

2017 VISION PREVIEW SCHEDULE & MAP

Friday, October 27, 2017		Eight hours of CE available	ROOM
10:00 - 5:00pm	Registration Desk Open		
12:00 - 1:00pm	Minus Cylinder Refractometry D. Capretta - One (1) hour of Technical		MACC 1
12:00 - 1:00pm	Creating The Consumer Connection A. Baronti - One (1) hour of Technical	ABO/COPE	MACC 2
1:00 - 2:00pm	The Thirteen Temperaments of Eyewear Customers C. Bratteig - One (1) hour of Elective	ABO	MACC 1
1:00 - 2:00pm	The Patient Handoff A. Baronti - One (1) hour of Technical	ABO/COPE	MACC 2
2:00 - 3:00pm	Cost-Effective Online Marketing Strategies for the Eye Care Business M. Dolabany - One (1) hour of Elective	ABO/COPE	MACC 1
2:00 - 3:00pm	Understand the Relationship Between the Refraction & Patient's Rx L. Pierce - One (1) hour of Technical	NCLE/CPC	MACC 2
2:00 - 4:00pm	Optional Hands-on Workshop: Hands-on Frame Fitting & Custom Adjustments J. Campbell - Two (2) hours of Technical	ABO	MACC 202
3:00 - 4:00pm	The Future of Retail in Optical A. Baronti - One (1) hour of Elective	ABO/COPE	MACC 1
3:00 - 4:00pm	Troubleshooting the Difficult Rx P. Walker - One (1) hour of Technical	ABO/CPC	MACC 2
4:00 - 6:00pm	Contact Lens Fitting APS: Anatomy, Physiology, & Solutions K. Latimore - Two (2) hours of Tech: Contact Lens	NCLE	MACC 1
4:00 - 6:00pm	Reduction of Medical Errors: Interactive <i>A New Twist: Please bring your most complex optical case studies to this forum for an interactive problem-solving session.</i> L. Pierce - Two (2) hours of Medical Errors	NCLE	MACC 2
4:00 - 6:00pm	Apprentice/Sponsor Orientation M. Miller - Two (2) hours of Elective		MACC 210
6:00 - 7:00pm	Break for Dinner on Your Own		
7:00 - 8:00pm	Anatomy of an Optometric Exam Room P. Walker - One (1) hour of Technical	ABO/CPC	MACC 1
7:00 - 9:00pm	The Florida Laws & Rules, Initial J. Campbell - Two hours of Laws & Rules	NCLE	MACC 2
8:00 - 9:00pm	SIGHT: The Story of Vision Video - One (1) hour of Technical		MACC 1

Saturday, October 28, 2017 *Eight hours of CE available* **ROOM**

7:30 - 4:00pm	Registration Desk Opens		
8:00 - 9:00am	Stop Selling and Help Your Patients Buy S. Toth - One (1) hour of Elective	ABO/COPE/CPC	MACC 2
8:00 - 9:00am	Ocular Motility D. Capretta - One (1) hour of Technical		MACC 1
8:00 - 9:00am	Blue Light: Danger Zone B. Markham - One (1) hour of Technical		MACC 210
8:00 - 10:00am	Optional Hands-on Workshop: Hands-on Frame Fitting & Custom Adjustments J. Campbell - Two (2) hours of Technical	ABO	MACC 202
8:30 - 5:00pm	NCLE EXAM PREP Additional & Pre-Registration Required Exam prep with a National Opticianry Instructor - K. Latimore		MACC 114
9:00 - 10:00am	How to Get the Most Out of Your Marketing S. Toth - One (1) hour of Elective	ABO/CPC/COPE	MACC 210
9:00 - 10:00am	Photochromic Lenses: Understanding Light & Vision C. Bratteig - One (1) hour of Technical		MACC 1
9:00 - 11:00am	Clinical Aspect of Free Form Lens J. Zimmerman - Two (2) hours of Technical	ABO	MACC 2
10:00 - 11:00am	COPE: The Seven Fundamentals of Merchandising ABO: Optical Merchandising D. Martin - One (1) hour of Elective	ABO/COPE/CPC	MACC 210
10:00 - 11:00am	Tonometry D. Capretta - One (1) hour of Tech: Contact Lens		MACC 1
11:00 - 12:00pm	COPE: Optical Budgeting and Frame Board Management ABO: Inventory Management & Negotiation Strategies D. Martin - One (1) hour of Elective	ABO/COPE/CPC	MACC 210
11:00 - 12:00pm	The Wild Blue Yonder: Addressing Blue Light Hazards J. Zimmerman - One (1) hour of Technical	ABO	MACC 2
11:00 - 12:00pm	Intelligent Lens Technology with Unity VIA C. Bratteig - One (1) hour of Technical	ABO	MACC 1
12:00 - 1:00pm	Advanced Optics - Through the Looking Glass <i>(REPEATED AT 1:30)</i> P. Walker - One (1) hour of Technical	ABO/CPC	MACC 1
12:00 & 1:00pm	Lunch Served at 12:00n & 1:00pm <i>Enjoy lunch, then visit the Optical Exhibits!</i>		Exhibit Hall
12:00 - 3:00pm	VISION PREVIEW'S OPTICAL EXHIBITS OPEN <i>See the latest in optical goods and services!</i>		Exhibit Hall
1:30 - 2:30pm	Advanced Optics - Through the Looking Glass <i>(REPEAT OF 12N COURSE; CREDIT IS AVAILABLE ONLY ONCE)</i> P. Walker - One (1) hour of Technical	ABO/CPC	MACC 1
2:30 - 3:30pm	Prism - Everything You Need to Know P. Walker - One (1) hour of Technical	ABO/CPC	MACC 2
2:30 - 3:30pm	Turning Problem Employees into Great Employees M. Rockwell - One (1) hour of Elective		MACC 1

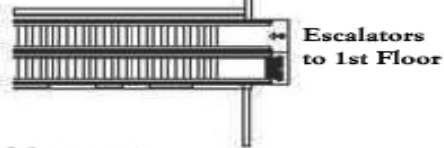
2:30 - 3:30pm	Disruption of Online Sales to the Optical Industry M. Dolabany - One (1) hour of Elective	ABO/COPE	MACC 210
3:30 - 5:15pm	Dispensing to the Generations L. Pierce - Two (2) hours of Technical	ABO	MACC 2
3:30 - 5:15pm	The Florida Laws & Rules, Initial M. Miller - Two (2) hours of Laws & Rules	NCLE	MACC 1
3:30 - 4:30pm	Need Based Dispensing M. Ganem - One (1) hour of Technical		MACC 210
4:30 - 5:30pm	Motivation for Exceptional Performance M. Ganem - One (1) hour of Elective		MACC 210
5:00 - 7:00pm	Happy Hour in Vision Preview's OPTICAL EXHIBITS <i>See the latest in optical goods and services!</i>		Exhibit Hall

Sunday, October 29, 2017 *Seven hours of CE available* **ROOM**

7:30 - 1:00pm	Registration Desk Open		
8:00 - 9:00am	Positive Dispensing E. August - One (1) hour of Technical		MACC 1
8:00 - 9:00am	Soft Contact Lenses - An Introductory Clinical Guide M. Brujic - One (1) hr of Tech: Contact Lens	NCLE/CPC	MACC 2
8:30 - 3:30pm	ABO EXAM PREP <i>Additional & Pre-Registration Required</i> Exam prep with a National Opticianry Instructor - R. McCoy		MACC 210
9:00 - 10:00am	Sunwear-ology E. August - One (1) hour of Technical		MACC 1
9:00 - 10:00am	Troubleshooting Optical Complaints M. Ganem - One (1) hour of Technical	ABO	MACC 2
10:00 - 11:00am	Insurance: The Good, The Bad & The Profitable M. Rockwell - One (1) hour of Elective		MACC 1
10:00 - 12:00n	Slit Lamp Virtual Workshop M. Brujic - Two (2) hrs of Tech: Cont Lens	NCLE/CPC	MACC 2
11:00 - 12:00n	The Difference between Free Form and Traditional Progressives M. Rockwell - One (1) hour of Technical		MACC 1
12:00 - 1:00pm	History Taking M. Brujic - One (1) hr of Tech: Contact Lens	NCLE/CPC	MACC 2
12:00 - 2:00pm	Reduction of Medical Errors J. Campbell - Two (2) hours of Medical Errors	NCLE	MACC 1
1:00 - 2:00pm	Creating Customers for Life M. Ganem - One (1) hour of Technical	ABO	MACC 2
2:00 - 3:00pm	SIGHT: The Story of Vision Video - One (1) hour of Technical		MACC 1

Second Floor - Miami Airport Convention Center

Registration Desk, Coffee Shop, Saturday's Lunch & the Optical Displays are on the 1st Floor.



Additional Restrooms down this hall

MACC 114 down the hall

Business Office

MACC 210

MACC 202

R
E
S
T
R
O
O
M
S

MACC 1

MACC 2

