

June 23, 2010

Members of Villavecchia Buying Group, Tri Supreme & Vision-Ease welcome for free dinner. Please RSVP on the registration panel, if you plan to attend. Dinner will be from 5:30 - 7:00 pm.

6:30 - 7:00 pm Registration

7:00 - 7:30 pm OANJ Membership Meeting

7:30 - 8:30 pm

Multiple Reasons for Multiple Pairs

**Accreditation: NJ State Board Approved
1 hour**

**Speaker: Andre White
Vision-Ease**

Seminar Description:

This interactive workshop was designed to give dispensing opticians the tools that they need to present multiple pair purchases to their patients. Dispensers will also gain an understanding of the retail marketing in which they compete and learn effective techniques for overcoming patient objections to purchasing eyewear to fulfill all of their needs.

8:45 - 9:45 pm

A Second Pair Beats Glare

**Accreditation: NJ State Board & ABO Approved
1 hour**

**Speaker: Andre White
Vision-Ease**

Seminar Description:

This course is designed to help Opticians understand the importance of recommending sun protection for their Patient/Customers eyes. To facilitate this, the course covers the eye health risk associated with sun exposure. There are implications for the dispenser, the patient and for the practice when information about eye health risk and vision safety risk are shared. The course emphasizes our professional obligation as Opticians: both to the patient and the Practice that we work for or own. This course also helps the dispenser understand why consumers purchase and what the difference is between features and benefits. Finally a step by step, "In a Perfect World" Plan is presented that when followed assures that all patients are informed and have the option to choose protection for their eyes. The added benefit is that by doing the right thing practice revenues automatically increase.

About the Speaker

Andre White is currently the East Region Sales Manager for Vision-Ease Lens responsible for leading, motivating, and coaching sales consultants in the eastern half of the United States to ensure the growth and exposure of Vision-Ease premium products in the optical marketplace. He has over twenty years of successful sales experience with Xerox Corporation, Rodenstock North America, and Vision-Ease Lens. Andre is an ABO approved

Technical speaker and has had profitable partnerships with independent Eye Care Professionals, Wholesale Optical Laboratories, Retail Optical Chains, and Optical Buying Groups. He enjoys fictional writing, various sports, and working with the youth at his church. Andre currently resides in Owings Mills, MD with his lovely wife Marian, and wonderful 11 year old daughter Logan.

Directions:

The Renaissance - Falco's Catering

1110 State Route 35
Ocean, NJ 07712
(732) 660-9000
www.falcoscatering.com

**Via Garden State Parkway
From North or South:**

Take Garden State Parkway to Exit 105. Through toll to Route 36 Bear Right onto Route 35 South. Take Route 35 approximately 4 miles or 5 Traffic Lights. After Allaire Avenue or the 5th light, make the second right onto Valley Road. The Renaissance Entrance is the next driveway on the Right.

**Via Route 18
From South:**

Take Route 18 North to the Exit 11, Deal Rd. East. Take Deal Road to Route 35 South. Take Route 35 through 1 Traffic Light. After the Traffic Light make the second right onto Valley Road. The Renaissance entrance is the next driveway on the Right.

From North:

Take Route 18 South to the Exit 12A, Oakhurst. Take West Park Avenue to Route 35 South. Take Route 35 through 2 Traffic Lights. After Allaire Avenue or the 2nd Light, make the second right onto Valley Road. The Renaissance Entrance is the next driveway on the Right.