

BUILD YOUR FUTURE



MONTEREY SYMPOSIUM

— 2016 —

More than 15+ hours of CE in one weekend!

FEATURING:

- Six hours of glaucoma CE available.
- Back by popular demand - optometric ALL STARS Melton and Thomas.
- 10 is the magic number - practice management courses - *10 Ways to Increase Profitability, Top 10 Practice Management Mistakes.*

10 REASONS TO JOIN AND USE VISION WEST

Vision West is the Preferred Eyecare Business Group of the California Optometric Association. To date, Vision West has provided over \$7 million in non-dues revenue support.

1 NO MEMBERSHIP FEES, hidden contracts or minimum purchase requirements

2 28 YEARS STRONG

3 SUPPORTING the Independent Eyecare Provider

4 INTEGRITY

5 SUPPORT TO ORGANIZED OPTOMETRY

6 FOUNDED BY OPTOMETRY FOR OPTOMETRY

7 BUYING POWER

8 EFFICIENCY

9 EXCLUSIVE REBATE PROGRAMS

10 RESOURCES

For more information and to join today,
contact a Customer Service specialist at:
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COA proudly presents:

MONTEREY SYMPOSIUM 2016

An intimate conference ideal for learning

BUILD YOUR FUTURE



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CLASS HANDOUTS ONLINE!

Access class handouts at montereysymposium.com after October 18, 2016.

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

Thank you for supporting our efforts to "GO GREEN!"

**2X MORE
CLICKS**

+

**26% MORE
NEW VSP® PATIENTS¹**

+

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2016 COA SPONSORS

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SUPPORTING SPONSORS



2016 COA EXHIBITORS

COMPANY	BOOTH	COMPANY	BOOTH
ABB OPTICAL GROUP	402	Comfort Vision	107
Abbott Medical Optics (AMO)	203	CooperVision, Inc.	310
Alcon	306	Crystal Practice Management	608
Allergan	201	Diopsys	411
Altair Eyewear	202	ECL Group	405
Blephex, LLC	604	Essilor Instruments USA	508
Cal Coast Ophthalmic Instruments	611	Essilor Laboratories of America	506
California Eye Instruments	505	Europa International	406
California Optometric Association	300	Eyefinity	211
Carl Zeiss Meditec	509	EyeMed Vision Care	603
Carl Zeiss Vision	507	Fashion Optical Displays	601
ClearVision Optical Company	408	Freedom Meditech, Inc.	612
		Haag-Streit	615
		Heartland Payment Systems	403
		Heine USA Ltd.	602
		Hi-Max Dream Eyewear, Inc.	103
		HOYA Vision Care	606
		i-dealoptics	610
		Innexsus by Interactive Media	301
		Johnson & Johnson Vision Care, Inc.	309
		Lombart Instrument	109
		MacuHealth	106
		Marchon Eyewear	204
		Marco Ophthalmic, Inc.	308
		MaximEye by First Insight	110
		Menicon America	605
		Mercer	401
		Modern Optical International	503
		Morel	105
		Nordic Naturals	311
		NVISION Eye Centers	303
		Oculus, Inc.	100
		Ophthalmic Instruments, Inc.	313
		Optometry Giving Sight	108
		Opto Multimedia	409
		OPTOS Inc.	413
		Optovue, Inc.	502
		Practice Concepts	410
		Practice Consultants	307
		Primary Eyecare Network	404
		Pro Design Eyewear	607
		Revolution EHR	104
		Sanofi-Genzyme	305
		Santinelli International Inc.	609
		Solutionreach	213
		SynergEyes, Inc	500
		TTI Medical	600
		Vision Ease Lens	407
		Vision One Credit Union	510
		Vision West, Inc.	302
		VSP Global	206
		VSP Optics Group	206
		Walman Optical Company	200
		Weave	111



SPEAKERS

Mark Bloomenstein, OD, FAAO
George Comer, OD, MBA
Marc Dunbar, OD, FAAO
Steven Ferrucci, OD, FAAO
Ron Melton, OD, FAAO
Robert Prouty, OD, FAAO
Aaron Lech, OD, FAAO

Christine Sindt, OD, FAAO
Randall Thomas, OD, MPH, FAAO
Mark Wright, OD, FCOVD



Speaker bios can be viewed online at www.montereysymposium.com or on your phone using this QR code.

EDUCATION PROGRAM INFORMATION

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 Dilatation and treat Glaucoma
- O** Other - Binocular Vision, Contact Lenses, Low Vision, Vision Therapy
- PM** Practice Management (No credit in CA)

OD COURSE APPROVALS

The 2016 Monterey Symposium 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.

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 courses, please visit www.montereysymposium.com.



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Rx only

Take a look at the schedule for Monterey Symposium 2016

FRIDAY, NOVEMBER 18, 2016

Time	Course & Speaker
8 – 9:40 a.m.	100 - Don't Overlook the Lids TPA <i>Christine Sindt, OD, FAAO</i> COPE #: 41080-GO
9 – 9:50 a.m.	101 - The Battle of Resistance TPA <i>Mark Dunbar, OD, FAAO</i> COPE #: 40106-PS
10 – 10:50 a.m.	102 - Specialty Contact Lenses for Today's Practice O <i>Christine Sindt, OD, FAAO</i> COPE #: 42979-CL
10 – 11:40 a.m.	103 - Clinical Evaluation of the Optic Nerve and RNFL in Glaucoma – Beat the OCT! TPG <i>George Comer, OD, MBA</i> COPE #: 49041-GL
11:30 A.M. – 3:30 P.M. – EXHIBIT HALL OPEN	
3 – 4:40 p.m.	104 - Clinical Decisions in Retina TPA <i>Mark Dunbar, OD, FAAO</i> COPE #: 49054-PS
3 – 3:50 p.m.	105 - What's New in Glaucoma TPG <i>George Comer, OD, MBA</i> COPE #: 49043-GL
4 – 4:50 p.m.	106 - Top 10 Practice Management Mistakes and How to Fix Them PM <i>Mark Wright, OD, FCOVD</i> COPE #: 46422-PM
5 – 5:50 p.m.	107 - Cornea and Contact Lenses - The Future O <i>Christine Sindt, OD, FAAO</i> COPE #: 42990-CL
6:30 - 8:00 P.M. – WELCOME RECEPTION	

SATURDAY, NOVEMBER 19, 2016

8 – 9:40 a.m.	200 - Clinical Grand Rounds TPA <i>Ron Melton, OD, FAAO</i> <i>Randall Thomas, OD, MPH, FAAO</i> COPE# 42387-AS	201 - Fitting the Troubled Cornea O <i>Christine Sindt, OD, FAAO</i> COPE# 39785-CL
9 – 9:50 a.m.	202 - ODs on Facebook - Clinical Tales from the Trenches TPA <i>Mark Dunbar, OD, FAAO</i> COPE# 44374-GO	



Caterer.



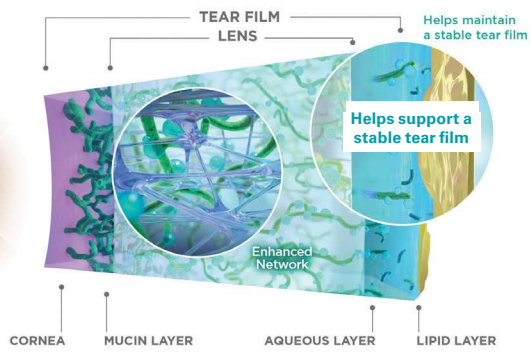
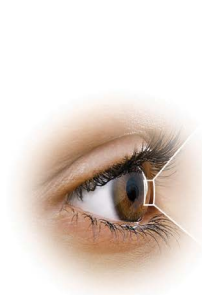
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10 – 11:40 a.m.	203 - Rapid Fire Posterior Segment Update TPA <i>Mark Dunbar, OD, FAAO</i> <i>Steve Ferrucci, OD, FAAO</i> COPE #: 49053-PS	204 - Cornea Dystrophy/Degenerations: What Every OD Should Know TPA <i>Marc Bloomenstein, OD, FAAO</i> COPE #: 39869-AS
10 – 10:50 a.m.	205 - How to Manage Key Practice Benchmarks PM <i>Mark Wright, OD, FCOVD</i> COPE #: 49652-PM	
11:30 A.M. – 3:30 P.M. – EXHIBIT HALL OPEN		
3 – 4:40 p.m.	206 - Glaucoma Case Challenges TPG <i>George Comer, OD, MBA</i> COPE #: 49044-GL	
3 – 3:50 p.m.	207 - My Vision is Blurry, Could It Be from My Medications? TPA <i>Mark Dunbar, OD, FAAO</i> COPE #: 49460-OP	
4 – 4:50 p.m.	208 - Reefer Madness - Dude Can You Prescribe Me Pot for My Glaucoma TPA <i>Robert Prouty, OD, FAAO</i> COPE #: 41497-PH	209 - 10 Ways to Increase Profitability PM <i>Mark Wright, OD, FCOVD</i> COPE #: 49653-PM
5 – 5:50 p.m.	210 - Off-Label is Still Not Off-Limits TPA <i>Marc Bloomenstein, OD, FAAO</i> COPE #: 49047-PH	

SUNDAY, NOVEMBER 20, 2016

8 – 9:40 a.m.	300 - What's New in Front of the Eye: Discuss Technology Advancements TPA <i>Marc Bloomenstein, OD, FAAO</i> COPE #: 39841-AS	301 - Lumps, Bumps and Lid Lesions TPA <i>Robert Prouty, OD, FAAO</i> COPE #: 47629-SD
10 – 11:40 a.m.	302 - Diabetes Treatment and Management TPA <i>Steve Ferrucci, OD, FAAO</i> COPE #: 47483-SD	303 - House OD Case Reports and Video Grand Rounds TPA <i>Marc Bloomenstein, OD, FAAO</i> COPE #: 40881-SD
12 – 12:50 p.m.	304 - Glaucoma Grand Rounds - What Was Done Wrong TPG <i>Robert Prouty, OD, FAAO</i> COPE #: 45911-GL	

FULL REGISTRATION BENEFITS

ODs

- Unlimited CE
- Friday & Saturday lunch vouchers
- Admission to Exhibit Hall for you and your guests
- Admission to Welcome Reception
- Food for Thought series (limited seating)



STUDENTS

- Unlimited CE (when room allows)
- Admission to Exhibit Hall
- Admission to Welcome Reception



FOOD FOR THOUGHT SERIES

Monterey Symposium 2016 presents a series of morning and evening sessions hosted by industry leaders. Enjoy a hot morning breakfast or dinner while gaining an inside track on the newest services and products available.

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 program grid schedule for sessions.

FOOD FOR THOUGHT SERIES

THURSDAY, NOVEMBER 17, 2016

5:30-6:30 p.m.	FFT 0 - TBD Sponsored by Nordic Naturals
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FRIDAY, NOVEMBER 18, 2016

6:45 – 7:45 a.m.	FFT 1 - Helping Presbyopes See, Look, and Feel Their Best: Introducing DAILIES TOTAL1® Multifocal Contact Lenses Sponsored by Alcon
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6:45 – 7:45 a.m.	FFT 2 - Innovation through EYE-INSPIRED™ Design Sponsored by Johnson & Johnson Vision Care Inc.
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7 – 8:00 p.m.	FFT 3 - Successful Practice Transitions for Buyers, Sellers and Partners: Is the market changing? What you need to know. Sponsored by Practice Concepts
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SATURDAY, NOVEMBER 19, 2016

6:45 – 7:45 a.m.	FFT 4 - Therapeutic Considerations for Management of Patients with Chronic Dry Eye Sponsored by Allergan
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6:45 – 7:45 a.m.	FFT 5 - Ten Reasons That We Should be Prescribing More Single Use Soft Contact Lenses Sponsored by CooperVision
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6 – 7:00 p.m.	FFT 6 - Fabry Disease – Ophthalmic Manifestations and Recent Advances
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SUNDAY, NOVEMBER 20, 2016

6:45 – 7:45 a.m.	FFT 7 - TBD
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DUE DATES

Registration must be received on or before **October 30, 2016**. After October 30, you may only register on-site at the conference.

Early Registration rates apply for registrations and payments received on or before **October 3, 2016**.

Regular Registration rates apply for registrations and payments received after **October 4, 2016**. After these dates, you must register on-site at the Monterey Conference Center beginning **November 18, 2016**.

Cancellation policy: ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING

- Cancellation notices received on or before **October 3, 2016** are eligible for a full refund less a \$50 service charge.
- Cancellation notices received between **October 4, 2016** and **October 30, 2016** are eligible for a 50% refund.
- After **October 30, 2016** — 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 (email is acceptable) prior to **October 30, 2016**.

Email cancellation requests to events@coavision.org

TRAVEL & GENERAL INFORMATION



MONTEREY
SYMPOSIUM

— 2016 —

CONFERENCE & HOTEL LOCATION

Monterey Marriott Hotel 350 Calle Principal, Monterey, CA 93940

A block of rooms are at the Monterey Marriott for Monterey Symposium attendees at a special, discounted rate for a limited time only.

Deadline for Special Rate: October 26, 2016
Single/Double Room Rate: \$214 per night (plus 11% tax and fees).
Wired Internet is included.

To book your hotel room online visit:
https://resweb.passkey.com/go/COA_2016

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.

CAR RENTAL

Hertz offers discounted rates for Monterey Symposium attendees. Reservations may be placed online at www.hertz.com or through the Hertz Meeting Sales Desk at (800) 654-2240 and refer to discount number CV#03HJ0025 when making your reservations.

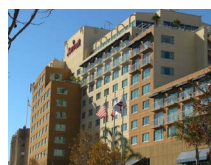
REGISTRATION INFORMATION

All attendees

Sign up early! Early registration rates apply to registrations postmarked or received online on or before **October 3, 2016**. Regular registration rates begin **October 4, 2016**.

Preregistration ends October 30, 2016.

After these dates, you must register on-site at the Monterey Conference Center beginning **November 18, 2016**.



HOW TO REGISTER

ONLINE

Register with ease and convenience online at www.montereysymposium.com
Credit card transactions only for online registration



FAX

(916) 469-2896

MAIL

California Optometric Association
2415 K Street, Sacramento, CA 95816

All registrants will receive a confirmation email.
If you do not receive a confirmation within one week, please contact the California Optometric Association at:
(800) 877-5738
(916) 441-3990
events@coavision.org

INDIVIDUAL INFORMATION

First Name _____ Last Name _____
 Designation (OD, etc.) _____ License # _____ State _____
 Preferred Name on Badge _____ Office Phone _____
 Address _____ City _____
 State _____ Zip _____ E-mail _____
 Emergency Contact Name and Phone _____

Yes, I require special services to fully participate in accordance with the Americans with Disabilities Act. COA will contact you to make arrangements.

Any changes in your schedule must be made before **October 30, 2016** or on-site at the registration desk prior to the beginning of the course.

PAYMENT INFORMATION

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: _____ Exp. 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)

FULL REGISTRATION	EARLY (BEFORE OCTOBER 3)	REGULAR
COA Member Optometrist	<input type="checkbox"/> \$499	<input type="checkbox"/> \$600
Non-Member Optometrist	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700
HOURLY REGISTRATION	EARLY (BEFORE OCTOBER 3)	REGULAR
Fee for hourly registration	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50
COA Member Optometrist	<input type="checkbox"/> \$30/hr.	<input type="checkbox"/> \$35/hr.
Non-Member Optometrist	<input type="checkbox"/> \$40/hr.	<input type="checkbox"/> \$45/hr.
Receive 1 free guest pass to Welcome Reception if registered by October 3		
Welcome Reception # of Guests _____	<input type="checkbox"/> No Charge <input type="checkbox"/> \$25/Guest	<input type="checkbox"/> No Charge <input type="checkbox"/> \$25/Guest
Exhibit Hall Only, # of Guests _____	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
TOTAL	\$	\$

Additional Guest Names For Exhibit Hall Only Badges: _____

YOUR REGISTRATION GUIDE



MONTEREY
SYMPOSIUM

— 2016 —

THIS SHEET WILL HELP YOU CHOOSE YOUR COURSES.

OD Courses

FRIDAY, NOVEMBER 18, 2016

8:00 a.m. – 9:40 a.m.

- 100 - Don't Overlook the Lids (TPA)

9:00 a.m. – 9:50 a.m.

- 101 - The Battle of Resistance (TPA)

10:00 a.m. – 10:50 a.m.

- 102 - Specialty Contact Lenses for Today's Practice (OTHER)

10:00 a.m. – 11:40 a.m.

- 103 - Clinical Evaluation of the Optic Nerve and RNFL in Glaucoma – Beat the OCT! (TPG)

3:00 p.m. – 4:40 p.m.

- 104 - Clinical Decisions in Retina (TPA)

3:00 p.m. – 3:50 p.m.

- 105 - What's New in Glaucoma (TPG)

4:00 p.m. – 4:50 p.m.

- 106 - Top 10 Practice Management Mistakes and How to Fix Them (PM)

5:00 p.m. – 5:50 p.m.

- 107 - Cornea and Contact Lenses - The Future (OTHER)

SATURDAY, NOVEMBER 19, 2016

8:00 a.m. – 9:40 a.m.

- 200 - Clinical Grand Rounds (TPA)
 201 - Fitting the Troubled Cornea (OTHER)

9:00 a.m. – 9:50 a.m.

- 202 - ODs on Facebook - Clinical Tales from the Trenches (TPA)

10:00 a.m. – 11:40 a.m.

- 203 - Rapid Fire Posterior Segment Update (TPA)
 204 - Cornea Dystrophy/ Degenerations: What Every OD Should Know (TPA)

10:00 a.m. – 10:50 a.m.

- 205 - How to Manage Key Practice Benchmarks (PM)

3:00 p.m. – 4:40 p.m.

- 206 - Glaucoma Case Challenges (TPG)

3:00 p.m. – 3:50 p.m.

- 207 - My Vision is Blurry, Could It Be from My Medications? (TPA)

4:00 p.m. – 4:50 p.m.

- 208 - Reefer Madness - Dude Can You Prescribe Me Pot for My Glaucoma (TPA)

- 209 - 10 Ways to Increase Profitability (PM)

5:00 p.m. – 5:50 p.m.

- 210 - Off-Label is Still Not Off-Limits (TPA)

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- 302 - Diabetes Treatment and Management (TPA)
 303 - House OD Case Reports and Video Grand Rounds (TPA)

12:00 p.m. – 12:50 p.m.

- 304 - Glaucoma Grand Rounds - What Was Done Wrong (TPG)

FOOD FOR THOUGHT SERIES

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5:30 p.m. – 6:30 p.m.

- FFT 0 - TBD - Sponsored by Nordic Naturals

FRIDAY, NOVEMBER 18, 2016

6:45 a.m. – 7:45 a.m.

- FFT 1 - Helping Presbyopes See, Look, and Feel Their Best: Introducing DAILIES TOTAL1® Multifocal Contact Lenses - Sponsored by Alcon

- FFT 2 - Innovation through EYE-INSPIRED™ Design - Sponsored by Johnson and Johnson Vision Care Inc.

7:00 p.m. – 8:00 p.m.

- FFT 3 - Successful Practice Transitions for Buyers, Sellers and Partners: Is the market changing? What you need to know. - Sponsored by Practice Concepts

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6:00 p.m. – 7:00 p.m.

- FFT 6 - Fabry Disease – Ophthalmic Manifestations and Recent Advances

SUNDAY, NOVEMBER 20, 2016

6:45 a.m. – 7:45 a.m.

- FFT 7 - TBD

****NOTE: THE FOOD FOR THOUGHT SERIES DOES NOT OFFER CE CREDIT.**



ADVANTAGES TO A PARTNERSHIP WITH NVISION EYE CENTERS.



Marketing Materials

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We offer over 100+ continuing education opportunities per year, and are renown in the optometric community for offering quality programs for over a decade.



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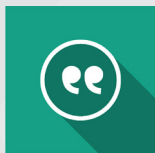
In-office “lunch-and-learn” trainings from our team to educate your staff and add value to your practice.



Vendor Referral Network

Looking for specialized vendors to build your practice? Look no further. We have an impressive network that you can have access to.

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NVISION understands the symbiotic relationship between optometry and ophthalmology, and fosters great relationships with doctors. I have leaned on NVISION several times and they consistently deliver. Beyond results, their CE events and business resources have been of great value to me.

– Jay Mashouf, OD NVISION PARTNER SINCE 2010

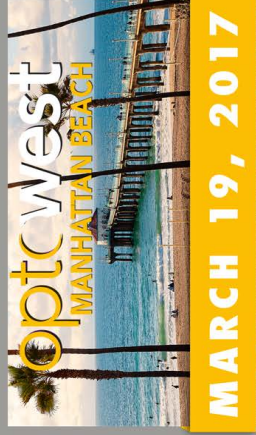
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PRESENTING COA'S 2017 CE EVENTS



FEBRUARY 12, 2017



MARCH 19, 2017

MONTEREY SYMPOSIUM

— 2017 —
NOVEMBER 17-19, 2017

LEARN MORE ABOUT COA'S EVENTS AT
WWW.COAVISION.ORG/EVENTS.



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SYMPOSIUM
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95816