



# ROATx CONVENTION 2009

**May 2 – 3, 2009**

At the Historic and Beautiful

**MENGER HOTEL • SAN ANTONIO, TEXAS**

***Earn up to 10 Hours of Premier Continuing Education  
at our education seminar and/or take our  
“ABO Examination Preparation Courses”***

### **ABO/NCLE APPROVED SPEAKERS**

*Debra White, ABOM, FCLSA / Mike Della Pesca, ABOM  
B. J. Rust, ABOM, NCLE-AC / Sam Johnson, ABOM, NCLE-AC  
Manny Baca, ABOC, NCLE-AC / Charisse Toale, MBA, ABOC, NCLC*

### ***Support our 2009 Educational Sponsors***

*Pech Optical \* Imatters \* Metro Optics \* VisionWeb \* Younger Optics  
Quantum Optical \* Sherwin Eyewear \* Hoya Vision \* Essilor Labs \* Tru-Form Optics  
NAIT Education Programs \* Fitovers Eyewear \* Optical Distributor Group*

**JOIN US IN SAN ANTONIO FOR A FANTASTIC WEEKEND OF EDUCATION,  
NETWORKING, FUN AND ENTERTAINMENT! NO EXCUSES!**

A great continuing education line up awaits you at our annual meeting. This year our courses offer a nationally known speaker, most CECs will be ABO or NCLE approved intermediate level courses where you are sure to learn new skills that you can take back to your offices, and you will have an opportunity to network while visiting with other Opticianry professionals during a special luncheon sponsored by our exhibitors.

**\*\*Find out about the “RAISE THE BAR” campaign that encourages all Opticians to earn at least two years of college education in Optical Science by the year 2015. Find out how you can earn a two year diploma in Optical Science by this time next year if you are all ready an ABO Certified Optician. Also, find out about how Registered Opticians are raising the bar of professionalism by screening children as young as one through four for pathology.**

**THIS MEETING IS AFFORDABLE**, especially if you are a current member of ROATx. The “Registration Fee” for two entire days of education, which includes lunch and the exhibit hall, is only \$89 if you pre-register before 4/23/2009. **You can receive this low cost** if you are either a current member of ROATx or a guest of a sustaining member and have pre-registered before April 23rd! Non-members who pre-register before April 7th will be able to save \$30 on their cost to attend also.

**NOT A MEMBER OF ROATX?** Sign up to be a new member now, attend at the lowest possible cost and receive the remainder of this year and next year for our regular dues rate. (\$75 regular membership or \$100 Sustaining Membership – associate members do not qualify)

**HOTEL RATES: Single or Double- \$125.00 until April 7th, 2009** or until our block is sold out. *MENTION ROATX OR REGISTERED OPTICIANS TO RECEIVE THIS RATE!*  
*Rooms are limited. Make your reservation today!*

***The ROOM RATE goes up to \$195.00+ after April 7th, 2009***

**RESERVATIONS 1-210-223-4361 OR 1-800-345-9285**



## **Menger Hotel**



The Historic Menger Hotel is located across from the River Walk and next to the Alamo. It was built in 1859 and has a reputation of elegance and charm. This is our third convention at the Menger and we hope that you join us by planning a wonderful weekend get away for you and your family. [www.historicmenger.com](http://www.historicmenger.com)

**Exhibit Hall/Ball Room OPEN Saturday 9:20-10:00 AM and 11:00 AM-2:00 PM** – Have some fun, network with your colleagues, visit each booth, set up a new account, or purchase something and you might win a \$100 CASH prize if you are present during the Noon Hour drawing! Hear about updates regarding our changing industry such as the effects of mergers and future opportunities. Listen to ideas from some of our industry leaders and speakers as to ways to prosper in today's market place!

***“Visit Hoya’s Hospitality Center in the Hotel Menger’s Plaza Suite, Room # 2076”  
\*\*Open Friday 5 PM through Sunday Noon\*\****

# Convention Schedule

**8 P M - 9 PM Friday Evening in the Babe Ruth Hospitality Room #3032**

**Wine and Cheese Party**  
Sponsored by Jon Paul Eyewear (Fitovers)

**This is an Appreciation Party for our Volunteers**  
(for our Sustaining Members and their Guests only)

Time		Course Name	Level of training
<b>Saturday – May 2nd, 2009</b>			
<b>Registration and FREE Continental Breakfast Begins at 6:30 AM</b> (Pre-function area near Ball Rooms A-B-C)			
<b>6:30 AM thru 2:00 PM</b>		<b>The Registration desk will be open until 2 PM.</b>	
<b>7:30 AM</b>	ABO	<b>“The Psychology of Pediatric Dispensing”</b>  <i>Michael Della Pesca</i>  *****	Level 2
<b>Ball Room A</b>	1 Hour		Intermediate
*****	*****		*****
<b>7:30 AM</b>	ABO	<b>“Geometric Optics – Lens Thickness”</b>  <i>Manny Baca (ABO exam prep course)</i>	Level 1
<b>Ball Room B</b>	1 Hour		Entry Level
*****			
<b>8:30 AM</b>	ABO	<b>“CVS Technology, Ocular Consequences, Diagnosis, and Treatment”</b>  <i>Michael Della Pesca</i>  *****	Level 2
<b>Ball Room A</b>	1 Hour		Intermediate
*****	*****		*****
<b>8:30 AM</b>	ABO	<b>“Geometric Optics – Reflection and Refraction”</b>  <i>Manny Baca (ABO exam prep course)</i>	Level 1
<b>Ball Room B</b>	1 Hour		Entry Level
*****	*****		*****
<b>8:30 AM</b>	ABO or NCLE	<b>“Fresnel Lenses”</b>  <i>Debra White</i>	Level 1
<b>Ball Room C</b>	1 Hour		Entry Level
*****			
<b>9:20 AM</b>	Approx. 40 Min.	<b>Support our 2009 Educational Sponsors</b>	<b>Exhibitor Break</b>
<b>Ball Rooms A B</b>			
<b>10:00 AM</b>	ABO	<b>“Progressive Lens Technology – Yesterday, Today and Tomorrow”</b>  <i>Michael Della Pesca</i>  *****	Level 2
<b>Ball Rooms A B</b>	1 Hour		Intermediate
*****	*****		*****
<b>10:00 AM</b>	ABO or NCLE	<b>“Contrast Sensitivity Applications”</b>  <i>Debra White</i>	Level 1
<b>Ball Room C</b>	1 Hour		Entry Level
*****			
<b>11:00 AM – 2:00 PM</b>	<b>LUNCH with the Exhibitors</b>	<i>Pech Optical * Sherwin Eyewear * Hoya Vision                      Metro Optics * Quantum Optical * Essilor Labs                      VisionWeb * Fitovers * Imatters                      NAIT Education Programs * Tru-Form Optics</i>	<b>ROATx                      ‘Registered Optician of The Year’                      AWARD and                      Special Presentations</b>
<b>Ball Rooms A B</b>	<b>Who Made This Education Seminar/ Conv. Possible</b>		

<p><b>2:30 – 3:15 PM</b> <b>Ball Room A</b> *****</p> <p><b>2:30 – 3:15 PM</b> <b>Ball Room B</b> *****</p> <p><b>2:30 – 3:15 PM</b> <b>Ball Room C</b></p>	<p>ABO 1 Hour *****</p> <p>ABO 1 Hour *****</p> <p>ABO 1 Hour</p>	<p><b>“All in a Days Work”</b> <i>Debra White</i> *****</p> <p><b>“Ocular Anatomy and Physiology”</b> <i>Manny Baca (ABO exam prep course)</i> *****</p> <p><b>“Education + Application = Career Success”</b> <i>Charisse Toale</i></p>	<p>Level 2 Intermediate *****</p> <p>Level 1 Entry Level *****</p> <p>Level 1 Entry Level</p>
<p><b>3:30 – 4:15 PM</b> <b>Ball Room A</b></p>	<p>ABO 1 Hour</p>	<p><b>“Managing the difficult Patient”</b> <i>Debra White</i></p>	<p>Level 2 Intermediate</p>
<p><b>3:30 - 4:15 PM</b> <b>Ball Room B</b></p>	<p>ABO 1 Hour</p>	<p><b>“Basic Ophthalmic Math – The Diopter”</b> <i>Manny Baca (ABO exam prep course)</i></p>	<p>Level 1 Entry Level</p>
<p><b>3:30 – 4:15 PM</b> <b>Ball Room C</b></p>	<p>ABO or NCLE 1 Hour</p>	<p><b>“Refraction Crash Course” – part 1 (Hands-on)</b> <i>Sam Johnson / B J Rust</i></p>	<p>Level 2 Intermediate</p>
<p><b>4:30 - 5:15 PM</b> <b>Ball Room C</b> *****</p> <p><b>6:00 PM – 9:00 PM</b> <b>Ball Rooms A and B</b></p>	<p>ABO or NCLE 1 Hour *****</p> <p>Live Music by “Bad Medicine” Classic Rock</p>	<p><b>“Refraction Crash Course” – part 2 (Hands-on)</b> <i>Sam Johnson / B J Rust</i> *****</p> <p><b>EVERYONE IS INVITED</b> <b>To our “San Antonio Style”</b> <b>FIESTA DINNER and DANCE</b></p>	<p>Level 2 Intermediate *****</p> <p><b>Sponsored by</b> <b>Hoya Vision</b></p>
<p><b>SUNDAY MAY 4</b> <b>8:00 AM-8:30 AM</b> <b>Ball Room C</b> *****</p> <p><b>9:00 AM – 12:20 PM</b> <b>Ball Room C</b></p>	<p>ABO or NCLE 4 Hour</p>	<p><b>Non-denominational Chapel Service</b> *****</p> <p><b>“Refraction Crash Course” – part 3 (Retinoscopy)</b> <b>(Hands-on)</b> <i>Sam Johnson / B J Rust</i></p>	<p>All are Welcome *****</p> <p>Level 2 Intermediate</p>

**Mission and Purpose of our Association:**

"The Registered Opticians Association of Texas is dedicated to enhancing the vision of the public and to promoting the acceptance of the Art and Science of Opticianry through educating the public, promoting advanced level education for opticians, professionalism through community service, and legislative endeavors for the benefit of Registered Opticians and Optical Sales Associates."

**A Registered Optician's promise:**

"As vision specialists, our commitment is to provide the public with the quality of vision they should expect from their refraction. We are dedicated to being better tomorrow than we are today. The public has our commitment that we will not stray from the foundation of quality and superiority upon which our profession was built. We will always strive to offer the public the best vision and comfort possible from their refraction."

**“RAISE THE BAR”**

**We are raising the bar of education and professionalism.**

**Find out about the “RAISE THE BAR” campaign that encourages all Opticians to earn at least two years of college education in Optical Science by the year 2015. You can earn a two year diploma in Optical Science by this time next year if you are all ready an ABO Certified Optician for as little as \$2000.00 .**

**Find out about how Registered Opticians have partnered with the Lions Clubs of Texas and are raising the bar of professionalism by screening children as young as one through four years of age for pathology that may cause blindness. Sign-up to become a ROATx Certified Vision Screener and learn how to operate and maintain the \$10,000.00 PediaVision Computerized vision screening equipment that will soon be in all areas of Texas and being operated by ROATx Certified Vision Screeners.**

**“The officers of the Registered Opticians Association of Texas would like to thank HOYA VISION for sponsoring our Saturday evening meal and entertainment. We would also like to encourage all of our attendees to visit the Hoya Vision hospitality center in the Plaza Suite, Room #2076.” (Friday 5 PM through Sunday Noon)**

Fax or Mail this form, with payment, before April 23rd for MAXIMUM SAVINGS!

<h2>Convention Registration Fees</h2>			
Name (as you want it to appear on badge):			
Non-Optical Guest Name (as you want it to appear on badge):			
Address:		Email:	
City:	State:	Zip:	
Phone:	Fax:		
Registration Packages:	Cost	Amount Paid	
All Sustaining Members & guests* Registrations received by mid-night April 23rd , 2009	<b>\$ 89</b>		
All Regular Members Pre-Registrations received by mid-night April 23 <sup>rd</sup> , 2009	<b>\$ 89</b>		
Non-Member Registration if received before April 23rd , 2009 (includes up to 10 CECs)	<b>\$159</b>		
ALL Late Registrations and at the Door (includes up to 10 CECs)	<b>\$189</b>		
Extra LUNCH at EXHIBIT HALL tickets for family and friends	<b>\$25 each</b>		
Annual Sustaining Member's Dues ( Pays through Sept. 2010 if new member)*	<b>\$100.00*</b>		
Annual Regular Member's Dues (Pays through Sept. 2010 if new member)	<b>\$ 75.00</b>		
(* if you choose to be a Sustaining member, you may bring guests to our annual meeting and participate in activities & committees)	<b>TOTAL AMOUNT OF REGISTRATION:</b>	\$	

TOTAL \$ \_\_\_\_\_

Credit Cards taken via fax, mail, or at registration table:

Make Checks Payable to: **ROATx**

Type of Card:  
Name on Card:  
Billing Address:

**ROATX**  
1308 W. ANDERSON LN, STE. B  
AUSTIN, TX 78757

CARD NUMBER:  
EXP. DATE:

**For registration questions, please contact Sam Johnson @ 512-657-2020**  
Fax # 512-420-0262

**HOTEL INFORMATION:** Single or Double - \$125.00 **Must Reserve Before 04/07/08**

**Menger Hotel**  
204 Alamo Plaza  
San Antonio, Texas 78205

*(while they last -  
after sold out the cost  
will be \$195.00 +)*

**For Reservations call (210) 223-4361 or (800) 345-9285 (MENTION ROATX OR REGISTERED OPTICIANS TO RECEIVE THIS RATE! Rooms are limited. Make your reservation today) - GROUP BLOCK # 601036**

## Course Descriptions

### **“Education + Application = Career Success”** (C. Toale)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Entry Level

The goal of this 55 minute presentation is to review both the history, education and career opportunities that have culminated over the last 30 years in the eye industry and opportunities and advancement for tomorrow's career choices. This informative seminar will review skills and education needed, along with navigation through both corporate and private sectors of the industry and the tools needed to bridge the private, corporate and multi-location practices successfully. The course will also cover information concerning resume, interviewing and career progression techniques for all levels of experience.

### **“All in a Days Work”** (D. White)

Length: 50 minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Intermediate level

Your day at work is important to you, and so is your customer's day at work. Quick information gathering will assist you in presenting the best lens options to make your customer happy. Actual customer scenarios will be presented.

### **“Fresnel Lenses”** (D. White)

Length: 50 minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Entry level

Press-on prisms have endless uses! This course explores the designs and uses for: plus, minus, prism, and segmented press-ons. A discussion will take place on the advantages, disadvantages, application, availability and cost. This is a great course to get the dispenser to think creatively and use press-on prisms in non-typical fashions.

### **“Contrast Sensitivity Applications”** (D. White)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO or NCLE Entry level

This course discusses the difference between the common method of testing visual acuity, and the need to also include a contrast sensitivity test during a refraction. Examples of different visual problems and acuities will reveal the importance of this testing method. Different contrast sensitivity testing vehicles will be outlined, with hands-on demonstration. Areas of special benefit to your office will also be discussed.

### **“Managing the Difficult Patient”** (D. White)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Intermediate Level

Optical offices encounter all personality types throughout a typical workday. This course will look at the different types of difficult people, while understanding problems with of stereotyping and pre-judging. An understanding human nature will allow us to assist people when they are experiencing problems. Steps will be given to diffuse and calm negative encounters. Potentially harmful encounters can be turned into success with appropriate understanding and handling of difficult people.

**“CVS: Technology, Ocular Consequences, Diagnosis and Treatment”** (M. Della Pesca)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Intermediate Level

Computer use is on the rise, and so is Computer Vision Syndrome (CVS). This course discusses the root cause of CVS, which is the monitor itself, and how our eyes react to the digital world. Symptoms of CVS, including dry eye, poor acuity, general fatigue and muscle aches can quickly become quality-of-life issues, and as dispensers we can help patients with these symptoms by understanding the affliction.

**”Progressive Lens Technology: Yesterday, Today and Tomorrow”** (M. Della Pesca)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Entry Level

Progressive Addition Lenses (PAL) designs have evolved over the last 30 years and with all of the technological advances available today, we have a plethora of lenses to choose from. Where did the technology begin and how far can we take it? This course looks at the PAL designs of yesterday, where the technology has taken us today and what the future holds for tomorrow. We hear a great deal about Free Form technology today, and this course delves into how these custom lenses are made and why the patient benefits from this futuristic technology.

**”The Psychology of Pediatric Dispensing”** (M. Della Pesca)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point  
Level: ABO Intermediate Level

Good pediatric dispensing requires a special approach. Any optician can make and dispense glasses, but dispensing to children requires a thoughtful and sensitive understanding of the unique issues surrounding children and their eyewear needs. Children often feel threatened in a medical or quasi-medical environment, and the dispensing optician has a great deal of influence over a child's perception of the "safety" of the setting.

**“Refraction Crash Course” part one –** (S. Johnson, B.J. Rust)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point, Hands-On  
Level: ABO or NCLE Intermediate Level

This is a hands-on lab where the participants will learn how each part of a phoropter works and is used to assist technicians in identifying the refractive error of a doctor's patient. Upon completion of this course the student will understand the operation of a phoropter and the steps to refining the refractive error of a doctor's patient.

**“Refraction Crash Course” part two-** (S. Johnson, B.J. Rust)

Length: 50 Minutes (one hour course)  
Teaching Methods: Lecture, Power Point, Hands-On  
Level: ABO or NCLE Intermediate Level

Participants in this course will learn the basic theory of refracting. They will learn to perform a basic refraction using a phoropter or trial lens set and/or an over-refraction of contact lenses for refinement and troubleshooting purposes. The participant will learn how to communicate effectively with both a doctor's patient and a doctor in a very professional manner by using a set format.

## **“Refraction Crash Course” part three–**

(S. Johnson, B.J. Rust)

Length: 200 Minutes (four hour course)

Teaching Methods: Lecture, Power Point, Hands-On

Level: ABO or NCLE Intermediate Level

Participants in this course will learn how to use a retinoscope to perform an objective refraction using a phoropter or trial lens set. This is a hands-on course that teaches the basic retinoscopy and refinement techniques. Each student will have an opportunity to also use a schematic eye.

### **The following “basic courses” are offered as “preparation for ABO Exam” or Review:**

#### **“Geometric Optics- Lens Thickness” -50 minutes – ABO Entry Level (M. Baca/ S. Johnson)**

This course includes information regarding formulas that can be used by opticians to determine the edge or center thickness of finished lenses. The formulas covered will be the gross thickness and the prism thickness formulas. Attendees will further learn by participating in the calculations of needed information using standard scientific calculators. Upon completion of this course the student will understand geometric optics - lens thickness.

#### **“Geometric Optics- Reflection and Refraction” – 50 minutes – ABO Entry Level (M. Baca, S. Johnson)**

This course provides information regarding reflection and the formula used to determine the percentage of reflection from various lens surfaces. Discussion will also cover refraction and tracing rays as they pass through ophthalmic prisms and lenses and the relationship of the bending properties to the index and thickness of those lenses. Upon completion of this course the student will understand geometric optics – reflection and refraction.

#### **“Ocular Anatomy and Physiology” – 50 minutes – ABO Entry Level (M. Baca, S. Johnson)**

This presentation will describe the ocular system. Included is a description of the anatomical components, and their function. From this the participant will be able to gain a better understanding of the form and function of the amazing instrument we call the human eye.

#### **“Basic Ophthalmic Math – The Diopter” – 50 minutes – ABO Entry Level (M. Baca/ S. Johnson)**

This course presents information regarding the basic power unit used in ophthalmic optics - the Diopter. Specific discussion will be given on the relationship of lens curvature and the consequent adoption of the optical crosses as a tool enabling opticians to clarify the concept of lens power, focal length, and the ophthalmic lens prescription. Upon completion of this course the student will understand the basic unit of ophthalmic math – the Diopter.

#### **\*\*All above listed education has been Approved for ABO and or NCLE CEC's\*\***

(The Schedule is subject to change)

These course offerings are for experienced registered opticians, those who are certified working toward registration, and/or those who are not certified and are new to the optical field and desiring more knowledge. We have **SOMETHING FOR EVERYONE.**

(See links to our sponsor's web pages on our web site [www.ROATx.org](http://www.ROATx.org))

#### **Mission and Purpose of our Association:**

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## **ABO and NCLE Approved Instructors**

These are the ABO/NCLE Approved Instructors of the CEC courses being offered through the Registered Opticians Association of Texas. You may email us at [info@roatx.org](mailto:info@roatx.org) or call (512) 657-2020 for more info.

### **Guest Speaker and Approved Instructor - Debra White, MSED, ABOM, FCLSA New York**

Ms. White is a graduate of Erie Community College, and is the former Program Director of the Opticianry Program at Mater Dei College in upstate New York – having taught there for 16 years. She is the 1995 National Federation of Opticianry Schools “Educator of the Year”. She has held many positions in the New York State Society of Opticians, currently as Education Coordinator. Ms. White is co-author of “Management for Opticians”, and currently Debra is a contributing author to Vision Care Product News publication. Ms. White has served on several VOSH missions to Mexico to provide eyewear to the needy. Debra White is a member of Essilor’s Speaker Bureau.

### **Guest Speaker and Approved Instructor - Michael Della Pesca, ABOM New Jersey**

Mike is President of Quantum Optical, is involved with all aspects of ophthalmic education. Michael is a pioneer in the field of e-learning for the ophthalmic professional, having developed a highly acclaimed program of continuing education credit courses available online to professionals world-wide. In addition, he has hosted numerous conferences around the country and assisted many optical organizations in the development of their Internet programs. He is the recipient of the 2003 Eric Muth Award for his Master in Ophthalmic Optics paper. Michael currently teaches at his alma mater, Essex County College, where he provides expert instruction to students in the fundamentals of optics, eyewear fabrication, and dispensing techniques. Fellow opticians, laboratory technicians and frame stylists have enhanced their skills in areas such as lens manufacturing, edging, selling and dispensing methods and practice management with his guidance. Micheal is a member of Hoya’s Speaker Bureau.

### **Guest Speaker and Approved Instructor- Charisse Toale, MBA, ABOC, NCLC, FNAO Florida**

Charisse is a 25 year veteran in the eye industry, and has worked as an optician, ophthalmic technician, administrator and sales development with the major frame/lens manufacturers, including Essilor, Marchon, Silhouette, and Charmant. Charisse also maintains her ABO, NCLE and has attained her MBA in business/international management. Charisse’s career success, and education culminated into the nationwide leading eye industry recruiting company Imatters. Imatters is the only recruiter who focus is solely on the eye industry opportunities from front desk, Opticians, ophthalmic technicians to administrators and does business with both private practices and fortune 500 companies.

### **Approved Instructor- B.J. Rust, ABOM, NCLE-AC Texas Department of Health – Registered Optician Fort Worth, TX**

Over thirty years of professional experience, one of only three hundred Nationally Certified Master's of Ophthalmic Optics, Advanced Certified contact lens fitter by NCLE. A Certified Instructor of Refractometry, an experienced trainer and currently a Vice President of the Registered Opticians Association of Texas.

### **Approved Instructor- Sam Johnson, ABOM, NCLE-AC Texas Department of Health – Registered Optician Austin, TX**

Over thirty years professional experience, one of only three hundred Nationally Certified Masters in Ophthalmic Optics, Advanced Certified contact lens fitter by the NCLE, Certified Instructor of Refractometry, and is currently serving as President of the Registered Opticians Association of Texas. He is currently serving on the education standards committee of the Opticians of North America and on the Advisory Board of the new Austin Community College Ophthalmic Optics program.

### **Approved Instructor- Manny Baca, ABOC, NCLE-AC Texas Department of Health – Registered Optician El Paso, TX**

Over 40 years of professional experience, a member of the Registered Opticians Association of Texas Board of Education, and coordinator of the Ophthalmic Technology Program, El Paso Community College.