

# 2009 New York State Society of Opticians *Annual State Conference*

## Conference Registration Packet



### **Opticians in 'Toga**

*... Saratoga that is!*  
**(The Summer Place to Be)**

#### **WHERE**

The Saratoga Hilton  
& Conference Center  
Downtown Saratoga Springs

#### **WHEN**

Friday, July 17, 2009  
through  
Sunday, July 19, 2009

*Act Now for Early Bird  
Savings! Full Conference  
& Daytripper Specials  
Available!*



*Make this your summer  
getaway -- with professional  
development!*

EXPERIENCE  
**SARATOGA**

*The Perfect Choice*

SARATOGA SPRINGS, NEW YORK

# Celebrating New York State's Ophthalmic Dispensing Programs, Alumni & An Incredible Profession

The New York State Society of Opticians, Inc. (NYSSO) has been advancing and protecting the ophthalmic dispensing profession since 1936. This is who we are — this is what we are all about — with members from Montauk Point to Niagara Falls, and from Massena on the Canadian border to Staten Island.

We are very pleased to offer this opportunity for New York State's and the Region's licensed opticians to come together in beautiful Saratoga Springs at the Hilton Hotel and Conference Center — easily accessible from every point in New York State via the New York State Thruway and the Adirondack Northway.

NYSSO holds this important event in order to bring together colleagues from across the state to celebrate our profession and accomplishments, and each year the event has grown. This year, we have more programming than ever, with many ways for opticians to advance their knowledge and skills, as well as relax and enjoy the activities and amenities offered by the Summer Place to Be -- Saratoga!



## *The Annual Conference Committee*

Ethan J. Brown, Chair  
Richard Bauman  
Brian Buff  
Francesca Elacqua  
John A. Graziano, Jr.  
John A. Kennedy, Jr.  
Lisa Lund-Dolezel  
Laurie Schreiber  
Scott Tressler  
Seles (Les) Varin

## Many Reasons to Attend the Conference...



I attended the NYSSO Annual Conference & Marketplace in Westchester last July and thought that it was just amazing! I reconnected with some of my long lost colleagues and this helped me feel so connected and energized to be a New York State Licensed Optician. The educational speakers were phenomenal. Thank you NYSSO for bringing us all together again. I'll see you in Saratoga this July!

*Lisa L. Lund-Dolezel,*  
Lead Optician-Team Lead, OSS  
Bassett Eyecare  
Oneonta, New York

If you have not invested in your practice lately, or in your professional knowledge, you are missing out. Whether you work for yourself or someone else, there is much to learn and much to keep up on in our ever changing industry. The BEST place to do that is at our state conference. NYSSO's 2009 Annual State Conference is sure to be one of the best investments you can make in your professional future. Our educational opportunities are of the highest caliber. Nothing enlivens a practice like networking with peers. Whether you need continuing education credits, are just beginning your career, are feeling isolation or lack of motivation, this conference is dollar for dollar, the BEST money you will spend this year. Don't miss out! You owe it to yourself to take care of your career.



*Ethan J. Brown*  
2009 Annual Conference Chair  
NYSSO Secretary/Region 5 Director  
Eye Care Unlimited  
Bronx, New York

# Conference Itinerary

The New York State Society of Opticians, Inc.  
2009 Annual Conference  
Saratoga Springs, NY

Friday, July 17, 2009

- 2:00 pm ..... **Conference Registration Opens**  
*Early arrival can enjoy the charms and offerings of downtown Saratoga Springs. The conference venue sits right on Broadway —so you can park your car upon arrival and walk to everything you need or want to do!*
- 7:00 pm ..... **Welcoming Reception** (Sponsored by Marchon)
- 9:00 pm ..... **The evening is yours to enjoy Saratoga!**  
*A full list of what is happening will be provided upon arrival.*

Saturday, July 18, 2009

- 7:30 – 4:30 pm ..... **Conference Registration**
- 8:00 – 9:00 am ..... **A Vision for the Future**  
NYSSO's Long Range Planning Presentation & Opticians Focus Group
- 9:00 – 10:00 am ..... **The State of the Ophthalmic Dispensing Profession in New York State**  
with State Board Executive Secretary Claudia Alexander  
and Members of the State Board for Ophthalmic Dispensing  
*An opportunity to learn about the latest developments in the profession and to have your questions answered.*  
(1 NYS Ophthalmic Dispensing Credit – Basic Level)
- 9:00 – 3:00 pm ..... Conference Marketplace will be open
- 10:00 – 11:00 am ..... Coffee Break in the Marketplace
- 11:00 – 12:00 pm ..... **High-Performance Ophthalmic Lenses**  
Greg Rodriguez, Supported by Essilor  
(1 NYS Ophthalmic Dispensing Credit -- Intermediate Level) *ABO credit available*
- 12:00 – 1:00 pm ..... **Contrast Sensitivity and Visual Perception**  
Greg Rodriguez, Supported by Essilor  
(1 NYS Ophthalmic Dispensing Credit -- Intermediate Level) *ABO credit available*
- 1:00 – 2:30 pm ..... **Marketplace Lead-In**  
**NYSSO Luncheon & Annual Awards Ceremony**  
*Join us for the delicious Congress Park Lunch Buffet (included with conference registration, or available as Daytripper Special)*
- 2:30 – 3:30 pm ..... **Mini-Scleral and Scleral Lenses for Today's Patients**  
Ledonna Buckner, Supported by Blanchard Contact Lens  
(One NYS Contact Lens Credit – Intermediate Level) *NCLE credit available*
- 3:30 – 4:30 pm ..... **Help! My Patient is Presbyopic and Wants GP Contact Lenses!**  
Ledonna Buckner, Supported by Blanchard Contact Lens  
(One NYS Contact Lens Credit – Intermediate Level) *NCLE credit available*

# Conference Itinerary

7:00 – 10:00 pm ..... **Opticians in 'Toga! Conference Bash**  
*Join your colleagues, friends and guests for music, dancing & fun! This evening is all about celebrating our profession, the summer, and making connections—in business and friendship!*  
*We will also have Vendor Prize Drawings and the PAC Raffle Drawing!*  
Dinner will be the “Taste of the Caribbean Buffet”  
Includes: Caribbean Spinach Salad, Island Salad, Hawaiian Sweet Rolls and Butter, Jerk Chicken, Roasted Mahi Mahi, Island Flank Steak, Roasted Sweet Potato, Yucca & Plantains, Selection of Tropical Shooters, Caribbean Rum Cake, Pineapple Mango Cheesecake, Coffee, Tea and Iced Tea  
*(This evening activity is included with conference registration or available as an evening-only special)*

## Sunday, July 19, 2009

*There will be a special morning “Horsin’ Around” tour of Saratoga Race Track, including backstretch access to see the horses working out. Full details available at registration.*

- 8:00 – 9:00 am ..... **What Have You Got Lose...Just Profits**  
Ken Brechtel, Supported by A&A Optical  
(One NYS Dual Ophthalmic Dispensing/Business Management Credit – Intermediate Level)
- 9:00 – 10:00 am ..... **Team Building from Me to We**  
Ken Brechtel, Supported by A&A Optical  
(One NYS Dual Ophthalmic Dispensing/Business Management – Intermediate Level)
- 10:00 – 11:00 am ..... **Closing the Gap**  
Peter Arnold, Supported by Transitions  
(One NYS Ophthalmic Dispensing Credit -- Intermediate Level) *ABO credit available*
- 11:00 – 1:00 pm ..... **SPECIAL CONCURRENT WORKSHOP**  
***Hands-On Dispensing Techniques***  
Kathy Gross-Edelman, Supported by Pech Optical  
(Two NYS Ophthalmic Dispensing Credits – Intermediate Level) *ABO credit available*  
*Participants should bring adjusting tools, a full metal frame with lenses and a nylon cord rimless frame with lenses to participate.*  
Limited to 25/Make sure to indicate choice on registration form.
- 11:00 – 12:00 pm ..... **Troubleshooting Progressives**  
Pam Benson, Supported by Pech Optical  
(1 NYS Ophthalmic Dispensing Credit – Intermediate Level) *ABO credit available*
- 12:00 – 1:00 pm ..... **Minding the P's & Q's of Package Pricing**  
Pam Benson, Supported by Pech Optical  
(1 NYS Ophthalmic Dispensing Credit – Intermediate Level) *ABO credit available*
- 1:00 – 2:00 pm ..... **High Tech Lenses That Change**  
Lyle Rubin, Supported by Corning  
(1 NYS Ophthalmic Dispensing Credit – Basic Level) *ABO credit available*

# Conference Registration Form



*Use this form to register  
for the Conference*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Region: \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_ Child Name (s): \_\_\_\_\_

**Early Bird Registration (until July 10, 2009)**

- NYSSO Member x \$140.00 = \_\_\_\_\_
- Non-Member x \$290.00 = \_\_\_\_\_  
*includes NYSSO Membership Package for 2009-10*
- Ophthalmic Disp. Student x \$75.00 = \_\_\_\_\_
- Spouse/Guest x \$75.00 = \_\_\_\_\_
- Child/16 & Under x \$25.00 = \_\_\_\_\_

**Regular Registration (after July 10, 2009)**

- NYSSO Member x \$190.00 = \_\_\_\_\_
- Non-Member x \$290.00 = \_\_\_\_\_  
*includes NYSSO Membership Package for 2009-10*
- Ophthalmic Disp. Student x \$75.00 = \_\_\_\_\_
- Spouse/Guest x \$75.00 = \_\_\_\_\_
- Child/16 & Under x \$25.00 = \_\_\_\_\_

**Specials**

- Day Tripper Special (Saturday) x \$30.00 = \_\_\_\_\_  
*includes luncheon & conference materials*
- New/Returning Member x \$150.00 = \_\_\_\_\_  
Special Offer  
*(Membership to 8/31/10)*
- Saturday Evening x \$60.00 = \_\_\_\_\_  
Opticians in "Toga Special"  
*(Saturday 7-10 p.m. only)*
- Hands-On Dispensing Training Workshop = No Charge  
*(Sunday, limited to 25 registrants)*

**Continuing Education Only**

*I will only be attending for Continuing Education (check one):*

Saturday  Sunday  Both Days

**Booster Support** *(Name/message printed in conference program)*

*Credit will also be given to your Region in the Booster Cup Competition.*

Lines in Conference Program x \$5.00/line = \_\_\_\_\_

Line(s) should read: *(use additional sheet for additional Booster lines)*

\_\_\_\_\_  
\_\_\_\_\_

**PAC Raffle**

*Prizes include a Vacation Package for Two, 8 GF iPod Nano, and \$100 gift card.*

1 Ticket x \$5.00 = \_\_\_\_\_

5 Tickets x \$20.00 = \_\_\_\_\_

**Grand Total Enclosed:** = \_\_\_\_\_

Checks should be made payable to: NYSSO

Paying by Credit Card:

Visa  Mastercard  American Express  Discover

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

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

**Please return this form to:**  
NYSSO Annual Conference  
90 State Street, Suite 1009  
Albany, N.Y. 12207-1710

**Or fax to:**  
(518) 463-8656

# Conference Highlights

## Saturday Evening - Opticians in 'Toga! Conference Bash

We decided this year to have a party on Saturday evening — where we can celebrate the profession, summer and each other! So join us for this festive bash from 7:00 – 10:00 p.m. The evening includes cocktail party, delicious “Taste of the Caribbean” dinner, music, dancing, vendor prizes and the PAC Raffle drawing.

*Cocktail Party  
Delicious Taste of the Caribbean Dinner  
Music • Dancing  
Prize Drawings • More!*



### *Register Online!*

Save time and postage...  
Go to [www.nyssso.org](http://www.nyssso.org)  
and click on the Annual Conference  
Button at the top of the webpage!



### *Your Registration Fee includes:*

Friday Evening Welcoming Party  
Sponsored by Marchon

Saturday Luncheon and Marketplace

Opticians in 'Toga Saturday Evening  
Celebration (Dinner, music and more!)

11+ Hours of Free Continuing  
Education

Conference Bag, Giveaways & More!

## PAC Raffle!

*Support your profession and win a prize!*

1st Prize -- Saratoga Vacation for Two



**The Saratoga Hilton**

2nd Prize -- 8 GB iPod Nano



3rd Prize -- \$100 Gift Card



Supporting the Opticians PAC allows NYSSO to effectively place its legislative agenda before our elected officials and assists in NYSSO's mission -- to advance and protect the profession of Ophthalmic Dispensing

See Government Affairs at [www.NYSSO.org](http://www.NYSSO.org)

Contact your Directors for tickets or call  
(518) 426-0599 or email to [NYSSO@caphill.com](mailto:NYSSO@caphill.com)



# 2009 Conference Partners

MARCHON®  
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VISION WEST®

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CORPORATION



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Discovering Beyond Imagination

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GROUP  
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*we make eyeglasses*



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Better vision. Better life.

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INTERNATIONAL

Perfecting the art  
inside the frame

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As of May 11, 2009