

All independent ODs and staff are welcome • Earn up to 12 CE COPE credits  
**FREE Fully refundable registration\***

**Early Bird Special: Register by 2/6/15 and receive a \$100 Casino Chip\*\***

# 2015 Optometric Business Conference

April 16-19, 2015

**CLICK HERE**

**to see the complete  
agenda and register**



## Largest Casino Resort in North America

6 Gaming Casinos  
#1 Golf Course in CT  
2 World-class Spas  
Headline Entertainment  
and Shows  
Comedy Club  
World's Largest Native  
American Museum  
Luxury Bowling Venue  
Multiple Nightlife Options  
Over 30 restaurants from  
casual to fine dining



**MEASUREMENT**  
↳ **ANALYSIS**  
↳ **ACTION**

Conference Attendees will understand these  
key benefits of benchmarking metrics:

- > Gain focus on what is most important to growing your business
- > Develop insight into what is happening within your business
- > Identify opportunities and threats faster
- > Make better business decisions leading to greater profitability

**CLICK HERE**

**to see the complete  
agenda and register**

**IDOC**  
INDEPENDENT DOCTORS OF OPTOMETRIC CARE

\*Must attend conference for refund

\*\* For IDOC member ODs only