

**Professional
Opticians of
Florida's**

Summer Showcase 2011

**August 5-7th * Cocoa Beach, FL
Hilton Cocoa Beach Oceanfront**

Summer Showcase is back in the NEW great location on the beach is BIGGER and BETTER than ever...

- Earn all 20 of Florida's required hours in one weekend
- Over 30 different CE topics gives you plenty of options
- Six different hands-on workshops to enhance your skills;
 - Photochromic Lens EXPOSED 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 SummerShowcase.POF.org
- With 18 of the Nation's finest optical trainers
- Offering the BEST education available anywhere
- Hilton Oceanfront Resort rates start at \$109 a night
- Latest in eyewear fashions and accessories on display
- Flexible day rates, pay for only days you plan to attend

Friday: August 5 Six Hours of CE Available

- 9:00 -4:00pm **Registration Desk Open**
- 12:00-1:00pm **The Total Optical Experience**
L. Pierce - One hour of Tech: Dispensing & ABO
- 1:00 -2:00pm **Advance Solutions of Bifocal Conversions**
L. Pierce, One hour of Tech: Dispensing & ABO
- 1:00 -2:00pm **Photochromic Lens EXPOSED Workshop
Workshop A**
J. Reese - One hour of Tech: Dispensing
- 2:00-3:00pm **Dispensing to Your Hispanic Patients**
M. Solis - One hour of Elective & ABO
- 2:00-3:00pm **Not Your Father's Single Vision Lenses**
J. Zimmerman - One hour of Tech: Dispensing & ABO
- 3:00 -4:00pm **High Performance Lenses**
R.J. Simmons - One hour of Tech: Dispensing & ABO
- 3:00 -4:00pm **Photochromic Lens EXPOSED Workshop
Workshop B**
J. Reese - One hour of Tech: Dispensing
- 4:00-5:45pm **Florida Laws & Rules (Initial)**
Miller & Simmons - Two hours of Laws & Rules & NCLE
- 4:00-5:45pm **Apprentice/Sponsor Orientation**
J. Reese - Two hours Elective

Saturday: August 6 Eight Hours of CE Available

- 8:00 -9:00am **Progressive in the Digital Age**
R.J. Simmons - One hour of Tech: Dispensing & ABO
- 8:00 -9:00am **Working With Your Lab:
Improving the Relationship**
M. Sayers - One hour of Electives
- 9:00-10:00am **Prescription Analysis**
E. August - One hour of Tech: Dispensing & ABO
- 9:00-10:00am **Creating Customers for Life**
M. Ganim -One hour of Electives & ABO
- 10:00-11:45am **Reduction of Medical Errors**
L. Pierce - Two hours of Medical Errors & NCLE
- 12:00-1:30pm **Lunch in the Exhibits**
- 1:00- 3:00pm **Time Management for Opticians
Workshop D**
M. Sayers - Two hours of Elective & ABO
- 1:30-2:30pm **High Tech Lenses**
E. August - One hour of Tech: Dispensing & ABO
- 1:30-2:30pm **New Era of Digital Performance Eye Wear**
J. Zimmerman - One hour of Tech: Dispensing & ABO
- 2:30-3:30pm **Quality Ophthalmic Frame Construction**
E. August - One hour of Tech: Dispensing & ABO
- 2:30 -3:30pm **A First Look at the emPower Lens**
M. Maglione - One hour of Tech: Dispensing
- 2:30 -5:15pm **Advance Frame Selection & Fitting
Workshop E**
L. Pierce -Three Hours of Tech: Dispensing & ABO
- 3:30 -5:15pm **Lens Cosmesis: *Blending Theory with Lens Design***
P. Walker - Two hours of Tech: Dispensing & ABO
- 3:30 -5:15pm **Time Management for Opticians
Workshop F**
M. Sayers - Two hours of Elective & ABO
- 5:15 - 7:00pm **Happy Hour in Exhibits**

Sunday: August 7 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 Tech:Contact Lens & NCLE
- 9:00-10:00am **Trouble Shooting the Difficult Rx**
P. Walker - One hour of Technical: Dispensing
- 9:00 -1:00pm **Business Development for Opticians
Workshop G**
M. Sayers - Four hours of Elective
- 10:-11:45am **Tales From The Trenches**
M. Brujic - Two hours of Tech:Contact Lens & NCLE
- 10:00-11:55am **Spanish for Opticians
Workshop H**
L. Rodriguez & K. Vega - Two hours of Electives
- 11:45am **Lunch on your own**
- 12:30 -1:30pm **Lens Aberrations**
P. Walker - One hour of Tech: Dispensing & ABO
- 1:30 -2:30pm **Ocular Allergies: *Scratching the Surface***
M. Brujic - One hour of Tech:Contact Lens & NCLE

Summer Showcase 2011

August 5-7, Cocoa Beach, FL


In a GREAT NEW LOCATION

Hilton Cocoa Beach Oceanfront

1550 N Atlantic Avenue * Cocoa Beach, 32931
800-526-2609 or 321-799-0003

We heard your requests two years ago for a new location on Cocoa Beach, and we totally agreed with you, that is why last year's Summer Showcase was held the recently renovated, beautiful, and very clean Hilton Cocoa Beach Oceanfront, and everyone loved it. That why we are pleased to be going back this year.

This Resort Property is offering POF the low rates of :

	\$109	Standard room,
Hilton	\$129	Atlantic coastline view,
Cocoa Beach Oceanfront	\$159	Oceanfront view a night.

Call 800-526-2609 before July 15, 2011 to get these discounted rates.

Four Easy ways to Register

- Web:** SummerShowcase.POF.org
Mail : POF/Showcase
 1947 Greenwood Dr,
 Tallahassee, FL 32303
Fax : 850-201-2625 anytime
Phone: 850-201-2622 8:30am -6pm

Schedule is Subject to Change, *but very little* All Education is 100% Florida Approved & ABO/NCLE as indicated FL CE PROVIDER #50-1645

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.

Our cancellation policy: If you need to cancel for any reason POF will gladly provide you with a 100% refund, no explanation needed. We only ask that the cancellation request is made in writing through email, fax, or letter.

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.

Register Now for the Best & Most Affordable Education available anywhere!

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.

Are you a member of POF? Yes No

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

Circle the appropriate amount(s)		Early Rate On or before July 17	Base Rate After July 17	On Site Rates & After August 3rd
Standard Rates				
Full	All Three Days	\$197	\$217	\$227
Two Days	Friday & Saturday Saturday & Sunday	\$187 \$187	\$207 \$207	\$217 \$217
One Day	Friday Saturday Sunday	\$ 97 \$117 \$ 87	\$117 \$137 \$107	\$127 \$147 \$117

Discounted Member Rates				
Full	All Three Days	\$ 97	\$117	\$127
Two Days	Friday & Saturday Saturday & Sunday	\$ 87 \$ 87	\$107 \$107	\$117 \$117
One Day	Friday Saturday Sunday	\$ 67 \$ 77 \$ 57	\$ 87 \$ 97 \$ 77	\$ 97 \$107 \$ 87

Hands On Workshops Must register for Conference to take workshops

Session	Limited seating, first come, first served. Workshop placement is not guaranteed.			
-	Photochromic Lenses EXPOSED	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

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.