

MADO 2017 Educational Conference

April 7-9, 2017

Golden Nugget Casino Hotel-Biloxi MS

Dear Mado Members and Friends,

I would like to welcome everyone to join me at this year's MADO Educational Conference at the Golden Nugget! The MADO 2017 Educational Conference is an informative platform to learn about new technology and an incredible resource to receive outstanding educational credits where you, together with your colleagues, can learn about new products in a fun and relaxing atmosphere. This year there will be ABO and NCLE credits available plus a 5 hour basic optical course. It is designed to help either refresh your skills or help to prepare for exams. In order to plan this basic optical course, we must have a minimum of 10 participants. If you would like to receive a review book, you must be registered 2 weeks prior to the conference. Please call or email Julie @ jmw1825@aol.com or (228) 860-1825, or mark on your registration if you wish to register for the review. We will not be offering JCAHPO credits at this meeting. We also are looking forward to a great trade show after classes on Saturday where you will get the chance to order new products and see the latest lens and equipment technology all while getting a chance to win some really nice prizes!

A special thanks to Hoya Vision Care and Kent Berger for partnering with us for our Friday night welcome reception for all attendees, exhibitors and their families. It will be held at the Maritime & Seafood Museum across the street from the Golden Nugget at 115 E. 1st Street. The museum offers an array of exhibits on seafood, boats, fishing, net making and other numerous historic memorabilia and photographs. It is very important to mark your registration form if you plan to attend & how many so we will have an accurate count for food. Thanks to Dr. Patricia O'Kelley of eyedok in Ocean Springs, she is sponsoring the band at the reception. Don't forget to come prepared to participate in our great raffle drawings! We look forward to seeing you at this fun networking event.

We have a block of rooms at the Golden Nugget and next door at Margaritaville Resort. Golden Nugget reservations can be made on line at www.goldennugget.com/biloxi or calling (800) 777-7568, mention group code S176128. The Golden Nugget is offering a room rate of \$79.99 on Thursday and \$149.99 on Friday and Saturday. Reservations must be made before March 14, to receive group rate. Margaritaville reservations can be made at (228) 271-6377 and ask for MS Opticians group. Reservations must be made by March 7, to receive the rate of \$139 on Friday and Saturday night.

MADO members, please make plans to attend our business meeting on Sunday morning. We value your opinions & encourage everyone to get involved in your association. Let's keep our association active with new ideas and suggestions from you! We appreciate all your support and commitment to MADO! Without you – we would not be where we are today.

I look forward to seeing you there.

David Saxton

MADO President

MADO EDUCATIONAL CONFERENCE AGENDA
April 7th, 8th & 9th, 2017
Golden Nugget Casino Hotel

Friday, April 7th

6:30 – 9:30 pm **Welcome Reception – Maritime & Seafood Museum**

Saturday, April 8th

7:30 - 10:00 am **REGISTRATION and Continental Breakfast – 2nd Floor Ballroom Foyer**

8:00 am – 2:30 pm **Basic Optical Optics I, II, III – Jerry Himes - ABO**

8:00 – 9:00 am **The Dark Side of Blue Light – Jackie O’Keefe– ABO Technical**
Our ophthalmic world has been paying closer attention to blue light lately. Whether artificial or from the sun Blue Light can actually cause harm to the human eye and has an effect on our daily rhythms. And with the increase use of electronics like smart phones, tablets and laptops, our exposure to blue light is intensifying. Discover the mysteries of this powerful light and learn how to prevent prolonged exposure for you and your patients.

8:00 – 9:00 am **Advances in Designing GP Lenses – Michael Gzik – NCLE Technical**
The participant will be able to evaluate the different types of corneal astigmatism and what strategies are used in correcting each. The astigmatism conditions include but are not limited to. With the rule, against the rule, residual, and irregular, such as post op PKP, PTK, PRK, Lasik and trauma . The lens designs used include but are not limited to spherical, toric, aspheric, reverse geometry GP’s.

9:00 – 10:00 am **Polarized Lenses, The Technology and Benefits– Candace O’Keefe Culp – ABO Technical**
This one hour course begins with the discovery and nature of polarized light and demonstrates how unpolarized light waves become polarized light. Participants will be introduced to the technology and science behind polarized lenses and visualize the structures of both the polarized film and polarized lens construction. The harmful effects of polarized light will be discussed including the 4 types of glare which affect our eyesight. Realizing the growing need for protective sunwear, we will review ways to communicate these features and benefits while overcoming price sensitivity and other objections.

9:00 – 10:00 am

Soft Contact Lens Fitting, What Could Be Simpler – Michael Gzik – NCLE Technical

Single vision contact lenses make up 50% of all soft lens prescribed in the US. Because prescriptions with cylinders of less than -0.75 are considered to be the easiest to fit. Many practitioners “mail in” the lens type prescribed and give out a box of solutions based on nothing more than what is on the shelf at the time. This course is designed to help participant review the strategies used to prescribe a silicone hydrogel, or hydrogel material with appropriate system of disinfection based on patient needs and lifestyle.

10:00 – 12:00 noon

My Top Ten Dispensing Tips – Candace O’Keefe Culp, Jackie O’Keefe, Laurie Pierce – ABO Technical

Dispensing prescription eyewear is an enjoyable and challenging process. Many times the optician must troubleshoot optical problems quickly and effectively. Often the dispenser must act to solve an optical problem in front of the client, and the importance of maintaining a professional optical image must not be underestimated.

This course will detail common optical problems and solutions that will save the eyecare professional valuable time. I will share my own personal “moments of truth” experiences, those that made me think, “If I only knew then what I know now”. We encourage attendees to share their great moments too. We will round out with unique optical tips that increase the quality of the experience for the client/patient.

10:00 – 12:00 noon

Eye Disorders – Michael Gzik – NCLE Technical

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 help a practitioner continue to fit the appropriate design, modality and material on a patient. The course will identify signs and symptoms of various solution related adverse responses and their management. This course will instruct the participant on the various strategies.

12:00 – 1:15 pm

LUNCH

1:30 – 2:30 pm

The Freeform Revolution – Laurie Pierce – ABO Technical

This course will start with an overview of the lens design concepts, both past and present. It will describe the different FreeForm technologies available on the market and how to choose the appropriate optical solution lens choice as well as how to position it within your practice. This course will explore the opportunity to control corridor length and personalize progressives based upon lifestyles of the patients. The position of wear will be discussed and how to incorporate personalized measurements into the lens design, including helpful tips in adjusting and measurements. Finally, we will discuss ways to communicate freeform lens options to our clients and patients in a simple, user friendly way.

1:30 – 2:30 pm

Private Label Products are the Really Generic - *Mike Gzik*- NCLE Technical

This course will instruct the participant about the differences and similarities between brand name care systems and generic private label systems. It will include but is not limited to the cleaning, rinsing and storage instructions for the different systems. The lecture course will identify signs and symptoms of various solutions related problems and their management. This course will instruct the participant on the various strategies utilized to help increase patient compliance with care systems.

2:30 – 5:00 pm

EXHIBIT HALL OPEN

Sunday, April 9th

7:30 – 9:00 am

Breakfast Buffet

8:00 – 9:00 am

MADO Business Meeting (members only)

9:00 – 11:00 am

Ask, Share, Learn – Optical Round Table – *Jackie O'Keefe* – ABO Technical/NCLE

There are days when we as eyecare professionals wish we had a room full of experts to help us out during our day. Whether the assistance you desire is help with conflict, compliance, communication, selling, fully understanding the technology you are providing and a plethora of other concerns, we are here to help you. The goal of this interactive course is to allow the audience to direct the discussion and present what is most troubling / concerning to their own situations. The panel will be available to answer any questions that arise. For privacy, just text your question, comment or concern via cell phone to participate. Attendees are encouraged to interact by sharing their own concerns and success stories in a round table format too.

11:00 – 12:00 noon

AR Treatments.....The Journey – *Jackie O'Keefe* – ABO Technical

Just when you begin to think that AR treatments have fully evolved, another development is born. Where did it all begin and where are we today? This course offers a great opportunity for eyecare professionals to catch up with today's technological advancements in AR treatments and present this to the patient in a language he/she can understand.

Speakers

Candace O'Keefe Culp Candace is a licensed Optician with over 30 years of experience in Ophthalmic Dispensing and Territory Management. As an accredited speaker for the American Board of Opticianry, she is dedicated to serving the optical industry with the latest technical knowledge and service. Candace was awarded Vision Monday's "Most Influential Women in Optical" in 2009. Residing in Peachtree City, Georgia, she is currently employed by Younger Optics as a Wholesale Manager for SC, GA, FL and the Caribbean.

Michael S Gzik, ABO, NCLE, COT Michael Graduated from Erie Community College in Ophthalmic Dispensing. He is a New York State licensed optician /contact lens practitioner, a Fellow in the Contact Lens Society of America, ABO/NCLE certified and a Certified Ophthalmic Technician (COT). Michael works in a private practice optical office in Syracuse NY, "New York Optometric" and at the Syracuse VA Hospital as an optician. He is an adjunct and Clinical instructor for contact lens technology at SUNY Health Science Center Syracuse NY, Department of Ophthalmology resident program (20+ years).

Jerry Himes, FNAO, ABOC, NCLE Jerry Himes, FNAO, ABOC, NCLE, has 48 years of experience in all phases of the optical industry. For the past 20 years she has been employed by Carl Zeiss Visio. She is currently the territory manager for Arkansas, Mississippi, Tennessee, and Missouri. She is the director for the Optician Association of Arkansas, Secretary of the Arkansas State Board of Opticians, and President of the NCSORB.

Jackie O'Keefe, ABOC Jackie is licensed in Virginia and has been practicing Opticianry since 1981. She is a contributing writer for Vision Care Product News, a Senior EDGE® Consultant for Gateway Provider Network™, on Essilor of America's Speakers Bureau and consults in the Virginia Beach, VA area. Jackie has written, published and presented numerous courses and lectures on a variety of optical topics.

Laurie L. Pierce, ABOM, NCLC Laurie Pierce is an Instructor in the Opticianry program at Hillsborough Community College in Tampa, Florida. Laurie is a graduate of Newbury College's opticianry program in Boston, and managed Lugene Opticians, an upscale optical boutique in Boston's Copley Place. Ms. Pierce lectures extensively on optical theory and management topics at local, regional and national optical conferences. She is certified by the ABO as a Master Optician, and was awarded Educator of the Year by the National Federation of Opticianry Schools in June 2003. In 2012 she was named one of the most Influential Women in Optical by Vision Monday

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One: Early Registration Before 4-13-17.....\$160 _____ Member Discount \$120 _____ Basic Optical Course _____

Late Registration After 4-13-17.....\$185 _____ Member Discount \$145 _____

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 - (228) 860-1825