these three performance characteristics. Further improving the single pair wearers visual experience for night driving requires anti-reflective coating making it the perfect lens enhancement.

Speaker: Robert Alexander, LDO, ABOM / NCLE-AC

Bob is a graduate of Hocking College with an AAS in Opticianry. He is a Dual Licensed Dispensing Optician in OH, is an Advanced Certified Contact Lens Technician through the National Contact Lens Examiners and a certified Master in Ophthalmic Optics through the American Board of Opticianry. Bob is a certified technical level III speaker for both ABO and NCLE. He is a regular speaker for the Opticians Association of Ohio, Opticians Association of Kentucky and the Tennessee Dispensing Opticians Association. He is a member of the Hocking College Opticianry Advisory Board and is currently serving as a Trustee with the Opticians Association of Ohio. Bob received the inaugural Lens Consultant of the Year Award in 2016. He began his career as a Dispensing Optician in Athens, OH before joining Vision Ease as a Lens Consultant in 2013.

SPONSORED BY Signet Armorlite

Kodak Total Blue Lens (60 minutes, ABO)

Blue light has joined UV as a hot-topic concern in the industry due to its proven impact on our eyes, health, and overall well-being. Using the innovative technology found in Kodak Total Blue lenses, it's now possible to prevent damage from the most harmful wavelengths of visible light while still providing patients with a variety of lens designs and materials. Join in a discussion and live demonstration with Kodak as we shine the light on blue light, and the products that shield us against this damage in the digital age.

Speaker: Trinity Louis, ABOC

Trinity Louis is an Essilor employee with Signet Armorlite, Inc. and represents Kodak Brand Lenses throughout the state of Michigan. Trinity graduated from the University of Toledo with a Bachelor's of Science in Interdisciplinary Studies focused in Healthcare Practice, Minors in Business Management and Chemistry. Trinity is an ABO Approved Speaker, an Author and Committee Member for the Optical Women's Association (OWA), and a Certified USA Hockey Player for the MWSHL here in Detroit – Where she was born and raised. Loves to serve in the community and welcomes any friendly discussion about current issues in Optics.

SPONSORED BY KBco

Polarized Lenses - Capturing the Power of the Sun (60 minutes, ABO)

For glare, ordinary lenses simply don't cut it. Sports and squinting are not a winning combination - UV light has a dark side. While ordinary tinted lenses reduce brightness, polarized lenses eliminate sun glare. This course will explore the difference between fixed tinted lenses and polarized lenses. We will also discuss ways to increase practice revenue by selling prescription sunwear.

Speaker: Kevin Birkel-Sales Manager, Prescription Sunwear-KBco

SPONSORED BY Varilux

New Innovations in Vision - Better Sight Better Life (60 minutes, ABO)

This course provides an overview of four key innovations in the areas of progressive, no-glare, photochromic and visual-fatigue technologies. Furthermore, this course provides guidance on the presentation of these technologies as a unified visual solution.

Varilux X Series - Introducing Xtend Technology (60 minutes, ABO)

This course describes new ophthalmic technologies being introduced in Varilux X Series progressive lenses. At the conclusion of this course, the learner will be able to:

1. Describe the function of Xtend Technology.
2. Understand how Xtend Technology improves the patient's visual experience.
3. Discriminate between zero sum and simultaneous treatments of intermediate and near vision.

Speaker: Debra Sandborn ABOC

Debra is an Essilor Brand Consultant and provides business consulting and training services to independent eye care providers to help them leverage practice profitability while providing best vision solutions to their patients. Prior to Essilor, Debra managed a multi-location eye care practice in southeastern Michigan. While working in a private practice setting, she was also active in the Michigan Paraoptometric Association (MPA) and the AOA Paraoptometric Section. Debra brings over 30 years of optometric experience; she holds a BBA in Business Administration from Cleary University and is an ABO Certified Optician.

SPONSORED BY Younger

The Technology and Benefits of Polarized Lenses (60 minutes, ABO)

This course begins with the discovery and nature of polarized light and demonstrates how unpolarized light waves become polarized. Participants will be introduced to the technology and science behind polarized lenses and visualize the structures of both the polarized film and polarized lens construction. The harmful effects of polarized light will be discussed - including the 4 types of glare which affect our eyesight. Realizing the growing need for protective sunwear, we will review ways to communicate these features and benefits while overcoming price sensitivity and other objections.

Speaker: Candace O'Keefe Culp

Candace O'Keefe Culp is a licensed Optician with over 30 years of experience in Ophthalmic Dispensing and Territory Management. As an accredited speaker for the American Board of Opticianry, she is dedicated to serving the optical industry with the latest technical knowledge and service. Candace was awarded Vision Monday's "Most Influential Women in Optical" in 2009.

Residing in Peachtree City, Georgia, she is currently employed by Younger Optics as a Wholesale Manager for SC, GA, FL and the Caribbean.

Sponsored by Cherry Optical

Understanding the Relationship between the Refraction and the Patient's Rx (60 minutes, ABO)

Understanding the relationship between the refraction and the patient's Rx is vital for communicating visual situations with our patients/clients. Knowing how the numbers came to be in the prescription helps the ophthalmic dispenser understand the connection between the refractive procedure and the final Rx. This information is extremely valuable when troubleshooting an optical problem, and when explaining facts about vision to our clientele.

Communicating Value: How do You and Your Patient Differentiate \$99 Eyewear from \$999 Eyewear? (60 minutes, ABO)

Everyday we experience the challenge and opportunity to communicate value differences in frames and lenses with our clientele. How do we communicate the differences in value in a \$79.00 frame and a \$479.00 frame? Helpful tips in communicating frame, lens features and benefits will round out this session. Don't play a guessing game...present the differences in eyewear with confidence and watch your business grow

The Science, Art and Attitude of Frame and Lens Selection (60 minutes, ABO)

This course will begin with a description of the differences between selling eyewear and being a vision expert. The need for personalized, customer-focused service is ever present. As our society has moved into the "Experience Economy", our dispensing strategies must keep up. We will focus on the process of selecting the best possible frame and lens selections based on the patient/client visual needs. Additionally, we will look at face shape, color tones, eyewear fashions, for eyewear as well as high tech lens designs to fit every possible visual need.

My Top Ten Tips for Excellence Through Optics (60 minutes, ABO)

There is nothing more frustrating (and expensive!) than when a patient is scheduled to see the doctor for a recheck when the problem was in the eyeglasses needing a specific adjustment. A typical scenario is a patient who complains that she can see in the distance and in the near of her new progressives but has difficulty seeing at intermediate range. Because the assistant identified a visual complaint (poor intermediate vision), it is tempting to automatically book the patient for a recheck with the doctor. The result is wasted chair time (a luxury most practices cannot afford) when the solution could have been handled by the optician. We will look at some "case studies" where optical problems are hidden in the prescription, and it is up to us to find solutions BEFORE we order the lenses or book for a refraction recheck. Using the Optical Approach to Excellence will help eliminate wasted time and resources and limit optical errors.

Speaker: Laurie Pierce

Laurie Pierce is an Instructor in the Opticianry program at Hillsborough Community College in Tampa, Florida. Laurie is a graduate of Newbury College's opticianry program in Boston, and managed Lugene Opticians, an upscale optical boutique in Boston's Copley Place. Ms. Pierce lectures extensively on optical theory and management topics at local, regional and national optical conferences. She is certified by the ABO as a Master Optician, and was awarded Educator of the Year by the National Federation of Opticianry Schools in June 2003. In 2010, she was named one of the most Influential Women in Optical by Vision Monday.

YEU 2018 INDEPENDENT OPTICIAN REGISTRATION FORM

Register by February 1, 2018 and receive 10 additional tickets for the drawing

Today's Date: _____ Practice Name: _____

Phone: _____ Fax: _____

Your Name: _____

First & Last Name

Print Clearly (This is the name that will appear on your badge)

Practice address: _____

Email address: _____

For an accurate account of ABO certificates: Are you ABO certified? _____ YES _____ NO

PLEASE SELECT YOUR CLASSES (one class per hour)

NOTE: If you leave a class early you will not receive an ABO certificate

CLASSES: 9:00 –11:00

_____ Grand Rounds of the Anterior Segment (1 hour-COPE)

_____ The O'Keefe Sisters Top Dispensing Tips (2 hours—ABO)

CLASSES: 11:30 - 12:30

_____ Ocular Pain Management (1 hour-COPE)

_____ Introducing X-Trend Technology (1 hour-ABO)

_____ Shouldn't Lens Effective Power by Equal (1 hour-ABO)

_____ The Science, Art & Attitude of Frame (1 hour-ABO)

_____ Kodak Total Blue Lens (1 hour-ABO)

CLASSES: 2:00 - 3:00

_____ Sutureless Amniotic Membranes (1 hour-COPE)

_____ New Media Optics (1 hour-ABO)

_____ You Deserve a Medal (1 hour-ABO)

_____ The Technology & Benefits of Polarized (1 hour-ABO)

_____ My Top Ten Tips (1 hour-ABO)

CLASSES: 3:30 - 4:30

_____ Pharmacology (1 hour-COPE)

_____ New Innovations in Vision (1 hour-ABO)

_____ Lifestyle Marketing: Lens Enhancements (1 hour-ABO)

_____ Dispensing to the Elderly (1 hour-ABO)

_____ Understanding the Relationship Between (1 hour-ABO)

CLASSES: 5:00 - 6:00

_____ Polarized Lenses—Capturing the Power (1 hour-ABO)

_____ Blue Perspective (1 hour-ABO)

_____ Professional Ethics to Practice by (1 hour-ABO)

_____ Communicating Value (1 hour-ABO)

Doctors only: you must provide your ARBO # in order to receive COPE credit

ARBO # _____

Please let us know if you will be attending Lunch/Dinner so we can give the Event Center an accurate count.

LUNCH ___ YES ___ NO

DINNER ___ YES ___ NO

Please make copies for your staff

Before faxing PLEASE make sure you have filled out the form completely

Fax to Cherry Optical at (313) 388-9474