Vision Preview 2012

With just over three months remaining to complete your educational requirements, POF is offering you the most C.E hours on more days than ever before. Each day of VISION PREVIEW 2012 is packed with eight or more hours of the Best optical education available anywhere from the Nation's leading instructors. Plus you can register for additional skills enhancing Hands-On Workshops . . . and you can Attend VISION PREVIEW's world class exhibits.

November 2-4, Ft Lauderdale Convention Center

Exceptional Education & Exciting Exhibits

Sponsored by **Professional Opticians of Florida**

FRIDAY November 2 — Eight Hours of CE Available on Friday

Starting at 8:30am ***Florida Board of Opticianry Meeting***

By attending two consecutive hours during this meeting; you can earn up to two CE credit hours in Florida Laws & Rules. **NEW THIS YEAR:** Attend additional hours of the meeting and receive additional CE of elective credit for each hour you attend. The length of Board meeting is generally from 3 to 4+ hours; this is an estimate only it may run shorter or longer. POF is not responsible for length of the meeting or providing CE credits for longer than the meeting time.
Board Meeting is open to all opticians, pre-registration not required

10:00- 7:30pm	**Registration Desk Opens**
12:00- 1:00pm	**Vantage – New Variable Polarized Lens** T. Fortner - One hour of Technical: Dispensing
12:00- 1:00pm	**Strategies for Successful Opticians** Dodge & Sayers - One hour of Technical: Dispensing
12:00- 2:00pm WORKSHOP A	**Critical Optical Measurement for Today Lens** L Pierce – Two hours of Technical: Dispensing
12:45– 2:30pm	**Designing & Dispensing Specialty Eyewear** P. Walker - Two hours of Technical: Dispensing
1:30- 2:30pm	**Seeing Life Well Lit: Meeting the Visual Needs** T. Fortner - One hour of Technical: Dispensing
1:30- 3:30pm WORKSHOP B	**Time Management for Opticians** M. Sayers – Two hours of Electives
1:30- 2:30pm	**Modern Lifestyle Dispensing; For Digital Lenses** J. Zimmerman - One hour of Technical: Dispensing
2:30- 3:30pm	**Near To Intermediate Vision Solutions** L. Pierce - One hour of Technical: Dispensing
2:30- 3:30pm	**The ABC's of Corneal Measurement** J. Slightom – One hour of Technical: Contact Len
2:30- 4:30pm	**Everything You Need to Know About Digital Surfacing** P. Hanlin – Two hours Technical: Dispensing
3:30- 4:30pm	**Trouble Shooting the Difficult Rx** P. Walker- One hour of Technical: Dispensing
3:30- 5:30pm	**Reduction of Medical Errors** L. Pierce - Two hours Medical Errors
3:30- 5:30pm WORKSHOP C	**Communication Skills Workshop** M. Sayers – Two hours of Electives
3:30- 5:30pm WORKSHOP D	**Hands On Frame Fitting & Adjustment Workshop** H. Bird – Two hours of Technical: Dispensing
4:30- 5:30pm	**Lens Packaging and Bundling** J. Girdler - One hour of Elective
4:30- 5:30pm	**Merchandising Products & Services** P. Hanlin - One hour of Elective
5:00- 8:00pm	**VISION PREVIEW 2012 - EXHIBITS OPEN**
7:45- 8:45pm	**Comparison of Progressive Lenses** P. Walker– One hour of Technical: Dispensing
7:45- 8:45pm	**A, B and ED of Working with your Lab** M. Sayers - One hour of Technical: Dispensing
7:45- 8:45pm	**Strategies For Today's Optician** J. Slightom - One hour of Technical: Contact Lens

SATURDAY November 3 — Eight Hours of CE Available on Saturday

7:30a -6:00pm	**Registration Desk Open**
8:00- 9:00am	**High Technology Lenses** E. August - One hour of Technical: Dispensing
8:00- 9:00am	**Limitless Vision – Varilux S Series** P. Hanlin – One hour of Technical: Dispensing
8:00- 9:00am	**GP Multifocal Contacts** J. Slightom – One hour of Technical: Contact Lens
8:00- 10:00am WORKSHOP E	**Time Management for Opticians** M. Sayers – Two hours of Electives
8:00- 10:00am WORKSHOP F	**Hands On Frame Fitting & Adjustment Workshop** H. Bird – Two hours of Technical: Dispensing
9:00- 10:00am	**Sunwear-o-logy** E. August - One hour of Technical: Dispensing
9:00- 10:00am	**Overcoming Inertia: Dealing with Patients' Resistance to Change** J. Hopkins - One hour of Technical: Dispensing
9:00- 10:00am	**Leadership Training For Training Opticians** M. Ganem – One hour of Elective
9:00- 4:00pm	**ABO EXAM REVIEW** J. Simmons - Additional & Pre-Registration Required
10:00-11:00am	**Astigmatism-Why Choose A GP Lens To Correct It?** J. Slightom – One hour of Technical: Contact Lens
10:00- 11:00am	**Making a High Quality Frame** E. August - One hour of Technical: Dispensing
10:00 -12:00n	**Reduction of Medical Errors** Two hours Medical Errors INTERACTIVE VIDEO PRESENTATION
10:00 -12:00n WORKSHOP G	**Critical Optical Measurement for Today Lens** L. Pierce – Two hours of Technical: Dispensing
10:00-12:00n WORKSHOP H	**Leadership; How do you lead?** M. Sayers - Two hours of Electives
11:00-12:00n	**Creating Customers for Life** M. Ganem - One hour of Elective
11:00-1:00pm	**Patient Focused Dispensing** P. Hanlin – Two hours Technical: Dispensing
12:00- 6:00pm	**VISION PREVIEW 2012 -EXHIBITS OPEN** **Lunch served at 12:00n and 1:15pm**
2:00- 4:00pm WORKSHOP EYE	**Hands On Frame Fitting & Adjustment Workshop** H. Bird – Two hours of Technical: Dispensing
2:30- 3:30pm	**Communication Skills to Improve Practice Success** L. Pierce - One hour of Elective
2:30- 3:30pm	**Personalization in Three Dimensions: Patient Based Progressive Design** J. Hopkins - One hour of Technical: Dispensing
3:00- 4:45pm	**Apprentice/Sponsor Orientation** Girdler/Miller - Two hours of Laws & Rule or Elective
3:30- 4:30pm	**Computerizing Your Practice & Dispensary** P. Walker - One hour of Elective
3:30- 4:30pm	**Bifocal Conversions** L. Pierce - One hour of Technical: Dispensing
5:00- 7:00pm WORKSHOP J	**Spanish for Opticians** Rodriquez & Vega - Two hours of Electives
6:00- 7:00pm	**Guerilla Marketing in a Down Economy** J. Girlder - One hour of Elective
6:00- 7:00pm	**New Perspectives and Methods for Polarization** L. Rubin - One hour of Technical: Dispensing
6:00- 7:00pm	**Software Selection for Dispensary** P. Walker – One hour of Elective

Vision Preview

SUNDAY November 4 — Eight Hours of CE Available on Sunday

7:00- 11:00am	**Registration Desk Open**
8:00- 10:00am	**Retinal Health Issues for Today's Optician** M. Brujic - Two hours of Technical: Contact Lens
8:00- 9:00am	**Rx Spectacle Lenses: Know the standards ANSI® Z80.1 -2010** L. Rubin - One hour of Technical: Dispensing
9:00- 10:00am	**Drivewear** J. Taitelbaum - One hour of Technical: Dispensing
9:00- 10:00am	**The Problem is Real. The Solution is Way Cool: the New Era of Digital Performance Eyewear** J. Hopkins - One hour of Technical: Dispensing
9:00- 4:00pm	**NCLE EXAM REVIEW** Y. Metten Additional & Pre-Registration Required
10:00- 11:45am	**Florida Laws & Rules - Initial** M. Miller - Two hours Laws & Rules
10:00- 11:00am	**Glass Specialist: When Quality Counts** L. Rubin - One hour of Technical: Dispensing
12:30– 1:30pm	**High Tech Lenses That Change** L. Rubin - One hour of Technical: Dispensing
12:45- 2:30pm	**What would you do? Triaging the Ocular Emergency** M. Brujic –Two hours of Technical: Contact Lens
2:30- 3:30pm	**Making Sunwear Important** J. Taitelbaum - One hour of Technical: Dispensing
3:30- 4:30pm	**Shifting from Eyewear Sales to Vision Expert** J. Girdler - One hour of Technical: Dispensing

Improved Exhibit Show Hours & Incentives

Friday, November 2: 5:00pm to 8:00pm
Saturday, November 3: 12:00pm to 6:00pm

Win the Latest Ipad 3 at Vision Preview

By placing orders at Vision Preview you could win the lasted Apple iPad 3 or dozens of other great prizes. You will earn a chance to win with each frame order you place of five pieces or more* during the show hours. So the more you buy at the show the more chances you have to win one of two Apple iPad3s, plus many other exciting prizes. Winners will be pulled on both Friday and Saturday; you do not need to be present to win. *Certain rules & restrictions apply, other optical products and service are also included, see the show program for details.

NEW: Save money with Vision Preview 's 'Show Only Specials'

For the first time ever Vision Preview exhibitors are giving you advance notice of how they are sharpening their pencils to offer you great deals and discounts. These specials only be available during the show hours. You can now plan ahead to save money while stocking up for the busy winter season by doing your buying at Vision Preview. Show Only Specials will be posted on VisionPreview.com/ShowSpecials after October 5th, also the complete list of these money saving deals will be sent out in advance of the show as well as being available on-site.

Professional Opticians of Florida is more than just a sponsor of CE, we are here to support your professional success. Our goal is to provide you with the best education available to support your career while providing you with the friendliest and most flexible service possible. One way we do that is POF accepts all forms of payment including major credit cards & your personal & business checks in advance & on-site.

Professional & Personal Success Development Series

Time Management: *Getting it all done*

Do you feel like you are constantly putting out fires? No matter how hard you work, you just can't get everything done! You are frazzled at the end of the day with no time for friends and family. Something has to change; but what!? This workshop is designed to help you bring balance back into your life, increase your productivity, and introduce the importance of achievement and enjoyment. $19

Friday, November 2nd — *Session B- 1:30pm to 3:30pm*
Saturday November 3rd — *Session E- 8:00am to 10:00am*

Communication: *Achieving Success one Conversation at Time*

This interactive workshop gives you an overview of the key elements of communication; listening being a major part, the spoken word, and body language. You will be encouraged to participate in the three communication models; How to influence a team, How to speak with the patient, How to converse with an authority figure. $19

Friday - November 2nd *Session C - 3:30pm to 5:30pm*

Leadership: *How do you lead?*

What does it take to be an effective leader in the 21st century? The autocratic, dictatorial management style is no longer effective. In addition to being knowledgeable and confident, today's leaders need to have a very different set of skills. From motivational techniques to dynamic communication and problem-solving, this workshop covers the strategies for effective leadership. $19

Saturday November 3rd *Session H - 10:00am to 12:00n*

Hands-On Fitting, Adjusting on Measuring Workshops

Hands-on Frame Fitting & Custom Adjustment

Every patient deserves a well-handcrafted, multi-dimensional, and personalized frame fitting in order to enhance comfort, stability, and their long-term wearability. Learn frame fitting techniques with instructional and direct hands-on experience in the assessment of eyewear while in-place and on the face of the patient with the application of handcrafted fitting skills. The sessions are presented by Hari Bird, a 50+ year veteran of ophthalmic dispensing. Plan to bring a few of your favorite hand tools to the session. You'll also learn about other tools that are available to assist you in the custom fitting of frames. $14

Friday, November 2nd
Session D - 3:30pm to 5:30pm

Saturday, November 3rd
Session F- 8:00am to 10:00am
Session Eye - 2:00pm to 4:00pm

Critical Optical Measurements for Today Lens

Let's face it...Dispensing is no longer just about PD's and seg heights. As lens technologies become more complex, so must our measuring and fitting skills. This workshop will identify when and how to take a vertical optical center placement, why to use monocular measurements and when. Additionally, measuring vertex distance, how to determine pantoscopic tilt and face wrap will be covered and their vital roles in today's advanced lens designs. Presented by Laurie Pierce, LDO $19

Friday, November 2nd
Session A - 12:30pm to 2:30pm

Saturday November 3rd
Session G - 10:00am to 12:00n

Two Hour Spanish for Opticians Workshop

Learn and practicing your Spanish language skills in a course specifically tailored for opticians. This is a great opportunity if you want to learn the basic language commands, statements and questions necessary to communicate. This workshop is designed to be interactive, fun and relevant to your needs. This course will allow you to progress at your own pace in real life scenarios and increase your confidence in speaking Spanish. Register before October 25th and receive your copy of the 56 page workbook Spanish for Opticians, (includes audio CD, a $35+ value) in the mail to get you started on your learning prior to the workshop. $49

Saturday November 3rd *Session J - 5:00pm to 7:00pm*

Name: _____ License#: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Daytime Phone: _____ FAX: _____

E-mail: _____

POF Member? ❑ Yes ❑ No I would like to ❑ join POF ❑ renew my membership.

Include my membership payment of:

- ❑ $ 165 Professional Member - FL Licensed Optician
- ❑ $ 65 Associate Member - Supplier, not a FL Licensed Optician
- ❑ $ 25 Future Opticians - Apprentice

Circle the appropriate amount(s)		Early Rate On or before 10/17	Base Rate After 10/17	After 10/29 & On Site
Standard Rates				
Full	All Three Days	$197	$217	$227
Two Days	Friday & Saturday Saturday & Sunday	$187 $187	$207 $207	$217 $217
One Day	Friday Saturday Sunday	$ 87 $117 $ 97	$107 $137 $117	$117 $147 $127
Discounted Member Rates				
Full	All Three Days	$ 97	$117	$127
Two Days	Friday & Saturday Saturday & Sunday	$ 87 $ 87	$107 $107	$117 $117
One Day	Friday Saturday Sunday	$ 57 $ 77 $ 67	$ 77 $ 97 $ 87	$ 87 $107 $ 97
Hands On Workshops				
Sessions	Limited seating, first come, first served. Workshop placement is not guaranteed.			
Friday , November 2 -12:30 -2:30pm				
A	**Critical Optical Measurements**	$19	$24	$29
Friday, November 2 - 1:30 - 3:30pm				
B	Time Management for Opticians	$19	$24	$29
Friday, November 2 - 3:30 - 5:30pm				
C	**Communication Skills Workshop**	$19	$24	$29
D	**Hands On Frame Fitting & Adjustments**	$14	$19	$24
Saturday, November 3 - 8:00 - 10:00am				
E	**Time Management for Opticians**	$19	$24	$29
F	**Hands On Frame Fitting & Adjustments**	$14	$19	$24
Saturday, November 3 - 10:00 - 12:00n				
G	**Critical Optical Measurements**	$19	$24	$29
H	**Leadership - How do you lead?**	$19	$24	$29
Saturday, November 3 - 2:00 - 4:00pm				
EYE	**Hands On Frame Fitting & Adjustments**	$14	$19	$24
Saturday, November 3 - 5:00 - 7:00pm				
J	**Spanish for Opticians** with workbook & CD	$49	$59	$64
J1	**Spanish for Opticians** w/o workbook & CD	$25	$35	$40

Today's Date _____ Total Amount Due $_____

Payment: ❑ Check (payable to POF) ❑ Visa ❑MasterCard ❑ AmEx ❑ Discover

Card #: _____ Exp. Date: _____

Cardholder: _____ CVV: _____

Signature _____

I agree to pay above total amount according to card issuer agreement.

Vision Preview

November 2-4 Fort Lauderdale, FL
Greater Ft. Lauderdale/Broward County Convention Center
1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

Four Easy ways to Register

Web: VisionPreview.com

Mail: POF/Vision Preview
1947 Greenwood Dr,
Tallahassee, FL 32303

Fax: 850-201-2625 anytime

Phone: 850-201-2622 8:30am –6pm
Toll Free: 800-972-2698

Se Habla Español
9am - 4pm despues de 9/23/12

HOTEL ACCOMODATIONS

This year POF is providing you with great hotel options to stay in during Vision Preview.

Our host hotel properties are:

- Across the street from the Convention Center
- Only 1.5 miles to world-famous Ft Lauderdale Beach
- Nine minutes to Ft Lauderdale Intn'l Airport(FLL)

Additional information on these hotels is available on VisionPreview.com/host-hotels We will also email additional hotel info and links with your confirmation.

Hilton Fort Lauderdale Marina

1881 SE 17th Street, Fort Lauderdale, 33316

Room Rate:	$155 Single or Double
Toll Free:	888/554-2131
Group Code:	VISION PREVIEW
Book before:	October 11, 2012

Book Online at: VisionPreview.com/host-hotels

Renaissance Ft Lauderdale Cruise Port Hotel

1617 SE 17th Street, Fort Lauderdale, 33316

Room Rate	$139 Single or Double
Toll Free	800/468-3571
Group Code	pofpofa
Book Before:	October 12, 2012

Book Online at: VisionPreview.com/host-hotels

The Renaissance Hotel is also offering POF guests reduced overnight self-serve parking of $10 a night, plus free in room wi-fi internet access.

POF's Optician Friendly Cancellation Policy: If you need to cancel for any reason POF will gladly provide you with a 100% refund, no explanation needed. We only ask that the cancellation request is made in writing through email, fax, or letter.