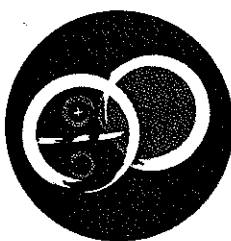


2010 CONTINUING EDUCATION PROGRAM

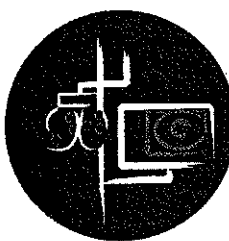
EXPAND YOUR FIELD OF VISION



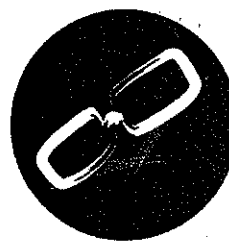
CONTINUING
EDUCATION



LENS TECHNOLOGY



MEDICAL EYECARE



FASHION TRENDS



BUSINESS
SOLUTIONS



Conference: October 6 – 9, 2010

Exhibition: October 7 – 9, 2010

Las Vegas, NV | Sands Expo & Convention Center

www.visionexpowest.com/ce

MORE THAN A FASHION EVENT, IT'S A MEDICAL MEETING

Vision Expo West is the largest, most all-inclusive ophthalmic conference in the world, and dollar for dollar, the best national value of all CE.

- More than 335 hours of continuing education offered for every experience level
- Flexible Total Office Packages guarantee savings and add value
- Vision Expo West attracts more than 13,000 eyecare professionals, and more than 4,000 participate in the conference
- 66 debut courses and 13 new speakers added to the curriculum
- Introducing 35 courses focusing on business solutions for the ophthalmic profession
- Travel and entertainment discounts make Las Vegas an affordable destination for Vision Expo West attendees

Expand your knowledge with affordable, exclusive conference programs taught by renowned practitioners. Register today at www.visionexpowest.com/ce.

ENDORSED BY: ARIZONA OPTOMETRIC ASSOCIATION & NEVADA OPTOMETRIC ASSOCIATION

WELCOME

TO VISION EXPO WEST 2010

As we enter this next decade of our professional lives, change continues to be the only dependable force that we can count on. New diagnostic techniques will give us additional information on our patients' clinical conditions. Already, tear osmolarity appears to be the new marker for ocular surface disease. This emerging technology may well become the *standard of care* for diagnosing patient symptoms related to dry eye disease. New AMD genetic testing has already been approved by Medicare, and clinicians with an interest in retinal disease are incorporating this technology into their clinical armamentarium. Last year saw the introduction of a new ocular allergy medication, a new fluoroquinolone and a new NSAID. Drug studies and pipeline supplies promise a continual supply of new products to treat our patients in the future.

Digital surfacing and several new lens designs mandate that doctors and opticians alike continue to upgrade their knowledge base by attending classes presenting information on these new technologies. Lens coatings, too, are continually being improved on as new generations of transitional lens features emerge.

Doctors and opticians alike are coordinating efforts when presenting premium lens products to patients. There is a renewed effort among optometrists to discuss premium lenses with patients in the examination room. This *doctor-directed dispensing* effort is being discussed by top optometric educators in their lectures on ocular disease. Optometrists are coming full circle in their patient case discussions and are educating patients on vision correction as well as their cataracts, glaucoma and other medical conditions. You will see many examples of this while attending courses at Vision Expo West 2010.

OPTOMETRIC SPECIALTY SOCIETIES present at Vision Expo West 2010. Highlights that can be appreciated at Vision Expo West 2010 include the latest information from the optometric specialty societies. The Ocular Nutrition Society, the Optometric Retina Society, the Ocular Surface Society of Optometry and the Optometric Council of Refractive Technology will all make presentations during the educational program. What better way to keep updated on all phases of optometric special interests?

THIS JUST IN...OPTOMETRIC BOARD CERTIFICATION HAS ARRIVED.

After all of the political jousting and wrangling, the process of board certification and continued competency is upon us. Most of us will begin the procedure of test taking within the next year. This daunting task has doctors concerned and looking for review and study opportunities. **The first national Board Certification Review Courses will take place at Vision Expo West 2010.** Twelve hours of didactic presentations will be given over three days. Attendees can take any or all of the sections, depending on the subject matter an individual feels most in need of. Topics include anterior segment therapy, ocular pharmacology, glaucoma, retina, cataract and clinical problem solving. These courses will fill up early so be sure to sign up during the early registration period. See you at the meeting.

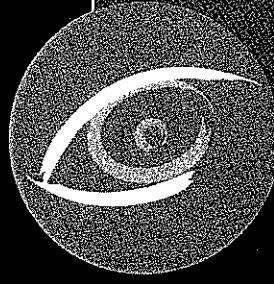
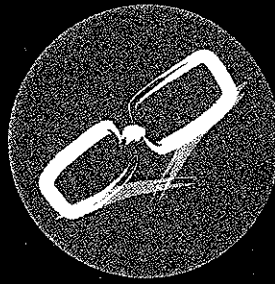
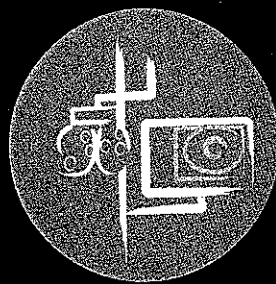
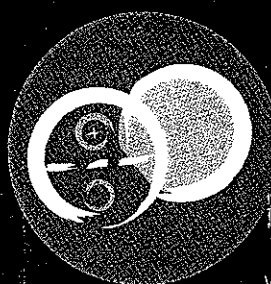
KIRK L. SMICK, OD, FAAO
CHAIRMAN, CONFERENCE ADVISORY BOARD



CONFERENCE ADVISORY BOARD

Meet the members of the
Conference Advisory Board
who have been actively
involved in the development
of this year's continuing
education meeting:

Jenean Carlton, ABOC, NCLE
Edward DeGennaro, MEd, ABOM
Mark Dunbar, OD
David Edwards, LDO, ABO, NCLE
Kelly Kerkick, OD
Jack Schaeffer, OD
Peter Shaw-McMinn, OD
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EXPAND YOUR KNOWLEDGE

WITH NATIONALLY RENOWNED CONTINUING EDUCATION

VISION EXPO IS THE LARGEST, MOST ALL-INCLUSIVE OPHTHALMIC CONFERENCE IN THE WORLD, and dollar for dollar, the best national value of all CE. Stay at the top of your field by learning the latest clinical, medical and technical patient care techniques. There are more than 335 hours of continuing education offered for every experience level, so you can educate your whole team and use Total Office Packages for discounted pricing. Curriculum is carefully evaluated by the most respected leaders in the field who sit on the prestigious Conference Advisory Board.

- Courses span 220 unique topics for eyecare professionals
- 66 debut courses and 13 new speakers have been added to the curriculum
- Introducing 35 courses focusing on business solutions for the ophthalmic profession
- Vision Expo West attracts more than 13,000 eyecare professionals, and more than 4,000 participate in the conference
- Nearly 90% of Vision West Conference attendees are highly satisfied with the knowledge of the speakers
- 80% of attendees found new ideas or information at the conference courses they could apply immediately to their business or practice
- Over 70% of attendees agree Vision West has the widest variety of education courses

A SAMPLE OF THE EXCLUSIVE COURSES YOU WILL ONLY FIND AT VISION EXPO:

FREE KEYNOTE ADDRESS

FRIDAY, OCTOBER 8

1:00 PM – 2:00 PM

COURSE 30-503-V

Located in The Eyemax Theater – Room 503-V

The Recession's Over! Now What?

Jeff Thredgold, President, Thredgold Economic Associates

This presentation will include an up-to-the-minute and entertaining discussion of the economy and financial markets, as well as valuable tips which include gaining market share, attracting talented people and recognizing that We Will Get Through This!

Not for Credit

FROM PRINT TO PRACTICE

Courses 24-106-S, 31-601-V, 32-601-V, 33-601-V

How many times have you read an article in a professional journal and wished the author was readily available to ask some of your questions to? From Print to Practice is a newly developed lecture series where authors/lecturers give a presentation based on an article they have written in the recent past. The article becomes the handout and the authors/lecturers are readily available to answer those questions that you need the answers to.

EXCLUSIVE BOOT CAMPS

Course 21-302-S	Optical Boot Camp Level 1 – Immersion Training for New Dispensers.....	page 34
Course 31-302-S	Contact Lens Boot Camp.....	page 39
Course 31-305-S	BOOT CAMP WORKSHOP Frame Adjusting & Repair.....	page 39
Course 32-305-S	BOOT CAMP WORKSHOP How to Take Accurate Spectacle Measurements.....	page 39
Course 33-305-S	BOOT CAMP WORKSHOP Basic Lensometry.....	page 41
Course 41-302-S	Optical Boot Camp Level 2 – Top Gun.....	page 42

EXCLUSIVE SPECIAL SYMPOSIUM

Course 43-505-V	Leadership Management for Women.....	page 26/44
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EXCLUSIVE WORKSHOPS

Course 21-507-V	Progressive Lens Measurements Workshop.....	page 34
Course 22-507-V	Frame Selection and Fitting Workshop.....	page 36
Course 24-507-V	OCT Hands-on Workshop.....	page 37
Course 30-000-V	Lunch with the Experts Roundtable.....	page 21/41

EXCLUSIVE COURSES TAUGHT IN SPANISH

Course 31-901-V	La Prescripcion Optica vs. La Montura. ¿Amigos o Enemigos?.....	page 39
Course 32-901-V	¿Cuando Se Dana Una Venta?.....	page 40
Course 33-901-V	La Ciencia, La Tecnologia y Las Ventas En El Sector De Las Opticas.....	page 41
Course 41-901-V	Optica y Laboratorio Optico – Una Pareja Dispareja.....	page 43
Course 42-901-V	¿Porque Se Despiden Nuestros Clientes Sin Comprarnos?.....	page 44
Course 43-901-V	Detras Del Lente Oftalmico Perfecto.....	page 44

EXCLUSIVE E-TECHNOLOGY COURSES

Course 22-704-V	The Computerized Dispensary.....	page 36
Course 23-805-V	Software Solutions to Increase Efficiency in Your Office.....	page 37
Course 31-507-V	Is It Time to Sell Eyewear on the Internet?.....	page 39
Course 34-706-V	E-Marketing.....	page 42

THE EXTRAORDINARY SCOPE OF EDUCATION INTERNATIONAL VISION EXPO WEST

13,000 eyecare professionals



INNOVATIVE LENS TECHNOLOGY

PREVIEW pioneering advances in ophthalmic technology debuted by the world's leading manufacturers.

DISCOVER efficient solutions to streamline your workflow, reduce errors and increase productivity.

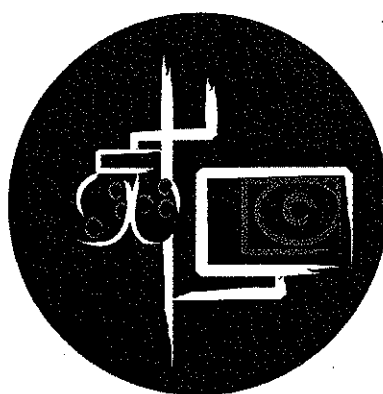
SHOP more than 85 lens and processing exhibitors conveniently located in one specialized area of the show floor.

COMPARE options side-by-side, maximize your time at the show and capitalize on show-only pricing.

CHOOSE from 22 lens technology courses.



Vision Expo welcomes the Optical Laboratories Association, co-locating the OLA Annual Meeting for the first time at International Vision Expo West.



SPECIALIZED MEDICAL EYECARE

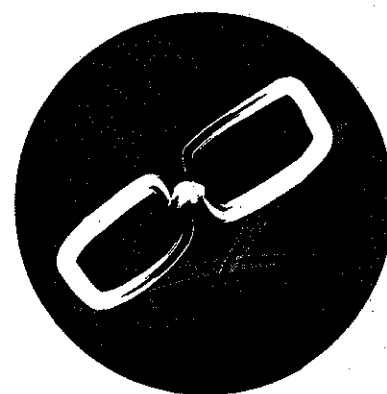
FIND the science, business solutions and continuing education that matter most to you and your medical practice.

MANAGE efficient and profitable diagnostic technology.

EXPLORE innovations in contact lens and anterior segment science, low vision, pharma and much more.

EARN free CE in the Medical & Scientific Theater.

DISCOVER 22 courses focusing on medical eyecare.



INTERNATIONAL FASHION TRENDS

PICTURE yourself in an awe-inspiring marketplace brimming with frames, sunwear and accessories from every major designer.

BROWSE more than 5,000 brands and designs showcased by 400 fashion-forward exhibitors from 14 different countries.

TAKE in the Fall 2010 fashion products, from high couture to high value, that will dazzle your customers and differentiate your optical offerings.

GAIN knowledge of color, style and retailing trends.

PRODUCTS, TRENDS AND SOLUTIONS AT WILL EXPAND YOUR FIELD OF VISION

335 continuing education hours | 400 exhibitors




CUSTOM BUSINESS SOLUTIONS — NEW FOR VISION EXPO WEST

As the economy recovers, the rules of your business continue to evolve. International Vision Expo has strengthened its commitment to provide you with all of the necessary tools to rebuild your business utilizing technology, efficiency, management and skill-building.

Vision Expo is the only continuing education program to offer 32 classes with exclusive, relevant, business-focused education for the optical profession to stay ahead of the current economic cycle.

- Visionomics®
- Social Networking
- Boot Camps
- E-Technology
- Frame Buyers Program/Inventory Management
- Lunch with the Experts
- And so much more!

Take that knowledge into the exhibit hall where you will discover the latest in computer systems and software, as well as trendy display and design services. Find show-exclusive discounts from your favorite vendors to buy the products you need to improve efficiency and management. You simply cannot replicate the impact that International Vision Expo & Conference will have on your bottom line.

For complete details, visit www.visionexpowest.com and click on the Business Solutions icon. 

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