

# CONFERENCE AT-A-GLANCE

WEDNESDAY, OCTOBER 6			
6:30 PM – 9:00 PM	OLA Banquet – Hall of Fame Honorees and Directors’ Choice Award   Level 4 Venetian Hotel: Marcello Room		
THURSDAY, OCTOBER 7			
9:30 AM – 6:00 PM	VISION EXPO EXHIBIT HALL OPEN – FOR ALL ATTENDEES OLA Attendees’ Lounge Open   Sands Expo Center Exhibit Hall, Booth LP2090		
11:30 AM	Health Care Reform – What It Means to Your Lab, Your Business and Your Customers   Level 4 Venetian Hotel	PLUS OLA Annual Business Meeting and Open Forum Discussion	PLUS OLA Luncheon and Networking
CONCURRENT CLASSES   LEVEL 4 VENETIAN HOTEL			
2:00 PM	Developing and Enhancing Your Lab’s Web Presence	Succession Planning, Tax Planning and Debt Analysis for Today’s Independent Optical Companies	Health Care Reform – What It Means to Your Lab, Your Business and Your Customers
3:00 PM	Coffee Break   Level 4 Venetian Hotel		
CONCURRENT CLASSES   LEVEL 4 VENETIAN HOTEL			
3:20 PM	Digital Technologies – Experience from Labs	Marketing Your Lab in Today’s Complex Market <b>ABO Credit</b>	New Regulations Affecting Your Lab and Your Business
5:00 PM – 6:00 PM	Reception   OLA Attendees’ Lounge, Sands Expo Center Exhibit Hall, Booth LP2090		
FRIDAY, OCTOBER 8			
8:00 AM – 10:00 AM	OLA EXCLUSIVE EXHIBIT HOURS – OLA ATTENDEES ONLY Morning Coffee Break sponsored by Zyloware   OLA Attendees’ Lounge, Sands Expo Center Exhibit Hall, Booth LP2090		
10:00 AM – 6:00 PM	VISION EXPO EXHIBIT HALL OPEN – FOR ALL ATTENDEES OLA Attendees’ Lounge Open   Sands Expo Center Exhibit Hall, Booth LP2090		
11:30 AM	Corporate Responsibility – How Do You Decide to Give Back?   Level 4 Venetian Hotel: Marcello Room	PLUS OLA Luncheon and Networking	
CONCURRENT CLASSES   LEVEL 4 VENETIAN HOTEL			
2:00 PM	Creating the Nothing-Left-to-Chance Experience <b>ABO Credit</b>	VSP’s Evolving Supply Chain	New ANSI Z80.1 and Z87.1 Standards – What They Mean for Labs
3:00 PM	Coffee Break   Level 4 Venetian Hotel		
CONCURRENT CLASSES   LEVEL 4 VENETIAN HOTEL			
3:20 PM	Finishing Department SOPs <b>ABO Credit</b>	How to Increase Word of Mouth Referrals <b>ABO Credit</b>	Separating Process from Product: The Fall of Romance from an Industry <b>ABO Credit</b>
5:00 PM – 6:00 PM	Reception   OLA Attendees’ Lounge, Sands Expo Center Exhibit Hall, Booth LP2090		
SATURDAY, OCTOBER 9			
8:00 AM – 10:00 AM	OLA EXCLUSIVE EXHIBIT HOURS – OLA ATTENDEES ONLY Morning Coffee Break sponsored by Zyloware   OLA Attendees’ Lounge, Sands Expo Center Exhibit Hall, Booth LP2090		
10:00 AM – 5:30 PM	VISION EXPO EXHIBIT HALL OPEN – FOR ALL ATTENDEES OLA Attendees’ Lounge Open   Sands Expo Center Exhibit Hall, Booth LP2090		

## SURFACING UNIVERSITY

Thursday, October 7 | 2:00 PM–5:00 PM OR  
Friday, October 8 | 2:00 PM–5:00 PM

(This is a one-day program, presented on Thursday and repeated on Friday.)

This intense three-hour program, focused on Surfacing Operations and Procedures, provides a proactive approach that covers everything from systems management to all aspects of surfacing. The program will include: Taping and Blocking, Two-Axis vs. Three-Axis Generators, Laps, Fining, Polishing, Deblocking and Wash-up, Reclaim, Backside Coating and Inspection. It’s all about optimizing processing, increasing efficiency and enhancing your bottom line. Appropriate for any lab personnel, from a novice to a seasoned expert.

## GET THE ANSWERS TO THESE QUESTIONS — AND MORE...

- What considerations affect backside coating operations? What are the procedures for successful backside coating?
- How do you calibrate and verify cutter centerline? Prism accuracy? Curve accuracy?
- What are the daily calibration and process monitoring steps for fining?
- What lens parameters should be inspected before sending a lens to finishing? What tools are needed?
- “If you control each aspect of the process, the system will follow.” What are the nine aspects of the process that you need to control?
- What is the most overlooked aspect of surface processing?
- What monitoring and calibration steps are required for proper polish performance? When should you replace polish?
- What three factors do you have to control to ensure successful calibration and maintenance?
- What four factors do you have to control to optimize the processes in your surfacing systems?
- What are critical deblocking and wash-up procedures? What problems are caused by poor cleaning procedures?
- What are the necessary steps — and common pitfalls — to successful blocking?
- What are the necessary steps for optimum reclaim of alloy/wax materials?
- What are the necessary steps for proper maintenance of blocks, blocking equipment and wax/alloy material?

# CONFERENCE DETAILS

## Thursday, October 7

### GENERAL SESSION: Health Care Reform + OLA Annual Business Meeting + OLA Open Forum

Eve Zartman-Ball, The Vision Council, Senior Director of Public Affairs & Advocacy for The Vision Council, will give an Executive Summary on the implementation status of the 2010 Health Care Reform legislation. She will review the most up-to-date information on how health care reform regulations affect optical labs and their customers. The OLA Annual Business Meeting will include the election and installation of the 2010-2011 OLA Board of Directors.

The OLA Open Forum will be a dialogue among the OLA Attendees and the OLA Board to discuss and evaluate the new OLA Annual Meeting format and to plan for the 2011 OLA Annual Meeting.

## Friday, October 8

### GENERAL SESSION: Corporate Responsibility – How Do You Decide to Give Back?

MODERATOR: Mike Hundert, REM Eyewear

PANELISTS: Vic Connors, Optometry Giving Sight; Reade Fahs, National Vision; Jordan Kassalow, VisionSpring; Mark Sachs, RestoringVision.org

Learn how you can help people all over the world improve their lives with vision care. There is a need for help from labs in developing countries, especially in very poor areas. There are needs for training and education for general lab operations, equipment maintenance, access to refurbished equipment, products and always a need for money.

SURFACING UNIVERSITY THURSDAY, OCTOBER 7 OR FRIDAY, OCTOBER 8. SEE DETAILS ON PAGE 4.

### CONCURRENT SESSIONS

#### Developing and Enhancing Your Lab's Web Presence

Nanci Francesconi, Computer HelpDesk/Trainer, University of California-Davis, and Webmaster, Katz & Klein Inc.

Have you been putting off starting your Web site because it gets too overwhelming? Did you put a lot of time and money into your Web site but aren't seeing the results from your efforts? What about social media like Facebook and Twitter – is that something you want to use to bring "visitors" to your lab? Without establishing a clear development cycle, even a good Web site without meaningful content will fail. Discover the "Eight Key Elements" to a successful Web site from an expert working in the field.

#### Succession Planning, Tax Planning and Debt Analysis for Today's Independent Optical Companies

Thomas F. Puckett, HPC Puckett & Company

This class will give the independent optical company (labs and retailers and suppliers) some basic structure tools, such as reviewing types of ownership entities, ownership succession, tax planning, debt analysis and other helpful hints. Examples of some successful transactions will be reviewed and analyzed.

#### Health Care Reform – What It Means to Your Lab, Your Business and Your Customers

Eve Zartman-Ball, The Vision Council

As Senior Director of Public Affairs & Advocacy for The Vision Council, Eve Zartman-Ball is in day-to-day contact with the implementation of the 2010 Health Care Reform legislation. She will review the most up-to-date information on how health care reform regulations affect optical labs and their customers. This will be a one-hour question-and-answer session.

#### Digital Technologies – Experience from Labs

MODERATOR: Mike Vitale, Essilor

PANELISTS: Brian Boddy, Acoma Optical; Kurt Atchison, Schneider; Bill Harding, LensTech Optical; Geff Heidbrink, Harbor Optical; Scott Racecic, Hoya Vision Care; Greg Ruden, Expert Optics

Digital is certainly the hot topic of the industry today. How have labs adapted to it so far? When labs use digital technology, they become part of the lens design process. What are labs doing to ensure the integrity of the lens as designed? What is working well and what still needs to be done?

#### Marketing Your Lab in Today's Complex Market

MODERATOR: Samantha Toth, Innereactive Media

PANELISTS: Mark Becker, Precision Optical; Michael Earl, Harbor Optical; Jeff Szymanski, Toledo Optical; Hal Walker, Superior Optical

One essential difference between a laboratory that fails or is perpetually anemic and one that survives and prospers is how successful they are with their marketing and advertising. This marketing panel discussion is designed to empower laboratory professionals with the knowledge and strategies to market themselves effectively. **ABO Credit**

#### New Regulations Affecting Your Lab and Your Business

Greg Jacobs, OLA Legal Counsel

OLA legal counsel's annual review of the "regulations landscape." What are the new developments and existing regulations that affect all businesses and optical labs in particular, from IRS, DOL and HHS to OSHA, FDA and EPA?

### CONCURRENT SESSIONS

#### Creating the Nothing-Left-to-Chance Experience

Tim Fortner, Southern College of Optometry

The only thing that matters is what kind of experience the patient has when he/she comes in and interacts with the ECP and staff. Therefore, managing that experience is critical. Changing times call for changing tactics. All of a sudden, buyers are better at buying than sellers are at selling. We have entered a new era of fiscal responsibility, where the ECP and staff must engage their patients in a dialogue that addresses these changes. **ABO Credit**

#### VSP's Evolving Supply Chain

Jeff DeRose, VSP

The optical lab industry landscape is changing, and the health care insurance landscape is certainly changing. How will these ongoing changes impact wholesale laboratories and suppliers?

#### New ANSI Z80.1 and Z87.1 Standards – What They Mean for Labs

Dan Torgersen, OLA Technical Director

Revised editions of the ANSI Z80.1 spectacle lens standard and ANSI Z87.1 protective eyewear standard were released in 2010. OLA's technical director will review the new and changed provisions of the standards, and will discuss how the revised requirements affect optical labs.

#### Finishing Department SOPs

MODERATOR: Steve Swalgen, Santinelli

PANELISTS: Frank Balestra, Santinelli; Bill Ball, Digital Vision; Mike Dougher, Hoya Vision Care; Bob Westlake, Harbor Optical; Paul Zito, Encore Optics

When do your finishing department SOPs first affect an Rx? Accurate tracing data? Ensuring on-axis blocking? Maintenance and calibration of edging systems? Is the era of job sorting getting more refined and user friendly, or more complex? Experienced lab personnel will discuss their procedures, as well as their successes and challenges, with "getting the job done right" the first time. **ABO Credit**

#### How to Increase Word of Mouth Referrals

Samantha Toth, Innereactive Media

A referral from an existing customer is one of the most powerful forms of advertising available. When customers trust you, they are willing to recommend you to their co-workers and colleagues. This course is designed to help professionals make their laboratory worth talking about by implementing specific word-of-mouth techniques into their marketing. **ABO Credit**

#### Separating Process from Product: The Fall of Romance from an Industry

Jeff LaPlante, Signet Armorlite

Explore the industry's evolution into digital technology, reflecting on tradition as we progress into our conjoined "future," and examine thoughts and emotions about the industry as a whole. Look at how love, romance, fear, choice and change work together to influence the directional decisions we make as we adapt, evolve and grow. Consider why, even though we are hesitant for change, in the overall picture "those who best adapt are those who best survive and flourish." **ABO Credit**