

AOE | The Academy of
Ophthalmic Education
24 YEARS OF DEDICATION TO EXCELLENCE IN CE

**CONTINUING EDUCATION SEMINAR
OPTIFAIR CANADA TRADE SHOW**

SATURDAY-SUNDAY MARCH 3-4, 2018

Embassy Grand Convention Centre
Brampton • Ontario • Canada

**EVENT
PROGRAMS &
EXHIBITOR'S
GUIDE**





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Formed in 2006, the Canadian Society of Eye Health Practitioners (C-Sehp) is not-for profit organization for all eye health practitioners that ensures collaboration and dedication to the delivery of regulated eye health care.

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Through collaboration of all our partners in the ophthalmic community, we have tackled common issues such as illegal refracting and illegal dispensing.

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We are dedicated to educating the public and lawmakers about the importance of maintaining high standards and the timely delivery of eye health care through highly skilled and regulated eye health practitioners.

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We offer professional liability insurance at very negotiable group rates as well as discounted continuing education with the Academy of Ophthalmic Education for all members of C-Sehp.

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The Academy of Ophthalmic Education

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Welcome!

AOE | The Academy of Ophthalmic Education

On behalf of the Academy of Ophthalmic Education, I wish to welcome everyone to AOE's Continuing Education Seminar and Optifair Canada Trade Show. We always strive to provide our eye care professionals with lecture topics that are rich in academics, informative, innovative and delivered by leading specialists in the ophthalmic field. We hope that you enjoy the lectures that we have prepared for you this weekend.

We are so grateful to our educational supporters and industry suppliers at our Optifair Canada Trade Show. Their generous support and participation subsidizes the cost of continuing education thus allowing AOE to keep CE registration fees as low and competitive as possible. Our industry suppliers are the key to keeping us informed about new products, services, technology and innovations so please be sure to visit with them at the trade show this Sunday to show your support.



SPECIALTY SEMINAR: FEATURING DR. RON MELTON AND DR. RANDALL THOMAS

Back by popular demand is the duo team we all know as 'Melton & Thomas.' Drs. Melton and Thomas have been hard at work designing a specialty program for us that is specifically focused on the 'Treatment and Management of Glaucoma.' This one-day event will take place on **Saturday September 15, 2018** and will include 6 'Class A' COPE approved hours. Our 'Melton & Thomas' events always sell out quickly so make sure you reserve your seat as soon as possible.

Registration is open for our fall continuing education seminar on **Saturday and Sunday October 20-21, 2018**. This event will include 14 'Class A' COPE approved hours for Optometrists and 8 College of Opticians of Ontario approved hours and 6 self-directed hours for Opticians (registration form enclosed).

Visit our website at **aoece.com** to register online and for further information on all of our upcoming events.

We are so proud that we continue to be the only continuing education provider in Canada that hosts all varied eye care professionals under the same roof. We have always strongly believed that all 'three O's' should stand and work together so that our patients benefit from receiving the best possible eye care available.

We are always looking out for better and innovative ideas and services that we can offer to our attendees and to our profession. We welcome your input about this event and future events as well. If you have any suggestions or feedback, feel free to let us know.

Thank you again for attending and we hope that you enjoy your weekend.

Y. Ali Khan, RO, CEO



A DAY IN GLAUCOMA TREATMENT AND MANAGEMENT

Featuring Dr. Ron Melton and Dr. Randall Thomas

Saturday September 15, 2018

Embassy Grand Convention Centre • Brampton • Ontario

CE SEMINAR AND OPTIFAIR CANADA TRADE SHOW

Saturday and Sunday October 20-21, 2018

Embassy Grand Convention Centre • Brampton • Ontario

Visit aoece.com for further information

PRIMARY EYE CARE PROGRAM

SATURDAY MARCH 3, 2018

7:15 am	Registration	
8:00-10:00 am	Age-Related Macular Degeneration Update Joseph J. Pizzimenti, OD, FAAO	COPE #: 45070-PS 2 Hours
	The goal of this lecture is to familiarize participants with novel approaches in the prevention, pathogenesis, diagnosis and management of age-related macular degeneration and to enhance the participant's understanding of new testing, technologies and treatment.	
10:00-10:30 am	Coffee Break	
10:30-12:30 pm	The Future of Retinal Imaging Has Arrived Joseph J. Pizzimenti, OD, FAAO	COPE #: 44711-PS 2 Hours
	In the past decade, the OCT has become the gold standard for examining the posterior pole. This lecture will demonstrate recent advancements that have emerged in imaging techniques that are revolutionizing our ability to visualize the posterior segment microstructure. We will discover how optic nerve and retinal disease can now be analyzed and correlated in real time to the symptomatology and prognosis.	
12:30-1:30 pm	Lunch	
1:30-2:30 pm	Retina Grand Rounds Joseph J. Pizzimenti, OD, FAAO	COPE #: 46086-PS 1 Hour
	This high-paced lecture provides participants with extremely useful clinical information regarding the current standards in the diagnosis of posterior segment disease.	
2:30-3:30 pm	Emerging Stem Cell Therapies for Retinal Diseases Brian Ballios, MD, PhD, B.Sc.E	COPE #: 56383-PS 1 Hour
	In the past few years, remarkable advancements in regenerative medicine show promise for the use of stem cells in the treatment of ophthalmic diseases. Human clinical trials, with subretinal injections of retinal pigment epithelial cells and intravitreal injections of retinal progenitors, have already begun! This lecture reviews the advances made in stem cells for retinal cell therapy, recent clinical advances and the breadth of potential sources of stem cells for cell therapy in retinal diseases.	
3:30-4:00 pm	Coffee Break	
4:00-5:00 pm	Active Vision Correction Amit Gupta, MD, FACS	COPE #: Pending 1 Hour
	This course is designed for those Optometrists who are reluctant to work with the ever-increasing number of sub-normal vision patients. We discuss an easy way in which you can help these patients instead of referring them to a low-vision service. The evolution of vision problems and their solutions are discussed. We look at the retinal impact of common maladies, such as Age Related Macular Degeneration, and their impact on vision. The idea of using active vision correction, versus passive vision correction, is introduced in the context of helping the largely active but aging population with vision problems. Also discussed are better ways for patient selection and how to reduce or eliminate the time spent on trying many different low vision devices.	

PRIMARY EYE CARE PROGRAM

SUNDAY MARCH 4, 2018

7:15 am	Registration and Continental Breakfast	
8:00-10:00 am	Ocular Melanoma Carlo J. Pelino, OD, FAAO	COPE #: 52466-PS 2 Hours
	This course will highlight the more common ocular tumour lesions that present themselves to the optometric office. Participants will learn how to differentiate ocular melanoma from ocular metastasis, choroidal nevus, etc. The most up-to-date treatment options will also be discussed.	
10:00-10:30 am	Coffee Break and Optifair Canada Trade Show	
10:30-11:30 am	True Ocular Emergencies Carlo J. Pelino, OD, FAAO	COPE #: 44853-SD 1 Hour
	This grand rounds course will review the true ocular emergencies that present themselves to the optometric office. This course will stress the importance of appropriate history and triage and will demonstrate how to take the most current diagnostic approach and apply the best possible treatment strategies.	
11:30-12:30 pm	Corneal Laser for AMD and Other Macular Conditions Raymond Stein, MD, FRCSC	Non-COPE: Class B 1 Hour
	Sounds impossible! How can a corneal procedure result in improved vision for patients with age-related macular degeneration and other conditions with central vision loss? It certainly doesn't seem believable but almost all patients treated with a new corneal laser gained three or more lines of vision and some legally blind patients can now drive a car! Join us as we explore this new and unique corneal laser treatment that is easy for patients to undergo, has a safety profile superior to any other surgical treatment in ophthalmology and offers patients the best chance of enhancing their vision and improving their quality of life.	
12:30-1:45 pm	Lunch and Optifair Canada Trade Show	
1:45-3:45 pm	Ocular Trauma Carlo J. Pelino, OD, FAAO	COPE #: 52465-PS 2 Hours
	This course covers the four main mechanisms that cause ocular trauma and specific ocular trauma to the adnexa, anterior segment, posterior segment, optic nerve and orbit. Treatment for trauma and pain control mechanisms, including the use of oral and topical medications, will be discussed.	
3:45-4:15 pm	Coffee Break and Optifair Canada Trade Show	
4:15-5:15 pm	Acquired Optic Neuropathies Carlo J. Pelino, OD, FAAO	COPE #: 56203-NO 1 Hour
	This course provides participants with extremely useful clinical information in the diagnosis and treatment of neuro-ophthalmic disorders and their association to systemic disease.	

Program and speakers are subject to change without notice



Activity ID #Pending

OPTICAL DISPENSING PROGRAM



SATURDAY MARCH 3, 2018

7:15 am	Registration	
8:15-9:15 am	Premium Sunglass Lenses: Optics and Filtration of Harmful Spectrum of Light Anto Rossetti, Optometrist and Federico Perissinotto	Self-Directed 1 Hour
	It is important to prescribe your patients the best possible sunglass lenses to protect their eyes from the harmful effects of the sun. This lecture discusses products, innovations, lens colour properties, polarized and photochromic tinted glass, categories and other treatments in premium sunglass lenses.	
9:15-10:15 am	Clinical Pearls: How to Market and Sell Premium Sunglasses Anto Rossetti, Optometrist and Federico Perissinotto	Self-Directed 1 Hour
	Selling sunglasses in your store is a huge opportunity. This lecture demonstrates and focuses on how to create an action plan for you to follow to increase your sales in premium sunglasses.	
10:15-10:45 am	Coffee Break	
10:45-11:45 am	Soft Multifocal Contact Lenses Mark Eltis, OD, FAAO	Activity ID # 3599 1 CL Hour
	While multifocal contact lenses have been available for several decades, they remain somewhat of a mystery to eye care providers. This lecture will cover patient selection, modern designs, various modalities and effective fitting strategies. Common challenges and how to overcome them will also be addressed.	
11:45-12:45 pm	Lunch	
12:45-1:45 pm	UV Induced Complications and Contact Lens Wear Mark Eltis, OD, FAAO	Activity ID # 3598 1 CL Hour
	UV exposure is thought to play a role in the alteration of the cornea and conjunctiva. While the mechanism is not entirely understood, this can result in common complications as well as interference with contact lens wear. Etiology, diagnosis and management of common UV related conditions, along with education on UV protection and avoidance of irritating factors, will all be explored in this lecture.	
1:45-2:45 pm	My Digital Number: Why it is More Important Than Ever For Healthcare Practitioners to Have a Digital Presence Randy Marks, CEO, Leading Medical Clinics of the World®	Self-Directed 1 Hour
	In today's online world, where over 77% of healthcare consumers begin their search online, it is becoming more important than ever to know what the main influencers are going to be over this growing demographic. Join us as we discuss the importance of how social media and reputation management are the key factors in growing your digital presence and practice.	
2:45-3:15 pm	Coffee Break	
3:15-4:15 pm	The Clockwork Eye: Approaches to the Treatment of Genetic Disorders Chad Andrews, PhD	Self-Directed 1 Hour
	Our eyesight is the product of a multitude of interacting factors encompassing cells, molecules, genes and more, all amounting to a kind of clockwork machinery that makes sight possible. As with any piece of machinery, malfunctions are a fact of life and in the case of many blinding eye diseases, these malfunctions are built into the structures of our DNA. This lecture addresses major advancements in the field of stem cells and gene therapy as they relate to the treatment of genetic eye diseases.	
4:15-5:15 pm	Concussion and Visual Symptoms Olga Savitska, OD	Self-Directed 1 Hour
	What happens when you have a concussion? Most people with a concussion recover well from symptoms experienced at the time of the injury but for some people, symptoms can last for days, weeks or longer - this is called Post Concussive Syndrome (PCS). This lecture explores the visual symptoms associated with PCS, in particular known as Post Traumatic Vision Syndrome, and discusses available treatment options.	

OPTICAL DISPENSING PROGRAM

SUNDAY MARCH 4, 2018

7:15 am	Registration and Continental Breakfast	
8:15-9:15 am	The Philosophy of Prescribing Prisms Jonathan Shapiro, B.Sc, FCOptom, FAAO, FEA00	Activity ID # 3589 1 EG/CL/RF Hour
	Prism lenses have the ability to change the location of an image in the visual space. In clinical optometry, the prism is used to relieve tension on the extra-ocular muscles, help overcome diplopia, aid in treating neglect, relocate the visual space to treat postural problems and more. This lecture aims to clarify the different approaches to prescribing prisms.	
9:15-10:15 am	So How Do We Prescribe Prisms? Jonathan Shapiro, B.Sc, FCOptom, FAAO, FEA00	Activity ID # 3590 1 EG/CL/RF Hour
	Prescribing prisms has been based on the realignment of disparate targets whereby the separation has varied from total dissociation to associated nonius lines. The aspect of controlling the dominant eye and the interactions of the different parameters that make up the binocular balance, have not been integrated into prescribing prisms. This lecture reviews the assumed errors in examining the prism correction needed and presents a new model of parallel testing used in integrated optometry.	
10:15-10:45 am	Coffee Break and Optifair Canada Trade Show	
10:45-11:45 am	What Dominates Dominance? Jonathan Shapiro, B.Sc, FCOptom, FAAO, FEA00	Activity ID # 3591 1 EG/CL/RF Hour
	The importance of considering the dominant eye, in prescribing and in visual ergonomics, varies greatly amongst practitioners. The connection of the dominant eye to spatial localization in the visual space can constitute a major factor in a sense of security and oculo-vestibular balance. This lecture defines the differences between a dominant eye, sighting eye and preferred eye and discusses diagnosis and treatment.	
11:45-1:15 pm	Lunch and Optifair Canada Trade Show	
1:15-2:15 pm	Digital Lenses in a Digital World Phernell Walker, II, MBA, ABOM	Activity ID # 3597 1 EG Hour
	This course explores the fundamentals of various progressive lens designs and the latest in progressive lens technology. Topics will include digitally surfaced lens designs high definition technology, linear power law equation, multi-power designs, astigmatic nature of isocylindrical dioptric power and more.	
2:15-3:15 pm	Case Studies: Trouble Shooting Eyewear Phernell Walker, II, MBA, ABOM	Activity ID # 3596 1 EG/CL/RF Hour
	Opticians must be able to identify, compare, contrast eyewear and contact lens challenges. This fun and interactive course will review and help you solve problematic cases in your optical.	
3:15-3:45 pm	Coffee Break and Optifair Canada Trade Show	
3:45-4:45 pm	Refractometry and Prescription Analysis Phernell Walker, II, MBA, ABOM	Activity ID # 3595 1 RF Hour
	Have you ever wanted to know how to perform a subjective refraction or do you know the relationship between the refractive state of the eye and a prescription for glasses? This course takes you step-by-step in the theory of refraction including how to perform a subjective refraction to final prescription results.	
4:45-5:45 pm	Lens Cosmesis: Blending Optical Theory with Cosmetic Lens Design Phernell Walker, II, MBA, ABOM	Activity ID # 3594 1 EG Hour
	Designing the most optically precise and cosmetically appealing lens should not be left to common myths and optical roulette. This course explores the effects of varying refractive indices, how to calculate the unknown refractive index, lens thickness in every meridian, true surface power, reflectance factor and effects on visual field. The implications of visual acuity and practical lens design will also be discussed.	

Program and speakers are subject to change without notice

MEET OUR SPEAKERS

Chad Andrews, PhD

Dr. Chad Andrews is Manager of Research and Education at the Foundation Fighting Blindness, Canada's leading charity involved in the advancement of retinal disease research. He steers Vision Quest, the organization's educational series, contributes to educational writing and knowledge translation and participates in the development of research and policy initiatives that advance our understanding of blinding eye diseases and the barriers faced by those who live with them. Dr. Andrews holds lecturer appointments at Trent University and at Signum University, where he teaches in the areas of speculative fiction, American history and science and technology studies.



Brian Ballios, MD, PhD, B.Sc.E

Dr. Brian Ballios has restored vision in mice but he is not stopping there. He is on a mission to develop stem cell therapies for people living with blindness and has a plan to get there. He is an essential player in the translation of pre-clinical vision research into clinical trials and, ultimately, into new sight-saving treatments. For this reason, he was awarded the inaugural recipient of the Foundation Fighting Blindness' Clinician-Scientist Emerging Leader Award. This award aims to strengthen the community of clinician-scientists with ophthalmology expertise by awarding ophthalmologists-in-training with research funding. With his new research funding, he will focus on developing stem cell transplantation therapies for inherited retinal diseases. Dr. Ballios holds a PhD and his background in medicine, biomedical engineering and stem cell biology has allowed him to develop a unique research plan that uses biomaterials to deliver stem cells to the eye. He is Senior Research Associate in the Department of Ophthalmology and Vision Sciences and third-year resident in Ophthalmology at the University of Toronto.



Mark Eltis, OD, FAAO

Dr. Mark Eltis has practiced optometry in New York, California and Toronto. Dr. Eltis is a graduate of the University of Waterloo School of Optometry where he continues to lecture. He is a Fellow of the American Academy of Optometry and a Diplomate of the American Board of Optometry. Dr. Eltis has served as an examiner for the national licensing assessment in both Canada and the US (NBEO and CACO). Dr. Eltis has presented and published internationally and has been sought as an expert on optometric issues for national television and print. In 2013, he was honoured as a member of the Optometric Glaucoma Society having 'demonstrated excellence in the care of patients with glaucoma through professional education and scientific investigation.'



Amit Gupta, MD, FACS

Dr. Amit Gupta graduated from Hahnemann University School of Medicine in Philadelphia, Pennsylvania. He completed his Ophthalmology Residency at the University of Pittsburgh Medical Center, Department of Ophthalmology and completed his Retina and Vitreous Fellowship at Crozer-Chester Hospital. During his Fellowship, he helped develop the MAVE (Multi-Axis Vision Evaluator). Apart from receiving many awards, Dr. Gupta has published numerous articles and papers. He was also the principal investigator in clinical trials of age related macular degeneration as well as the principal investigator in human trials for Lucentis and its use in wet macular degeneration. Dr. Gupta is currently on staff at the Clarity Eye Institute in Toronto, Ontario.



Randy Marks, CEO

For over 30 years, Randy Marks has developed successful marketing strategies for Fortune 500 companies all over North America. Randy's zeal for new and exciting challenges and knowledge has propelled him to pioneer and build many successful ventures including North America's first Environmental Print and Packaging company, an award winning Strategic Marketing firm, a Digital Signage platform and an innovative App for University Students. Randy was approached with an early concept of Leading Medical Clinics of the World (LMCW®) and a direct challenge – build a solution in healthcare to connect medical consumers with private practices around the globe and help them grow and prosper, while providing a meaningful patient experience. In 2014, Randy launched LMCW® and began talking with doctors and patients from around the world, gaining knowledge of what each side needed. He landed upon a platform that uses the power of digital sharing and cultivates the connection between the patient and doctor in established digital communities such as Facebook and LMCW® website.



MEET OUR SPEAKERS

Carlo J. Pelino, OD, FAAO

Dr. Carlo Pelino is a graduate of Pennsylvania College of Optometry. He completed a PCO Ocular Disease Residency at John F. Kennedy Memorial Hospital in Philadelphia where he concentrated in the field of retina and neuro-ophthalmic disease. Dr. Pelino is a full time Assistant Professor at Pennsylvania College of Optometry and Director of the Optometric Retina Service at The Eye Institute in Philadelphia. He recently completed a one-year Retinal Fellowship with an emphasis on medical and surgical treatments under the direction of vitreo-retinal surgeons at the Crozier-Chester and Riddle Memorial Hospitals in suburban Philadelphia. Dr. Pelino is a fellow of the American Academy of Optometry and regularly lectures in domestic and international programs.



Federico Perissinotto

Federico Perissinotto started his marketing career with the Benetton Group in Treviso, Italy. Federico went on to improve his knowledge and skills by working with several of the top eyewear brands including Missoni, Moschino, Ferré, Dunhill, Moncler and ZeroRH+, among many others. At the present time, Federico is the Marketing and Communication's Manager for Barberini Eyewear – the makers of a new sunglass brand from the world leader in the production of optical glass lenses. Federico holds a degree in Oriental Languages and Literature from the University Degli Studi di Venezia in Venice, Italy.



Joseph J. Pizzimenti, OD, FAAO

Dr. Joseph Pizzimenti completed his Doctor of Optometry at Illinois College of Optometry and went on to complete a Residency in Ocular Disease, Primary Care, Low Vision and Geriatric Optometry at the University of Houston. Dr. Pizzimenti is an internationally recognized speaker and author as well as a Fellow of the American Academy of Optometry and the Optometric Retina Society, where he served as president from 2012 to 2014. He completed funded clinical research in the areas of diabetes, age-related macular degeneration, vitreomacular adhesion and low vision. His scientific articles have appeared in numerous peer-reviewed journals. Dr. Pizzimenti also co-authored a chapter on Diabetic Retinopathy in the textbook entitled Diabetes in Black America.



Anton Rossetti, OD

Dr. Anton Rossetti completed an Optometry Degree in Veneto, Italy and went on to complete an accredited Optometry Degree at the Inter American University in Puerto Rico, USA. Dr. Rossetti also holds an Optician's Diploma, which he obtained from Pieve di Cadore, Italy. Apart from his private practice, Dr. Rossetti is also a professor on staff at the State Institute for Opticians in Friuli, Italy. He also lectures at the University of Padua, Italy in the undergraduate degree course in Optics and Optometry and is the Executive Dean and Visiting Professor of the BSc course in Optometry and Clinical Practice at the IBZ Institute in Bologna, Italy and at the Aston University in Birmingham, UK. Dr. Rossetti is also an independent consultant of professional and educational projects for various companies including Johnson & Johnson and Barberini.



Olga Savitska, OD

Dr. Olga Savitska completed her undergraduate studies at Queen's University and graduated with an Honours B.Sc. in Life Sciences with a Minor in Economics. She received her Doctor of Optometry Degree from the University of Waterloo School of Optometry where she received the distinguished RACH Memorial Award and the COVD Award for Excellence in Vision Therapy. She completed her clerkship in therapeutics and ocular disease at the Eye Associates of Pinellas Park in Florida where she became proficient in caring for patients with diabetes and glaucoma. Dr. Savitska is completing a Residency in Pediatric Optometry and Vision Therapy at the University of Waterloo School of Optometry where she is gaining expertise in pediatrics, vision therapy, concussion management and neuro-rehabilitation. She is pursuing a fellowship with the College of Optometrists in Vision Development. She holds board certification to prescribe Therapeutic Pharmaceutical Agents in the treatment and co-management of ocular diseases. Her professional memberships include the Canadian and Ontario Associations of Optometry, Canadian Optometrists in Vision Therapy & Rehabilitation and the College of Optometrists in Vision Development.



MEET OUR SPEAKERS

Jonathan Shapiro, B.Sc, FCOptom, FAAO, FEAEO

Dr. Jonathan Shapiro has been in private practice for over 40 years. He is a Fellow of the British College of Optometry, the American Academy of Optometry and the European Academy of Optometry. He is a regular attendee at international conferences and has lectured and presented lectures and workshops in Israel, UK, USA, New Zealand, South Africa, Canada, Hungary and Spain.

Dr. Shapiro specializes in the holistic approach to optometric treatment that includes posture, binocular balance and cortical integration of the sensory systems. He has developed examination methods and treatment regimes, some of which have been published in leading journals. He has presented workshops in which he has introduced new instrumentation and new approaches to binocular balancing. Dr. Shapiro was instrumental in establishing the Department of Optometry at Hadassah College in Jerusalem, Israel.



Raymond M. Stein, MD, FRCSC

Dr. Raymond Stein began his career by completing a medical degree at the University of Toronto Medical School. He then went on to complete an Ophthalmology Residency at the world-renowned Mayo Clinic and a Cornea and External Diseases Fellowship at Wills Eye Hospital in Philadelphia. In addition to serving as Medical Director at the Bochner Eye Institute, Dr. Stein is also Chief of Ophthalmology at the Scarborough General Hospital as well as Cornea Consultant at Mount Sinai Hospital in Toronto, Ontario. Dr. Stein also serves as an Assistant Professor of Ophthalmology at the University of Toronto.

Dr. Stein is an esteemed global leader in refractive surgery who has been honoured with numerous awards from a variety of prestigious international medical organizations including the American Academy of Ophthalmology, the International Intraocular Implant Club and the Contact Lens Association of Ophthalmologists. As a result of his commitment to advanced technologies and surgical excellence, he also served as President of the Canadian Society of Cataract and Refractive Surgery. Dr. Stein has lectured at numerous medical conferences and has written various published journals, magazine articles, books and book chapters. He also serves as editor of the prominent scientific journal entitled Clinical and Surgical Ophthalmology.

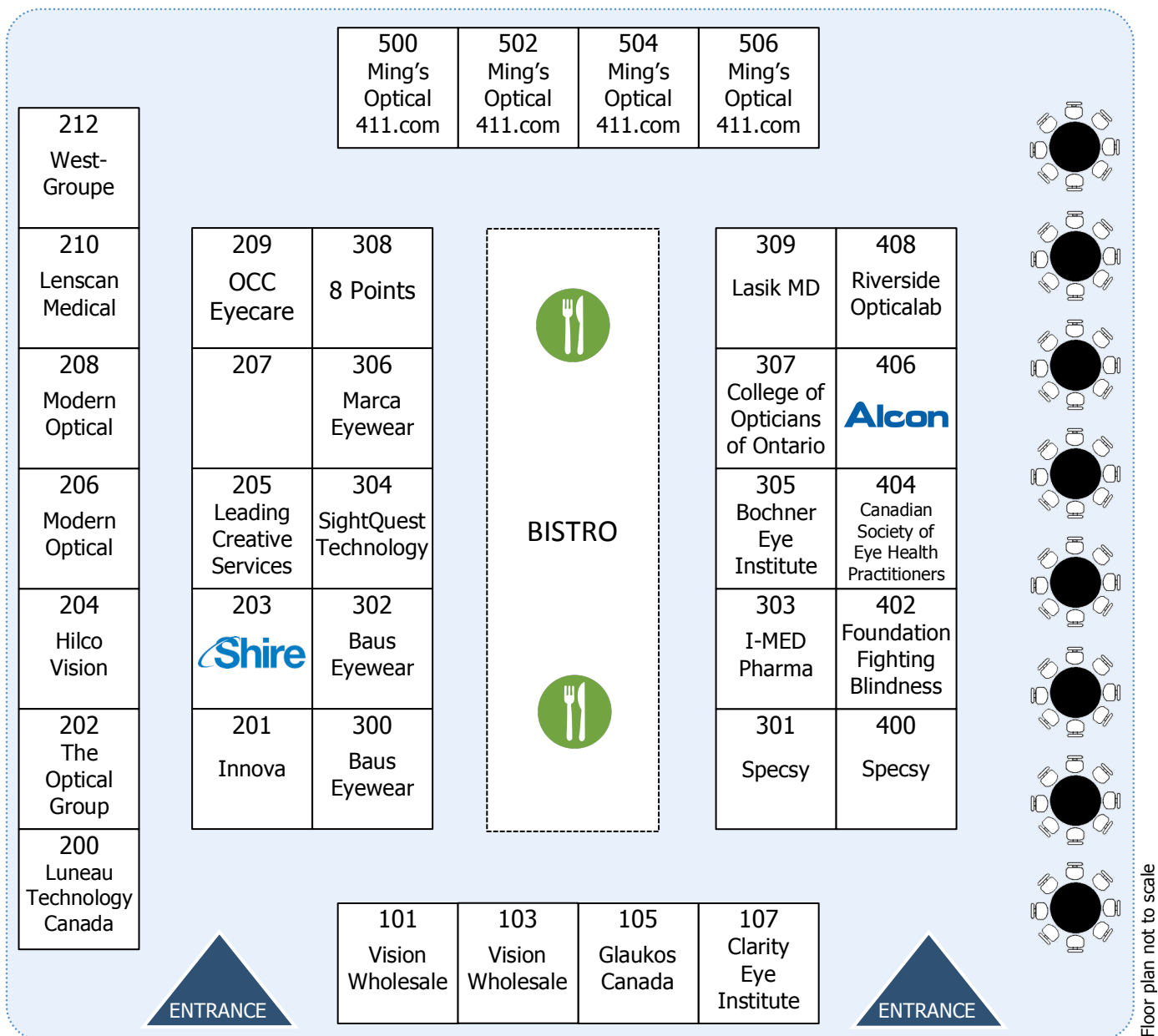


Phernell Walker, II, MBA, ABOM

Phernell Walker is an internationally recognized educator, a Master in Ophthalmic Optics and author of the textbook entitled Pure Optics. Phernell earned an MBA from Marylhurst University in Portland, Oregon, is National Contact Lens Certified (NCLC) and a graduate of Hillsborough Community College with an Associate of Science Degree in Ophthalmic Optics. Phernell received multiple awards for his work in optics including the Joseph Bruneni Award in Ophthalmic Optics Association of Schools and Colleges of Optometry, the National Academy of Opticianry Educator of the Year and the Beverly Meyers Achievement Award in Ophthalmic Optics in 2011. Phernell is on the Board of Directors for the American Board of Opticianry, the National Academy of Opticianry and the Commission Opticianry Accreditation.



OPTIFAIR CANADA TRADE SHOW



MEET OUR EXHIBITORS



Booth 406

Alcon is the global leader in eye care because we are passionate about helping people see better. We are dedicated to enhancing lives by enhancing sight, one of our most precious senses. We provide patients innovative products with the goal to deliver the best patient outcomes. W. alcon.ca



Booth 203

Shire is a leading global biotechnology company focused on serving people with rare diseases and other highly specialized conditions. We strive to develop best-in-class products across our core therapeutic areas including Hematology, Immunology, Neuroscience, Ophthalmics, Lysosomal Storage Disorders, Gastrointestinal, Internal Medicine, Endocrine, Hereditary Angioedema and Oncology. W. shirecanada.com

MEET OUR EXHIBITORS

8 Points

Booth 308

As the newest leader in the eyewear industry, 8 Points has a wealth of knowledge and expertise that is incomparable to others. Barberini and Kendall + Kylie are a couple of the luxury collections that 8 Points distributes in North America. Our company lives by the eight following words: balance, logical, commitment, trust, innovation, culture, dynamic and organic. Visit our booth to view our luxury collections. W. 8pointsinc.com

Baus Eyewear

Booths 300-302

BAUS Eyewear is a proudly Canadian-owned, family-run eyewear wholesale company with frame designing and manufacturing experience. We provide stylish BAUS frames and excellent service across the country. Our passionate and dedicated team works hard to ensure that the needs of our valued customers are met. W. bauseyewear.ca

Bochner Eye Institute (The)

Booth 305

The Bochner Eye Institute is Canada's most established Eye Care Facility. In 1929, Dr. Maxwell K. Bochner opened his practice specializing in cataracts and diseases of the eye. Today, The Bochner Eye Institute stands as a symbol of the care and innovation for which Dr. Bochner became famous. Today's advancements in technology include incredibly accurate measurement and diagnostic equipment. These technologies, combined with the most advanced and latest excimer laser, keratoconus and laser-assisted cataract systems, provide capability to treat a range of conditions with unsurpassed precision. W. bochner.com

Canadian Society of Eye Health Practitioners (C-Sehp)

Booth 404

The Canadian Society of Eye Health Practitioners is a not-for-profit organization that advocates on behalf of all eye care professionals. We are dedicated to preserving, maintaining and promoting the highest standards of education and practice to ensure a regulated environment where the public is protected and the profession prospers. Members receive discounted liability insurance and continuing education with the Academy of Ophthalmic Education. W. c-sehp.ca

Clarity Eye Institute

Booth 107

Clarity Eye Institute is a multi-disciplinary team of eye doctors offering services in Ajax, Brampton, Scarborough and Vaughan, Ontario. We represent the future of eye care through the collaboration of Ophthalmology and Optometry while utilizing the most advanced and therapeutic modalities. W. clarityeye.ca

College of Opticians of Ontario

Booth 307

The College of Opticians of Ontario is the health regulatory body that regulates the practice of Opticians in Ontario in the public interest, as mandated under the Ontario Regulated Health Professions Act, 1991. Through effective regulation, the College of Opticians of Ontario ensures the highest standards of vision care for all Ontarians. W. coptont.org

Foundation Fighting Blindness

Booth 402

At the Foundation Fighting Blindness (FFB), our main mission is to lead the fight against blindness by advancing retinal disease research, education and public awareness and, ultimately, restore hope and sight. With the support of our generous donors, we have invested \$30 million to vision research across Canada – that is over 200 research grants that have led to over 600 new discoveries in stem cell research, neuroprotective therapies, technological developments, pharmaceuticals and gene therapies. W. ffb.ca

Glaukos Canada

Booth 105

Glaukos is an ophthalmic medical technology company focused on the development and commercialization of breakthrough products and procedures designed to transform the treatment of Glaucoma. Our mission, as the pioneers of MIGS (Micro Invasive Glaucoma Surgery) with its iStent trabecular bypass device, is to lead the global glaucoma market with micro scale injectable therapies advancing the existing standard of care and enriching the lives and treatment alternatives for patients. Stop by our booth to take a look at the smallest known medical device to ever be implanted in the human body! W. glaukos.com

Hilco Vision

Booth 204

Since 1956, tens of thousands of eye care professionals have come to rely on Hilco Vision for smart solutions to common business problems and for innovative products and programs that promote business growth. Hilco Vision is an industry leading global eyewear and eye care company delivering comprehensive solutions to customers built on a platform of innovation and operational excellence. Our company's product portfolio is concentrated on five product categories: professional tools, vision protection, consumer accessories, lens care and eye care. W. hilcovision.com

MEET OUR EXHIBITORS

I-MED Pharma

Booth 303

As a Canadian eye care leader, I-MED Pharma is committed to perfecting vision. I-MED is a global innovator with extensive research, development and offers safe and effective products in the field of ocular surface management. Our unique products include cutting edge diagnostics, nutrition, ocular hygiene and artificial tears. Visit our booth to try the new standard in tear osmolarity testing, the i-Pen,[®] and our preservative-free viscoadaptive i-drop.[®] W. osdcare.com

Innova

Booth 201

For over 30 years, INNOVA Medical Ophthalmics has been dedicated to supplying the Canadian ophthalmic community with the most comprehensive line of instruments, supplies and technical services. The combination of company policies, quality manufacturers and dedicated employees, allows INNOVA to provide an unmatched ophthalmic instrument experience to their customers. Visit our booth to see the latest technology in ophthalmic imaging. W. innovamed.com

Lasik MD

Booth 309

LASIK MD is a national provider of laser vision correction with over 30 locations across Canada and 11 locations in Ontario. We recognize that each patient is unique and we are committed to meeting their specific needs. Find out how to participate in your patients' LASIK care by visiting us at booth 302. W. lasikmd.com

Leading Creative Services

Booth 205

Leading Creative Services provides fully managed social media plans and review and reputation management programs for your business. We increase your social media audience and add positive reviews that grow your business. We take care of everything so you don't have to. W. leadingcreativeservices.com

Lenscan Medical

Booth 210

Based in Waterloo, Ontario, Lenscan Medical provides a full scope of medical equipment, instruments and tools to meet the needs of professionals such as Opticians and Optometrists. By achieving these goals, we aim to make the best products attainable for professionals and clinics. W. lenscan.ca

Luneau Technology Canada

Booth 200

A pioneer in wavefront technology for the optical industry, Luneau Technology Canada manufactures and distributes products under the Briot, Weco and Visionix brands. Our goal is to allow access to innovative technology for everyone. The Luneau Technology Group is a global company consisting of ten wholly owned subsidiaries and over 170 distributors worldwide with state-of-the-art production facilities based in France and Israel. W. briotweco.ca

Marca Eyewear

Booth 306

Marca Eyewear Group is a Canadian wholesale eyewear distributor that has been in business for 22 years. We service customers across Canada with full-time bilingual customer service and a sales force in all provinces and territories. Our top collections include Tom Ford, Roberto Cavalli, Swarovski, GUESS and Harley Davidson. W. marcaeyewaregroup.com

Ming's Optical 411.com

Booths 500-502-504-506

Optical 411 – a Division of Ming's Optical, is specialized in supplying ophthalmic instruments, lab equipment, tools, eye-glass parts and accessories. Our products are FDA, CE, IS9001 and MA certified and we also offer worldwide OEM and FOB service. At the present time, our business is mainly in North America with purchase and sales centres located in China and Canada. Our goal is to establish a one-stop global shopping centre for lenses, equipment and frames as well as becoming the optical directory. W. optical411.com

Modern Optical

Booths 206-208

Modern Optical Canada is the industry leader in value-oriented eyewear. A family-owned business founded in 1974, Modern Optical is a champion of the independent ECP. Our 16 unique collections represent over 900 styles ideal for price specials, second pair sales and frame/lens programs. In addition, our Summit Optical Supply Division provides cases, parts, cleaning cloths and more, all at razor-sharp pricing. W. modernoptical.com

OCC Eyecare

Booth 209

OCC Eyecare is the largest independent centre for Ophthalmology in Canada. Since 2001, our world-class facility in Mississauga has incorporated the most advanced surgical technology available to provide comprehensive care for our patients. We believe excellence in the treatment of complex eye diseases comes from innovation, research and advanced technology. Stop by our booth to learn about our world-class facilities, team of ophthalmic subspecialists and Doctor Access Network. W. oceyecare.ca

MEET OUR EXHIBITORS

Optical Group (The)

Booth 202

Proudly supporting independent Canadian eye care professionals since 1988, The Optical Group remains a proven leader in the industry. Our members receive personalized professional customer service, online education, provincially accredited seminars, valuable links to education with our partners, premium quality exclusive private labels, discounts on frames, lenses, labs, contact lenses, accessories, health related products, office products and POS systems. W. theopticalgroup.ca

Riverside Opticalab

Booth 408

Founded in 1976, Riverside Opticalab is a world leading manufacturer and supplier of optical solutions. Recognized eyewear innovator and industry pioneer of high definition eyewear technology (Persona[®]), Riverside Opticalab has positioned itself as a ground breaking entity that has brought high-end solutions to their much valued customers. W. riversideopticalab.com

SightQuest Technology

Booth 304

SightQuest Technology is an entrepreneurial company that has developed SightSeer high-tech electronic glasses that give sight to those with reduced vision. The goal of the company's founder, Dr. Amit Gupta, Ophthalmologist, is to give patients access to technology that will improve their vision beyond eyeglasses and provide them with greater independence and better quality of life. W. sight-quest.com

Specsy

Booths 301-400

Specsy creates 3D printed custom frames that are designed in your store. Every element of Specsy frames can be customized including shape, color, bridge, temple length and base curve. Specsy uses the latest 3D printing technology to produce every pair of custom frames to order. Visit our booth to receive your in-store setup package. W. specsy.com

Vision Wholesale

Booths 101-103

Vision Wholesale was founded in 2002 and ever since then, we have been providing quality eyewear products. Our products include frames, cases, cleaning cloths, solutions and displays. We strongly believe in good prices, good quality and good service. Visit our booth to view our products. W.richoptical.com

WestGroupe

Booth 212

With over 50 years of industry insight, WestGroupe's mission is to provide unique and superior quality eyewear for the fashion-focused consumer. WestGroupe is driven by our commitment to excellent service and exceptional products. WestGroupe offers premium international brands in over 40 countries including KLiiK denmark, FYSH UK, EVATIK and Superflex. W.westgroupe.com

Thank You

to all of our exhibitors and educational partners for their participation and generous support!



CE SEMINAR REGISTRATION FORM

PARTICIPANT'S INFORMATION

☐ Optometrist: OE Tracker #: _____ ☐ Optician: Registration #: _____

Last Name _____ First Name _____

Address _____ Apartment/Suite/Unit # _____

City _____ Province _____ Postal Code _____

Telephone _____ E-mail (Please Provide for Registration Confirmation and Tax Receipt) _____

REGISTRATION OPTIONS AND PRICES

OPTOMETRISTS • 14 'CLASS A' COPE APPROVED HOURS AVAILABLE*

PLEASE SELECT A DATE(S)	EARLY PRICES ~ Up to September 14, 2018 ~		LATE PRICES ~ September 15 to October 1, 2018 ~	
<input type="checkbox"/> Sat & Sun October 20-21, 2018	\$599.99 + \$77.99 HST	\$677.98	\$639.99 + \$83.20 HST	\$723.19
<input type="checkbox"/> Saturday October 20, 2018	\$362.99 + \$47.19 HST	\$410.18	\$392.99 + \$51.09 HST	\$444.08
<input type="checkbox"/> Sunday October 21, 2018	\$362.99 + \$47.19 HST	\$410.18	\$392.99 + \$51.09 HST	\$444.08

OPTICIANS • 8 COLLEGE OF OPTICIANS APPROVED HOURS & 6 SELF-DIRECTED HOURS AVAILABLE*

PLEASE SELECT A DATE(S)	EARLY PRICES ~ Up to September 14, 2018 ~		LATE PRICES ~ September 15 to October 1, 2018 ~	
<input type="checkbox"/> Sat & Sun October 20-21, 2018	\$190.99 + \$24.83 HST	\$215.82	\$220.99 + \$28.73 HST	\$249.72
<input type="checkbox"/> Saturday October 20, 2018	\$109.99 + \$14.30 HST	\$124.29	\$139.99 + \$18.20 HST	\$158.19
<input type="checkbox"/> Sunday October 21, 2018	\$109.99 + \$14.30 HST	\$124.29	\$139.99 + \$18.20 HST	\$158.19

~ REGISTRATION CLOSING OCTOBER 1, 2018 ~

METHOD OF PAYMENT

☐ American Express, MasterCard or Visa ☐ Cheque - Payable to The Academy of Ophthalmic Education

Credit Card Number _____ Expiry Date _____

Authorized Signature _____

MAIL, EMAIL OR FAX YOUR COMPLETED FORM TO:

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Register Online by May 31st and

SAVE 15%
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*Some hours may be pending approval • Program and speakers are subject to change without notice

As of October 2, 2018, on-site registration at our venue will be available if space permits • No cancellations or refunds after October 1, 2018