



OPTICIANS
ASSOCIATION
OF NEW JERSEY

November
&
December
Conference Events

November 8, 2009

6 CEU's Total, 3 Contact Lens Credits
Raritan Valley Community
College, North Branch, NJ

December 6, 2009

6 CEU's Total, 3 Contact Lens Credits
Camden County
Community College
Blackwood, NJ

Register Today!

OANJ November & December OANJ

RVCC, Sunday, November 8, 2009

Raritan Valley Community College, North Branch, NJ
6 Total CEU Credits Available

8:00 AM - 9:45 AM **Registration Desk Open/ Continental Breakfast**

8:45 AM – 9:45 AM
Speaker: **Joseph Lombardo**
Title: **High Performance Ophthalmic Lenses**
1 CEU NJ Approved

Description: The ophthalmic lenses have changed drastically in the last few years. Research in plastic chemistry has developing new lens substrate materials allowing for high index of refraction reducing weight and lens thickness. In addition to High tech computer technology that has re shaped the lens from a simple sphere design and has fostered the development of surface coating and treatments that improve and enhance the visual performance of the lens. This lecture will identify, describe and discuss new lens products and processes that are available today which qualify as high performance lenses.

10:00 AM - 11:00 AM
Speaker: **Joseph Lombardo**
Title: **Merchandising Ophthalmic Products & Services**
1 CEU NJ Approved

Description: To ensure sales, companies go to great lengths to make sure that their products are visible in stores and are presented in an appealing, 'sellable' way. This is called merchandising, which includes product packaging, placement, promotions and pricing to appeal to the target market. This lecture will cover specific merchandising as a function of marketing and the effects of merchandising on consumers, general rules of merchandising with respect to value of time and consumer habits. The ophthalmic consumer habit with respect to demographic differences (male / female) and consumer perceptions will be evaluated. How to communicate to the ophthalmic consumer will be presented with respect to appropriate time and content. In addition the endowment effect and positive and negative effects of consumer choices will be covered. Finally a description of a well merchandises ophthalmic practice will be presented.

11:15 AM – 12:15 PM
Speaker: **Joseph Lombardo**
Title: **Progressive Eye Care Solutions**
1 CEU NJ Approved

Description:
1) Comparison of Digital surfacing to traditional surfacing
2) Dual Add technology
3) Ground view advantage
4) Benefits to the patient and to the office
5) Market trends

12:15 PM – 1:00 PM
Lunch & Networking with Sponsors/Vendors

1:00 PM – 2:00 PM

Speaker: **Kara Pasner O.D., M.S**
Title: **When Contacts Can't Help: Understanding Age Related Macular Degeneration and its Implications for**

Lens Approved

Description: Age Related Macular Degeneration (ARMD) is a condition that has a major impact on the vision of those it affects. This can lead to problems with the contact lenses and glasses they normally wear. The etiology and types of ARMD will be discussed as well as the visual problems it can cause. Practical tips for helping these patients will also be given.

2:15 pm – 3:15 pm

Speaker: **Kara Pasner O.D., M.S.**
Title: **Managing Dry Eye and Soft Contact Lens Wearers**
1 CEU NJ Approved, NJ Contact

Lens Approved

Description: Dry Eyes are one of the most commonly encountered problems seen with soft contact lens wears. It is one of the leading reasons why patients drop out of wearing their contact lenses. Understanding this problem, its implications and possible treatments can help your patients stay in their lenses longer and keep you a more confident contact lens fitter. Course level: Intermediate

3:30 PM - 4:30 PM

Speaker: **Kara Pasner O.D., M.S.**
Title: **Beyond Colored Contacts: A Guide to Prosthetic and Therapeutic Contact Lenses**
1 CEU NJ Approved, NJ Contact

Lens Approved

Description: Colored contact lenses can serve as excellent cosmetic and therapeutic tools if they are designed and fitted for that purpose. The commonly encountered acquired and congenital ocular conditions that can be considered for treatment will be elaborated on. The types of lenses available, fitting techniques and contact care will be discussed.

Continued on the next page.

**Thank you
for supporting
OANJ!**

CCC, Sunday, December 6, 2009

Camden County Community College
6 Total CEU Credits Available

8:00 AM - 9:45 AM **Registration Desk Open/ Continental Breakfast**

8:45 AM - 9:45 AM
Speaker: **Kara Pasner O.D., M.S.**
Title: **Common Contact Lens Abuses and Their Consequences**
1 CEU NJ Approved, NJ Contact

Lens Approved

Description: Contact lens wearers do not always follow the instructions given to them. Sometimes they develop certain wearing or cleaning habits, which can lead to visual and/or ocular health issues. Commonly seen 'bad' habits will be defined and elaborated on. The consequences each can potentially lead to will be explained. Patient care and corrective behavior will also be discussed. Course level: Intermediate

10:00 AM - 11:00 AM
Speaker: **Kara Pasner O.D., M.S.**
Title: **Beyond Colored Contacts: A Guide to Prosthetic and Therapeutic Contact Lenses**
1 CEU NJ Approved, NJ Contact

Lens Approved

Description: Colored contact lenses can serve as excellent cosmetic and therapeutic tools if they are designed and fitted for that purpose. The commonly encountered acquired and congenital ocular conditions that can be considered for treatment will be elaborated on. The types of lenses available, fitting techniques and contact care will be discussed. Course level: Intermediate

11:15 AM - 12:15 PM
Speaker: **Kara Pasner O.D., M.S.**
Title: **Too Old for Contacts? The Visual and Ocular Health Effects of Aging on the Eyes**
1 CEU NJ Approved, NJ Contact

Lens Approved

Description: The Baby Boomers are the fastest growing demographic. Understanding the ocular issues that arise with the aging process and their impact on contact lens wear allows for better servicing of the patients needs. Commonly seen effects of aging on the eyes will be reviewed. Practical solutions will be discussed.

12:15 PM - 1:00 PM
Lunch/Networking with Sponsors/Vendors

1:00 PM – 2:00 PM
Speaker: **Jeffrey T. La Plante ABOM**
Title: **Design, Build, Elevate (Cross-selling & Up-selling)**
1 CEU NJ Approved

Description:

• Fundamental understanding of "cross-selling" (suggesting additional items to support the sale), and "up-selling" (offering product alternatives that benefit the patient) techniques. Presented in such a manner as to promote professional sales techniques in a retail optical environment.

• Provides examples / instructional illustration of where and when products / services can be offered while maintaining a non-pressured sales situation.

• Stresses the importance of reviewing progressive offerings to remain current in the industry.

2:15 PM – 3:15 PM
Speaker: **Jeffrey T. La Plante ABOM**
Title: **Equal PAL Selection**
1 CEU NJ Approved

Description:

This is an enrichment course discussing PALs and a format for how they can be compared, referenced against "the 4 C's" of diamond jewelry grading as a model.

It will offer:

- Review of "the 4 C's" of diamond grading for reference purposes.
- Comparison of 4 C's to grading PALs
- Explanation of why PAL lenses have such wide price variances in Optical market
- Commercialization of brand names in the PAL market
- Usage failures and non-adapts discussed
- The importance of training and staying up to date on technology reviewed

3:15 PM – 4:15 PM
Speaker: **Jeffrey T. La Plante ABOM**
Title: **Progressive Add Lenses**
1 CEU NJ Approved

Description: This course is a very basic optics class to explain the history and development of bifocals and progressive lenses.

It will offer:

- Fundamental understanding of how a plus lens works
- Description and definition of presbyopia
- Explanation of a bifocal and how it assist presbyopes
- Historical review of the advancements in bifocals
- Definition and dissection of a PAL lens.
- Generational advancements in PALS.
- Introduction of direct digital surfacing.

Thank you
for supporting
OANJ!

Registration Form

IMIS Entry _____	Office Use Only
CC Processed _____	Date _____
Amount \$ _____	Check # _____
Batch _____	

To register, please complete this form and mail with your payment to the address provided. Register early and take advantage of discounted prices! You may photocopy this registration form. Payments may be deductible under Internal Revenue Code, but are not deductible as charitable contributions.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ FAX _____ eMail _____

Advertise In The On-site Program Journal
Your ad will be placed in the on-site conference program & distributed to conference delegates. You can advertise job openings/employment opportunities, promote your business or line of products & services, etc. Don't miss this opportunity!

- Full Page Ad \$290 (4.5" wide x 7.5" height)
- Half Page Ad \$175 (4.5" wide x 3.5 height)

Please send your camera-ready ad copy to Kelly Biddle either by **October 23rd for November Classes and Nov 23rd for December Classes** by mail to OANJ, 414 River View Plaza, Trenton, NJ 08611 or by email to kbiddle@njlobbyist.com.

Full Day Registration
Includes morning coffee break, lunch & entrance to the seminars.

AM Package: Includes morning coffee break and entrance to morning seminars.

PM Package: Includes entrance to afternoon seminar and coffee break.

Make checks payable to the OANJ, we accept VISA & MasterCard payments. Mail your registration to:
The Opticians Association of NJ
414 River View Plaza
Trenton, NJ 08611-3420
Questions call:
609-695-0030
Fax 609-393-9891
www.oanj.org

Registration/Package Options

Registration packages must be picked up between the hours designated on the schedule; they will not be mailed in advance.

Photo identification maybe required on-site, in order to pickup your registration package. Please know and/or have your license number available so that you may properly complete your CEU forms for each session.

On Site Journal Advertising

- Full Page Program Journal Ad \$290 \$ _____
- Half Page Program Journal Ad \$175 \$ _____

Early Registration Rates, *Take advantage of discounted rates!*

	MEMBER	NON-MEMBER	
<input type="checkbox"/> Nov. 8th -- Full REG	<input type="checkbox"/> \$99	<input type="checkbox"/> \$124	\$ _____
<input type="checkbox"/> Nov. 8th -- AM REG	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	\$ _____
<input type="checkbox"/> Nov. 8th -- PM REG	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	\$ _____
<input type="checkbox"/> Dec. 6th -- Full REG	<input type="checkbox"/> \$99	<input type="checkbox"/> \$124	\$ _____
<input type="checkbox"/> Dec. 6th -- AM REG	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	\$ _____
<input type="checkbox"/> Dec. 6th -- PM REG	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	\$ _____

Late Registration Rate, *Applicable to registrants whose registrations is received less than 1 week in advance of the event date.*

<input type="checkbox"/> Nov. 8th -- Full REG	<input type="checkbox"/> \$109	<input type="checkbox"/> \$149	\$ _____
<input type="checkbox"/> Nov. 8th -- AM REG	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90	\$ _____
<input type="checkbox"/> Nov. 8th -- PM REG	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90	\$ _____
<input type="checkbox"/> Dec. 6th -- Full REG	<input type="checkbox"/> \$109	<input type="checkbox"/> \$149	\$ _____
<input type="checkbox"/> Dec. 6th -- AM REG	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90	\$ _____
<input type="checkbox"/> Dec. 6th -- PM REG	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90	\$ _____

November 2nd early registration cut-off for the November 8th Conference; and November 30th early registration cut-off for the December 6th Event.

WALK-IN / ON-SITE REGISTRANTS will be accessed the applicable late registration rate, and an additional \$25 penalty fee (for registering at the event) no exceptions.

Check enclosed

Credit card payment Visa or MasterCard Total Fee: _____

Name _____

Credit Card Number

Expiration Date _____ Amount Charged _____

Carholder's Signature _____



2009 APPLICATION FOR NEW MEMBERSHIP OPTICIANS ASSOCIATION OF NEW JERSEY

414 River View Plaza

Trenton, New Jersey 08611-3420

Phone: (609) 695-0030 · FAX: (609) 393-9891

Regular Membership - \$130
 Associate Membership - \$45

Affiliate Membership - \$100
 Firm Owner Membership* - \$180

Retired Member - \$70
 Student Member - FREE

* Required Membership Category For Optical Business Owners

Please check preferred address: Home Business

Full Name: _____

Home Address: _____

City: _____ Zip: _____

Phone: _____

Employer: _____

Business Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

eMail: _____

Date Employed: _____

Presently Employed As:

Dispenser _____ years

Technician _____ years

Optical Schooling (if any): _____

Name of School: _____

Address: _____

NJ State License #: _____

Date Issued: _____

I will be paying by:

Check (made payable to: **Opticians Association of New Jersey**)

Visa MasterCard

Account #: _____ Expires: _____

Signature: _____

In making application for membership in the Opticians Association of New Jersey, I agree to abide by the constitution, by-laws, and policies of the association.

Date: _____ Signed: _____ Title: _____

ABOUT THE SPEAKERS

Jeffrey T. La Plante ABOM

EDUCATION

1991 Communispond, Los Angeles, CA
Public Speaking

Areas of Concentration: Presentation and Corporate
Business Communication

1985 Heald College, San Diego, CA
Electronic Engineering

Areas of Concentration: Electronics, Computer Software
Development,
Programming

1983 DDI International, Los Angeles, CA
Business Management

Areas of Concentration: Business Management and Human
Resources

EMPLOYMENT

1991 - Present Training & Education Coordinator, North America
/ National Speaker

- Signet Armorlite, Inc.

Technical and sales presentations for major groups and associ-
ations including AOA, ABO, State Organizations, Para-
Optometry, Vision Source, OLA.

AFFILIATIONS & CERTIFICATIONS

Certified - National Contact Lens Examiners • Certified -
American Board of Opticianry

Master Optician - American Board of Opticianry

Educational Ambassador Texas - National Academy of
Opticianry

Joseph Lombardo

Essilor Laboratories of America

Education

Hunter College City University of New York, BA
New York City College of Technology, AAS Ophthalmic
Dispensing

Licensure and Affiliations • Licensed Ophthalmic Dispensing
Connecticut

Certification ABO and NCLE

Optical Industry

Worked in Optical Sales since 1993 • Omega group/Essilor lab-
oratories

Sales Manager, Hoya Lenses of America • Sales Consultant,
Shamir Insight

Sales Consultant Essilor Laboratories of America

Kara Pasner, O.D., M.S.

EDUCATION

The Cooper Union

New York University Bachelor of Science 1988

State University of New York – College of Optometry Doctor of
Optometry 1993

Master of Science In Vision Science 1996

EXPERIENCE

City University of New York, Brooklyn, New York

New York College of Technology, 2007 – present

Vision Care Technology Department, Assistant Professor

Dr. Kara Pasner, Inc., Brooklyn, New York

Low Vision Rehabilitation Consultant, 2008 – present

Trained with Chief of the Low Vision Clinic, Wilmer Eye Institute,
Johns Hopkins University Hospital. Examine patients with limited
vision. Prescribe optical aids to facilitate the vision rehabilita-
tion process and performance of daily living tasks.

Event Sponsors:

i-see optical

VISION-EASE LENS
WORLDWIDE

Visibly Different
tri-supreme
OPTICAL, LLC