

# 2010 ANNUAL OPTICIANS GALA & PROFESSIONAL DEVELOPMENT SYMPOSIUM

CELEBRATING NEW YORK STATE'S OPHTHALMIC DISPENSING PROFESSION

## Don't Miss Out!

Bringing more Opticians & Vendors together –  
more networking and learning time for all!

Casino  
Match  
Play &  
Diamond  
Card for  
Every Gala  
Attendee!

### SATURDAY, MAY 1<sup>ST</sup>

- Reception
- Gala Banquet Program
- Annual NYSSO Awards Ceremony  
*\* New York State Optical Retailer of the Year Award*
- After Event Party on Casino Floor

### SUNDAY, MAY 2<sup>ND</sup>

- 8 hrs. of Professional Development
- Continuing Education Program  
(NYS, ABO & NCLE credits)

An excellent chance to gather, meet with vendors, network and  
learn the latest about the profession and industry.

MAY 1-2, 2010  
TURNING STONE CASINO  
& CONFERENCE CENTER  
VERONA, NY

RIGHT OFF EXIT 33 OF  
THE NEW YORK  
STATE THRUWAY

Register  
NOW!

 **Turning Stone**<sup>®</sup>  
Resort • Casino

 **College of Technology**<sup>®</sup>  
Technical Career Institutes  
*Platinum Gala Sponsor*

 **jmi**  
*Platinum Media Sponsor*

**MARCHON**<sup>®</sup>  
eyewear  
*Platinum Award Sponsor*  
The Marchon New York State Optical Retailer of the Year Award

Full event details & registration available online:  
[www.nyssa.org](http://www.nyssa.org)

# 2010 New York Opticians Gala

**Register Now!**  
**Only \$65.00**  
**per person**

*New York State Society of Opticians  
presents the  
2010 New York State Opticians Gala  
Saturday, May 1, 2010  
Turning Stone Resort & Casino  
Cypress Room*

**Casino  
Match Play &  
Diamond Card  
for Every  
Attendee!**

## Program of Events for the Evening

Meet Our Sponsors Reception ..... 6:00 - 7:30 p.m.

Cash Bar & Delicious Hors D'Oeuvres  
Mingle, catch-up with friends and colleagues,  
meet some of New York's finest optical  
companies and their representatives

Dinner ..... 7:30 – 9:00 p.m.

Choice of: Prime Rib of Beef au Jus  
Chicken & Stuffed Shrimp – Scampi Style  
Vegetarian Option

Dessert & Coffee Service

### **Dinner Program**

Welcoming by NYSSO President Laurie Schreiber

### Acknowledgements of Platinum Sponsors/Comments

- Gala Sponsor – Technical Careers Institute – College of Technology
- Media Sponsor – Jobson Medical Information
- New York State Optical Retailer of the Year Sponsor – Marchon

Presentation of NYSSO Annual Awards

Presentation of the New York State Optical Retailer of the Year Award

### Some Thoughts on Our Profession/Dessert Comment

**Sam Johnson, ABOM, NCLE-AC**

Board Certified Master Optician and Vision Specialist  
President, Registered Opticians Association of Texas  
Board Member, Early Childhood Vision Screening



*Sam Johnson,  
ABOM, NCLE-AC*

*After-Event Party at Sports Bar on Casino Floor – Join us for continued celebration of our profession!*



**MARCHON**  
eyewear





# Professional Development Symposium

## 2010 Professional Development Symposium


Sunday, May 2, 2010 Mohawk & Seneca Rooms

Registration begins at 7:30 a.m.




### 8:00 – 10:00 a.m. – Concurrent Sessions

- |      |                                                                                                                                                                            |    |                                                                                                                                                                                                         |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8-9  | Individual Freeform<br>with Barbara Welty, Zeiss <br>(1 NYS Ophthalmic Dispensing Credit) | OR | Business Course 1<br>Ken Brechtel, A&A Optical <br>(1 NYS Ophthalmic Dispensing Dual<br>Dispensing/Bus. Mgt. Credit) |
| 9-10 | Purecoat AR<br>with Barbara Welty, Zeiss <br>(1 NYS Ophthalmic Dispensing Credit)         | OR | Business Course 2<br>Ken Brechtel, A&A Optical <br>(1 NYS Ophthalmic Dispensing Dual<br>Dispensing/Bus. Mgt. Credit) |

### 10:00 – 11:00 a.m. – General Session



- 10-11 State of the State's Ophthalmic Dispensing Profession  
with Claudia Alexander, Executive Secretary & Members of State Board   
(1 NYS Ophthalmic Dispensing Credit)

### 11:00 a.m. – 1:00 p.m. – Concurrent Sessions

- |       |                                                                                                                                                                                                                                      |    |                                                                                                                                                                                                                                                                              |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11-12 | Selling Success Through Effective<br>Visual Merchandising<br>with Raymond Dennis, Essilor <br>(1 NYS Dual Ophthalmic Dispensing/Bus. Mgt. Credit) | OR | 11-1 Refraction Crash Course<br>with Sam Johnson, President of<br>the Registered Opticians <br>Association of Texas, HOYA<br>(2 NYS Dual Ophthalmic<br>Dispensing/Contact Lens Credits) |
| 12-1  | Understanding Contrast Sensitivity<br>with Raymond Dennis, Essilor <br>(1 NYS Ophthalmic Dispensing Credit)                                       |    |                                                                                                                                                                                                                                                                              |

Attendees can grab lunch (on own) between 11:00 a.m. – 1:00 p.m. based on their course selection.

### 1:00 – 4:00 p.m. – Concurrent Workshops

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Freeform Free-for-All<br>with Mark Mattison-Shupnick, Jobson <br>This workshop offers a clear review of the benefits of the freeform technologies, and will analyze the difference between just combining surfaces and the results of optimization and/or personalization. The discussion will let you hear from peers that have made it a successful and a profitable part of their business and understand the lab role as a product source.<br>(3 NYS Ophthalmic Dispensing Credits) | OR | FISH! for Opticians<br>with Eric Meyers, Vision Ease <br>This interactive workshop introduces useful management principals to the Optical industry and shows you how to apply them to your practice/work environment in order to achieve success.<br><br>(3 NYS Dual Ophthalmic Dispensing/<br>Business Management Credits) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# 2010 Opticians Gala Supporters

## *Platinum Level*



**Gala Sponsor**



**Optical Retailer of the Year Sponsor**

*Jobson Medical Information*



**Media Sponsor**

## *Gold Level*



**Carl Zeiss Vision**

## *Bronze Level*



*Winchester Optical*



## *Copper Level*



## *Company Level*



prodesign : denmark



*As of March 26, 2010*

# Gala/Symposium Registration Form



*Use this form to register for the Gala/Symposium*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
 \_\_\_\_\_ E-mail: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Region: \_\_\_\_\_  
 Spouse/Guest Name: \_\_\_\_\_ Child Name (s): \_\_\_\_\_

**Gala Registration**

Licensed NYS Optician x \$65.00 = \_\_\_\_\_  
 Spouse/Guest x \$65.00 = \_\_\_\_\_  
 Ophthalmic Disp. Student x \$40.00 = \_\_\_\_\_  
 Child/16 & Under x \$25.00 = \_\_\_\_\_

**Meal Choice**

Prime Rib of Beef au Jus  
 Chicken & Stuffed Shrimp -- Scampi Style  
 Vegetarian Option

**Attendance Information**

I will be attending BOTH the Gala Saturday and the Professional Development Symposium Sunday  
 I will be attending ONLY the Gala Saturday  
 I will be attending ONLY the Professional Development Symposium Sunday

**Registrant Information**

*(Please check all that apply)*

I am a NYSSO Member  
 I am a Non-Member, but would like to join x \$185.00 = \_\_\_\_\_  
 If Student, what is your school: \_\_\_\_\_

**Continuing Education Information**

*All NYSSO Members can attend Sunday's Professional Development Symposium for free. Non-Members can purchase credits for \$30/credit at the event or join NYSSO and receive their credits for free.*

**Gala Program Listing** *(Name/message printed in program)*

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

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

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

**PAC Raffle**

*Enter to win prizes and support NYSSO's legislative agenda.*

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 Opticians Gala  
 1450 Western Avenue, Suite 101  
 Albany, N.Y. 12203-3539

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

# Gala Accommodations

Make Your Gala Accommodations Reservation Now!  
NYSSO has arranged affordable accommodations for Gala attendees. Make your reservations NOW!

## Turning Stone Special Rates for NYSSO

Hotel/Tower - \$169.00

The Lodge (all suites) -  
\$345.00

The Inn (1/2 mile from Casino/continuous  
complimentary shuttle service) - \$84.00

For reservations:

Call 1-800-771-7711

Tell them you're with NYS Society of Opticians



## Fairfield Inn - Verona Special Rate for NYSSO

Double Queen - \$135.00

Hotel is located directly across  
from Turning Stone entrance.  
(Continuous complimentary shuttle service.)

For reservations:

Call 1-800-228-2800

Tell them you're with NYS Society of Opticians



*Find out how you can get your  
Turning Stone Weekend paid for  
by A&A Optical by going to the  
Gala Webpage at:  
[www.nysso.org/  
displayconvention.cfm](http://www.nysso.org/displayconvention.cfm) or  
contacting A&A Representative  
Ken Brechtel at (716) 536-4005 or  
[kbrechtel@aaopticalco.com](mailto:kbrechtel@aaopticalco.com).*



You Can Register for  
the Gala/Professional Development  
Seminar at [www.nysso.org](http://www.nysso.org).