



Dear colleague,

The Vision Institute of Canada is holding its 38<sup>th</sup> Annual Fall Conference and Trade Show on **November 8-10, 2019** at the **Hilton Suites Hotel and Conference Centre** in **Markham, Ontario**. This year we have a **20 hour Category "A" TPA Refresher Course** with guest faculty Nathan Lighthizer, OD, FAAO, Blair Lonsberry, MS, OD, MEd, FAAO, and Paul Karpecki, OD, FAAO. We invite you to register early and join us for our 38<sup>th</sup> Annual Fall Conference and Trade Show.

Our long tradition of providing high quality educational programs continues this year and, as a charitable organization, the funds we raise from this event support our mandate of providing clinical services to underserved communities and at-risk patient populations.

The Vision Institute was established in 1981 with funding from the Ontario Association of Optometrists, the College of Optometrists of Ontario and the University of Waterloo, School of Optometry. For 38 years the clinical staff and board of directors of the Vision Institute have worked to promote quality comprehensive vision care to Canadians across the country. **We are an independent voice for optometry-delivered quality vision care services and the only charitable optometry clinic in North America.** Your support is vital and we encourage you to come to Markham in November for another superb educational event.

As always, we will have one of the largest and best ophthalmic trade shows in Canada, along with a Vision and Eye Health Book Store, Silent Auction, a 6 hour CAO Approved Optometric Assistants Program, and a special **Keynote Address on Vision and ADHD by Rick Green**.

We look forward to seeing you in November.

Yours sincerely,

*Mira Acs*

*Paul Chris*

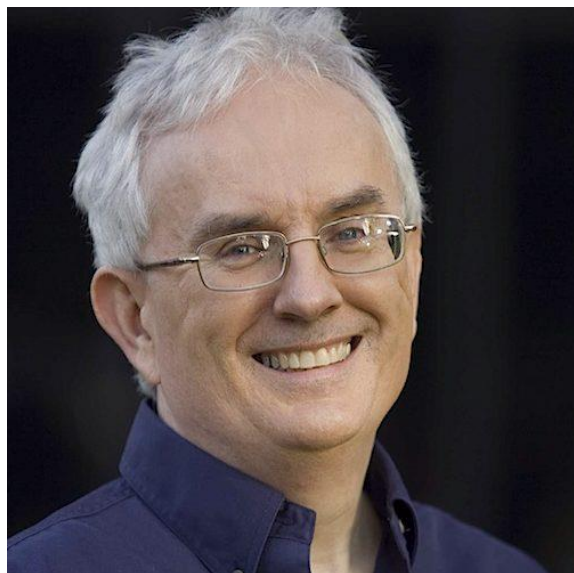
Mira Acs, OD, FAAO  
President

Paul Chris, OD  
Executive Director

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Web: [www.VisionInstituteCanada.com](http://www.VisionInstituteCanada.com)**

***The Vision Institute of Canada is a vision care charity providing clinical services to underserved communities and at-risk patient populations.***

## OUR KEYNOTE SPEAKER



### Richard "Rick" Green, CM OOnt

Rick Green a Canadian comedian, satirist, actor, writer, and advocate for awareness of adult ADD. He is most well-known as co-creator of *The Red Green Show* and co-founder of comedy troupe *The Frantics*. Green holds a Bachelor of Science degree from the University of Waterloo.

In 1979, Green plunged into show business when he helped found the Toronto-based comedy troupe *The Frantics*. For the next eight years they created and performed hundreds of live appearances, 150 episodes of their CBC Radio show *Frantic Times*, several albums, a half dozen hit stage shows, and the television series *Four On The Floor*. As a writer, Green's material has been performed by talented actors such as Jim Carrey, Gordon Pinsent, David Steinberg, Graham Chapman, Colin Mochrie, Graham Greene, Eric Stoltz, and Martin Short. In 2004 he wrote Kim Cattrall's HBO special, *Sexual Intelligence*.

In 1989, Green became 'Commander Rick', the writer and host of TVO's speculative fiction news magazine series *Prisoners of Gravity*. At the same time, Green joined Steve Smith to co-

create *The Red Green Show*, which ran for many years and became a hit both in Canada and in the United States, where it was shown on local PBS affiliates. Rick Green wrote and performed in the show for 11 seasons as the bumbling outdoorsman Bill Smith. *The Red Green Show* has spun off books (which Green co-wrote and illustrated), DVDs, CDs, live shows and more. It remains Canada's longest-running comedy series.

In 1999, Green created *History Bites*. That show's special, "*The Separatists*", was nominated for a Canadian Screenwriters Award. In 2004, Green was named by the Ontario History Teachers as their "*Person of the Year*".

Green was diagnosed as having attention deficit disorder, after one of his children was found to have it. In 2009 Green wrote and directed a documentary about *Attention Deficit Hyperactivity Disorder* in adults, entitled *ADD & Loving it?!* The film, featuring fellow comedian Patrick McKenna, won a New York Festivals Silver Award and earned Green the CAMH Foundation Transforming Lives Award for 2009. The two largest ADHD advocacy groups in America, CHADD and ADD, both endorsed the film, something they had never previously done with any book, film or program.

Green's projects have won Gemini Awards, ACTRA Awards, New York Festival Awards, and various educational awards. In September 2007, Green was honoured by the University of Waterloo as one of the top 50 alumni of the past 50 years. On February 3, 2015, he was inducted into the **Order of Ontario**, the province's highest civilian honour.

On June 30, 2017, the Governor General of Canada announced Green's appointment as a **Member of the Order of Canada** for "*his contributions to Canadian television as a comedian, actor and writer, and for his efforts to raise awareness and understanding of Attention Deficit Hyperactivity Disorder.*"



# **ANNUAL FALL CONFERENCE AND TRADE SHOW**

**November 8-10, 2019**

## **20 HOUR CATEGORY "A" TPA REFRESHER COURSE**

*with guest faculty*

***Nathan Lighthizer, OD, FAAO***

*Associate Professor, Oklahoma College of Optometry  
Assistant Dean of Clinical Care Services and Director of Continuing Education*

***Blair Lonsberry, MS, OD, MEd, FAAO***

*Professor, Pacific University College of Optometry in Oregon  
Director, Pacific Eye Clinic Portland*

***Paul Karpecki, OD, FAAO***

*Director of Cornea, Kentucky Eye Institute  
Associate Professor, University of Pikeville School of Optometry  
Chief Medical Editor for the Review of Optometry Journal*

**KEYNOTE ADDRESS ON ADHD BY RICK GREEN, NOVEMBER 8 AT 12:30PM**

**6 Hours of CAO Approved Education for Optometric Assistants  
Vision and Eye Health Book Store and Silent Auction**

**Markham Hilton Suites Hotel and Conference Centre  
8500 Warden Avenue (at Highway 7)  
Markham, Ontario 1-800-668-8800**



**Dr. Blair Lonsberry, MS, OD, MEd, FAAO**

**Dr. Blair Lonsberry** grew up in Rosburn, Manitoba. He obtained his Optometry degree from the University of Waterloo in 1996 after completing a Master of Science in Physiology from the University of Manitoba. He completed his residency in Primary Care Optometry from the Illinois College of Optometry in 1997, and then joined the faculty at Southern College of Optometry in Memphis, TN. During his time at SCO, he completed a Masters in Education degree with an emphasis in adult learning. Currently, Dr. Lonsberry is a Full Professor with Pacific University College of Optometry in Oregon.



**Dr. Nathan Lighthizer, OD, FAAO**

**Dr. Nathan Lighthizer**, is a graduate of Pacific University College of Optometry. Upon graduation, he completed a residency in Family Practice Optometry with an emphasis in Ocular Disease through Northeastern State University Oklahoma College of Optometry. Dr. Lighthizer has since joined the faculty at the Oklahoma College of Optometry and serves as the Chief of Speciality Care Clinics and the Chief of Electrodiagnostics Clinic. In 2014, he founded and now heads the Dry Eye Clinic at the College of Optometry. He was recently named the Director of Continuing Education as well as the Assistant Dean for Clinical Care Services at the Oklahoma College of Optometry. He is also a founding member of the Intrepid Eye Society, a group of emerging thought leaders in optometry who promote excellence and growth in the field.



**Dr. Paul Karpecki, OD, FAAO**

**Dr. Paul Karpecki** is Director of Cornea Services at Kentucky Eye Institute (in Lexington, KY), Gaddie Eye Centers (in Louisville, KY) and is now part of Retina Associates of Kentucky (in Lexington, KY) after completing a 1-year preceptorship in 2017. He is also Associate Professor at the University of Pikeville Kentucky College of Optometry. He also served on the International Task Force on Dry eye, the TFOS DEWS II Diagnostic Methodology sub-committee and is a TFOS Global Ambassador. His clinical interests include dry eye, cornea and retinal disease including age-related macular degeneration and diabetic retinopathy. He serves as a research investigator for numerous studies in these areas. He is also the Chief Medical Editor for Review of Optometry.

**Friday November 8, 2019 - 9 hours CE**

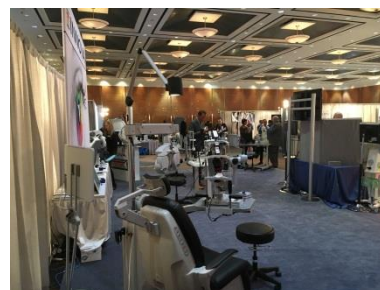
7:00-8:00am	Registration and hot buffet breakfast
8:00-9:50am	<b>Grand Rounds: A String of Anterior Segment Pearls - topical antibiotics and topical and oral antivirals</b>
<b>2 hours CE</b>	<b>Nathan Lighthizer, OD, FAAO</b>
10:20-12pm	<b>Lumps and Bumps: A Guide to Interpretation and Removal</b>
<b>2 hours CE</b>	<b>Nathan Lighthizer, OD, FAAO</b>
12-1:00pm	Lunch + <b>KEYNOTE ADDRESS ON VISION AND ADHD BY RICK GREEN</b>
1:00-1:50pm	<b>Swollen Optic Nerves - Now What? - Diamox</b>
<b>1 hour CE</b>	<b>Nathan Lighthizer, OD, FAAO</b>
2:20-4:00pm	<b>Interpreting Retinal OCT's &amp; Introducing OCT Angiography</b>
<b>2 hours CE</b>	<b>Nathan Lighthizer, OD, FAAO</b>
4:20-6:00pm	<b>Glaucoma Management</b>
<b>2 hours CE</b>	<b>Nathan Lighthizer, OD, FAAO and Blair Lonsberry, MS, OD, MED, FAAO</b>

**Saturday November 9, 2019 - 7 hours CE**

7:00-8:00am	Registration and continental breakfast
8:00-9:50am	<b>Simplifying Systemic Antibiotics</b>
<b>2 hours CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>
10:20-11:10am	<b>Uveitis: Systemic and Ocular Approaches to Management - topical steroids and oral steroids</b>
<b>1 hour CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>
11:10am-12pm	<b>Lab Testing: The Basics</b>
<b>1 hour CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>
noon-3:00pm	Lunch, Trade Show and Silent Auction
3:00-3:50pm	<b>Ocular Manifestations in Autoimmune Disease</b>
<b>1 hour CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>
3:50-4:40pm	<b>Pain Management in Optometric Practice - topical and systemic pain management</b>
<b>1 hour CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>
5:00-5:50pm	<b>Topical Allergy and NSAIDs - An Update</b>
<b>1 hour CE</b>	<b>Blair Lonsberry, MS, OD, MED, FAAO</b>

**Sunday November 10, 2019 - 4 hours CE**

7:30-8:30am	Registration and hot buffet breakfast
8:30-10:10am	<b>Innovations in Eye Care</b>
<b>2 hours CE</b>	<b>Paul Karpecki, OD, FAAO</b>
10:20-12pm	<b>What, Why, How about Dry Eye Disease Management</b>
<b>2 hours CE</b>	<b>Paul Karpecki, OD, FAAO</b>



**OPTOMETRIST REGISTRATION FAX/MAIL FORM**  
**ANNUAL FALL CONFERENCE and TRADE SHOW**

November 8-10, 2019

**ON LINE REGISTRATION FROM OUR WEBSITE STARTS JUNE 1, 2019**

**FULL CE PROGRAM FEE:** Includes breakfast and lunch Friday and Saturday - Sunday full hot buffet breakfast only - plus entrance to the Trade Show, Book Store and Silent Auction.

	<b>EARLY*</b>	<b>LATE**</b>	<b>ON-SITE</b>	
<b>Full CE Program (3 Days):</b>	<b>\$ 725.00</b>	\$825.00	\$925.00	\$ _____
Friday and Saturday Only:	\$ 600.00	\$700.00	\$800.00	\$ _____
Friday and Sunday Only:	\$ 550.00	\$650.00	\$750.00	\$ _____
Saturday and Sunday Only:	\$ 550.00	\$650.00	\$750.00	\$ _____
Friday Only:	\$ 475.00	\$575.00	\$675.00	\$ _____
Saturday Only:	\$ 450.00	\$550.00	\$650.00	\$ _____
Sunday Only:	\$ 260.00	\$360.00	\$460.00	\$ _____
Trade Show Only:	\$ 75.00	\$ 75.00	\$100.00	\$ _____

**\*Early Registration Available Until October 18, 2019\***  
**\*\*LATE REGISTRATION ENDS NOVEMBER 1, 2019\*\***

**2019 VISION INSTITUTE DONOR DISCOUNTS:**

Ambassador 50%     Partner 25%     Associate 10%    \$(\_\_\_\_\_)

**TOTAL PAYMENT (ONE FORM PER REGISTRANT PLEASE)**    \$\_\_\_\_\_

Cheque     Visa     M/C

**PLEASE PRINT CLEARLY**

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ **OE TRACKER #:** \_\_\_\_\_

OD's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**Please complete this registration form and fax or mail to us at:**  
Vision Institute, 4025 Yonge Street, Suite 205, Toronto, Ontario M2P 2E3  
Tel: 416-224-2273 or 1-800-969-8617 Fax: 416-224-9234  
Or EMAIL us at [visioninstitute@rogers.com](mailto:visioninstitute@rogers.com)

**ROOM RESERVATIONS MAY BE MADE AT THE MARKHAM HILTON SUITES HOTEL 1-800-668-8800**  
with a special Vision Institute conference rate until October 24, 2019

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**[www.VisionInstituteCanada.com](http://www.VisionInstituteCanada.com)**

# VISION INSTITUTE

## **OPTOMETRIC ASSISTANTS PROGRAM** **Saturday, November 9, 2019**

**Hilton Suites Hotel and Conference Centre, Markham, Ontario**

This year's **Optometric Assistants Program** is a 6 hour CAO Approved Education Program for **Canadian Certified Optometric Assistants (CCOAs)**. All optometric assistants and office staff are welcome to register.

### **Saturday Program:**

8:00 - 9:00 am	<i>Registration / Hot Buffet Breakfast</i>	Foyer of C.C.
9:00 - 10:15 am	<i>Overcoming Objections</i>	Butternut/Holly Room
10:15 - 10:45 am	<i>Coffee Break</i>	Foyer of C.C.
10:45 - 12:00 pm	<i>Profitable Contact Lenses</i>	Butternut/Holly Room
12:00 - 1:30 pm	<i>Lunch / Trade Show</i>	Foyer of C.C.
1:30 - 2:45 pm	<i>Dealing with Difficult People</i>	Butternut/Holly Room
2:45 - 3:00 pm	<i>Coffee Break</i>	Foyer of C.C.
3:00 - 4:15 pm	<i>Sales Skills for Confident Selling</i>	Butternut/Holly Room

### **Course Descriptions:**

**Lecture 1 – Overcoming Objections** – This presentation will provide you with the tools needed to handle any type of situation and successfully resolve challenging situations for you and your patients. **Presented by Christine Rodgerson, BA, CCPE, ICTP, Training & Development Consultant, Essilor.**

**Lecture 2 – Profitable Contact Lenses** – This presentation will help you understand the benefits of selling contact lenses, contact lens industry trends, creating awareness, targeting key patients, selling an annual supply, patient convenience, being contact lenses experts and how to measure your results. **Presented by Deborah Cheron, Regional Account Manager, Central & Eastern Ontario, Optometric Services Inc. (OSI)**

**Lecture 3 – Dealing with Difficult People** – Through this fun and interactive workshop, we uncover the various difficult personality types and how to deal with each of them. Using actual examples and working through the 7 Steps to Problem Solving you will be better equipped to deal with the next “difficult person or situation” you encounter. **Presented by Sarah Goudie, Regional Account Manager, Ottawa Valley, Optometric Services Inc. (OSI)**

**Lecture 4 – Sales Skills for Confident Selling** – Would you like to be more confident at optical selling? Do you know why a client should purchase his/her eyewear from your clinic? Learn how to make your patients feel welcome, offer lifestyle recommendations, create a purchase story and answer common objections. **Presented by Mark Ritter, Ontario Sales Director, Optometric Services Inc. (OSI)**

**OPTOMETRIC ASSISTANTS REGISTRATION FAX/MAIL FORM**  
**ANNUAL FALL CONFERENCE and TRADE SHOW**

Saturday, November 9, 2019

**PROGRAM FEE:** Includes hot buffet breakfast and lunch, plus entrance to the Trade Show, Book Store, and Silent Auction

**ON LINE REGISTRATION FROM OUR WEBSITE STARTS JUNE 1, 2019**

**Optometric Assistants Program Fee:                      \$175.00**

**FOR TWO OR MORE ASSISTANTS PLEASE DEDUCT \$25.00 PER REGISTRANT:**

ONE ASSISTANT = \$ \_\_\_\_\_

TWO OR MORE ASSISTANTS ( \_\_\_ x PROGRAM FEE) = \$ \_\_\_\_\_

TWO OR MORE ASSISTANTS (DISCOUNT) \_\_\_ x \$25.00 = \$ ( - \_\_\_\_\_ )

TRADE SHOW ONLY (NO DISCOUNT) \_\_\_ x \$75.00 = \$ \_\_\_\_\_

**TOTAL PAYMENT:** \$ \_\_\_\_\_

Cheque                       VISA                       MC

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

OD's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ PC: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

NAME(S) OF ASSISTANT(S): (1) \_\_\_\_\_

(2) \_\_\_\_\_ (3) \_\_\_\_\_

(4) \_\_\_\_\_ (5) \_\_\_\_\_

Please complete registration form and fax or mail to us.  
4025 Yonge Street, Suite 205, Toronto, Ontario M2P 2E3  
Tel: 416-224-2273 or 1-800-969-8617 Fax: 416-224-9234  
Or E-mail us at [visioninstitute@rogers.com](mailto:visioninstitute@rogers.com)

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1-800-668-8800 at a special Vision Institute conference rate until October 24, 2019

**[www.VisionInstituteCanada.com](http://www.VisionInstituteCanada.com)**



**VISION**  
INSTITUTE  
2019 CONFERENCE & TRADE SHOW  
POLICIES and NOTICES

**1. Who Should Attend**

This conference has been designed to meet the educational needs of optometrists, optometry students, optometric staff/assistants, office administrators and dispensary managers.

**2. Schedule Changes and Speakers**

Lecture schedules and speakers are subject to change without notice. The Vision Institute also reserves the right to cancel its conference, or any part of the meeting, due to unforeseen circumstances. Costs incurred by any attendees, such as travel or accommodation expenses, are the responsibility of the individual.

**3. Registration and Payment**

Registration can be completed on-line or by faxing or mailing us the payment portion of the Conference Registration Brochure (see Optometrists Program and/or Assistants Program button link.) Payment must be made in full at the time of registration. If registering by mail, post-dated cheques will **not** be accepted. On-site registration will be available (see fee schedule.)

Delegates must pay in full to confirm registration. No waitlists or holds without payments will be done. Any registrations without payment (pending) will be given 48 hours to provide payment, otherwise the registration will be removed from the system and delegates will need to re-register with payment. An email notification may be sent to the delegate as a reminder but it is the responsibility of the delegate to provide payment in full at time of registration.

**4. Cancellation and Refund Policy**

Cancellations must be received in writing by **FRIDAY, NOVEMBER 1, 2019**. All refunds before this date will be subject to a \$50.00 administration fee. **NO REFUNDS AFTER THIS DATE.**

**5. Course Education Credits**

All Vision Institute lectures/courses are “**Category A**” (COPE Equivalent) for the purposes of the Ontario College of Optometrists. Each attendee’s badge will be scanned upon entry and exit to verify complete attendance. Continuing education credits will be electronically recorded. Continuing Education credits will be uploaded to the ARBO CE Tracker Database by the Vision Institute within one month of the last day of the program.

Optometric staff attendees will receive a printed certificate only.

**6. Conference Parking**

A day **PARKING PASS** for the Markham Hilton Suites Hotel and Conference Centre will be emailed to you after your registration is completed.

**7. Lecture Notes**

Lecture notes will be posted on our website by **FRIDAY, NOVEMBER 1, 2019**.

**8. Inquiries**

Please direct any inquiries by email to **Ms. Sherry Power** at: [visioninstitute@rogers.com](mailto:visioninstitute@rogers.com)

**[www.VisionInstituteCanada.com](http://www.VisionInstituteCanada.com)**