

LIMITLESS  PRACTICES

National Training Event

CREATING VISION + ACTION | BLUE MOUNTAIN | OCTOBER 13-15, 2017



*Supported by an unrestricted
educational grant from
Johnson & Johnson.*

Welcome

On behalf of the entire Eye Recommend Team we would like to welcome you to the

2017 National Training Event

in beautiful Blue Mountain.

Friday

Tradeshow

6:00 - 9:00 pm | The Courts

Visit supplier booths to find out what's new and enter to win.
So many prizes!



Collingwood

Collingwood is a town in Ontario, Canada, north of Toronto. Its harbour is in Nottawasaga Bay, the southern part of vast Georgian Bay.

Blue Mountain

Blue Mountain is an alpine ski resort in Ontario, Canada, just northwest of Collingwood. It is situated on a section of the Niagara Escarpment about 1 km from Nottawasaga Bay, and is a major destination for skiers from southern Ontario



Founded in 1998
531 Members and
466 Clinics across
Canada

Eyeshop.ca

TOTAL EYE
HEALTH
Choose an Eye Recommend Optometrist

 sunglasscove.

Get social with Eye Recommend

Prizes awarded Sunday.



FACEBOOK a pic
of your team for a
chance to win.
#NTEEyeRecommend



TWEET for a
Chance to Win.
@EyeRecommend
#NTEEyeRecommend



INSTAGRAM your
team at NTE for a
chance to win.
#NTEEyeRecommend



Send a picture
of your team to the
NTE APP for a
chance to win.

Welcome Reception

8:00 - 11:00 pm | Huron Ballroom

Mix and mingle with light hors d'oeuvres.

Supported by an unrestricted educational grant from Zeiss.


LIMITLESS
PRACTICES

Saturday

7:30 - 9:00 am

Breakfast

The Courts

Supported by an unrestricted educational grant from Topcon

8:00 - 8:50 am

Member Information Meeting

Dr. Howard Dolman, Eye Recommend Board President | Georgian Bay Ballroom

Keynote

9:00 - 10:00 am



Words that Change Minds

Mike Mandel | The Courts

54552-PM

Supported by an unrestricted educational grant from Essilor.

10:00 - 10:15 am

Break

10:15 - 11:15 am

Reinventing the Refractive Process

Dr. Scot Morris
Huron 3 & 4

50560-GO

Supported by an unrestricted educational grant from Nikon.

Onboarding New Employees for Success

Patricia Bassendowske
Kolapore Room

51623-PM

Supported by an unrestricted educational grant from Luxottica.

Focus On Client's Total Image

Wendy Buchanan
Petun Room

51906-PM

Supported by an unrestricted educational grant from Kio Yamato.

2XRX Doubling the Optical Opportunity

Alessandro Baronti
Georgian Bay Ballroom

51254-PM

Supported by an unrestricted educational grant from Luxottica.

Do Patients and Customers Speak a Different Language?

Craig Comstock

Huron 1 & 2 51651-PM

Supported by an unrestricted educational grant from RevolutionEHR.

The Babyboomer Opportunity

Marilyn Smith
Silvercreek Room

51728-PM

Supported by an unrestricted educational grant from Optos.

Supplier Meeting

Shenif Kassam
Nipissing Room

11:15 - 11:30 am

Break

11:30 am - 12:30 pm

Innovations in Optometry

Dr. Scot Morris
Huron 3 & 4

51938-PM

Supported by an unrestricted educational grant from Nikon.

Ready, Set... Goals!

Marilyn Smith
Silvercreek Room

51727-PM

Supported by an unrestricted educational grant from Luxottica.

Focus on Face Shape and Facial Features

Wendy Buchanan
Petun Room

51905-PM

Supported by an unrestricted educational grant from Kio Yamato.

The Future of Retail in Optical

Alessandro Baronti
Georgian Bay Ballroom

52788-PM

Supported by an unrestricted educational grant from Luxottica.

Growing Your Practice Through Sports Eyewear

Martin Bell & Lauren Hogan

Kolapore Room 52234-PM

Supported by an unrestricted educational grant from Canadian Optical Supply.

First Impressions

John Garland
Huron 1 & 2

51625-PM

Supported by an unrestricted educational grant from Hoya.

12:30 - 1:30 pm

Lunch

The Courts

Supported by an unrestricted educational grant from Visual-Eyes

1:30 - 2:30 pm

Group Discussion Biggest Drains On An Optometry Practice!

Dr. Scot Morris
Huron 3 & 4

51653-PM

Supported by an unrestricted educational grant from Nikon.

Group Discussion Biggest HR Issues Every Business Faces

Trudi Charest
Kolapore Room

54476-PM

Supported by an unrestricted educational grant from Shamir.

Group Discussion Ask The Accountant

Deanna Hansuk
Nipissing Room

51629-PM

Supported by an unrestricted educational grant from Allergan.

Group Discussion Tame Those Fierce Conversations

Joyce VanRooyen
Georgian Bay Ballroom

51654-PM

Supported by an unrestricted educational grant from Safilo.

Group Discussion Marketing - Why Certain Tactics Work and Others Don't

Craig Comstock
Huron 1 & 2

51633-PM

Supported by an unrestricted educational grant from RevolutionEHR.

Group Discussion Everyday Challenges Facing the Frontline

Janet Vanderpost & Brenda Ross
Petun Room

51655-PM

Supported by an unrestricted educational grant from Allergan.

Group Discussion Combatting Online Shopping

Shenif Kassam
Silvercreek Room

51652-PM

Supported by an unrestricted educational grant from Georges et Phina & Modo.

Registered attendees only on the Conference Floor. Please no guests or children.

Photo Scavenger Hunt

3:00 pm - 5:00 pm | The Courts



Get Ready To Have Some TEAM Fun
Meet us in The Courts dressed casual and ready to compete.
Your designated team will be running around the Blue Mountain Resort competing in the coolest photo scavenger hunt ever.
All you need is one smart phone per team to download the APP.

Supported by an unrestricted educational grant from Briot Weco Visionix, Hoya and Marchon Eyewear.

Gala Dinner & Entertainment



6:30 pm | Cocktails
7:00 pm | Dinner
The Courts

Supported by an unrestricted educational grant from Essilor.

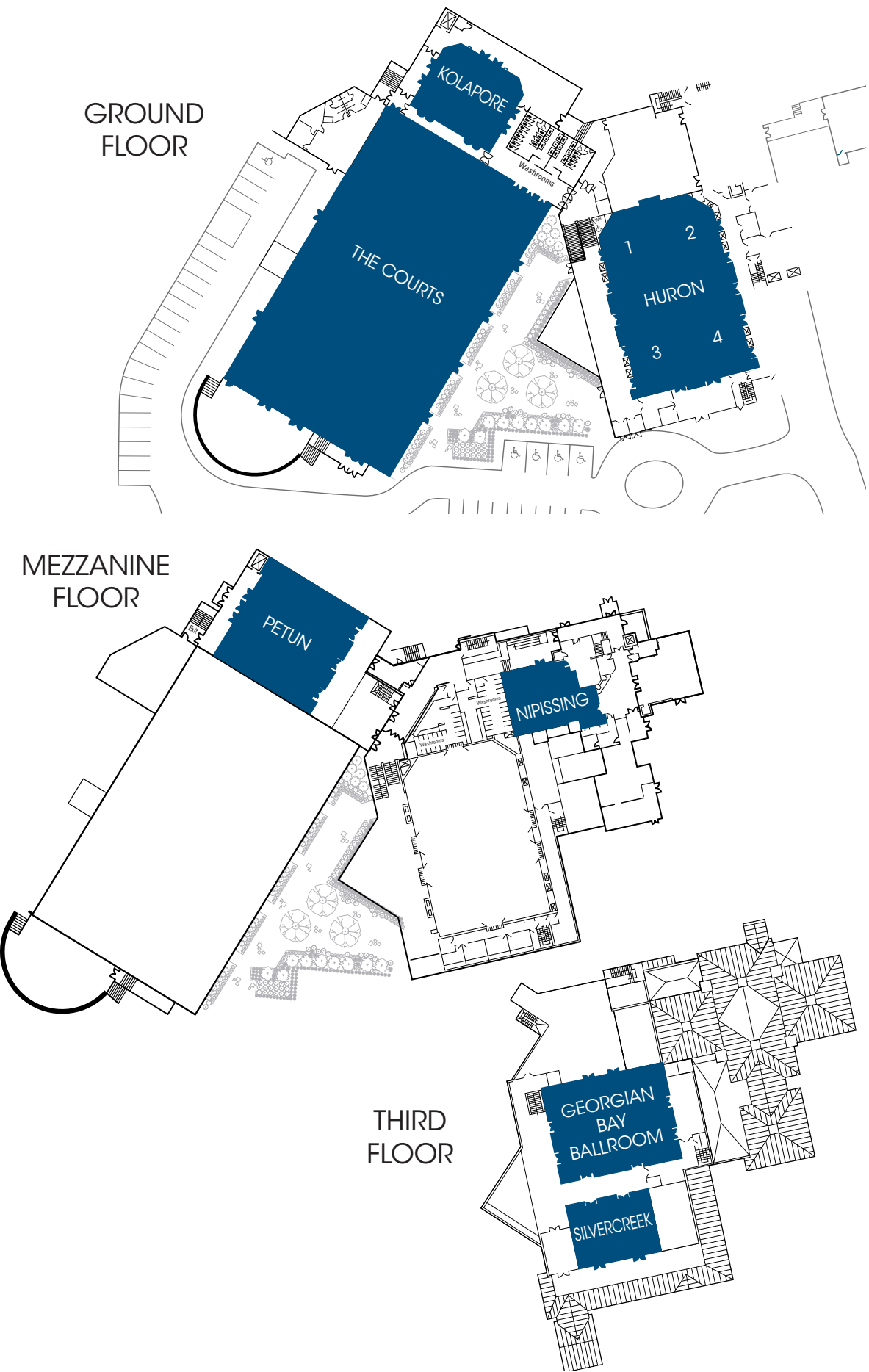
Featuring Matt Baker
Matt Baker's show is a unique combination of a hilarious stand-up comedy and amazing stunts. His diverse skill set has landed him 5 Guinness World Records.
DJ to follow.

Sunday

7:00 - 8:30 am	Breakfast The Courts	Supported by Prisme Optical Group and Europa
Keynote	Living the Zero Limit Attitude	Supported by an unrestricted educational grant from Coopervision
8:30 - 9:30 am	 Martin Latulippe The Courts	51628-PM
9:30 - 9:45 am	Break	
Keynote	Bring It On: Strategies to Create a Positive Workspace	Supported by an unrestricted educational grant from Bausch & Lomb
9:45 - 10:45 am	 Meg Soper The Courts	51622-PM
10:45 - 11:00 am	Break	
Keynote	Playing Together	Supported by an unrestricted educational grant from Alcon.
11:00 am - 12:00 pm	 Boris Brott The Courts	52221-PM
12:00 pm	Lunch	Supported by Innova



VILLAGE CONFERENCE CENTRE



2018 Save the Dates

2018 AGM – Mexico

April 22 - 29

Playa del Carmen



National Training Event – West

May 4 - 6

Edmonton, AB



National Training Event – East

October 12 - 14

Niagara, ON



Thank You to our 2017 Supporters

Alcon

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Briot Weco Visionx

Canadian Optical Supply

Coopervision

Essilor

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