

Mississippi Association
of
Dispensing Opticians



**2010
Educational
Conference**

April 30th, May 1st & 2nd

IP CASINO & RESORT
850 Bayview Avenue
Biloxi, Mississippi

MADO
16383 South Swan Road
Gulfport, MS 39503

Speakers

Michael Gzik, FCLSA, COT, NCLC

Mike has been an adjunct and clinical instructor for contact lens technology at SUNY Health Science Center Syracuse, Department of Ophthalmology resident program for 23 years. He is a fellow in the Contact Lens Society of America, JCAHPO Certified Ophthalmic Technician and NCLE certified. Mr. Gzik is currently president of the Contact Lens Society of America having served as a director and treasurer. He is also the past president of the New York Contact Lens Society.

CAROL L. SCHATNER, CPOA

Carol Schartner, a Certified Paraoptometric Assistant, has served the Optical field for 50 years. For the first twenty three years of her career, she served as an Optometric Assistant in Private Practice. Her expertise in this area subsequently led her to consulting and counseling with vision care practitioners and training staff in Optometric practices and Optical businesses. She has been the National Coordinator for Liberty Optical's PACE Program and a Lens Sales Consultant for Orcolite. Currently, she is a member of the Transitions Optical, Inc. team and serves as Field Training and Education Manager. Carol has been with Transitions for 15 years.

Ms. Schartner was the first Chairman of the American Optometric Association, Paraoptometric Section; and Pennsylvania Paraoptometric Association. She has lectured and conducted workshops throughout the US and Canada in the areas of practice management and marketing, lens materials and designs, frame styling and dispensing techniques. She is an ABO approved lecturer, and has been an invited speaker to optometrists, paraoptometrics and opticians at their local, state and regional meetings.

PATRICIA M. TOLAR, MBA

Pat has thirty-four years of continuously progressing professionally in the areas of education and experience and building knowledge in purchasing, managing & running independent businesses as an owner & partner with co-ownership.

During these 34 years she found time to care for opticianry as a profession and became President of three organizations which represent opticians exclusively, the NCOA, Opticians Association of America & International Opticians Association, which includes optician associations in all English speaking countries in the world.

Pat has had hands-on daily dispensing & problem-solving experience, while operating multiple family owned independent optical stores. She has been NC licensed Optician since 1976 and NC - CTL Licensed in 1982 as well as ABO/ NCLC certified since 1973.

As a current nationally recognized speaker, Pat successfully lectures at Vision Expo's East & West SECO, and at many state societies & private practices. She continues to publish articles for National Trade magazines.

She is currently president of Optical Business Institute, which specializes in optical sales training.

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____
ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One:

Early Registration Before 4-16-10 \$140 _____ Member Discount \$100 _____

Late Registration After 4-16-10 \$165 _____ Member Discount \$125 _____

Registration Includes 1 Luncheon Ticket Additional Luncheon Tickets \$25 _____ Number Attending Friday Night Party _____

Total Enclosed _____ Mail To: MADO – 16383 South Swan Road – Gulfport, MS 39503

Email address for registration confirmation: _____
Questions, call Julie West - MS (228) 860-1825

All room reservations must be made by April 16, at (888) 946-2847

MADO EDUCATIONAL CONFERENCE AGENDA

May 1st & 2nd, 2010

IP Casino & Resort

Dear MADO Members and Friends,

As we begin a new year, I would like to thank you for your support of MADO. We are represented by owners, licensed and unlicensed opticians, lab owners, and vendors. MADO strives to meet the needs of everyone with education and networking. As opticians it our responsibility to keep up with continuing education and your support of this organization.

Our MADO educational conference is just around the corner. The date is April 30-May 1-2 at the IP Casino in Biloxi. There will be ABO-NCLE and JCAHPO hours. The welcome party will be held poolside at the IP from 7:00 – 9:00, so make plans to attend!

We are pleased to have 3 nationally known speakers providing us education. The speakers are Mike Gzik from New York, Pat Tolar from North Carolina and Carol Schartner from Florida. Carol Shartner is sponsored by Transitions. Jerry Himes has graciously agreed to provide an ABO Review on Saturday if we have a minimum of 10 participants. Please contact Julie if you are interested in the ABO Review at (228) 860-1825 or jmw1825@aol.com.

A golf outing and fishing trip are planned for Friday morning. If you are interested in either outing, please contact Julie before April 8, to make your reservation and secure your spot. We must have a minimum of 10 for the fishing trip by April 8.

Hotel reservations may be made at (888) 946-2847, meeting group code S106010. Reservations must be made by April 16, to receive the special MADO rate of \$129 on Friday and Saturday and \$79 on Thursday. Due to PGA Senior Golf Tournament rooms on coast will be in demand so do not delay making your room reservation.

I look forward to seeing you there!

Best Wishes.

Donnie Grayson
MADO President

SATURDAY - May 1, 2010

7:30 - 8:00 A.M. REGISTRATION - Pre-Function Area

8:00 A.M.-2:30 P.M. ABO Review - Jerry Himes

8:00 - 9:00 A.M. Transitions XTRActive Lenses - Carol Schartner - ABO

This course will introduce Transitions® XTRActive® lenses – the newest product in the Transitions lens family – and a new choice for everyday lens wearers. Transitions XTRActive lenses are the darkest everyday Transitions® lenses available – offering superior darkness outdoors, moderate darkness behind the windshield of a car and an attractive light tint indoors.

8:00 - 10:00 A.M. Wavefront Aberrations - Mike Gzik – NCLC/JCAHPO

Wavefront, lower and higher order aberrations terminology and instruments that sound confusing and complicated. This course is designed to compare new technology to ones we all are familiar with. What these technologies mean to us in the contact lens industry and how do we translate some of this knowledge to our practices.

9:00 - 10:00 A.M. Transitions SOLFX Sun Lenses - Carol Schartner – ABO

This program will define dynamic sunwear and the new products now available under the new Transitions SOLFX sunwear brand. Content will look at how lens color, light filtration and polarization can work together to enhance visual performance during visually-demanding situations.

10:00 A.M. - Noon Adverse Responses to Contact Lenses - Mike Gzik – NCLC/JCAHPO

The course will identify signs and symptoms of various material related adverse responses and their management. This course will instruct the participant on the various strategies and designs that may be utilized to a help a practitioner continue to fit the appropriate design, modality and we all are material on a patient.

10:00 A.M. - Noon Inventory That Walks Away and How They Do It - Patricia Tolar – ABO

Shoplifting is one of the most common property crimes in the United States today. Anyone can be a shoplifter, and this is an important fact for retail optical companies to understand. Statistically, small and large dispensaries are easy targets, with little theft deterrents, except sharp employees and managers. This “must learn” course will refresh your awareness of this all time problem, and help your business save hundreds of dollars a week.

12:00 - 1:15 P.M. LUNCH

1:30 - 2:30 P.M. How To Handle Difficult People - Pat Tolar – ABO

Difficult people come in every variety and no workplace is without them. How difficult a person is for you to deal with depends on your self-esteem, your self-confidence and your professional courage. Dealing with difficult people is much tougher when they are attacking you or undermining your professional contribution. This course emphasizes communication ideas you can use immediately when returning to your office.

1:30 - 2:30 P.M. Top Ten Tips for Fitting Presbyopic Contact Lenses - Mike Gzik – NCLC/JCAHPO

The course includes but is not limited to technical tips as well as various strategies and concepts rated by the practitioners. Case histories examining the speakers failures will be used as examples.

2:30 - 5:00 P.M. EXHIBIT HALL OPEN

SUNDAY - May 2, 2010

7:30 - 9:00 A.M. Breakfast Buffet

8:00 - 9:00 A.M. MADO Member Business Meeting

9:00 - 11:00 A.M. Basic Anatomy & Physiology for the Optician - Mike Gzik – ABO/NCLC/JCAHPO

This course will discuss and illustrate the visual pathway of the eye and the Layers of the eye that are necessary for good vision.

11:00 - Noon Management of Computer Vision Syndrome With Contact Lens - Mike Gzik – ABO/NCLC/JCAHPO

The course will identify signs and symptoms of computer vision syndrome. It will identify various environmental and ergonomic issues that contribute to computer vision syndrome.

Casino 3rd Floor

Fuse Room

Ballroom D

Merge Room

Ballroom D

Merge Room

Ballroom D

Ballroom A

Ballroom D

Merge Room

Ballroom B & C

Ballroom D

Ballroom C

Ballroom D

Ballroom D