



Presents the

2011 Fall

Conference Program

Day of Education



Two Convenient Locations!
Two Convenient Dates!

November 6, 2011

Raritan Valley Community College,
North Branch, NJ

December 4, 2011

Camden County Community College,
Blackwood, NJ

2011 Fall Conference Program Day of Education

Sunday, November 6, 2011

Raritan Valley Community College (RVCC) Branchburg, NJ

8:00 AM - 8:45 AM Registration & Coffee Service

8:45 AM to 9:45 AM A Contact Lens Update: What's New in the World of Contact Lenses and Their Solutions?

Speaker: William Velardi, Jr., OD
Accreditation: NJ State Board Approved, CL credits

Course Description: This one hour presentation will bring you up to speed on the latest contact lenses and solutions available for your patients. It will concentrate on the major manufacturers and touch on some of the smaller, more specialty or boutique type manufacturers. It will cover rebates, differentiate between new and "old" solutions, answer any questions regarding modalities and fitting strategies.

Learning objectives:

At the end of this lecture the attendee will:

- Become aware of the newest contact lens materials and modalities
- Be "up-to-speed" on the newest contact lens disinfection solutions on the market today
- Be able to provide educated answers to patient questions regarding lenses and solutions

10:00 AM - 12 Noon Tests and Instrumentation Used in the Fitting of Contact Lenses

Speaker: William Velardi, Jr., OD
Accreditation: NJ State Board Approved, CL credits

Course Description: This two hour presentation will cover all of the instruments needed, and those not really needed but nice to have, to properly fit all types of contact lenses. It will include; a review of the testing involved in fitting lenses, visual acuity and slit lamp examination, GDx, OCT, topography and others.

Learning objectives:

At the end of this two hour lecture, the attendee will:

- Demonstrate a solid working knowledge of the instrumentation and testing used in the fitting of contact lenses.
- Explain the newest "high tech" instrumentation used in the fitting of contact lenses and treatment of some ocular diseases such as GDx and OCT.
- Determine if this "state-of-the-art" equipment is right or necessary for their practice
- Understand what really goes into the "proper" fitting of contact lenses from the fitter's/doctor's perspective.
- Be given guidance to help answer some of their patient's questions regarding routine procedures like visual acuity

**12 noon - 1:00 PM Deli Lunch Buffett
General Membership Meeting &
Election of Officers
Scholarship Award Presentation After Lunch**

1:00 PM - 2:00 PM They're Not Your Father's Single Vision Lenses
Speaker: Theodore J. Spera, Carl Zeiss Vision
Accreditation: NJ State Board Approved

Course Description: For many years, single vision lenses have been regarded as commodity products, with literal differentiation based on visual performance. As a result, the lenses themselves have been low-cost times that could only be made premium through the use of higher-index materials and treatments like premium AR and Transitions. With the advent of customization, though, ECPs have the opportunity to offer a truly premium, differentiated single vision lens that can increase profits and build patient loyalty.

2:15 PM - 4: 15 PM State Board Lecture
Speaker(s): Representatives from the State Board. The course will be moderated by Sam Morgenstern, OANJ Board Member.

Accreditation: NJ State Board Approved
Course Description: Items to be discussed include:

1. Purpose of the State Board.
2. Laws Vs Regulations and how to make changes.
3. Why our laws and regulations do not effect Optometry or Ophthalmology
4. Review Of Laws and Statutes.
 - A complete review of the current Laws and Statutes.
 - How to access the regulations.
 - How to report a violation.
 - What to expect if the State Board investigates you or your office.
5. Case Study (s).
6. An assessment of public session complaints resulting in an investigation, Board hearing, and final disposition.
7. Question and answer session.

Sunday, December 4, 2011

Camden County Community College (CCCC) Blackwood, NJ

8:00 AM - 8:45 AM Registration & Coffee Service

8:45 AM - 10:45 AM Lasik Surgery and the Impact on Opticianry
Speaker: Raymond Paul Dennis, Middlesex Community College

Accreditation: NJ State Board Approved, CL credits

Course Description: This course is designed to help the attendee understand the nature of LASIK and other forms of refractive surgery. Discussion will include what can go wrong, regression effects, postoperative fitting of spectacles and contact lenses, potential problems with prism imbalance, the effects of glare, loss of contrast sensitivity and a variety of other factors that should be considered by every patient pre-operatively. It will discuss lens options for both spectacles and contact lenses, as well as the need to deal with what can be significant psychological issues with patients that have had less than successful

outcomes.

Course Learning Objectives: The learner will be able to:

- Describe the role that LASIK and other refractive surgeries play in overall visual performance and correction
- List at least three things that can go wrong with LASIK
- Describe the psychological impact of failed refractive surgery on a patient
- Describe the types of contact lenses currently being used to correct patients post-LASIK
- Describe the potential for prism imbalance in postoperative patients
- Describe the effects of glare on visual performance
- Describe the loss of vision that reduced contrast causes

11:00 AM - 12 noon Enhancing Practice Profitability With Premium Optical

Speaker: Raymond Paul Dennis, Middlesex Community College

Accreditation: NJ State Board Approved, CL credit

Course Description: This course is designed to assist the eyecare professional with identifying the visual, occupational, recreational and avocational needs of each patient, and to recommend and provide unique optical solutions in the form of eyeglasses, occupational eyewear, contact lenses and assorted aids to vision. Elements of the course will include lifestyle analysis, identifying special needs, matching optical solutions to identified needs, utilizing product features and benefits to promote sales and to fully satisfy identified patient needs. Discussion will include maximizing profitability by recommending premium products, increasing multiple pair sales and the discussion of ways of improving patient "capture rate".

Course Learning Outcomes - Upon completion of the course, the learner should be able to:

- List at least different lifestyle questions related to occupation
- List at least different lifestyle questions related to recreation
- List at least different lifestyle questions related to avocation
- Describe at least three areas of special visual needs
- Describe situations when recommending contact lenses are indicated
- List and describe situations when occupational lenses are indicated
- List and describe situations when anti-reflective coatings are appropriate
- Describe how to build brand awareness of optical products
- List and describe how to use product features and benefits to increase sales and practice profitability
- List at least three ways to increase "capture rate"

**12 noon - 1:00 PM Deli Lunch Buffett
General Membership Meeting
Scholarship Award Presentation After Lunch**

1:00 PM - 2:00 PM The State of Opticianry Today and a Look at the Future

Speaker: Raymond Paul Dennis, Middlesex Community College

Accreditation: NJ State Board Approved

Course Description: This course is designed to provide the learner with an overview of important current information about recent advances and initiatives in opticianry. Discussion will include the effects of government healthcare programs, managed care, the impact of refractive surgery, new products, occupational lens products, new contact lens products, low vision care and a look at freeform products that exist today and those that are on the horizon.

Course Learning Outcomes - Upon completion of the course, the learner should be able to:

- List at least three new lens products
- List at least three specialty applications of lenses
- Describe what freeform and digital surfacing are
- List frames that are, or should be hot sellers now
- List at least three reasons why people buy things
- Explain what low vision is and how opticians are missing the boat
- Describe how to make managed care plans work for you
- Describe some new contact lens modality and applications
- Name at least three challenges that opticians will face in the future

2:15 PM - 3:15 PM They're Not Your Father's Single Vision Lenses

Speaker: Theodore J. Spera, Carl Zeiss Vision

Accreditation: NJ State Board Approved

Course Description: For many years, single vision lenses have been regarded as commodity products, with literal differentiation based on visual performance. As a result, the lenses themselves have been low-cost times that could only be made premium through the use of higher-index materials and treatments like premium AR and Transitions. With the advent of customization, though, ECPs have the opportunity to offer a truly premium, differentiated single vision lens that can increase profits and build patient loyalty.

3:30 PM - 4:30 PM The Problem is Real. The Solution is Way Cool. The New Era of Digital Performance Eyewear

Speaker: Theodore J. Spera, Carl Zeiss Vision

Accreditation: NJ State Board Approved

Course Description: "Digital Eye Fatigue" can affect anyone who uses a computer, a game system, or a PDA, whether they need corrective lenses or not. "Computer lenses" have been on the market for a number of years, but do not address the full range of DEF symptoms. New technology makes better, more comfortable vision available to everyone who uses a digital device.

Learning Objectives:

- Understand the causes and symptoms, and pervasiveness of Digital Eye Fatigue
- Understand how digital performance eyewear can address a broad range of DEF symptoms
- Understand the practice opportunity that digital performance eyewear can offer

Conference Sponsors (Preliminary List):



About the Speakers:

Raymond P. Dennis, M.A.

Mr. Dennis is a Professor and Program Coordinator of the Ophthalmic Design and Dispensing Program at the Middlesex Community College in Middletown, Connecticut. He has been licensed as an Optician and Contact Lens Technician in New York and Connecticut, is certified by the American Board of Opticianry and National Contact Lens Examiners. Mr. Dennis has been an Editor and Author of continuing education for the Review of Optometry, Vision Care Products News, Lenses and Technology, 20/20, 20/20

America Latina, Universo Visual and the American Academy of Ophthalmology and frequently lectures at local, regional, national and international conference. He is a Fellow and Ambassador of the National Academy and member of the Contact Lens Society of America, Contact Lens Association of Ophthalmologist and the Connecticut Opticians Association.

Ted Spera

Ted Spera is the Business Development Representative for Carl Zeiss Vision in New Jersey. His responsibilities include lenses, labs, coatings and equipment for Zeiss. Ted is a graduate of Seton Hall University and has over 20 year's sales experience predominantly in the optical industry. He has worked in various sales positions for Essilor of America, Bausch & Lomb and Coopervision.

William Velardi, Jr., OD

Dr. Velardi is a 1987 Graduate of Seton Hall University and a 1991 Graduate of Illinois College of Optometry. Upon graduation he was in private Optometry practice in Clifton NJ from 1992-2006 and then went on to Delaware Eye Care Center where he currently is a therapeutic Optometrist. Dr. Velardi

has been an adjunct professor at Raritan Valley community College in the ophthalmic program since 1992 where he now teaches ocular anatomy and contact lenses, online. He has provided the OANJ with many interesting and entertaining lectures over the past several years.

Registration Details & Payment Information

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

The early registration cut-off date, for the November 6th Conference is October 28th.

The early registration cut-off date, for the December 4 Conference is November 18th.

Registrations received after this date will be charged an additional \$15/person.

Registrants are encouraged to register early to avoid being closed out!

Onsite/Walk-in registrants will be charged an additional \$30 fee at the meeting, in addition to the late registration fee (No exceptions).

****Only full day registrants are entitled to lunch; all other registrations (half-day registrants) are entitled to the coffee break, ONLY.**

Yes, I plan to attend the Conference Event

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Please indicate which date & registration package you're signing up for:

	Member (early)	Member (late)	Non-Member (early)	Non-Member (late)
<input type="checkbox"/> Nov. 6, 2011 AM	\$60	\$75	\$75	\$90
<input type="checkbox"/> Nov. 6, 2011 PM	\$60	\$75	\$75	\$90
<input type="checkbox"/> Nov. 6, 2011 Full	\$99	\$114	\$129	\$144
<input type="checkbox"/> Dec. 4, 2011 AM	\$60	\$75	\$75	\$90
<input type="checkbox"/> Dec. 4, 2011 PM	\$60	\$75	\$75	\$90
<input type="checkbox"/> Dec. 4, 2011 Full	\$99	\$114	\$129	\$144

Payment Information

- Check Enclosed Please bill me
 Please charge \$ _____ to my MasterCard Visa

***If paying by credit card**, please input your credit card billing address below.

In order to process your credit card payment, we need to have your official billing address, on file with your bank/credit card institution.

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Card #

Cardholder's Name _____ Exp. Date _____ Cardholder's Signature _____

Name _____ Company Name _____

Address _____ City/State/Zip _____

Phone # _____ Fax # _____ Email Address _____

Make your check payable to **OANJ** and send to OANJ Headquarters at: 414 River View Plaza, Trenton, NJ 08611. You may fax credit card payments to 609-393-9891. Questions: contact OANJ at 609-695-0030.

Payments may be deductible under IRS Code, but are not deductible as a charitable contribution.

Directions to Fall Conference Venues:

Raritan Valley Community College

118 Lamington Road, Branchburg, NJ 08876

Seminar to be held in Building #11 – Advanced Technology

FROM the NORTH

From INTERSTATE 287 SOUTH - (From Morristown Area):

Take Interstate 287 SOUTH to Interstate 78 WEST. Proceed on 78 WEST for approx. 3 miles to Exit 26 (Lamington/North Branch). At traffic light at off ramp make a left onto Rattlesnake (county road 665) which turns into Lamington Road. Take Lamington Road for 2.3 miles. The side entrance to Raritan Valley Community College will be on the left. You may enter the side entrance to the college. To enter college from main entrance continue straight on Lamington Road. At traffic light make a left onto Easton Turnpike (county road 614). At the next traffic light (Orr Drive) make a left into the main entrance to the College.

From GARDEN STATE PARKWAY SOUTH - (From North Jersey):

Take Exit 142 for Interstate 78 WEST. Proceed on 78 WEST for approx. 26 miles to Exit 26 (Lamington/North Branch). At traffic light at off ramp make a left onto Rattlesnake (county road 665) which turns into Lamington Road. Take Lamington Road for 2.3 miles. The side entrance to Raritan Valley Community College will be on the left. You may enter the side entrance to the college. To enter college from main entrance continue straight on Lamington Road. At traffic light make a left onto Easton Turnpike (county road 614). At the next traffic light (Orr Drive) make a left into the main entrance to the College.

From ROUTE 206 SOUTH - (From Chester/Pea pack)

Proceed south on Route 206. Make a right turn onto Lamington road in Bedminster (Shell gas station). Proceed on Lamington Road for approximately 3 - 4 miles. Just past the Lamington General Store antique shop make a left onto Lamington road (county road 665). Take Lamington Road for approximately 5 miles. The side entrance to Raritan Valley Community College will be on the left. You may enter the side entrance to the college. To enter college from main entrance continue straight on Lamington Road. At traffic light make a left onto Easton Turnpike (county road 614). At the next traffic light (Orr Drive) make a left into the main entrance to the College.

FROM the SOUTH

From INTERSTATE 287 NORTH - (From Edison Area):

Take Interstate 287 NORTH to the Route 22 WEST exit. After approx. 7 miles (just before the 5th light), exit at Raritan Valley College Drive (Orr Drive). At the end of Orr Drive is a traffic light. Proceed straight to enter the College.

From GARDEN STATE PARKWAY NORTH - (From the Shore area):

Take Exit 127 to Interstate 287 NORTH. Proceed on 287 NORTH to the Route 22 WEST exit. After approx. 7 miles (just before the 5th light), exit at Raritan Valley College Drive (Orr Drive). At the end of Orr Drive is a traffic light. Proceed straight to enter the College.

From ROUTE 206 NORTH - (From Princeton Area):

Take Route 206 NORTH to the Somerville Circle. At the Somerville Circle exit onto Route 28 WEST (county road 614). Proceed on Route 28 WEST (county road 614) for approx. 4 miles. Entrance to the College will be on your right at a traffic light with Orr Drive on your left.

Camden County Community College -- Blackwood Campus

P.O. Box 200

College Drive, Blackwood, NJ 08012-0200

(856) 227-7200

The event will be held in the Connector Building (Attached to the CIM Center)

From Camden/Philadelphia:

Take Route 42 South. Exit at the Blackwood/Clementon exit. Turn right at the bottom of the exit ramp (onto Blackwood/ Clementon road). Turn right at the first traffic light (onto Erial Road). Follow Erial Road to the second traffic light and turn right (onto Little Gloucester Road). Continue straight past the next traffic light. The college is on the right side.

FROM ROUTE 295 (Northern Areas):

Take Route 295 South. Exit at Route 42 South. Proceed exactly as above (From Philadelphia/Camden).

From Cherry Hill/ Voorhees/Marlton:

From Route 70, take Springdale Road south 9 miles (note that the road name changes to White Horse Road, Laurel Road, College Drive) until the traffic light at College Drive and Peter Cheeseman Roads. Turn left onto Peter Cheeseman Road; the College is on the right side.

From the South Jersey area:

Take Route 42 or the Black Horse Pike North. Exit at the Route 168/Blackwood/Sicklerville exit. Turn right at the bottom of the ramp. Turn right at the first traffic light (onto Route 168 North). Turn right at the first road (onto College Drive). The entrance to the College is one mile down the road on the right side.

From the Atlantic City Expressway:

Exit the Expressway at Exit #44. Stay in the right lane and take the first exit (Route 168/Blackwood/Sicklerville). Proceed exactly as above (from South Jersey Area).

From the NJ Turnpike:

Take exit 3 and follow the ramp to southbound Route 168 (Blackwood/Atlantic City). Remain southbound on Route 168 for 5 miles before turning left onto College Drive. Turn right at the first traffic light onto Peter Cheeseman Road. The Blackwood campus is on the right.