

Friday: June 10, 2011 *Six Hours of CE Available*

10:00 -4:00pm	Registration Desk Open
12:00 -1:00pm	Branding Your Professionalism L. Pierce - One hour of Technical: Dispensing
1:00 -2:00pm	Advance Solutions of Bifocal Conversions L. Pierce, One hour of Technical: Dispensing
1:00 -2:00pm	Hands-On Photochromic Lens Workshop J. Reese - One hour of Technical: Dispensing
Workshop A	
1:00 -2:00pm	The High Performance Sunwear Taitelbaum - One hour of Technical: Dispensing
2:00- 3:00pm	Expanding the Photochromic Family M. Solis - One hour of Technical: Dispensing
2:00- 3:00pm	They're Not Your Father's Single Vision Lenses J. Zimmerman - One hour of Technical: Dispensing
3:00 -4:00pm	High Performance Lenses R.J. Simmons - One hour of Technical: Dispensing
3:00 -4:00pm	Making Sunwear Important J.Taitelbaum - One hour of Tech: Dispensing him
3:00 -4:00pm	Hands-On Photochromic Lens Workshop J. Reese - One hour of Technical: Dispensing
Workshop B	
4:00-5:45pm	Florida Laws & Rules (Initial) Miller & Simmons - Two hours of Laws & Rules
4:00-5:45pm	Apprentice/Sponsor Orientation J. Reese - Two hours Laws & Rules or Elective

Saturday: June 11, 2011 *Eight Hours of CE Available*

7:30 - 4:00pm	Registration Desk Open
8:00 -9:00am	Prescription Analysis E. August - One hour of Technical: Dispensing
9:00 -10:00am	Progressive in the Digital Age R.J. Simmons - One hour of Technical: Dispensing
9:00 -10:00am	Wealth Preservation Planning in 2011. M. Avolio - One hour of Elective
9:00 -12:00pm	Reducing Remakes: Tips, Tools, Tweaks & Rules J. Reese-Three Hours of Technical: Dispensing
Workshop C	
10:00 -11:am	Creating Customers for Life M. Ganim -One hour of Elective
10: -11:45pm	Reduction of Medical Errors L. Pierce - Two hours of Medical Errors
11:00 -12:00n	Are You Prepared To Make The Right Investments Choices Based On Your Needs In Today's Market? M. Avolio - One hour of Elective
12n -1:30pm	Lunch in the Exhibits
1:00- 3:00pm	Time Management for Opticians M. Sayers - Two hours of Elective
Workshop D	
1:30 -2:30pm	Secrets to Balancing Aniseikonia P. Walker - One hour of Technical: Dispensing
1:30 -2:30pm	The New Era Of Digital Performance Eye Wear J. Zimmerman - One hour of Technical: Dispensing
2:30 -5:30pm	Advance Frame Selection & Fitting L. Pierce -Three Hours of Tech: Dispensing
Workshop E	
2:30 -3:30pm	Trouble Shooting the Difficult Rx P. Walker - One hour of Technical: Dispensing
3:30 -4:30pm	High Tech Lenses E. August - One hour of Technical: Dispensing
3:30 -5:30pm	Time Management for Opticians M. Sayers - Two hours of Elective
Workshop F	
4:30 -5:30pm	Quality Ophthalmic Frame Construction E. August - One hour of Technical: Dispensing
5:30- 7:00pm	Happy Hour in Exhibits

**Better Vision Conference**

Sponsored by Professional Opticians of Florida

June 10-12, 2011 Safety Harbor Resort & Spa

POF's Biggest and Best West Coast event ever, with...

- Over 30 different CE topics offered, plenty of options
- Six different hands-on workshops to enhance your skills;
 - Photochromic Lens Workshop
 - Reducing Remakes: *Tips, Tools, Tweaks & Rules*
 - Time Management for Opticians
 - Advance Frame Selection & Fitting
 - Business Development for Opticians
 - Spanish for Opticians
- Get the details on these Hands-on Workshops & more at WestCoast.pof.org
- Fourteen of the Nation's finest optical trainers
- World Class education available in a World Class Resort
- Safety Harbor Resort at lowest rate ever at \$89 a night
- All 20 of Florida's required hours in one weekend
- Latest in eyewear fashions and accessories on display
- Flexible day rates, pay for the days you plan to attend
- POF's optician friendly payment options & cancellation policy gives you a 100% refund of your money
- Your educational dollars supporting your profession State & Nationally

FL CE Provider #50-1645

Sunday: June 12, 2011 *Six Hours of CE Available*

7:30 -9:00am	Registration Desk Open
8:00 -9:00am	Un-Complicating CL Complications M. Brujic - One hour of Technical: Contact Lens
9:00 -10:00am	Lens Aberrations P. Walker - One hour of Technical: Dispensing
9:00 - 1:00pm	Business Development for Opticians M. Sayers - Four hours of Elective
Workshop G	
10:-11:45am	Tales From The Trenches M. Brujic - Two hours of Technical: Contact Lens
10:-11:55am	Spanish for Opticians L. Rodriguez & K. Vega - Two hours of Electives
Workshop H	
11:45am	Lunch on your own
12:30 -1:30pm	Prism Applications P. Walker - One hour of Technical: Dispensing
1:30 -2:30pm	Ocular Allergies: Scratching the Surface M. Brujic - One hour of Technical: Contact Lens

POF gives you many Easy Ways to Register for West Coast Better Vision

We accept all major credit card & checks.

Online: WestCoast.pof.org

Phone: 850.201.2622

800.972.2698

Fax: 850.201.2625

Mail: POF/ West Coast
1947 Greenwood Drive
Tallahassee, FL 32303

Name _____ License# _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ FAX _____

E-mail _____ @ _____

* POF has a NO Spam policy; we will not share your email information to anyone. We will only send you important professional and educational updates as needed.

Circle the appropriate amount(s)		Early Rate On or before May 27	Base Rate After May 27	On Site Rates & After June 09
Standard Rates				
Full	All Three Days	\$197	\$217	\$227
Two Days	Friday & Saturday	\$187	\$207	\$217
	Saturday & Sunday	\$187	\$207	\$217
One Day	Friday	\$ 97	\$117	\$127
	Saturday	\$117	\$137	\$147
	Sunday	\$ 87	\$107	\$117
Discounted Member Rates				
Full	All Three Days	\$ 97	\$117	\$127
Two Days	Friday & Saturday	\$ 87	\$107	\$117
	Saturday & Sunday	\$ 87	\$107	\$117
One Day	Friday	\$ 67	\$ 87	\$ 97
	Saturday	\$ 77	\$ 97	\$107
	Sunday	\$ 57	\$ 77	\$ 87
Hands On Workshops		Must register for Conference to take workshops		
Session	Limited seating, first come, first served. Workshop placement is not guaranteed.			
-	Photochromic Workshops	Circle your 1 st Choice		
A	Friday 1:00pm -2:00pm	\$10	\$20	\$25
B	Friday 3:00pm -4:00pm	\$10	\$20	\$25
-	Reducing Remakes Workshop			
C	Saturday 9:00am -12:00pm	\$24	\$29	\$35
-	Time Management for Opticians	Circle your 1 st Choice		
D	Saturday 1:00pm -3:00pm	\$19	\$24	\$30
F	Saturday 3:30pm - 5:30pm	\$19	\$24	\$30
-	Advanced Frame Selection & Fitting			
E	Saturday 2:30pm - 5:30pm	\$24	\$29	\$35
Business Development for Opticians				
G	Sunday 9:00am - 1:00pm	\$39	\$49	\$55
Spanish of Opticians				
H	Sunday 10:00am-12:00pm	\$49	\$59	\$65

Are you a member of POF? Yes No **Conference total \$** _____

I would like to join POF renew my membership.

Include my membership payment of:

- \$ 165 **Professional Member** - FL Licensed Optician
- \$ 65 **Associate Member** - Supplier and not a FL Licensed Optician
- \$ 25 **Future Opticians** - Apprentice

Code(s) _____ **Total Amount \$** _____

Payment: Check (payable to **POF**) Visa MasterCard AmEx Discover

Card # _____ Exp. Date _____

Name on Card _____ CVV# _____

Signature _____

I agree to pay above total amount according to card issuer agreement.



West Coast Better Vision Conference

Sponsored by Professional Opticians of Florida

June 10-12, 2011 Safety Harbor Resort & Spa

POF Thanks Our 2011 Event Sponsors:



Complete details on the Conference, the Workshops & the Resort plus online registration are available now by visiting WestCoast.pof.org

World Class Location & Accommodations

Safety Harbor Resort & Spa is offering you the lowest rate ever of \$89 single/double +tax with NO resort amenity fee to POF's guests making their reservations by May 16, 2011.



SAFETY HARBOR
RESORT AND SPA

Call toll free 888-237-8772 or 727-726-1161 for additional information or to make your room reservation over the phone. To book your room on-line go to:

www.SafetyHarborSpa.com

While online click on the "Check Rooms" button in top right corner of the home page. Enter your hotel stay information, then enter the Group Code of "PROF3" (Code is case sensitive), click continue to make your reservations at the discounted POF group rate. (If the resort fee appears on your website total, it will be removed during check-in at hotel)

Professional Opticians of Florida is more than just a sponsor of CE. We are about you and your success. Our goal is to provide you and all opticians the best education available with the friendliest and most flexible service possible, to treat you as the professional that you are, we accept all forms of payment including major credit cards & your personal & business checks both in advance & on-site. We even will accept cash too. ☺



Our cancellation policy is also professional & optician friendly, if you need to cancel for any reason, POF will **happily give you a 100% refund**, no explanation needed, just sent us a note confirming you can not attend before the event & we will refund ALL of your money after the event. **Special Accommodations:** In accordance with ADA, do you have any special requirements that we need to accommodate? Call 850-201-2622. Pre-registration with 7 days advance written notice is required.