

April 21, 2010
DoubleTree Hotel, Mt. Laurel, NJ

6:30 pm – 7:00 pm Registration

7:00 pm – 8:00 pm

Seminar Title:

**WAVEFRONT
TECHNOLOGY in
PROGRESSIVE
LENS DESIGN**

Accreditation:

1 CEU, NJ State Board
Approved

Speaker:

Mary Lou Maguire,
Essilor

Providing the sharpest vision possible to a patient is the goal of all ophthalmic professionals. This course describes the role of pupil size (and the factors which influence pupil size) plays in determining visual sharpness. An explanation of customized wavefront correction- and its ability to provide sharper vision- is described.

Sponsored by I-See Optical

i-see optical

About the Speaker:

Mary Lou Maguire - Senior Essilor Brand Consultant - Essilor Lenses

Mary Lou Maguire, ABOC is a Senior Brand Sales Consultant for Essilor Lenses and an ABO Technical accredited speaker. Her 17 year career with Essilor, has included Mary Lou assisting in Training for basic optics and dispensing skills to ophthalmic techs and opticians alike. Her other responsibilities include product detailing and training for independent Varilux laboratories in the PA and NJ area. She has earned the distinguished honor of being a President's Club member for Essilor Lenses. Prior to Essilor, Mary Lou was a dispensing optician in PA for an Optometric practice in King of Prussia. She began her optical career as a frame sales rep for the original Optyl company and then Silhouette.

April 28, 2010
South Wall Township Fire House, Wall, NJ

6:30 pm – 7:00 pm Registration

7:00 pm – 8:00 pm

Seminar Title:

Lab Tour

Accreditation:

1 CEU, NJ State Board
Approved

Speaker(s):

Vicki Masliah & Ken Mittel,
Hirsch Optical Corp.

Description: A virtual tour of an ophthalmic laboratory will be presented. The entire process of lens fabrication will be reviewed and demonstrated. The functioning of all machinery will be shown. Interjected throughout the "tour" will be the discussion of how the information provided in a lens order affects the finished product. The goal of the presentation will be to educate the group on the specifics and complexities in creating a quality finished lens.

8:15 pm - 9:15 pm

Seminar Title:

**Near Variable Focus
Lenses**

Accreditation:

1 CEU, NJ State Board
Approved

Speaker(s):

Vicki Masliah & Ken Mittel,
Hirsch Optical Corp.

Description: As more and more near variable focus lenses are released it is necessary to understand their similarities and differences, and their multiple beneficial functions, in order to dispense them to their ideal candidates. All available styles and their "personalities" will be discussed. The fitting requirements for each will be included. Importantly, the opticians will learn the appropriate usage of these lenses, and to whom they should be offered. The results of the presentation will have the group fully aware of this family of lens designs.

Sponsored by Hirsch Optical Corp.



About the Speakers:

Vicki B. Masliah - Director of Professional Education Hirsch Optical Corp., Farmingdale, NY

Introduce optical laboratory's full line of services throughout New Jersey, calling on ophthalmologists, optometrists, and opticians. Assist customers by offering in-office training, new product information, customized prescription fabrication options, and problem-solving, thereby utilizing personal knowledge of ophthalmic optics and dispensing. Act as liaison between customer and laboratory in resolving service issues. As an accredited ABO, NJSOP, OANJ, NYSSO, and New York Alliance, continuing education speaker, develop, write,

and present seminar series offered to professional groups in the tri-state area. Develop advertising programs and promotions, and design and write accompanying brochures. Design trade show exhibits and represent company at same. Train new sales and customer service personnel.

Kenneth L. Mittel - Hirsch Optical Corp.
Farmingdale, NY

Began as part-time laboratory employee, while continuing formal education. Has extensive knowledge of optics and experience in every phase of laboratory operations, including lens selection, surfacing, finishing and coating, equipment, computers, quality assurance, customer guidance and service. Experienced instructor in continuing education for NYSSO, New York Alliance, OANJ, and NJSOP. Well versed in latest developments in materials, equipment, and methods of production.

Graduate of New York City Technical College
– Opticianry Program
Licensed New York State Dispensing Optician.

Directions:

DoubleTree Guest Suites Mt. Laurel

515 Fellowship Road North, Mount Laurel, New Jersey, 08054
Tel: 1-856-778-8999 Fax: 1-856-778-9720

From I-95 North:

I-95 North. Walt Whitman Bridge to New Jersey. I-295 North to Exit 36A. Through 1st light (Fellowship Road) take right turn onto Fellowship Road NORTH, and cross over Route 73 onto Fellowship Road. At 1st light (.25 miles) turn left.

From the NJ Turnpike:

NJ Turnpike South to Exit 4 (Route 73 North), 100 yards to 1st traffic Light at Fellowship Road. Turn right onto Fellowship Road North. Proceed 1/4 mile to hotel on the left.

From the AC Expressway:

Exit Airport to Atlantic City Expressway West to Rte 73 North to Fellowship Road in Mt. Laurel. Turn right onto Fellowship Rd and proceed for 1/4 mile to hotel on the left.

South Wall Township Fire House

2605 Atlantic Avenue, Wall Township, New Jersey 08720
phone 732-223-4620

From Points North or South:

- Garden State Parkway to exit 98 for Route 34 South
- Route 34 South through 1 traffic circle (1/2 way around as if to go straight through) and take the first exit after the circle for Route 524 (also known as Atlantic Avenue) - Sea Girt Manasquan.
- Stay to the right at the end of the exit ramp onto Route 524 (Atlantic Avenue) headed East
- S.W.F.R.C. is approx. 100 feet on your right