



# MONTEREY SYMPOSIUM — 2013 —

NOVEMBER 7-10

PROGRAM INFORMATION & REGISTRATION BROCHURE

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## A New Day for Optometry

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- Get certified with a special glaucoma certification track and exam
- Make sure you get paid — have your staff take the ICD-10 coding courses
- Be prepared for health care reform with courses on pediatric vision care
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# MONTEREY SYMPOSIUM — 2013 —

NOVEMBER 7–10

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## ACCESS CLASS HANDOUTS BEFORE YOU GO!

**Class handouts will be available online after August 14, 2013.**

Visit [www.monteresymposium.com](http://www.monteresymposium.com) to download class handouts for OD and paraoptometric courses.

**There will be no handouts distributed at the classes and no print stations onsite.**

*Thank you for supporting our efforts to "Go Green!"*



## Program Information & Registration Brochure

## A New Day for Optometry

The California Optometric Association (COA) is proud to present Monterey Symposium 2013, an intimate conference ideal for learning. Set in beautiful Monterey, CA, this year's conference is the place to discover new tools and techniques that will help you prepare for some big changes coming in 2014. The Monterey Symposium offers the best and most cutting-edge Continuing Education (CE) around. This year's conference offers a combined 94 hours of a world class CE program, numerous networking opportunities and an exhibit hall filled with optometry's latest products and services!

## Conference Highlights

- **Get glaucoma certified** — COA's Glaucoma Certification Track offers a 16-hour case management course with exam.
- **Make sure you get paid!** — The ICD-10 courses are perfect for both you and your staff! It will prepare your whole practice for the imminent coding changes.
- **Pediatric vision care** — Pediatric vision care courses will prepare you for upcoming health care changes.
- **Bring your staff** — Keep your staff up-to-date on the latest in optometry. Look online and in the brochure for the "people" icon, which indicates great courses for you to attend with your staff!
- **Prepare for board certification** — COA handpicked courses, which are marked in the brochure with a special "BC" icon, to help you succeed.

The Monterey Symposium also features a robust exhibit hall featuring the latest products and services designed to benefit your practice and patients!





## Monterey Symposium 2013 Sponsors

### Thank you to our 2013 sponsors!

As the largest state optometric association in the nation, COA expresses its highest gratitude to our Champion and Monterey Symposium sponsors for their generous support.

In addition to sponsorship, their industry-leading products and services make it possible for doctors to practice optometry at the highest possible level. Thank you for making optometry stronger, better and more visible! (For the most updated list of sponsors, visit [www.montereysymposium.com](http://www.montereysymposium.com).)

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#### SUPPORTING SPONSORS



## Speakers & Courses



### Melissa Barnett, OD, FFAO

- FF3 Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure
- 101 Contact Lenses for Baby Boomers — Contact Lenses for Presbyopia (O)
- 107 Scleral Contact Lenses — Indications and Complications (O)
- 108 Care for Specialty Contact Lenses (O)
- 111 Conquering the Steep Cornea — Contact Lenses in Keratoconus (O)
- 116 Help Your Doctor Troubleshoot Unhappy Contact Lens Wearers
- 204 Oh-No, Contact Lens Casualties (TPA)



### Jay Binkowitz

- 102 Measuring For Success (PM)
- 103 Review-Based Staff Compensation Strategies and Benchmarks (PM)

## Monterey Symposium Exhibit Hall

### Exhibit Hall hours:

Friday, November 8, 2013  
11:30 AM - 3:30 PM

Saturday, November 9, 2013  
11:30 AM - 3:30 PM

For an up-to-date list of exhibitors and map of the 2013 Exhibit Hall, visit [www.montereysymposium.com](http://www.montereysymposium.com)

## STAY CONNECTED WITH MONTEREY SYMPOSIUM!



Find Us on Facebook  
[www.facebook.com/CaliforniaOptometric](http://www.facebook.com/CaliforniaOptometric)



Follow Us on Twitter  
#MS13



Also, keep an eye out for a Monterey Symposium mobile application that will help you navigate the conference schedule, inform you about exhibitors, give you important alerts, hotel information and more!



## Food For Thought Series

Monterey Symposium 2013 presents a series of morning sessions as well as a special "dinner & education" session on Friday hosted by industry leaders. Enjoy a hot morning breakfast or dinner while gaining an inside track on the newest services and products available and earn CE credit while you're at it! Make sure you designate which session(s) you'd like to attend on your registration form as seating is limited (please, no children allowed). Please see the OD and Paraoptometric Program Grids for a schedule of sessions.

Speaker bios can be viewed online at [www.montereysymposium.com](http://www.montereysymposium.com) or on your phone using the following QR code.



- 110 The Mathematics of Board Management and Collection Driven Merchandising (PM)
- 113 Profiting with Vision Care Plan (PM)
- 206 Patient Communication and Sales Strategy for Today's Environment (PM)
- 209 A Forensic Study to Assist You in Understanding Your Profitability (PM)
- 215 Implement the Right Warranty, Achieve Outstanding Customer Service and Drive Sales (PM)



### Michael Chaglasian, OD, FFAO

- FF3 Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure
- 200 Visual Fields and Treatment Strategies in Glaucoma (TPG)
- 218 Gonioscopy and Slit Lamp Exam for the Glaucoma Suspect (TPG)

- 300 Medical Management of Glaucoma (TPG)  
 304 Assessing the Glaucomatous Optic Nerve (TPG)



**A. Paul Chous MA, OD, FAAO**

- 104 Multiple Sclerosis: Some Basics worth Understanding (TPA)  
 106 Ten Things Every Doctor of Optometry Needs to Know About Diabetes (TPA)  
 115 Diabetes Disaster (TPA)  
 212 Feed Your Retina: Nutrition and Retinal Health (TPA)  
 222 Diabetes: What We All Need to Know — ABO/NCLE Approved



**George Comer, OD MBA**

- GLC1 Glaucoma Certification/Clinical Presentations (TPG)  
 GT1 & GT2 Clinical Presentations for CE credit, no exam (TPG)



**Rachel A. "Stacey" Coulter, OD, MSED FAAO, FCOVD**

- 109 Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder? (O)  
 114 Is it Real? Is it Their Eyes? Evaluating Children with Headaches (TPA)  
 208 Horses or Zebras — You Make the Call in Diagnosing Pediatric Cases (TPA)



**Mark Dunbar, OD, FAAO**

- 202 Tales from the Trenches: Posterior Segment (TPA)  
 205 Understanding and Interpreting OCT (TPA)  
 214 Landmark Studies from NEI the Impact on Disease Management (TPA)  
 219 Ocular Melanoma: Leave it in or Take it Out (TPA)



**David Geffen, OD, FAAO**

- 301 Ride the Wave of Technological Innovations in Eyecare (TPA)



**Anthony Litwak, OD, FAAO**

- 207 Neuro-Ocular Grand Rounds (TPA)  
 211 Uveitis Diagnosis and Therapy Made Simple (TPA)  
 217 My Favorite Cases (TPA)



**Bradley Main, FNAO**

- 220 Dispensing Eyewear to Computer Users — ABO Approved  
 223 Match Making: Your Patient and the Right Lens — ABO Approved  
 226 Digital Dispensing 101 — ABO Approved  
 228 Making the \$1000 Sale — ABO Approved  
 308 Differentiation in Today's Modern Optical Marketplace — ABO Approved  
 310 Reducing Redos



**Valerie Manso, BSc, ABOC, FNAO**

- 224 Demonstrating a Positive Attitude to Customers/Patients — ABO Approved  
 227 Navigating the Lens Material Maze  
 309 I Speak Your Language — ABO Approved



**Harue Marsden, OD, MS, FAAO**

- FF1 Introducing DAILIES TOTAL1 Water Gradient Contact Lenses



**Bennett McAllister OD, FAAO**

- 302 Tri-Level Vision Rehabilitation (O)  
 305 Getting to Acceptance-Low Vision is Not (Just) About Optics (O)



**Mika Moy, OD, FAAO**

- 203 Thought Provoking Cases in Anterior Segment  
 213 Applied Pain Management in Primary Eye Care  
 307 Pearls, Trick Questions and Head Scratchers: Cases in Neuro-Optometry (TPA)



**Mark Sawamura, OD**

- GLC2 Glaucoma Certification/Clinical Presentations (TPG)  
 GT3 & GT4 Clinical Presentations for CE credit, no exam (TPG)



**Shaun Schooley**

- FF2 Changing Technologies and Digital Communications for the Eye Care Market



**David Sendrowski, OD, FAAO**

- GLC1 Glaucoma Certification/Clinical Presentations (TPG)  
 GT1 & GT2 Clinical Presentations for CE credit, no exam (TPG)



**Joseph Sowka, OD, FAAO**

- 100 Glaucoma Pharmacology; Prescribing for the Patient (TPG)  
 105 Prevention of Medical Errors (O)  
 112 Diagnosing and Management of Neuro-ophthalmic Diseases (TPA)  
 201 Doctor, I see Double: Managing Cranial Nerve Palsies (TPA)



**Judy Tong, OD, FFAO**

- GLC2 Glaucoma Certification/Clinical Presentations (TPG)  
 Glaucoma Certification Review  
 GT3 & GT4 Clinical Presentations for CE credit, no exam (TPG)



**William Tullo, OD, FAAO**

- 210 Optometrist's Guide to Corneal Collagen Cross-linking (O)  
 216 Refractive Surgery Complications and How to Deal With Them (TPA)  
 225 Refractive Surgery FAQs. Help Your Doctor with Refractive Surgery Patient Education  
 303 Femtosecond Technology in Modern Eye Care (O)  
 306 Co-management of Cataract Surgery (TPA)

# Education Program Information

## Continuing TPA-certified education requirements for California optometrists

California optometrists must take 35 hours out of a total of 50 hours of continuing education every two years in any combination of the following areas: glaucoma, ocular infection, ocular inflammation, topical steroids, systemic medication, and pain medications toward fulfillment of their license renewal. Continuing optometric education programs that meet the required standards of the California State Board of Optometry include offerings from the California Optometric Association, a state affiliate of the American Optometric Association.

## OD course designations

To help you identify topic areas, Monterey Symposium educational sessions have been designated as:

**TPA:** Therapeutic Pharmaceutical Agent

**TPG:** TPA with approval to treat Glaucoma

**TLG:** TPA with approval to perform Lacrimal Irrigation and Dilation and treat Glaucoma

**O:** Other

**PM:** Practice Management (No credit in CA)

### Please Note:

*Licenses who are glaucoma certified pursuant to CCR 1571 shall be required to complete 10 hours of glaucoma specific continuing optometric education every license renewal period. These 10 hours shall be a part of the required 35 hours on the diagnosis, treatment and management of ocular disease (CCR Section 1571 (b)).*

## OD course approvals

The Monterey Symposium 2013 continuing education program has been submitted to COPE. If you are licensed **outside** of California, most state boards of optometry accept COPE-approved courses toward credit for licensure renewal.

Some approvals were not available at press time. Do not assume that courses you register for are approved. Please note that COPE courses do not include CEEs. **COA will not be responsible for courses that are not approved by COPE.** For an updated listing of approved COPE courses, please visit [www.montereysymposium.com](http://www.montereysymposium.com).

## Credit for course attendance

To comply with the California State Board of Optometry continuing education requirements, attendees must remain in the session for the duration of the course. If an attendee leaves early or arrives more than 10 minutes late, no CE credit will be given. **Note: Partial credits for CE courses are NOT available. Transcripts will be mailed to you 6-8 weeks after the conference.**



Get ready for Board Certification by taking courses marked with this special "BC" icon. We've done the leg work for you by recommending certain Monterey Symposium courses to aid in your board certification preparations. Keep an eye out for specially marked courses on the OD Education Program grid.



Take your staff to courses marked with this special icon. These courses will help your whole practice prepare for imminent health care changes and help you keep an edge on your competition.

## OD Program

### GLAUCOMA CERTIFICATION

**GLC - Glaucoma Certification Track & Exam** (Approved for 15 hours of TPG which counts toward the required continuing education for license renewal)

Southern California College of Optometry in conjunction with COA are offering a 16-hour case management course with exam.

This course will be an introduction to State Board requirements regarding SB1406; Initial Diagnosis of Glaucoma Clinical Case Presentations (Cases from moderate to complex). One hour at the end of the course will be reserved for formal testing of the knowledge acquired during the course presentation. (A 16-Hour case management certification course manual will be included with this course).

Speakers: George Comer, OD, MBA, David Sendrowski, OD, FAAO, Judy Tong, OD, FAAO, and Mark Sawamura, OD

**Thursday, Nov. 7** 8:00 AM – 4:40 PM / **Friday, Nov. 8** 8:00 AM – 4:40 PM / **Saturday, Nov. 9** 7:30 AM – 9:00 AM (Course review and exam)

## Thursday, November 7, 2013



TIME	OD SESSIONS
8:00 AM – 4:40 PM (Option III) Glaucoma CE <u>with</u> Exam	<b>GLC1 - Glaucoma (TPG) — clinical case presentations</b> COA has partnered with SCCO to offer a 16-hour case management course with exam.
8:00 AM – 11:40 AM (Option I or II)	<b>GT1 - Glaucoma (TPG) — clinical case presentations</b> George Comer, OD, MBA & David Sendrowski, OD, FAAO Clinical case presentations without exam — approved for license renewal.
1:00 PM – 4:40 PM (Option I or II)	<b>GT2 - Glaucoma (TPG) — clinical case presentations</b> George Comer, OD, MBA & David Sendrowski, OD, FAAO Clinical case presentations without exam — approved for license renewal.



**Friday, November 8, 2013**





TIME	OD SESSIONS		
6:45 AM – 7:45 AM	<p><b>FF1 - Food For Thought: Introducing DAILIES TOTAL1® Water Gradient Contact Lenses (Sponsored by Alcon)</b> Harue Marsden, OD, MS, FAAO</p> <p>Despite tremendous technological advances, all-day comfort remains elusive for many SCL patients. Soft lenses have been limited by use of a single homogeneous material with one water content throughout the lens — until now! Introducing DAILIES TOTAL1® water gradient contact lenses, the first and only water gradient contact lens, featuring an increase from 33% to over 80% water content from core to surface, approaching 100% at the outer surface.</p>		
	<p><b>FF2 - Food For Thought: Changing Technologies and Digital Communications for the Eye Care Market (Sponsored by CooperVision)</b> Shaun Schooley, VP Digital Strategies – CooperVision, Inc.</p> <p>Review of current digital trends and how they impact revenue generation for ECPs. We'll review reputation management, on line business tools from Google, Yahoo, Yelp and others and how they can be harnessed to increase patient engagement and office revenue. Discussion on how reviews are evolving and new players in online reputation, Facebook's changes to search, Apple vs. Google, and the increasing importance of mobile.</p>		
8:00 AM – 4:40 PM (Option III) Glaucoma CE <u>with</u> Exam	<p><b>GLC2 - Glaucoma (TPG) — clinical case presentations</b> COA has partnered with SCCO to offer a 16-hour case management course with exam.</p>		
8:00 AM – 11:40 AM (Option I or II)	<p><b>GT3 - Glaucoma (TPG) — clinical case presentations (TPG)</b> Judy Tong, OD, FAAO &amp; Mark Sawamura, OD</p> <p>Clinical case presentations without exam — approved for license renewal.</p>		
8:00 AM – 8:50 AM	<p><b>100 - Glaucoma Pharmacology; Prescribing for the Patient (TPG)</b> Joseph Sowka OD, FAAO</p> <p>This course reviews therapeutic management of glaucoma with an emphasis on medication usage and drug updates. We will cover indications, contraindications, and clinical pearls for each class of glaucoma medication. (1 hr) </p>	<p><b>101 - Contact Lenses for Baby Boomers — Contact Lenses for Presbyopia (O)</b> Melissa Barnett, OD, FAAO</p> <p>Learn the ins and outs of contact lenses in this session. This interesting and interactive presentation will use patient case studies to review a variety of contact lenses for presbyopia including soft toric, gas permeable, scleral and hybrid lenses. Attendees will discuss many of the possible corrections options. At the end of this course you'll feel ready to tackle the contact issues of Baby Boomers. (1 hr) </p>	<p><b>102 - Measuring For Success (PM) COPE # 32174-PM</b> Jay Binkowitz</p> <p>How do you know if what you're doing is working for your business? In this course, speaker Jay Binkowitz strives to help you understand what types of information you need to collect in order to make better decisions and to grow our businesses. This course has been designed to review critical points of information and how to use them to support success. (1 hr)</p>
9:00 AM – 9:50 AM	<p><b>103 - Review-Based Staff Compensation Strategies and Benchmarks (PM)</b> Jay Binkowitz</p> <p>Ever wonder if those employee bonuses are really working to increase productivity? This course presents new ways to evaluate and reward performance. These methods are based on specific and measurable elements that support increased productivity and profitability by strengthening job knowledge and accountability. (1 hr)</p>	<p><b>104 - Multiple Sclerosis: Some Basics Worth Understanding (TPA) COPE # 37475-SD</b> A. Paul Chous, MA, OD, FAAO</p> <p>Optometrists are often the first to "diagnose" Multiple Sclerosis (MS) in patients. It is important to be familiar with some of the presenting signs and symptoms as related to eyecare and appropriate steps to take. In this course, we will also spend time on an overview of MS treatments. (1 hr) </p>	
10:00 AM – 11:40 AM	<p><b>105 - Prevention of Medical Errors (O) COPE # 35455-EJ</b> Joseph Sowka OD, FAAO</p> <p>Protect your practice! In this course, speaker Joseph Sowka, OD, FAAO, will teach you the latest methods on how to reduce the risk of medical errors to promote patient safety. When you walk away from this session, you will have the tools to limit the risk of malpractice and the ability to create a safer environment for your patients! (2hrs)</p>	<p><b>106 - Ten Things Every Doctor of Optometry Needs to Know About Diabetes (TPA) COPE # 31871-SD</b> A. Paul Chous, MA, OD, FAAO</p> <p>How much do you know about diabetes? Learn how to provide top-notch care for patients with diabetes in this course! Speaker A. Paul Chous, MA, OD, FAAO, presents the top ten most important concepts and strategies for optometrists looking to improve care for diabetic patients. (2hrs) </p>	<p><b>107 - Scleral Contact Lenses — Indications and Complications (O)</b> Melissa Barnett, OD, FAAO</p> <p>Be prepared for scleral contact lens cases! In this course you'll learn about scleral contact lens indications, fitting and complications. Speaker Melissa Barnett, OD, FAAO, will use cases to demonstrate different indications and complications of scleral lenses. She will also cover the latest in scleral lens handling techniques and solutions. (2hrs) </p>

## Friday, November 8, 2013 (continued)


TIME	OD SESSIONS	
11:30 AM – 3:30 PM	Exhibit Hall Hours	
2:00 PM – 4:40 PM (Option I or II)	<b>GT4 - Glaucoma (TPG) — clinical case presentations (TPG)</b> Judy Tong, OD, FAAO & Mark Sawamura, OD Clinical case presentations without exam — approved for license renewal.	
3:00 PM – 3:50 PM	<b>ICD10F -</b> Speaker & Course information TBD (1 hr)	<b>108 - Care for Specialty Contact Lenses (O)</b> Melissa Barnett, OD, FAAO Are you ready to provide top-notch patient care? Even for those with specialty contact lenses? This course is geared towards paraoptometrics and will be a comprehensive overview of care for specialty contact lenses including scleral and hybrid lenses. You'll also review contact lens solutions and insertion and removal techniques. 
3:00 PM – 4:40 PM	<b>109 - Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder? (O)</b> Rachel A. "Stacey" Coulter, OD, MSEd, FAAO, FCOVD Are you prepared for an Autism Spectrum Disorder (ASD)? ASD occurs in 1 out of 88 children. These patients' vision needs are often unmet. This course provides strategies and research-based data to provide quality vision care to patients with ASD. Tips on how to prepare your practice and your staff are also presented. (2 hrs) 	
4:00 PM – 4:50 PM	<b>110 - The Mathematics of Board Management and Collection Driven Merchandising (PM)</b> <b>COPE # 30362-PM</b> Jay Binkowitz Learn how to create your board management philosophy in this course! Buying the right products and creating successful assortments has become more challenging in today's environment of shifting consumer tastes, increasing price sensitivity and growing shopper diversity. This course explains a detailed methodology to setting up a board management philosophy based on business principles and a clear look at how to present products. (1 hr) 	<b>111 - Conquering the Steep Cornea — Contact Lenses in Keratoconus (O)</b> Melissa Barnett, OD, FAAO Are you ready to conquer keratoconus? This course will cover the various types of contact lenses for keratoconus. In this session, speaker Melissa Barnett, OD, FAAO, will review Keratoconus as well as use patient cases for discussion of gas permeable, scleral, hybrid, soft and piggyback lenses. 
4:00 PM – 5:40 PM	<b>112 - Diagnosing and Management of Neuro-ophthalmic Diseases (TPA)</b> <b>COPE # 34967-NO</b> Joseph Sowka, OD, FAAO Prepare yourself with this course! It will detail in a case-based format the symptoms and clinical findings in patients with numerous clinical neuro-ophthalmic entities. You'll have access to a diagnostic algorithm that will allow you to follow the clinical findings to an appropriate differential diagnosis. This course will emphasize current therapeutic management and appropriate diagnostic testing. (2 hrs) 	



## Friday, November 8, 2013 (continued)

TIME	OD SESSIONS		
5:00 PM – 5:50 PM	<b>113 - Profiting with Vision Care Plans (PM)</b> <b>COPE # 30794-PM</b> Jay Binkowitz Vision care plans are confusing and frustrating. This course will help you understand how plans work and how to maximize profitability. Profiting with managed care is not just about knowing the plans. It is about the combination of products, pricing, knowledge and how we present it to our patients. (1 hr) 	<b>114 - Is it Real? Is it Their Eyes? Evaluating Children with Headaches (TPA)</b> Rachel A. "Stacey" Coulter, OD, MSED FAAO, FCOVD Prepare your practice for the wave of pediatric patients you'll have in 2014 with this course. It will review diagnosis and management of headaches in the pediatric population. Specific topics include sinus headaches, tension headaches, pediatric migraine and headaches linked to pathologies. Speaker, Rachel A. "Stacey" Coulter, OD, delves into implications for day-to-day practice. (1 hr) 	<b>115 - Diabetes Disasters (TPA)</b> <b>COPE # 37506-SD</b> A. Paul Chous, MA, OD, FAAO Don't let your practice turn into a disaster zone! Take this course, which will review some common and not so common disasters pertaining to the care of patients with diabetes and the optometrist's role in preventing these dangerous situations. (1 hr)  
7:00 PM – 8:00 PM	<b>DE1 - Dinner &amp; Education: Successful Strategies for Practice Transitions: Buying, Selling and Partnering (Sponsored by Practice Concepts &amp; Essilor Laboratories)</b> Scott Daniels, Practice Concepts Discusses the various factors buyers and sellers should consider for practice ownership including; values, due diligence, pitfalls to avoid and tax saving strategies for both parties. <b>Course objectives:</b> (1) Evaluate the various pros and cons of practice purchasing from a buyer's perspective and help buyers make their own informed decision on whether ownership is right for you; (2) Overview of Practice values; (3) Review Seller considerations and how to be prepare for a sale; (4) Discuss how both buyers and sellers can better prepare themselves; (5) Review partnership sales for buyers and sellers and other considerations that should be addressed; (6) Tax considerations and how both sides can save money.		

## Saturday, November 9, 2013

TIME	OD SESSIONS	
6:45 AM – 7:45 AM	<b>FF3 - Food For Thought: Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure (Sponsored by Allergan)</b> Melissa Barnett, OD, FAAO & Mike Chaglasian, OD, FAAO Don't miss this Allergan-sponsored event featuring Melissa Barnett, OD, FAAO and Mike Chaglasian, OD, FAAO. These leading experts in the field of ocular disease will guide you through Allergan Eye Care therapeutic options for patients with chronic dry eye and elevated intraocular pressure.	
7:30 AM – 9:00 AM (Option III)	<b>GLC3 - Glaucoma certification review and exam</b>	
	7:30 AM – 8:00 AM Glaucoma certification review	8:00 AM – 9:00 AM Glaucoma certification exam
8:00 AM – 8:50 AM	<b>200 - Visual Fields and Treatment Strategies in Glaucoma (TPG)</b> Michael Chaglasian, OD, FAAO Are you prepared to treat glaucoma? Well, you should be! This course will provide you with the discussion you need in the treatment and diagnosis of glaucoma. Speaker, Michael Chaglasian, OD, FAAO, will delve into the treatments complete with benefits and risks. (1 hr)	<b>201 - Doctor, I see Double: Managing Cranial Nerve Palsies (TPA)</b> Joseph Sowka, OD, FAAO Do you know how to spot the signs of neurogenic diplopia? This presentation will provide you with the necessary understanding of the signs and symptoms that accompany various types of neurogenic diplopia. This course details, in a case-based format, the diagnosis of patients presenting with diplopia. You'll have access to a diagnostic algorithm that will allow you to follow the clinical findings to an appropriate differential diagnosis with emphasis on pertinent neuroanatomy and potential causative factors. In this course there is a heavy emphasis on current therapeutic management and appropriate diagnostic testing. (1 hr) 

## Saturday, November 9, 2013 (continued)

TIME	OD SESSIONS			
8:00 AM – 9:40 AM	<b>202 - Tales From the Trenches: Posterior Segment (TPA)</b> Mark Dunbar, OD, FAAO Get ready to see some interesting cases from more than two decades in an ophthalmology academic referral center. Speaker, Mark Dunbar, OD, FAAO, will present the course in a grand rounds format. Cases will be challenging, yet clinically common. The course is designed to stimulate differential diagnosis, utilize diagnostic technology and discuss various treatment strategies. (2hrs) 			
9:00 AM – 9:50 AM	<b>203 - Thought Provoking Cases in Anterior Segment (TPA)</b> <b>COPE # 37841-AS</b> Mika Moy, OD, FAAO Pharmaceutical treatment of anterior segment disease is an important part of optometric practice. We discuss anterior segment entities that are often misdiagnosed or not optimally treated on initial presentation and give pearls on how to correctly diagnose and manage these conditions.	<b>204 - Oh-No, Contact Lens Casualties (TPA)</b> Melissa Barnett, OD, FAAO Don't have contact lens casualties — take this course! This interactive course will review a variety of contact lens complications. Different patient cases will be utilized to learn about contact lens complications. Speaker, Melissa Barnett, OD, FAAO, will discuss soft, gas permeable, scleral and hybrid lenses. (1 hr) 		
10:00 AM – 11:40 AM	<b>205 - Understanding and Interpreting OCT (TPA)</b> <b>COPE # 36191-PD</b> Mark Dunbar, OD, FAAO Optical Coherence Tomography (OCT) has revolutionized our understanding of macular disease and has emerged as an important tool in the management of glaucoma. This lecture will provide a nuts and bolts approach using cases to understanding and interpret the OCT as well as provide an update on the latest with this indispensable imaging technology. (2hrs) 	<b>206 - Patient Communication and Sales Strategy for Today's Environment (PM)</b> Jay Binkowitz Do you have a sales strategy that works? In this course, speaker Jay Binkowitz will show you how to communicate the value of what you're offering. From the exam room to the dispensary, communicating the value of products and services is critical to practice survival. In this session, Binkowitz will discuss enhancing personal relationships, the ability to deliver superior service and products and positioning practices for awareness and exposure. (2hrs) 	<b>207 - Neuro-Ocular Grand Rounds (TPA)</b> <b>COPE # 34647-NO</b> Anthony Litwak, OD, FAAO Discover the latest in diagnosing patients that present with a swelling optic nerve head with this course! In this session, speaker Anthony Litwak, OD, FAAO, will review the clinical features in the differential diagnosis of a patient who presents with swelling of the optic nerve head. You will review case studies that include AION, optic neuritis, papilledema, pseudotumor cerebri and infiltrative optic neuropathies. Dr. Litwak will emphasize management and treatment protocols in this course.	<b>208 - Horses or Zebras — You Make the Call in Diagnosing Pediatric Cases (TPA)</b> Rachel A. "Stacey" Coulter, OD, MSEd FAAO, FCOVD Differentiating common conditions from more serious eye disease can be particularly challenging when the patient is a child. This course will review a series of challenging cases and discuss differential diagnoses and patient management considerations (2hrs) 
11:30 AM – 3:30 PM	<b>Exhibit Hall Hours</b>			
3:00 PM – 3:50 PM	<b>209 - A Forensic Study To Assist You In Understanding Your Profitability (PM)</b> <b>COPE # 34870-PM</b> Jay Binkowitz Is your practice as profitable as it can be? In this course, Jay Binkowitz, helps you understand how it is essential to understand the costs with both the professional and dispensary businesses to create profit. This course outlines a detailed methodology in identifying the unique operational costs and profitability of each. (1 hr) 	<b>210 - Optometrist's Guide to Corneal Collagen Cross-linking (O)</b> <b>COPE # 33386-PO</b> William Tullo, OD, FAAO You don't want to miss the "Optometrist's Guide to Corneal Collagen Cross-linking." This course will provide the practicing optometrist the information necessary to understand and perform various forms of corneal collagen cross-linking. (1 hr)	<b>211 - Uveitis Diagnosis and Therapy Made Simple (TPA)</b> Anthony Litwak, OD, FAAO Learn about the simplest ways to diagnose and treat uveitis in this course! In this session, speaker Anthony Litwak, OD, FAAO, will discuss the diagnosis and management of uveitis. He will review the clinical signs and symptoms of the disease, as well as treatment options, including those refractory to standard therapy. (1 hr)	

## Saturday, November 9, 2013 (continued)

TIME	OD SESSIONS		
3:00 PM – 4:40 PM	<p><b>212 - Feed Your Retina: Nutrition and Retinal Health (TPA)</b> <b>COPE # 35584-PS</b></p> <p>A. Paul Chous, MA, OD, FAAO</p> <p>Feed your mind with this course! It will touch several areas where nutrition affects retinal health. Speaker, A. Paul Chous, MA, OD, FAAO, places special emphasis on AMD and diabetes in this session. When you leave this course, you'll have practical guidelines, which will make the presented material immediately implementable in practice. (2 hrs)</p> 	<p><b>213 - Applied Pain Management in Primary Eye Care (TPA)</b> <b>COPE # 31812-PH</b></p> <p>Mika Moy, OD, FAAO</p> <p>Pain management is an integral part of emergency eye care yet can often be overlooked. This lecture covers treatment options from placebo to scheduled medicines, and rapidly evolving prescribing guidelines in OTC and Rx drugs. Case examples of painful ocular conditions will be covered in a grand rounds format with pain management options discussed. (2 hrs)</p>	
4:00 PM – 4:50 PM	<p><b>214 - Landmark Studies from NEI The Impact on Disease Management (TPA)</b></p> <p>Mark Dunbar, OD, FAAO</p> <p>Find out the latest about landmark clinical studies in this course. Studies from the National Eye Institute (NEI) often help dictate the standard of care for the management of many of the common ocular disease conditions that are seen in ophthalmic practices. Speaker, Mark Dunbar, OD, FAAO, and attendees will discuss the management and treatment of retinal vascular disease, glaucoma, macular degeneration among others. He will present the latest updates from these landmark studies. (1 hr)</p> 	<p><b>215 - Implement the Right Warranty, Achieve Outstanding Customer Service and Drive Sales (PM)</b></p> <p>Jay Binkowitz</p> <p>Do you offer a guarantee, a warranty or both? In order to support outstanding service &amp; drive sales, you need both. People make emotional decisions based on warm fuzzy feelings that support sales. For people to feel comfortable about the value they are receiving we must communicate our messages consistently. During this course we will look at several different philosophies to accomplish this along with how to leverage it within our marketing as this all comes full circle to become part of your culture. (1 hr)</p> 	<p><b>216 - Refractive Surgery Complications and How To Deal With Them (TPA)</b> <b>COPE # 30298-RS</b></p> <p>William Tullo, OD, FAAO</p> <p>Are you up on the latest in refractive surgery? In this course, you'll learn the most common complications of corneal and intra-ocular refractive surgery. Speaker, William Tullo, OD, FAAO, will offer diagnostic clinical pearls for each complication and will highlight multiple updated treatment modalities for each complication. (1 hr)</p>
4:00 PM – 5:40 PM	<p><b>217 - My Favorite Cases (TPA)</b> <b>COPE # 33709-SD</b></p> <p>Anthony Litwak, OD, FAAO</p> <p>How about a course that encourages audience participation? In this session, speaker Anthony Litwak, OD, FAAO, presents a variety of cases in anterior segment, retina, glaucoma, uveitis, and neuro-ocular disease. He addresses the history, clinical findings, auxiliary testing, diagnosis and treatment plans for each case, all-the-while encouraging audience participation for differential diagnosis and treatment options. (2 hrs)</p>		
5:00 PM – 5:50 PM	<p><b>ICD10S -</b></p> <p>Speaker &amp; Course TBD</p> <p>(1 hrs)</p> 	<p><b>218 - Gonioscopy and Slit Lamp Exam for the Glaucoma Suspect (TPG)</b> <b>COPE # 36672-GL</b></p> <p>Michael Chaglasian, OD, FAAO</p> <p>Are you prepared for screening every glaucoma patient? In this course, speaker Michael Chaglasian, OD, FAAO teaches you why Gonioscopy and slit lamp exam are such critical procedures for all patients who are suspected of having glaucoma. This course will review the indications and outline a step-by-step approach for each. Dr. Chaglasian will use slide photographs and video to illustrate the techniques. (1 hr)</p>	<p><b>219 - Ocular Melanoma: Leave it In or Take it Out (TPA)</b></p> <p>Mark Dunbar, OD, FAAO</p> <p>This course offers a discussion of one of the most controversial topics in the history of ophthalmology. In this session, speaker Mark Dunbar, OD, FAAO provides insight in the clinical work-up, diagnosis and management of ocular melanomas. This session includes a discussion surrounding the controversy of enucleation and the latest information from the collaborative ocular melanoma study. (1 hr)</p> 



# OD Program

**Sunday, November 10, 2013**

TIME	OD SESSIONS			
8:00 AM – 9:40 AM	<b>300 - Medical Management of Glaucoma (TPG)</b> Michael Chaglasian, OD, FAAO Dive into glaucoma management in this course! In this session, speaker Michael Chaglasian, OD, FAAO, provides a discussion in the diagnosis and treatment of glaucoma with an examination of current glaucoma therapies available. (2hrs)	<b>301 - Ride the Wave of Technological Innovations in Eyecare (TPA)</b> David Geffen, OD, FAAO Description coming (2hrs)	<b>302 - Tri-Level Vision Rehabilitation (O)</b> Bennett McAllister, OD, FAAO This course presents a paradigm for the primary care doctor of optometry to implement low vision rehabilitation into their practice in a staged approach as appropriate. (2hrs)	<b>303 - Femtosecond Technology in Modern Eye Care (O)</b> <b>COPE # 31917-RS</b> William Tullo, OD, FAAO Check out this cutting-edge course on femtosecond technology! This session will provide you the information necessary to understand the role of femtosecond technology in your practice. You will learn the current benefits of this technology in refractive, cataract and corneal replacement surgery. Speaker William Tullo, OD, FAAO, will discuss the future uses of this technology in the correction of presbyopia and other ocular conditions. (2hrs)
10:00 AM – 11:40 AM	<b>304 - Assessing the Glaucomatous Optic Nerve (TPG)</b> Michael Chaglasian, OD, FAAO Explore the developing standards for assessing the glaucomatous optic nerve in this course. Michael Chaglasian, OD, FAAO, will unfold developing standards and the use of Optical Coherence Tomography (OCT) for assessing the glaucomatous optic nerve. (2hrs)	<b>305 - Getting to Acceptance-Low Vision is Not (Just) About Optics (O)</b> Bennett McAllister, OD, FAAO Help your low vision patients adjust by taking this course! In this course, speaker Bennett McAllister, OD, FAAO, investigates the psycho-social aspects of vision loss that impact our low vision patients and how doctors can intervene to get their partially sighted patients using their low vision devices successfully. 		
12:00 PM – 12:50 PM	<b>306 - Co-management of Cataract Surgery (TPA)</b> William Tullo, OD, FAAO Learn about the latest in cataract surgery with this course! In this session, speaker William Tullo, OD, FAAO, will delve into the diagnosis and pre-operative testing of patients with vision loss due to crystalline lenses opacification. He will discuss the IOL selection, premium technology selection and post-operative care clinical pearls and standard procedures.	<b>307 - Pearls, Trick Questions and Head Scratchers: Cases in Neuro-Optometry (TPA)</b> <b>COPE # 35860-NO</b> Mika Moy, OD, FAAO Neuro-optometric cases can pose diagnostic challenges. Optometrists are key players in the health care team and must make appropriate decisions around resource management, referral and utilization of neuro-imaging technology. The following cases provide the clinician with useful tools to aid the care of neuro-optometric patients.		

## Paraoptometric Program Information

### Paraoptometric/staff certification continuing education information

The Monterey Symposium 2013 paraoptometric continuing education program has been submitted to **ABO (American Board of Opticianry)/ NCLE (National Contact Lens Examiners) and the AOA Commission of Paraoptometric Certification (CPC)**. Some approvals were not available at press time. **Do not assume that courses you register for are approved.** COA is not responsible for courses that are not approved by ABO/ NCLE or CPC. If you are attending a course that is ABO, NCLE or AOA approved, you will receive an ABO, NCLE, or CPC CE slip for that course at the end of the class. **You will need to complete the appropriate form and submit it to ABO/NCLE or the CPC in order to receive credit toward ABO/NCLE or AOA Paraoptometric re-certification.** For an updated listing of approved ABO/NCLE and AOA Paraoptometric certification courses, please visit [www.montereysymposium.com](http://www.montereysymposium.com).



# Paraoptometric Program

**Friday, November 8, 2013**

TIME	PARAOPTOMETRIC SESSIONS		
11:30 AM – 3:30 PM	Exhibit Hall Hours		
6:45 AM – 7:45 AM	<b>FF1 - Food For Thought: Introducing DAILIES TOTAL1® Water Gradient Contact Lenses (Sponsored by Alcon)</b> Harue Marsden, OD, MS, FAAO Despite tremendous technological advances, all-day comfort remains elusive for many SCL patients. Soft lenses have been limited by use of a single homogeneous material with one water content throughout the lens — until now! Introducing DAILIES TOTAL1® water gradient contact lenses, the first and only water gradient contact lens, featuring an increase from 33% to over 80% water content from core to surface, approaching 100% at the outer surface.	<b>FF2 - Food For Thought: Changing Technologies and Digital Communications for the Eye Care Market (Sponsored by CooperVision)</b> Shaun Schooley, VP Digital Strategies – CooperVision, Inc. Review of current digital trends and how they impact revenue generation for ECPs. We'll review reputation management, on line business tools from Google, Yahoo, Yelp and others and how they can be harnessed to increase patient engagement and office revenue. Discussion on how reviews are evolving and new players in online reputation, Facebook's changes to search, Apple vs. Google, and the increasing importance of mobile.	
3:00 PM – 3:50 PM	<b>ICD-10 -</b> Speaker & Course information TBD (1hr)	<b>108 - Care for Specialty Contact Lenses</b> Melissa Barnett, OD, FAAO Are you ready to provide top-notch patient care? Even for the ones with specialty contact lenses? This course is geared towards paraoptometrics and will be a comprehensive overview of care for specialty contact lenses including scleral and hybrid lenses. Speaker, Melissa Barnett, OD, FAAO, will review contact lens solutions and insertion as well as removal techniques.	
3:00 PM – 4:40 PM	<b>109 - Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder?</b> Rachel A. "Stacey" Coulter, OD, MSEd, FAAO, FCOVD Are you prepared for patients with Autism Spectrum Disorder (ASD)? Autism Spectrum Disorder occurs in 1 out of 88 children. These patients' vision needs are often unmet. This course provides strategies and research-based data to provide quality vision care to patients with ASD. Tips on how to prepare your practice and your staff are also presented. (2 hrs)		
4:00 PM – 4:50 PM	<b>110 - The Mathematics of Board Management and Collection Driven Merchandising</b> Jay Binkowitz Learn how to create your board management philosophy in this course! Buying the right products and creating successful assortments has become more challenging in today's environment of shifting consumer tastes, increasing price sensitivity and growing shopper diversity. This course explains a detailed methodology to setting up a board management philosophy based on business principles and a clear look at how to present products. (1 hr)		
5:00 PM – 5:50 PM	<b>113 - Profiting with Vision Care Plans</b> Jay Binkowitz Vision care plans are confusing and frustrating. This course will help you understand how plans work and how to maximize profitability. Profiting with managed care is not just about knowing the plans. It is about the combination of products, pricing, knowledge and how we present it to our patients. (1 hr)	<b>115 - Diabetes Disasters</b> A. Paul Chous, MA, OD, FAAO Don't let your practice turn into a disaster zone! Take this course, which will review some common and not so common disasters pertaining to the care of patients with diabetes and the optometrist's role in preventing these dangerous situations. (1 hr)	<b>116 - Help Your Doctor Troubleshoot Unhappy Contact Lens Wearers</b> Melissa Barnett, OD, FAAO This interactive paraoptometric course will troubleshoot contact lens complications in order to improve patient satisfaction with contact lenses. Speaker, Melissa Barnett, OD, FAAO, will use patient cases in order to show a variety of contact lens and contact lens solution complications.
7:00 PM – 8:00 PM	<b>DE1 - Dinner &amp; Education: Successful Strategies for Practice Transitions: Buying, Selling and Partnering (Sponsored by Practice Concepts &amp; Essilor Laboratories)</b> Scott Daniels, Practice Concepts Discusses the various factors buyers and sellers should consider for practice ownership including; values, due diligence, pitfalls to avoid and tax saving strategies for both parties. <b>Course objectives:</b> (1) Evaluate the various pros and cons of practice purchasing from a buyer's perspective and help buyers make their own informed decision on whether ownership is right for you; (2) Overview of Practice values; (3) Review Seller considerations and how to be prepare for a sale; (4) Discuss how both buyers and sellers can better prepare themselves; (5) Review partnership sales for buyers and sellers and other considerations that should be addressed; (6) Tax considerations and how both sides can save money.		

# Paraoptometric Program

**Saturday, November 9, 2013**

## TIME

## PARAOPTOMETRIC SESSIONS

6:45 AM – 7:45 AM	<b>FF3 - Food For Thought: Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure (Sponsored by Allergan)</b> Melissa Barnett, OD, FAAO & Mike Chaglasian, OD, FAAO Don't miss this Allergan-sponsored event featuring Melissa Barnett, OD, FAAO, and Mike Chaglasian, OD, FAAO. These leading experts in the field of ocular disease will guide you through Allergan Eye Care therapeutic options for patients with chronic dry eye and elevated intraocular pressure.		
8:00 AM – 8:50 AM	<b>220 - Dispensing Eyewear To Computer Users</b> ABO Approved — Technical/Experienced Bradley Main, FNAO Think you know the best way to handle dispensing eye wear to heavy computer users? Learn more in this course! When you're done with this session, you should be able to: identify symptoms of computer vision syndrome (eyesight), describe the deficits in productivity associated with poor visual performance and the need for improvements (efficiency), explain the best arrangement or setting for physical and visual comfort (ergonomics), and explain how the patient can benefit from technical improvements in specialized lens designs (eyewear). (1hr)	<b>221 - How to Manage the Difficult Patient</b> ABO Approved — General Knowledge/Experienced Valerie Manso, BSc, ABOC, FNAO Have you ever had some difficult patients? There are many techniques for managing them. These techniques all begin with: Always be in control. At the conclusion of this program you should be able to 1) review techniques of handling difficult patients and situations, 2) understand the process and the major steps in understanding and solving patient problems and 3) learn a conflict management process to satisfy patient complaints and resolve problems. (1hr)	
8:00 AM – 9:40 AM	<b>222 - Diabetes: What We All Need to Know</b> ABO/NCLE Approved — General Knowledge/Basic A. Paul Chous, MA, OD, FAAO This course considers the diabetes epidemic, including definitions, diagnosis, the most common ocular complications, how to identify and respond to in-office hypoglycemia, and the para-optometric's vital role in patient education. Presented by an optometrist specializing in diabetes eye care who has also had type 1 diabetes himself for 45 years, you will gain a truly inside look into the condition. (2 hrs)		
9:00 AM – 9:50 AM	<b>223 - Match Making: Your Patient and the Right Lens</b> ABO Approved — General Knowledge/Basic Bradley Main, FNAO Learn how to make a match that will last in this course! When you've completed this session, you will be able to recognize to realize the benefits of matching the appropriate lenses with patient prescription needs, lifestyle requirements, occupational needs and cosmetic wants from a detailed presentation of the latest lens technology. (1hr)		
10:00 AM – 11:40 AM	<b>206 - Patient Communication and Sales Strategy for Today's Environment</b> Jay Binkowitz Do you have a sales strategy that works? In this course, speaker Jay Binkowitz will show you how to communicate the value of what you're offering. From the exam room to the dispensary, communicating the value of products and services is critical to practice survival. In this session, Binkowitz will discuss enhancing personal relationships, the ability to deliver superior service and products, and positioning practices for awareness and exposure. (2hrs)	<b>224 - Demonstrating a Positive Attitude to Customers/Patients</b> ABO Approved — General Knowledge/Basic Valerie Manso, BSc, ABOC, FNAO Learn how your attitude can affect your patients in this course! Your responses to customers/patients are often shaped by your own self-esteem. Demonstrating a positive attitude to customers/patients begins by adopting a positive attitude toward oneself. This seminar gives practical examples on how to adopt a positive attitude and how to deal with conflict in an assertive manner. At the conclusion of this session the participants should be able to 1) distinguish between assertive, aggressive and submissive behavior, 2) express their point of view without offending others, 3) practice the techniques to improve assertiveness, 4) demonstrate a positive attitude toward customers/patients, 5) deal with conflict in a positive manner and 6) discuss policies to ensure a positive business climate. (2hrs)	<b>225 - Refractive Surgery FAQs. Help Your Doctor with Refractive Surgery Patient Education)</b> William Tullo, OD, FAAO Diagnosis and pre-operative testing of patients with vision loss due to crystalline lenses opacification. In this course we'll discuss IOL selection, premium technology selection and post-operative care clinical pearls and standard procedures. (2hrs)



# Paraoptometric Program

**Saturday, November 9, 2013 (continued)**

TIME	PARAOPTOMETRIC SESSIONS	
11:30 AM – 3:30 PM	Exhibit Hall Hours	
3:00 PM – 3:50 PM	<b>209 - A Forensic Study To Assist You In Understanding Your Profitability</b> ABO Approved — General Knowledge/Experienced Jay Binkowitz To understand how to create profit it is essential to understand the costs with both the professional and dispensary businesses. This course outlines a detailed methodology in identifying the unique operational costs and profitability of each. (1 hr)	<b>226 - Digital Dispensing 101</b> ABO Approved — General Knowledge/Experienced Bradley Main, FNAO Do you know Free Form? When you're finished with this course, you should be able to 1) understand the technical aspects of Free Form technology, 2) understand the visual benefits of Free Form lenses over traditional surfacing methods, 3) implement proven presentation techniques to improve patient education during the sales process and 4) learn... how Free Form lenses can have a significant, positive impact on patient satisfaction and the bottom line. (1 hr)
3:00 PM – 4:40 PM	<b>212 - Feed Your Retina: Nutrition and Retinal Health</b> A. Paul Chous, MA, OD, FAAO Feed your mind with this course, which will delve into the role nutrition plays in retinal health. This course will touch on several areas where nutrition affects retinal health. Speaker, A. Paul Chous, MA, OD, FAAO, places special emphasis on AMD and diabetes in this session. You'll delve into practical guidelines, which will make the presented material immediately implementable in practice. (2 hrs)	
4:00 PM – 4:50 PM	<b>215 - Implement the Right Warranty, Achieve Outstanding Customer Service and Drive Sales (PM)</b> Jay Binkowitz Do you offer a guarantee, a warranty or both? In order to support outstanding service & drive sales, you need both. People make emotional decisions based on warm fuzzy feelings that support sales. For people to feel comfortable about the value they are receiving we must communicate our messages consistently. During this course we will look at several different philosophies to accomplish this along with how to leverage it within our marketing as this all comes full circle to become part of your culture. (1 hr)	
4:00 PM – 5:40 PM	<b>227 - Navigating the Lens Material Maze</b> Valerie Manso, BSc, ABOC, FNAO You don't want to miss this one! Navigate the lens material maze and help your patients! Along came resin lenses in the form of CR-39 and polycarbonate. Today we can add 1.54 index, 1.56 index, 1.60 index, 1.67 index and more. Now, throw into the mix a variety of photochromic materials and we have a resultant maze. Every lens material has its uses. In order to best assist the eyewear consumer it is essential that optical professionals understand the features or characteristics of a given lens material and be able to translate these characteristics into customer benefits. (2 hrs)	
5:00 PM – 5:50 PM	<b>ICD10S -</b> Speaker & Course TBD (1 hr)	<b>228 - Making The \$1000 Sale</b> ABO Approved — General Knowledge/Experienced Bradley Main, FNAO Learn how to make the big sale in this course! When you are finished with this session you'll be able to welcome a potential buyer and ease into the sales process, switch his/her mindset and demonstrate the value of the investment, and then close the sale in a professional and positive manner. (1 hr)

# Paraoptometric Program

**Sunday, November 10, 2013**

TIME	PARAOPTOMETRIC SESSIONS	
8:00 AM – 8:50 AM	<b>308 - Differentiation In Today's Modern Optical Marketplace</b> ABO Approved — General Knowledge/Experienced Bradley Main, FNAO  How do you stand out in a crowd? Speaker Bradley Main, FNAO, says it's all about improving the patient experience. This course is designed to show various ways in which you can differentiate your eye care practice from the competition to help you achieve higher average revenue per patient, increased penetration of premium products, and generate more professional fees, all while improving patient satisfaction. (1 hr)	<b>309 - I Speak Your Language</b> ABO Approved — General Knowledge/Basic Valerie Manso, BSc, ABOC, FNAO  Do you speak the language of your patients and associates? Are you giving them the correct information, but saying it in the wrong way? Each of us has recognizable and preferred communication styles that we feel most comfortable with. While our individual styles are comfortable, often times it's not the best for individual situations. This course, based on the nationally acclaimed I-SPEAK program is a powerful workshop that will teach you how to recognize the four basic communication styles, identify your own style and adapt it to improve effective communication with others. (1 hr)
10:00 AM – 11:40 AM	<b>305 - Getting to Acceptance-Low Vision is Not (Just) About Optics (O)</b> Bennett McAllister, OD, FAAO  Help your low vision patients adjust by taking this course! Speaker Bennett McAllister, OD, FAAO, investigates the psycho-social aspects of vision loss that impact our low vision patients and how doctors can intervene to get their partially-sighted patients using their low vision devices successfully.	
12:00 PM – 12:50 PM	<b>310 - Reducing Redos</b> Bradley Main, FNAO  Do you have more "re-dos" than you'd like in your practice? In this course, speaker Bradley Main, FNAO, teaches you how reduce that number. Upon completing this course, the attendee should be able to 1) identify a re-do, 2) identify the costs of a re-do, 3) understand the common reasons of re-dos and 4) reduce re-dos through proper measuring techniques and patient visual / lifestyle / occupational needs. (1 hr)	

## Travel & General Information

### Conference & hotel location

#### Monterey Marriott Hotel

350 Calle Principal, Monterey, CA 93940

There is a block of rooms just waiting at the Monterey Marriott for Monterey Symposium attendees at a special, discounted rate for a limited time only.

**Deadline for Special Rate: October 18, 2013. Single/Double Room Rate: \$208 per night (11% tax and fees).**

**Wired Internet is included.**

To book your hotel room online visit:  
<https://resweb.passkey.com/go/californiaoptometric2013>

Phone Reservations: (877) 901-6632. Simply mention that you are attending the **COA Monterey Symposium** to receive the discounted rate.

**All attendees are responsible for making, changing or canceling their own hotel accommodations.**

### Parking

There are several parking options near the Monterey Conference Center and the Monterey Marriott.

- Valet parking is available at the Monterey Marriott for \$20 per day/overnight, with in and out privileges.
- Self-parking is located approximately two blocks away from the Marriott on the corner of Washington and Franklin Street for \$7 per day or \$7 per in/out.
- Limited street parking is available, but the enforcement is very strict.

### Airline travel

The closest airport to the meeting location is the Monterey Peninsula Airport (MRY). You may also elect to fly into the San Jose International Airport (SJC), which is located approximately one hour from Monterey.

### Car rental

Hertz offers discounted rates for Monterey Symposium attendees. Reservations may be placed online at [www.hertz.com](http://www.hertz.com) or through the Hertz Meeting Sales Desk at (800) 654-2240 and refer to **discount number CV#03HJ0022** when making your reservations.

All of this information and more can be found online at [www.montereysymposium.com](http://www.montereysymposium.com) (rates are subject to change). The website is updated regularly, so bookmark today and visit often!



# Simplified administration so you can grow your practice

You're committed to your patients' eye care; we are too. That's why we want to make working with us as easy as possible – giving you more time to focus on your practice and what's really important: your patients.

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American Express  
gift card.

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# Registration Information

## All attendees

Sign up early! Early registration rates apply to registrations postmarked or received online on or before **September 29, 2013**.

Regular registration rates begin **September 30, 2013**.

Pre-registration ends:

- Mailed: Postmarked by **October 27, 2013**
- Online: Received by **October 27, 2013**

After these dates, you must register on-site at the Monterey Conference Center beginning November 7, 2013.

**Options 1 & 3 will receive 1 complimentary Welcome Reception ticket & Exhibit Hall pass for a guest if you register by September 29, 2013.**

## Pre-registration

Pre-registration refers to advance registrations received by mail postmarked or online by October 27, 2013. All registrants who are pre-registered may pick up their registration packet at the Monterey Symposium pre-registration counter located in the Monterey Conference Center during registration hours. Any changes in your schedule must be made on-site at the on-site registration desk prior to the beginning of the course.

## On-site registration

On-site registration will also be available at the Monterey Symposium. The on-site registration desk is located in the Monterey Conference Center during the following scheduled hours:

**Thursday, November 7, 2013** 4:00 PM – 6:00 PM  
**Friday, November 8, 2013** 6:30 AM – 5:00 PM  
**Saturday, November 9, 2013** 6:30 AM – 5:00 PM  
**Sunday, November 10, 2013** 7:30 AM – 12:00 PM

## Student registration

Student registration is complimentary for active, full-time optometry students if you register by **September 29, 2013**. After this date the Student Registration fee will be \$10. You must register for each course you wish to attend and present your student ID card. Admission to seminars is on a space available basis. Students are not able to register online — they must submit their registration via mail or fax, along with a copy of their student ID card.

## Exhibit Hall only registration

**Admission to the Exhibit Hall is included with all registration packages.** If you are an Exhibit Hall Only attendee, please pre-register by completing the registration form. There will be a \$35 entry fee per person (including spouses, family members and children over the age of 12 years). All individuals are required to wear a badge for admittance into the Exhibit Hall. If you register in advance, you can pick up your badge at the Pre-Registration Desk at the Monterey Conference Center. Exhibit Hall Only registration will also be available on-site at the On-Site Registration Desk. **No refunds for Exhibit Hall only registrants.**

## Submitting your registration

There are three convenient ways to register:

**Online:** [www.montereysymposium.com](http://www.montereysymposium.com) (online registration is for credit card transactions only. Transactions are secure.)

**Fax:** (916) 469-2896

**Mail:** California Optometric Association  
2415 K Street, Sacramento, CA 95816

Please read the following options carefully. Incomplete forms may delay processing. Make sure you have provided all necessary information printed clearly on the form. **Check the courses you wish to take on the front of the registration form.** Courses will be filled on a first come, first serve basis.

Online registrants will receive a confirmation e-mail. Mail or fax registrants should expect a mailed confirmation notice within two weeks.

**If you do not receive a confirmation notice within two weeks after submitting your registration, please contact the California Optometric Association at: (800) 877-5738 or (916) 441-3990.**

## Registration questions?

Contact the California Optometric Association at:  
(800) 877-5738 or (916) 441-3990.

## Registration option benefits

### ODs

#### Option 1

- Admission to Exhibit Hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission for Welcome Reception
- Food for Thought breakfast series (limited seating based on availability)
- Dinner & Education (limited seating based on availability)

#### Option 2

- Admission to Exhibit Hall for attendee and 1 guest
- Admission to Welcome Reception
- Food for Thought breakfast series (limited seating based on availability)
- Dinner & Education (limited seating based on availability)

#### Option 3

- Additional CE hours outside the time frame of Glaucoma Certification Track courses (check courses on form)
- Admission to Exhibit Hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission for Welcome Reception
- Food for Thought breakfast series (limited seating based on availability)
- Dinner & Education (limited seating based on availability)

### Paraoptometric Staff

#### Option 1

- Admission to Exhibit Hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission to Welcome Reception
- Food for Thought breakfast series (limited seating based on availability)
- Dinner & Education (limited seating based on availability)

#### Option 2

- Admission to Exhibit Hall for attendee and 1 guest
- Admission to Welcome Reception
- Food for Thought breakfast series (limited seating based on availability)
- Dinner & Education (limited seating based on availability)

### Students

- Admission to Exhibit Hall
- Admission to Welcome Reception

## INDIVIDUAL INFORMATION

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Designation (OD, FAAO, etc.) \_\_\_\_\_

Preferred Name on Badge \_\_\_\_\_

OD License # \_\_\_\_\_ State \_\_\_\_\_

Address \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_

- ☐ YES, I require special services to fully participate in accordance with the Americans with Disabilities Act. (COA will contact you to make arrangements.)

- ☐ YES, I would like to receive my registration confirmation letter via email.

*Please make your course selections below. Any changes in your schedule must be made before October 27th or on-site at the registration desk prior to the beginning of the course.*

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Emergency Contact Phone \_\_\_\_\_

**Note: \*\* next to a course indicates potential time conflict with other classes.**

### THURSDAY, NOVEMBER 7, 2013

#### 8:00 AM – 4:40 PM\*\*

- ☐ GLC1 - Glaucoma — Clinical case presentations (TPG)

#### 8:00 AM – 11:40 AM\*\*

- ☐ GT1 - Glaucoma — Clinical case presentations (CE only, no exam) (TPG)

#### 1:00 PM – 4:40 PM\*\*

- ☐ GT2 - Glaucoma — Clinical case presentations (CE only, no exam) (TPG)

### FRIDAY, NOVEMBER 8, 2013

#### 6:45 AM – 7:45 AM

- ☐ FF1 - Food for Thought breakfast series: Introducing DAILIES TOTAL1® Water Gradient Contact Lenses
- ☐ FF2 - Food for Thought breakfast series: Changing Technologies and Digital Communications for the Eye Care Market

#### 8:00 AM – 4:40 PM\*\*

- ☐ GLC2 - Glaucoma — Clinical case presentations (TPG)

#### 8:00 AM – 11:40 AM\*\*

- ☐ GT1 - Glaucoma — Clinical case presentations (CE only, no exam) (TPG)

#### 8:00 AM – 8:50 AM

- ☐ 100 - Glaucoma Pharmacology; Prescribing for the Patient
- ☐ 101 - Contact Lenses for Baby Boomers — Contact Lenses for Presbyopia (O)
- ☐ 102 - Measuring For Success (PM)

#### 9:00 AM – 9:50 AM

- ☐ 103 - Review-Based Staff Compensation Strategies and Benchmarks (PM)
- ☐ 104 - Multiple Sclerosis: Some Basics Worth Understanding (TPA)

#### 10:00 AM – 11:40 AM

- ☐ 105 - Prevention of Medical Errors (O)
- ☐ 106 - Ten Things Every Doctor of Optometry Needs to Know About Diabetes (TPA)
- ☐ 107 - Scleral Contact Lenses — Indications and Complications (O)

#### 2:00 PM – 4:40 PM\*\*

- ☐ GT4 - Glaucoma — Clinical case presentations (CE only, no exam) (TPG)

#### 3:00 PM – 3:50 PM

- ☐ ICD10F - TBD
- ☐ 108 - Care for Specialty Contact Lenses (O)

#### 3:00 PM – 4:40 PM

- ☐ 109 - Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder? (O)

#### 4:00 PM – 4:50 PM

- ☐ 110 - The Mathematics of Board Management and Collection Driven Merchandising (PM)
- ☐ 111 - Conquering the Steep Cornea – Contact Lenses in Keratoconus (O)

#### 4:00 PM – 5:40 PM

- ☐ 112 - Diagnosing and Management of Neuro-ophthalmic Diseases (TPA)

#### 5:00 PM – 5:50 PM

- ☐ 113 - Profiting with Vision Care Plans (PM)
- ☐ 114 - Is it Real? Is it Their Eyes? Evaluating Children with Headaches (TPA)
- ☐ 115 - Diabetes Disasters (TPA)

#### 7:00 PM – 8:00 PM

- ☐ DE1 - Dinner & Education: Successful Strategies for Practice Transitions: Buying, Selling and Partnering

### SATURDAY, NOVEMBER 9, 2013

- ☐ FF3 - Food for Thought breakfast series: Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure

#### 7:30 AM – 9:00 AM\*\*

- ☐ GLC3 - Glaucoma certification review and exam

#### 8:00 AM – 8:50 AM

- ☐ 200 - Visual Fields and Treatment Strategies in Glaucoma (TPG)
- ☐ 201 - Doctor, I see Double: Managing Cranial Nerve Palsies (TPA)

#### 8:00 AM – 9:40 AM

- ☐ 202 - Tales From the Trenches: Posterior Segment (TPA)

#### 9:00 AM – 9:50 AM

- ☐ 203 - Thought Provoking Cases in Anterior Segment (TPA)
- ☐ 204 - Oh-No, Contact Lens Casualties (TPA)

#### 10:00 AM – 11:40 AM

- ☐ 205 - Understanding and Interpreting OCT (TPA)
- ☐ 206 - Patient Communication and Sales Strategy for Today's Environment (PM)
- ☐ 207 - Neuro-Ocular Grand Rounds (TPA)
- ☐ 208 - Horses or Zebras — You Make the Call in Diagnosing Pediatric Cases (TPA)

#### 3:00 PM – 3:50 PM

- ☐ 209 - A Forensic Study To Assist You In Understanding Your Profitability (PM)
- ☐ 210 - Optometrist's Guide to Corneal Collagen Cross-linking (O)
- ☐ 211 - Uveitis Diagnosis and Therapy Made Simple (TPA)

#### 3:00 PM – 4:40 PM

- ☐ 212 - Feed Your Retina: Nutrition and Retinal Health (TPA)
- ☐ 213 - Applied Pain Management in Primary Eye Care (TPA)

#### 4:00 PM – 4:50 PM

- ☐ 214 - Landmark Studies from NEI The Impact on Disease Management (TPA)
- ☐ 215 - Implement the Right Warranty, Achieve Outstanding Customer Service and Drive Sales (PM)
- ☐ 216 - Refractive Surgery Complications and How To Deal With Them (TPA)

#### 4:00 PM – 5:40 PM

- ☐ 217 - My Favorite Cases (TPA)

#### 5:00 PM – 5:50 PM

- ☐ ICD10S - TBD
- ☐ 218 - Gonioscopy and Slit Lamp Exam for the Glaucoma Suspect (TPG)
- ☐ 219 - Ocular Melanoma: Leave it In or Take it Out (TPA)

### SUNDAY, NOVEMBER 10, 2013

#### 8:00 AM – 9:40 AM

- ☐ 300 - Medical Management of Glaucoma (TPG)
- ☐ 301 - Ride the Wave of Technological Innovations in Eyecare
- ☐ 302 - Tri-Level Vision Rehabilitation (O)
- ☐ 303 - Femtosecond Technology in Modern Eye Care (O)

#### 10:00 AM – 11:40 AM\*\*

- ☐ 304 - Assessing the Glaucomatous Optic Nerve (TPG)
- ☐ 305 - Getting to Acceptance-Low Vision is Not (Just) About Optics (O)

#### 12:00 PM – 12:50 PM

- ☐ 306 - Co-management of Cataract Surgery (TPA)
- ☐ 307 - Pearls, Trick Questions and Head Scratchers: Cases in Neuro-Optometry (TPA)

# OD Registration

Register online June 3, 2013!

Please check the courses you wish to take on the back of this Registration form.  
PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

## MONTEREY SYMPOSIUM

	OPTION 1 (Unlimited CE)	OPTION 2 (Build your own)	OPTION 3 (Glaucoma Certification)
Early (by Sept. 29)	<input type="checkbox"/> \$499 Member <input type="checkbox"/> \$650 Non-member	<input type="checkbox"/> \$30/hr. Member <input type="checkbox"/> \$40/hr. Non-member	<input type="checkbox"/> \$495 Member <input type="checkbox"/> \$775 Non-member
Regular	<input type="checkbox"/> \$600 Member <input type="checkbox"/> \$700 Non-member	<input type="checkbox"/> \$35/hr. Member <input type="checkbox"/> \$45/hr. Non-member	<input type="checkbox"/> \$545 Member <input type="checkbox"/> \$825 Non-member
		+	
		<input type="checkbox"/> Registration Fee \$50	
SUBTOTAL			
Additions	+	+	+
Welcome Reception*	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests _____	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest
	*Option 1 & 3 registrations receive 1 free guest to welcome reception and Exhibit Hall if registered by September 29, 2013		
Exhibit Hall			
# of Guests _____	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest
TOTAL			
Student Registration	<input type="checkbox"/> Early (Free)	<input type="checkbox"/> \$10 (Regular)	Provide Copy of School ID
Exhibit Hall Only Registration	<input type="checkbox"/> \$35		

### Cancellation policy:

#### ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING

- Cancellation notices received before **September 29, 2013** are eligible for a full refund less a \$50 service charge.
- Cancellation notices received between **September 29** and **October 27, 2013** are eligible for a 50% refund.
- After **October 27, 2013** — Sorry, no refunds. Substitutions are allowed.
- Please Note: No-shows (attendees who do not cancel) are responsible for the entire registration fee. All refunds must be requested in writing (e-mail is acceptable) prior to **October 27, 2013**.

Registration forms must be received on or before **October 27, 2013**. After **October 27**, you may only register on-site at the conference.

- **Early Registration** rates apply for registrations and payments received on or before **September 29, 2013**.
- **Regular Registrations** rates apply for registrations and payments received after **September 29, 2013** and for on-site registrations.

Registrant name \_\_\_\_\_

### PAYMENT OPTIONS (PLEASE SELECT ONE)

☐ Check or Money Order enclosed (payable to California Optometric Association)

**Credit Card:** ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV#: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

☐ Please bill **VWI Account #**: \_\_\_\_\_

VWI Account Name: \_\_\_\_\_

(Registration fees will not be subject to VWI's administrative fee)

### HOW DID YOU HEAR ABOUT MONTEREY SYMPOSIUM?

- ☐ Eblast, Facebook, Twitter, Website, etc.  
☐ Registration Brochure  
☐ From a friend

### Additional Guest Exhibit Hall Only Badge Names




# Paraoptometric Registration

Register online June 3, 2013!

California Optometric Association  
2415 K Street, Sacramento, CA 95816  
Phone: (800) 877-5738; Fax: (916) 469-2896

# MONTEREY SYMPOSIUM

## INDIVIDUAL INFORMATION

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Preferred Name on Badge \_\_\_\_\_

OD License Number\* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_

Emergency Contact Phone \_\_\_\_\_

*\*To take advantage of the Paraoptometric Registration Office Package, you must indicate the license number of the optometrist/doctor you are employed with for verification.*

- ☐ YES, I require special services to fully participate in accordance with the Americans with Disabilities Act. (COA will contact you to make arrangements.)
- ☐ YES, I would like to receive my registration confirmation letter via email.

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**Note: \*\* next to a course indicates potential time conflict with other classes.**

### FRIDAY, NOVEMBER 8, 2013

#### 6:45 AM – 7:45 AM

- ☐ FF1 - Food for Thought breakfast series: Introducing DAILIES TOTAL1® Water Gradient Contact Lenses
- ☐ FF2 - Food for Thought breakfast series: Changing Technologies and Digital Communications for the Eye Care Market

#### 3:00 PM – 3:50 PM

- ☐ ICD10F - TBD
- ☐ 108 - Care for Specialty Contact Lenses

#### 3:00 PM – 4:40 PM

- ☐ 109 - Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder?

#### 4:00 PM – 4:50 PM

- ☐ 110 - The Mathematics of Board Management and Collection Driven Merchandising

#### 5:00 PM – 5:50 PM

- ☐ 113 - Profiting with Vision Care Plans
- ☐ 115 - Diabetes Disasters
- ☐ 116 - Help Your Doctor Troubleshoot Unhappy Contact Lens Wearers

#### 7:00 PM – 8:00 PM

- ☐ DE1 - Dinner & Education: Successful Strategies for Practice Transitions: Buying, Selling and Partnering

### SATURDAY, NOVEMBER 9, 2013

- ☐ FF3 - Food for Thought breakfast series: Therapeutic Considerations for Management of Patients With Chronic Dry Eye and Patients With Elevated Intraocular Pressure

#### 8:00 AM – 9:40 AM\*\*

- ☐ 222 - Diabetes: What We All Need to Know

#### 8:00 AM – 8:50 AM

- ☐ 220 - Dispensing Eyewear to Computer Users
- ☐ 221 - How to Manage the Difficult Patient

#### 9:00 AM – 9:50 AM

- ☐ 223 - Match Making: Your Patient and the Right Lens

#### 10:00 AM – 11:40 AM

- ☐ 206 - Patient Communication and Sales Strategy for Today's Environment
- ☐ 224 - Demonstrating a Positive Attitude to Customers/Patients
- ☐ 225 - Refractive Surgery FAQs. Help Your Doctor with Refractive Surgery Patient Education

#### 3:00 PM – 3:50 PM

- ☐ 209 - A Forensic Study To Assist You In Understanding Your Profitability
- ☐ 226 - Digital Dispensing 101

#### 3:00 PM – 4:40 PM\*\*

- ☐ 212 - Feed Your Retina: Nutrition and Retinal Health

#### 4:00 PM – 4:50 PM

- ☐ 215 - Implement the Right Warranty, Achieve Outstanding Customer Service and Drive Sales

#### 4:00 PM – 5:40 PM\*\*

- ☐ 227 - Navigating the Lens Material Maze

#### 5:00 PM – 5:50 PM

- ☐ ICD10S - TBD
- ☐ 228 - Making The \$1000 Sale

#### 7:00 PM – 8:00 PM

### SUNDAY, NOVEMBER 10, 2013

#### 8:00 AM – 8:50 AM

- ☐ 308 - Differentiation In Today's Modern Optical Marketplace
- ☐ 309 - I Speak Your Language

#### 10:00 AM – 11:40 AM

- ☐ 305 - Getting to Acceptance-Low Vision is Not (Just) About Optics

#### 12:00 PM – 12:50 PM

- ☐ 310 - Reducing Redos

# Paraoptometric Registration

Register online June 3, 2013!

# MONTEREY SYMPOSIUM

Please check the courses you wish to take on the back of this Registration form.  
PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

	OPTION 1 (Unlimited CE)	OPTION 2 (Build your own)	OFFICE PACKAGE (2nd Option 1 Registration)
Early (by Sept. 29)	<input type="checkbox"/> \$185 CPS Member <input type="checkbox"/> \$215 Non-member	<input type="checkbox"/> \$30/hr. CPS Member <input type="checkbox"/> \$40/hr. Non-member	<input type="checkbox"/> \$150
Regular	<input type="checkbox"/> \$235 CPS Member <input type="checkbox"/> \$260 Non-member	<input type="checkbox"/> \$35/hr. CPS Member <input type="checkbox"/> \$45/hr. Non-member	<input type="checkbox"/> \$225
		+	Must include another staff option 1 registration for special pricing
		<input type="checkbox"/> Registration Fee \$50	
SUBTOTAL			
Additions	+	+	+
Welcome Reception*	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests _____	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest
	*Option 1 registrations receive 1 free guest to welcome reception if registered by September 29, 2013		
Exhibit Hall			
# of Guests _____	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest
TOTAL			
Exhibit Hall Only Registration	<input type="checkbox"/> \$35		

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Registrant name \_\_\_\_\_

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☐ Check or Money Order enclosed (payable to California Optometric Association)

Credit Card: ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV#: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

☐ Please bill VWI Account #: \_\_\_\_\_

VWI Account Name: \_\_\_\_\_

(Registration fees will not be subject to VWI's administrative fee)

## HOW DID YOU HEAR ABOUT MONTEREY SYMPOSIUM?

- ☐ Eblast, Facebook, Twitter, Website, etc.  
☐ Registration Brochure  
☐ From a friend

## Additional Guest Exhibit Hall Only Badge Names


# See what we can do together.

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