

WHAT'S NEW UNIVERSITY

SATURDAY
MARCH 26



FREE ADMISSION - 32 HOURS OF PROGRAMS

CHERRY OPTICAL, INC

QUALITY CONTACT LENS

VariLux DRX Ad

INVESTING IN THE FUTURE OF INDEPENDENTS

Dear WNU Registrant,

All of us at Cherry Optical and Quality Contact Lens would like to welcome you to attend What's New University. We encourage you to bring your entire staff to enjoy a fun, fast-paced and educational event. In addition to CE courses, WNU offers an expansive exhibit hall. It takes a great deal of time, effort and resources to produce this event. What makes it rewarding is seeing all of you enjoy it.

By attending WNU you are investing in the future of your profession and business. The investment of your time to learn allows you to provide better solutions to your patients and to make educated decisions regarding your business operations. Cherry Optical and Quality Contact Lens are proud to once again be able to offer WNU free of charge and open to all Eye Care Professionals, regardless of your support of our businesses.

Special thanks should be given to Transitions Optical. They stood behind us from the very beginning and have been a huge advocate for WNU both monetarily and by providing outstanding educational courses. HOYA Vision Care also deserves a special thank you. They too have provided a great deal of resources that allowed WNU to expand within Lambeau Field making WNU the largest one day (non sports related) event held in the Atrium. In recent years Essilor Lenses has become a key sponsor and we thank them for support.

Equally as important to the success of WNU is the continued support and attendance of the over 150 exhibiting vendors that will be on display. Their participation in our event is outstanding and your support of them does not go unnoticed. Please be sure to take the time to check out the exhibit floor and help Cherry Optical and Quality Contact Lens by thanking all of them for attending. To our supportive customers we give the biggest "Thank you." Without your support none of this would be possible.

We are always amazed by the outpouring of support and participation that WNU generates from optical professionals throughout the upper Midwest. Cherry Optical and Quality Contact Lens share in the challenges of competing and succeeding in our industry that most of you do. We hope you enjoy your day at Lambeau Field and find a few green and gold nuggets to take home with you.

Sincerely,

Cherry Optical and Quality Contact Lens' Staff & Family

SCHEDULE OF EVENTS

11:00A	Registration Begins—Atrium Floor Exhibit Floor Opens—Atrium Floor
1:00P—5:00P	Courses (Snacks & Refreshments) - Club Level
5:00P—9:00P	Main Exhibiting Time Exhibiting After Dark—Atrium Floor -Raffles, Giveaways, Promotions
5:00P—9:00P	Hors d'oeuvres / Refreshments / Cocktails / Entertainment—Atrium Floor
9:00P	Exhibit Floor Closes Party @ Anduzzi's on Holmgren Way



Q. What hotels are the closest and where should I stay?

The Cambria Suites is the official hotel of WNU 2011. On the back cover there is contact information for hotels that have negotiated a group rate for WNU. When booking at one of these hotels mention Cherry Optical's WNU to receive a discounted rate.

Q. Where do we park?

Park by the Lambeau Field Atrium entrance. There will be two large statues of Curly Lambeau and Vince Lombardi. Parking is free and plentiful. Tailgating is permitted.

Q. What is everyone doing after the convention?

We encourage everyone to stick around after the courses for exhibiting, entertainment and cocktails. Exhibiting After Dark is going to provide outstanding rebate offers for purchases made through WNU vendors. After hours—Anduzzi's will be the place to go.

Q. Are there tours available of Lambeau Field and the Packer Hall of Fame?

Tours are available. The Packer HOF is widely considered one of the best venues for football history in the country. This interactive venue is great for kids and families who may be making the trip with you. Call 920.965.3709 for prices and times.

Transitions Ad

COURSE DESCRIPTIONS

Hour One—(1:00PM)

1-1 Reducing Redos 1 HOUR ABOC

Brad Main - *HOYA VISION CARE*

Customer satisfaction is critical for the success of any business,



including the eye care business. We all see re-dos as a necessity. And we also know that re-dos are costly. Not just in financial profitability, but oftentimes in credibility as well. So how can we recognize and reduce the number of re-dos? Upon completing this course, the student should be able to: identify a re-do; identify the costs of a re-do; understand the common reasons of re-dos; reduce re-dos through proper measuring techniques and patient visual / lifestyle / occupational needs.

1-2 Customer Service: Increasing Patient Satisfaction 1 HOUR ABOC

Pamela Benson-Gibson – *SHAMIR INSIGHT*

This motivational seminar incorporates the world famous “Fish” philosophy, developed by the Chart House Learning Company. This course expands on this method to incorporate our industry. All areas of the industry’s work environment are covered. The importance of increasing our ability to relate to our patients/customers ensures our professional status and will secure the growth of the practice. It is a fun filled hour of seeing the best we can be.



1-3 Solving the Insurance Billing Puzzle 2 HOURS ABOC

Linda Renea Hood – *MEGABYTE BILLING SERVICES*

A can’t miss for insurance billing specialists by an insurance billing specialist! The course objective is to define the documentation necessary to support the procedures and diagnosis being billed and how to understand Medicare, Commercial Insurance and HMO’s rules for receiving proper reimbursement. Knowledge of these rules will retain patients, increase efficiency and increase the practice’s profitability.

1-4 Inventory Management - 1 HOUR ABOC

Karen Michaelson – *OPHTHALMIC CONSULTING*

Developed to give you the tools to determine the appropriate inventory needs for your office. Using industry benchmarks is not enough. We will customize a plan that includes your practice’s unique situation. You will have a simple and easy to manage control system for years to come.

1-5 Paraoptometry: Inside and Out

Amy Kraemer, Jamie Button, Dr Chris Marquardt
WPA BOARD MEMBERS

This course is designed to offer advancement and outreach information pertaining to the profession of paraoptometry. The course will start by defining the value of para-



optometry and the role paraoptometrics have in patient care. Other course topics will include information about state and national associations, their history, structure and purpose and the benefits and importance of membership. Different types of certification available to paraoptometrics, continuing education and renewal processes will also be covered.

1-6 Safety Rx Opportunities in Your Community

Joe Cherry – *CHERRY OPTICAL*

Safety Rx eyewear is an underserved opportunity for your practice to target. Joe will go through the ins-and-outs of establishing a safety eyewear program for you to take to local businesses. Additionally, discussion will cover how to offer safety eyewear as a second pair sale to your current patient base. While safety eyewear is not the most glamorous topic, it can be a profitable tool to help your practice grow.

1-7 Combating Online Eyeglass Sales 1 HOUR ABOC & COPE

Samantha Toth – *INNEREACTIVE MEDIA*

Online eyeglass sales are becoming more and more of an obstacle for independent eye care professionals. This presentation provides research information and actual hands-on examples of what eyewear solutions are available online to your patients. Additionally, online pricing examples, online website features and strategies will also be discussed. This presentation is designed to help your office increase your capture rate and combat the low cost, online eyeglass retailer alternative.

1-8 Raising the Bar on Polarized Lenses

1 HOUR ABOC

Greg Eifert – *ESSILOR LENSES*

Polarized lenses provide your patients protection, comfort, and performance. Patients will gain visual acuity, glare reduction, and driver safety through increased reaction time with the recommendation of polarized lenses. Learn how the latest advancements in this technology enhance your patient's vision and safety, and provide your practice with additional revenues. This class will explain the technology behind polarized lenses and discuss internal and external marketing strategies to increase your practice's 2nd and 3rd pair sales performance.



Hour Two—(2:00PM)

2-1 Make MyStyle Your Style

1 HOUR ABOC

Brad Main – *HOYA VISION CARE*

For the first time, a formal online questionnaire combines prescription, frame and fitting, then compares results with a database of 1000's of other wearer responses, which results in lens style. Upon completion of this program, the participant should be able to: learn why lifestyle preferences and habitual lens experiences affect the choices that improve progressive lens choice; understand how data driven lens questionnaires and personalized fitting can refine progressive lens design for individual wearers; learn the cumulative effects that result in lenses better designed to improve an ECP's progressive lens business.



AUTHORIZED DISTRIBUTOR

2-2 Make a Difference

2 HOURS ABOC

Pamela Benson-Gibson – *SHAMIR INSIGHT*

This course is designed to provide activities and tools to maintain a positive and learning work environment. We have such a plethora of information and products coming at us, that it is easy to shut down the creative and developmental energies we all have. During the seminar, there will be four activities that will show us the impact of the four steps that will help build a positive team environment and recreate the passion for this industry. The first of the four steps is to enjoy! The activity will show that humor and actions out of the ordinary let us open the door to fun! The second step is to be present each and every day! This activity will demonstrate how easy it is to lose

sight of the little things that truly make a difference. The third step will be a role play (with a twist) to demonstrate the necessity for CHOOSING what type of attitude you will have for the day, and how it impacts those around you. Last but not least is sharing the wealth, making someone's day. Those little things can make a huge difference. This course is designed for all levels of skill. Reviving the passion in your life is key to being a better employee/employer.

2-3 Design, Build, Elevate: Cross Selling & Up Selling

1 HOUR ABOC

Jeff LaPlante – *SIGNET ARMORLITE*

This course creates a fundamental understanding of "cross-selling" (*suggesting additional items to support the sale*), and "up-selling" (*offering product alternatives that benefit the patient*) techniques. Presented in such a manner as to promote professional sales techniques in a retail optical environment. Provides examples / instructional illustration of where and when products / services can be offered while maintaining a non-pressured sales situation. Stresses the importance of reviewing progressive offerings to remain current in the industry.



Signet Armorlite, Inc.

2-4 Effective Use of Optical Warranties

1 HOUR ABOC

Deb Klug – *ASPEX EYEWEAR*

Would you like to know how to effectively use optical warranties to increase profits in your practice? This course unlocks the history and mystery of optical warranties. Prepare to receive information and tools to increase profits while decreasing remakes and breakage.



2-5 Pricing Strategies: Wholesale & Retail

1 HOUR ABOC

Karen Michaelson – *OPHTHALMIC CONSULTING*

Do you loathe the task of analyzing, changing and implementing new retail pricing? You are not alone! Don't lose revenue and opportunity due to avoidance. Let us simplify the way you look at wholesale and retail pricing. It is easier than you think.



2-6 Progressive Design in a Digital Age: Part 1

1 HOUR ABOC

Ryan Parker – *ESSILOR LENSES*

As lens manufacturing moves towards digital processing, this allows lens designers to advance



PAL technology at a rapid rate. This class will clarify the different digital processes: full back side digital lenses versus dual optix digital lenses, and will explain the relationship between a PAL lens design and the new digital processes available to our industry.

2-7 Beyond AR: Specialized Lens Coatings

Mike Bellomo – *OPTICOTE*

If you have ever worn eyeglasses in cold weather you are well aware of the age old problem and the challenge of fogging lenses.



This course will discuss Opticote's Fog Free - what it does exactly and the chemistry behind it, what lenses can it be applied to, how it is applied, proper care and cleaning. After you understand the product we will discuss how to present it as a solution to your patient's problems and the numerous potential applications.

Hour Three--(3:00PM)

3-1 Sunlight, Sun Lenses and Your Eye

1 HOUR ABOC

Brad Main – *HOYA VISION CARE*

In order to be a competent dispenser of quality sunglasses, you must be able to discuss and answer questions intelligently dealing with visual hazards and physical hazards to the eye. After all, too much visible light and harmful ultraviolet radiation (UVR) is damaging to people of all ages. When the patient understands that the optimum sun lens should offer and provide visual comfort for their specific outdoor needs, you have fulfilled your responsibility to assist them. This course provides you with an added knowledge and understanding of light and the benefits of selective absorption lenses. Upon completion of this course, the participant should be able to: understand the nature of light, be familiar with sun related eye conditions and diseases, assist and recommend sun-glass products to the patient.

HOYA SUPER HiVision EX3

HOYA Phoenix

HOYALUX Summit cd

3-2 A String of Pearls: Clinical & Practice Management Pearls You Can Do Right Now

1 HOUR COPE

Dr. Mark Hamilton – *QUALITY CONTACT LENS*

Most practitioners sit through hours of courses each year looking for those one or two "pearls" they can actually use in their practices. Here are 12 pearls presented in a lively interactive fashion. The course goal is for you to take 2 of these pearls and actually do them in your office next week.



3-3 Frame technology Past, Present and More Importantly...Future

1 HOUR ABOC

Deb Klug – *ASPEX EYEWEAR*

From wood, bone and leather to first electro active eyewear! How have frames changed the optical industry and where are we going next.



3-4 So You Want to Hold an Eyewear Event

1 HOUR ABOC

Karen Michaelson – *OPHTHALMIC CONSULTING*

Step by step guide to executing a successful eye wear event. From timelines to the who's and how's we will make it easy and fun.

3-5 Establishing a New Practice or Selling a Practice

Michael O. Marquette – *MARQUETTE LAW*

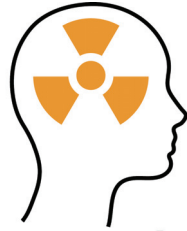
Green Bay Attorney Michael O. Marquette will present the Business 101 nuts and bolts that a practitioner needs to consider prior to establishing a new practice or selling their current practice. His presentation will focus on the topics of 1) understanding and evaluating various business entities and their respective benefits and drawbacks, 2) entity operations, including identifying various business pitfalls that can jeopardize liability protection, and 3) some of the due diligence steps that should be taken, whether buying an existing practice or opening your own practice from scratch. This presentation will give attendees an overview of some of the many business related issues they need to consider prior to establishing a new practice.

3-6 Essential Social Media Tips for Growing Your Practice

1 HOUR ABOC & COPE

Samantha Toth – *INNEREACTIVE MEDIA*

Using social networking websites is the newest craze amongst the young and old alike. However, the benefits of social media go far beyond its “friend-making” and “tweet worthy” features and can reach into the more practical world of optical practice promotion. This course provides some basic and indispensable tips for using FaceBook, Twitter and LinkedIn to increase your patients’ interest in your practice, as well as increase your revenue.



innereactive media, I.L.C.

3-7 Progressive Design in the Digital Age: Part 2

Ryan Parker – *ESSILOR LENSES*

Recommended immediately following Progressive Design in a Digital Age Part 1: As an addendum to the class Progressive Design in a Digital Age, we will discuss how to



have a "Digital" conversation with your patients. We will reveal patient-friendly language that will help your customers understand how Digital lenses improve their quality of vision and discuss external and internal sales and marketing techniques to get your Digital message across. This class will also touch on how to speak to your customers about all new lens technologies, from No Glare lenses to Polarized that will result in significant profitability increases to your practice.

Hour Four—(4:00PM)

4-1 Communication Skills to Improve Practice Success

1 HOUR ABOC

Pamela Benson-Gibson – *SHAMIR INSIGHT*

Do you speak the language of your patients and your associates? Are you giving them the correct information but saying it the wrong way? Have you ever felt that you weren't “speaking the same language” as your patients and associates? This course, based on the nationally acclaimed I-SPEAK program is a powerful workshop that will teach you to identify the four basic communication styles, identify your own style, and adapt your style to allow effective communication with others.



Shamir

4-2 Be Fruitful & Multiply

1 HOUR ABOC

Jeff LaPlante – *SIGNET ARMORLITE*

This course discusses the fundamental understanding of the foibles of multiple pair sales in a retail optical environment. Flaws in the general optical sales system for multiple sales are discussed, placing great importance on the general attitude of the dispenser in embracing an “open philosophy” about fulfilling all of the patient’s visual needs. *Why you should feel righteous about suggesting multiple pairs.*

Kodak

Unique Progressive

4-3 Capturing Kids

1 HOUR ABOC

Karen Michaelson – *OPHTHALMIC CONSULTING*

The way to get and keep an entire family is to make mom and her kids happy. Is your kid’s practice thriving or lacking? Breathe life into your little people business with this turnkey program.

4-4 i.Profiler – 1 HOUR ABOC

Gary Shepson – *CARL ZEISS VISION*

When you see your patient’s vision more precisely, you can help them see more precisely – even in low light conditions. Our new technology will help patients experience the full benefits of ZEISS



PRECISION FOR YOUR EYES

Customized eyeglass lenses. Identification of higher order aberrations using wavefront technology. Proprietary software program for individually optimized correction. Best possible image clarity and perception of contrasts in all visual situations.

4-5 Joe and Adam: Top Picks for 2011

Joe & Adam Cherry – *CHERRY OPTICAL*

This program is a staple of ‘What’s New University’. Joe and Adam close the doors to the lens, frame, and equipment vendors, strip away all the marketing, and tell you what products are working and why, and what products you need to keep a close eye on in the coming year. By following the advice and experience of Joe and Adam you will be able to better solve patient problems, avoid future problems, and create strategies for growth in your practice.

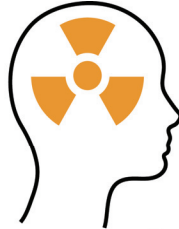
4-6 Understanding & Marketing Digital Lenses

1 HOUR ABOC & COPE

Samantha Toth – *INNEREACTIVE MEDIA*

Today's consumer is more empowered with information than ever before.

Armed with the Internet and other valuable resources, your patients seek more product choices and the best patient care. With so many stores competing for your patients, it's important to differentiate your practice by dispensing unique products. The opportunity to offer your patients a, "made just for you," digital lens positions your practice as the leader in product technology and product offerings. This course will help identify the differences between the various digital product offerings and provide strategies for effectively marketing them in your practice.



**innereactive
media, i.e.**

4-7 No Glare Lens Technology

1 HOUR ABOC

Ryan Parker – *ESSILOR LENSES*

New advancements are made every year in the No Glare technology arena. In this class, you will learn the most recent additions to No Glare lenses, such as advances in cleanability, durability, and lenses that protect your patients from even more glare than we had available last year. You will also learn how your entire office can participate in offering No Glare visual solutions to patients and how to speak in patient-friendly language that will result in higher profitability for your dispensary.



4-8 Visual Armor: New to the World Sunlens

1 HOUR ABOC

Shelley Orren – *YOUNGER OPTICS*

This seminar will discuss the current state of the polarized lens market. It will also introduce an exciting new lens product, and show you how you can dramatically increase your practice / store's income and profitability by making sun wear a more important part of your business.

NUPOLAR®
polarized lenses

Help Reduce Glare

Have Questions?

Need Assistance?

Call: 800-469-4211

HOYA AD

Hotel Information

When making reservations mention Cherry Optical & WNU to receive discounted rate.



Cambria Suites

- #1 Recommended Hotel for WNU!
- 1011 Tony Canadeo Run
- \$99—All suites hotel—Outstanding offer!
- 920-569-8500 for Reservations
- Walking distance to Lambeau & Bars



Hilton Garden Inn

- 1015 Lombardi Ave—0.5 mile from Lambeau
- \$89—Continental Breakfast
- New, clean hotel. Great location.
- 920-405-0400 for Reservations
- Walking distance to Lambeau & Bars



Tundra Lodge & Waterpark

- 865 Lombardi Ave—1 mile from Lambeau
- \$129—Includes Waterpark passes!
- Great place if you are bringing your family
- 920-405-8700 for Reservations



Aloft—W Hotels

- 465 Pilgrim Way—1.5 miles from Lambeau
- \$85—Free Shuttle
- Brand new, modern themed
- 920-884-0800 for Reservations

\$89.95—Midway Hotel—780 Armed Forces Dr—0.25 miles from Lambeau—800-482-3885

\$92—Radisson at Casino—2040 Airport Dr—3.0 miles from Lambeau—920-494-7300

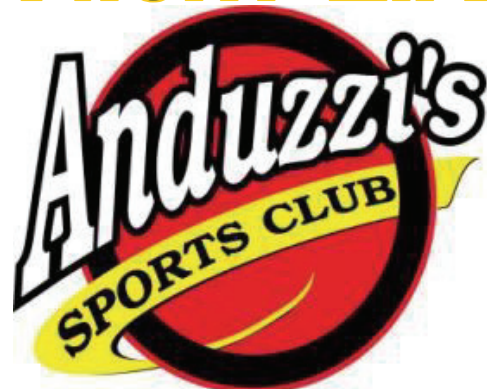
Try to make your reservations soon as blocked room rates are limited.

AFTER HOURS - NIGHT LIFE

If you are planning on spending the night in Green Bay and looking to have some fun, you should head to Anduzzi's Sports Bar after WNU.

Anduzzi's is the post-WNU hot spot. Come join the majority of the Cherry Optical crew and many of your favorite exhibiting vendors at the bar and on the dance floor.

Anduzzi's Sports Bar—1992 Holmgren Way



CHERRY OPTICAL & QUALITY CONTACT LENS

2011 What's New University Registration

FREE ADMISSION

SATURDAY, MARCH 26TH

EVERYONE WELCOME

CIRCLE ONE

HOUR #1 – 100PM

CE CREDITS

1-1	REDUCING REDOS	1 HOUR ABOC
1-2	CUSTOMER SERVICE: INCREASING PATIENT SATISFACTION	1 HOUR ABOC
1-3	SOLVING THE INSURANCE PUZZLE	2 HOURS ABOC
1-4	INVENTORY MANAGEMENT	1 HOUR ABOC
1-5	PARAOPTOMETRY: INSIDE & OUT	
1-6	SAFETY RX OPPORTUNITIES IN YOUR COMMUNITY	
1-7	COMBATING ONLINE EYEGLASS SALES	1 HOUR ABOC & COPE
1-8	RAISING THE BAR ON POLARIZED LENSES	1 HOUR ABOC

CIRCLE ONE

HOUR #2 – 200PM

CE CREDITS

2-1	MAKE MYSTYLE YOUR STYLE	1 HOUR ABOC
2-2	MAKE A DIFFERENCE IN YOU WORK ENVIRONMENT (2 HOURS)	2 HOURS ABOC
2-3	DESIGN, BUILD, ELEVATE: CROSS SELLING & UP SELLING	1 HOUR ABOC
2-4	EFFECTIVE USE OF OPTICAL WARRANTIES	1 HOUR ABOC
2-5	PRICING STRATEGIES: WHOLESALE TO RETAIL	1 HOUR ABOC
2-6	PROGRESSIVE DESIGN IN A DIGITAL AGE: PART 1	1 HOUR ABOC
2-7	BEYOND AR: SPECIALIZED LENS COATINGS	

CIRCLE ONE

HOUR #3 – 300PM

CE CREDITS

3-1	SUNLIGHT, SUN LENSES AND YOUR EYES	1 HOUR ABOC
3-2	A STRING OF PEARLS	1 HOUR COPE
3-3	FRAME TECHNOLOGY PAST PRESENT & FUTURE	1 HOUR ABOC
3-4	SO YOU WANT TO HOLD AN EYEWEAR EVENT	1 HOUR ABOC
3-5	ESTABLISHING OR SELLING A PRACTICE	
3-6	ESSENTIAL SOCIAL MEDIA TIPS TO GROW YOUR PRACTICE	1 HOUR ABOC & COPE
3-7	PROGRESSIVE DESIGN IN A DIGITAL AGE: PART 2	

CIRCLE ONE

HOUR #4 – 400PM

CE CREDITS

4-1	COMMUNICATION SKILLS TO IMPROVE SUCCESS	1 HOUR ABOC
4-2	BE FRUITFUL & MULTIPLE	1 HOUR ABOC
4-3	CAPTURING KIDS	1 HOUR ABOC
4-4	I PROFILER—CARL ZEISS VISION	1 HOUR ABOC
4-5	JOE & ADAM TOP PICS—2011	
4-6	UNDERSTANDING & MARKETING DIGITAL LENSES	1 HOUR ABOC & COPE
4-7	NO GLARE LENS TECHNOLOGY	1 HOUR ABOC
4-8	VISUAL ARMOR: NEW TO THE WORLD SUNLENS	1 HOUR ABOC

WNU IS **FREE** FOR ALL EYE CARE PROFESSIONALS THROUGH GENEROUS SPONSORSHIP



Signet Armorlite, Inc.



IF YOU HAVE ANY QUESTIONS CALL 1-800-469-4211

(MAKE COPIES FOR YOUR ENTIRE STAFF—PLEASE PRINT CLEARLY)

NAME: _____

CLINIC NAME: _____

PHONE NUMBER: _____

FAX NUMBER: _____

E-MAIL ADDRESS: _____



FAX TO: **1-800-469-5171**

