

Texas Tech University Health Sciences Center
Department of Ophthalmology & Visual Sciences
3601 4th Street Mail Stop 7217
Lubbock, Texas 79430-7217

Return Service Requested

IMPORTANT INFORMATION:
Continuing Education for Opticians



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

**2nd ANNUAL
OPTICIAN CONFERENCE
July 16, 2010**



**Texas Tech University
Health Sciences Center
Academic Classroom Building
3601 4th Street
Room 110
Lubbock, Texas 79430**

**Accrue 7 ABO
Continuing Education Credits**

~Sponsored by~
**The Department of Ophthalmology
& Visual Sciences**

OPTICIAN CONFERENCE SCHEDULE

**Friday, July 16, 2010
7:30am – 4:45pm**

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| 7:30 - 7:50 | Registration/Breakfast |
| 7:50 - 8:00 | Welcome; Opening Remarks – <i>J. Matthew Driskill, MBA (HOM), CMPE Ophthalmology Administrator</i> |
| 8:00 - 9:00 | “Making a \$1,000.00 Sale” <i>Brad Main, FNAO HOYA Vision Care</i> |
| 9:00 – 10:00 | “XTRActive” <i>Kay Jensen, Transitions</i> |
| 10:00 – 10:15 | BREAK |
| 10:15 – 11:15 | “Merchandising Ophthalmic Products & Services” <i>Nicole White, Essilor of America, Inc.</i> |
| 11:15 – 12:15 | “The Healthy Eye Care Solution: A Conversation About Multiple Pair Sales” <i>Ryan Rogers, Vision Ease Lens</i> |
| 12:15 – 1:15 | LUNCH |
| 1:15 – 2:15 | “Perception of Value & The Ophthalmic Consumer” <i>Nicole White, Essilor of America, Inc.</i> |
| 2:15 – 2:30 | BREAK |
| 2:30 – 4:30 | “Expanding The Freeform Family... The Better Lenses Just Got Better” <i>Todd Hasselius, ABOC Shamir Insight Inc.</i> |
| 4:30 – 4:45 | Close; Evaluations; Adjourn |

CONFERENCE INFORMATION

If you have any questions regarding this conference, please contact Charity Donaldson, Conference Director, at 806-743-9500 ext 245 or email charity.donaldson@ttuhsc.edu.

Conference dress is business casual and each attendee is encouraged to bring a sweater or jacket for comfort during the meeting.

Persons with disabilities who may need auxiliary aids or services are requested to contact Charity at least one week prior to this meeting so that appropriate arrangements can be made.

