



26th Annual ABO Educational Conference!!!

**Working Together to Advance Professional Opticianry Care for the
State of New Mexico**

Science & Technology Building, Southwestern Indian
Polytechnic Institute
Albuquerque, New Mexico

Conference Agenda

Date: November 10, 2018

08:00-08:40 Open Registration- Continental Breakfast

0850-0900 OANM President's Welcome- Auditorium

09:00-09:50 Auditorium- 1 ABO CEC "Commoditization of Eyewear: Lens Designs that Cannot Be a Commodity" Phernell Walker

In today's competitive market place, certain lens designs stand above all others. These lens designs cannot be commoditized. This course goes deep into lens design, effects of aspheric, atoric, refractive indices, lens thickness, advances in thin films, and innovations of lens geometry.

10:15-11:05: Auditorium- 1 ABO CEC "MBA Methods to Leading and Managing Your Practice" Phernell Walker

Today's owners, managers, and practice administrators have unique challenges operating a modern optical dispensary and practice. Learn how to leverage key MBA concepts of Six Sigma, Root Cause Analysis, leadership, motivation, P&L ratiocination, and business SWOT analysis. This is a must course for optical managers, owners, and operators.

11:15-12:05: Auditorium- 1 ABO "21st Century Optical Management: Ch-Ch-Ch-Changes!" Kevin Fast

In this course, you will be exposed to past methods of management of organizational behavior and a modern approach to management that is better suited to the 21st-century optical concern. You will explore the complexities of leading your co-workers in an effective manner that accounts for situations and peoples responses to those situations based on internal and external

forces. You will learn the how's, why's and which's of internet marketing and capturing a lion's share of the market.

12:05-1:35: Lunch Break - OANM Luncheon included and free time with Representatives/Venders - Garcia's Kitchen Catering Service

1:40-2:30: Auditorium- 1 ABO CEC" Feeling ANSI About Dispensing Eyewear" Phernell Walker

Feeling a little ANSI about knowing the latest in standards? The American National Standards Institute (ANSI) Z80 for prescription eyewear is essential for every dispensing optician. Opticians must be able to understand and apply ANSI Z80 as a part of our everyday work for both troubleshooting and creating, and or delivering the most accurate eyewear. This fun course will take the guesswork out of ANSI.

2:40-3:30: Auditorium- 1 ABO CEC "Maximizing the Sales Event for Revenue Growth"

In this course, you will learn how to remove your dispensary processes from the sales arena and place it back where it belongs: choosing and fitting of a medical device. Lens selection becomes a function of the prescription; frame selection becomes a function of facial and color analysis and frame styling techniques; lens type becomes needs driven and; absorptive lenses and coatings become brief educational moments; *increasing efficiency becomes your hallmark.*

3:40-4:30- 1 ABO CEC" Dispensing for the Newer Optician" Phernell Walker

Ophthalmic optics is both a science and an art. Opticians must be able to properly fit, measure, and understand how different lenses will perform. This fun course explores selecting the right frame for your patient, characteristics of different lens material and dispensing tips.

4:40 - OANM President's Closing Remarks