

Helping Iowa Opticians Be Their Best

O A I

Opticians Association of Iowa

Spring Conference April 7th , 2018

www.oaiowa.org

Central Library

1000 Grand Ave, Des Moines, IA 50309

7:30 am- 5:00 pm

Laurie L. Pierce, ABOM, NCLC



Ms. 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. Ms. Pierce is an ABO Master Optician and is certified by the National Contact Lens Examiners. She received the National Federation of Opticianry Schools Educator of the Year award, 2003, and was named by Vision Monday one of America's Most Influential Women in Optics, 2010.

Education Track

Checklist to avoid remakes

The Anatomy of a Successful Optical Business

Understanding the Relationship Between the Refraction and the Patient's Rx

Communication Skills to Build Practice Success

Near to Intermediate Environment Lenses

Communicating Value Differences in Eyewear

(What Differentiates \$99.00 Eyewear from \$999.00 Eyewear)

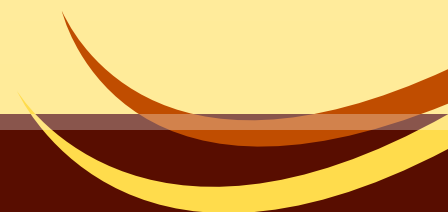


Prof. Robert Russo, ABO, NCLE

President of NFOS (National Federation of Opticianry Schools). He was named “Educator of the Year” in 2009 by NFOS, named “Optician of the Year” by New York State Society of Opticians in 2012, and received the National Academy of Opticianry’s Joseph Brunei Memorial Educational Achievement Award in 2015.

ABO Prep Track

The OAI is extremely lucky to be able to host Professor Russo this year (we asked first!). He is teaching a preparation course for ABO certification. Prep courses of this caliber range from \$100-\$300, and we are proud to present it to Iowa Opticians for \$80. This is a great opportunity for a small group study with a fantastic teacher. He will be covering all topics applicable to the ABO test and will further your understanding of the concepts and formulas needed to perform well on the test. This course will be a crucial part of your preparation for the exam, the notes you take will help as you study on your own, and you will meet other Iowa Opticians that are taking the exam as well, that you can network with and reach out to as you are studying.



Education Track — 7 ABO Credit Hours!

7:30– 8:00	Registration ——Coffee and Bakery Goods
8:00– 8:50	Checklist to Avoid Remakes
9:00– 9:50	The Anatomy of a Successful Optical Business
10:00– 10:50	Communication Skills to Build Practice Success
11:00– 11:50	Lunch and Vendor Show— Catered Lunch
12:00– 1:30	Near to Intermediate Environment Lenses
1:30– 2:20	Understanding the Relationship Between the Refraction...
2:30– 3:20	Communicating Value Differences in Eyewear
3:30– 4:30	The Other Pair
4:30– 5:00	Silent Auction Wrap Up– —Dismissal

OR

ABO Prep Track —

7:30– 8:00	Registration
8:00– 11:50	ABO Prep Course
12:00– 1:30	Lunch and Vendor Show
1:30– 4:20	ABO Prep Course
4:30– 5:00	Silent Auction Wrap Up



Join us on Facebook!
Search "Iowa Opticians"

The Opticians Association of Iowa exists to enhance your individual and professional growth and development.

Together we provide a unified voice within and for those actively involved in Opticianry in Iowa.

Registration Form: Mail this portion along with payment made payable to :
OAI, C/O Andrea Dalton, 603 Pleasantview Dr., Prairie City, IA 50228

Name of Optician Attending: _____

Phone Number: _____ Email: _____

Address: _____

Track of Choice: _____ EDUCATION (\$105) OR _____ ABO PREP (\$185)

Fee Enclosed: _____

This registration is for membership of OAI which includes your education for April 7th