



abdo



abdo Bristol

Conference and Exhibition 2010
A brighter vision

9 - 10 OCTOBER



ABDO Conference and Exhibition 2010

Conference Handbook

Association of British Dispensing Opticians

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Welcome to Bristol

As President of the ABDO I would like to extend a warm welcome to the 2010 Conference and Exhibition. We are delighted to be here in Bristol having enjoyed continued success in Brighton last year.

Over the past year the Association's activities have increased greatly and relationships particularly with other optical bodies have developed considerably, most notably with the launch of the Optical Confederation. It is the ABDO Board's intention to promote our Association and its members at every given opportunity and become more integral to optics than ever before.

I am delighted that we have attracted over 40 exhibitors to this year's conference. Pleasingly we have an extremely strong list of companies present and I hope every delegate will take time to visit them all. Without their commitment it would be difficult to hold such an event and I hope these companies can be strongly supported throughout the weekend and beyond.

For some time I have been looking forward to this weekend. Many will recognise that Bristol will be my farewell as President which leaves me with a heavy heart. Since undertaking the role I have relished the opportunity to represent this wonderful Association and its members. We have come a long way in the past few years and whilst we recognise many mountains must be climbed in the future, we should be satisfied with some of the significant progress made in recent times.

Throughout the past year a huge amount of time and effort has been put in to ensure we get this event in Bristol right and everyone involved has worked extremely hard to ensure that it lives up to, or hopefully exceeds, expectations. Our aim is to make everyone leave with lasting memories and be in no doubt that the ABDO Conference and Exhibition in Bristol was the place to be. I am certainly looking forward to seeing some familiar faces and the many new faces who are attending the conference for the first time.

May I wish you a really enjoyable weekend and express sincere thanks for coming along.

Barry Duncan FBDO
President

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It's my great pleasure to once again be able to welcome you to the ABDO Conference and Exhibition - and this year we find ourselves in Bristol. The south west of England is a beautiful location, I have had pleasure rediscovering Bristol in recent months and I have loved the places and the people I have come into contact with. I'm sure you will too.

While I am talking about the region we have a very successful and active ABDO area here. I'd like to take this opportunity to thank Jo Holmes, Debbie Anderson, Jim Gordon and the Area 7 Committee for all their help and encouragement in putting the weekend together.

I'm sitting typing this feeling very excited and relieved because my dress has just arrived from eastern shores. Unfortunately it had to be repacked by DHL and they put it into a plastic bag and not a box, so it looks a bit like a rag at the moment, but once the skilled steam ironing person has had a go with it (not me) I'm sure it will be fine. I must put that on one of many lists of things to do! Apart from liking the colour of my new garb it coordinates with the decor on the night, it's my show of support for our gala dinner sponsors, Transitions. Anyway, if I step out in colours which don't match at all you'll be able to tell I had a wardrobe malfunction en route - zip or similar, prior to the dinner and had to get a mark 2 out. Yes, I have to come prepared for every eventuality which is another one of the reasons why it's so exciting and why Tony Garrett hates travelling with me and my enormous suitcase! By the way, if you get talking to Barry Duncan over the weekend, he'll be happy to tell you all about wardrobe malfunctions!

This past year has been a bit of a roller coaster in many people's lives. For a lot of us, it has been tinged with pessimism, business has been an uphill struggle for all of us – for me, it's been a roller coaster from an organisational point of view and also personally.

At the beginning of the year I thought that I would be writing this introduction with a golfing slant following all the Ryder Cup hype from Celtic Manor, as that was our original venue for the 2010 conference. However after a lot of debate, talking to Association members and industry partners, in late January the decision was made to move the event to a more accessible venue (in terms of

both delegate costs and location). The first couple of months were therefore extremely hectic while I juggled many existing commitments with the new task of finding a venue at very short notice that would be suitable, contacting sponsors about the new format and looking at a new condensed programme. I think I aged a couple of years in the first few months of this year - and probably in this month leading up to the conference too. However your positive response to the change of venue made all the hard work well worthwhile.

More recently, my mother has unfortunately been seriously ill. During this period I have been surrounded by goodwill and support (both operational and moral) from extended family and friends. It has been quite amazing and humbling to know how many people care and are willing to help out. This has had me thinking about "family" units and why nurturing such relationships and keeping in contact with people is so important.

That's what our conference is all about. It's the chance to experience the support of your ABDO family, a chance to share ideas, existing and potential strategies and sometimes worries with like minded people who understand the ups and downs of everyday practice. Attending the ABDO conference is the chance to have (lots of) fun, catch up with old friends and make new ones. It's also the chance to develop relationships with industry partners without whom we'd just be having a conventional CET day and not a proper conference weekend that includes a comprehensive exhibition.

From a CET perspective, at the conference itself, there are a potential 11 CET points on offer through a mixture of lectures and workshops - plus the CD in your delegate bag. A further number of points will also be available through additional online learning links post conference. This would be a fitting point to stop and say a massive thank you to Paula Stevens and Hilary Murrells in the ABDO CET department who have worked their socks off to get CET accreditation arranged and will ensure that the CET points are allocated correctly when we all go home.

Implementing our Spectech interactive concept, our four, and at times five, stream education offering will give you the chance to get up close and personal with people who are at the forefront of design, research and innovation in the world of frames and lenses. We have a very thought provoking programme and the topics will be tackled and presented by an array of international and home-grown industry experts.

The workshops are a must and some have already enjoyed pre-conference critical acclaim. ABDO examiners and low vision specialists will be on hand to advise and interact with delegates.



Booking for the low vision and frame measurement, adjustment and material workshops must be made through the conference reception due to the limited number of places available. We also strongly advise that you also book in advance for the Transitions *Who, How and Why?* workshop which isn't CET accredited but promises to be both useful and a lot of fun.

I am delighted to say that we have more people pre-booked this year for the conference and the exhibition than in previous years, so hopefully the buzz will be amazing. Please take time to stop and speak to our industry partners who have done such a lot (including getting up incredibly early to set up their stands first thing on Sunday morning) to support this event. If you can't buy from them directly at the conference, invite them to come and see you at your practice to chat over a cup of tea and make them feel welcome (and, of course, give them an order or your firm commitment for future business).

From an entertainment point of view, the gala dinner is once again kindly being sponsored by Transitions Optical and is a great way to kick-start the weekend. Following a pre-dinner cocktail, you will be treated to a great night's entertainment. Members who have given of their time for ABDO are honoured during the dinner, a surprise or two will be unveiled (and the odd tear possibly shed). We will also have the chance to say goodbye and a big thank you to outgoing President Barry Duncan and to welcome his successor Jennifer Brower, the first woman President for 21 years. The party starts in earnest after dinner when we will be dancing to the fabulous sounds of one of the area's best bands – Mark and the Acrobats. They play everything from classic rock, pop, soul, new wave, indie and alternative rock (I honestly have to admit I'm completely lost on a couple of these due to my age - I've heard the band though and they are exciting and fun – can't wait!).

Before signing off, I'd like to register my thanks and appreciation to Michael Potter for his support, ad campaigns, conference handbook etc and his attention to detail which I have to admit is far better than mine. Thanks also to Katie Docker and her team for looking after the bookings and juggling situations with such good humour when we ran out of space due to high demand (a nice problem to have). To Sheila Hope and Deanne Gray for manning the registration desk and the ABDO stand and for the promotional help.

Thanks also to Jim Gordon for organising the adidas eyewear golf day and being a very effective and supportive sounding board.

Special thanks to all our exhibitors and speakers and in particular to Transitions Optical for the gala dinner, Essilor who brought their University and College symposium to the ABDO Conference for the first time, Silhouette and adidas eyewear for the golf day and badge sponsorships, Maui Jim for the promotional efforts, Rodenstock for the conference bags and See20/20 for the Cyber Café. Thank you all for your unwavering support.

It goes without saying that our conference would not be the success it is or run so seamlessly without the mercurial efforts of Alan Smith from the Event Exchange and his team, especially Cass Wagner. I owe them a huge debt of gratitude especially for all the help at the beginning of the year when we had to find another venue and move away from Celtic Manor without any penalties.

Before I sign off, I would like to thank you personally for making the effort to support the conference by being here. I hope you have a wonderful time and I look forward to meeting you over the weekend.

From everyone involved in the event, we hope that you travel home with a brighter vision for the future.

Best wishes Elaine

Elaine Grisdale FBDO FAO
Head of Professional Services



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Conference agenda

Friday 8 October 2010 - adidas eyewear golf day

The 2010 ABDO pre-conference golf tournament kindly sponsored by **adidas eyewear** at **The Kendleshire Golf Club**

11.00	Refreshments - Bacon rolls and tea/coffee on arrival
12.00	Tee off for 18 holes of golf - 40 golfers playing in four-balls, setting off at 10 minute intervals
18.00	Three course dinner and prize giving

Saturday 9 October 2010 - Marriott Bristol City Centre

14.00 - 17.00	Registration and help desk open - in the Bristol Suite Foyer
17.00 - 18.00	ABDO AGM followed by the ABDO Benevolent Fund AGM - in the Berlin Suite
19.15 - 20.00	Pre-dinner drinks reception - in the Bristol Suite Foyer
20.00 - 01.00	ABDO gala dinner and party - in the Bristol Suite - Sponsored by Transitions Optical After dinner entertainment - live music from Mark and the Acrobats

Sunday 10 October 2010 - Marriott Bristol City Centre

08.30 - 16.30 Registration and help desk open - in the Bristol Suite Foyer



Spectech™ interactive conference programme

A choice of non-CET and CET approved interactive sessions designed to bring the professional closer to leading innovators from the optical industry

9.00 - 10.00	The next generation: electronic lenses	See what others don't - Polarised lenses for today's patient	See better be better - enhanced vision in golfing	21st Century AR
	C-14392, 1 CET Point *		C-14640, 1 CET Point	C-13253, 1 CET Point
	Peter Ziemann PixelOptics	Andrew Spiers Luxottica	Ben Ashlin BSc adidas eyewear	Andy Hepworth BSc FBDO Essilor
	The Madrid Suite	The Berlin Suite	The Rome Suite	The Bristol Suite (Main Hall)

Spectech™ interactive conference programme

10.00 - 11.00	Exceed patient expectations with newest lens materials	In the frame - a look at frame production technology	How to differentiate from your competitors	Crizal Carnival interactive session
	C-14390, 1 CET Point *		-	-
	Dora Plisic PPG Industries Inc	Stuart Graham and Duncan Stephenson Luxottica	Mark Hobson with Kelly Carr & Cliff Williams FBDO Silhouette	Andy Hepworth BSc FBDO Essilor
	The Madrid Suite	The Berlin Suite	The Rome Suite	The Bristol Suite (Main Hall)

11.00 - 12.00 Exhibition - tea/coffee served in the Bristol Suite Foyer

Spectech™ interactive conference programme

12.00 - 13.00	Drivewear: A new lens category	See what others don't - Polarised lenses for today's patient	See better be better - enhanced vision in golfing	Live optics: A passion for innovation
	C-11585, 1 CET Point		C-14640, 1 CET Point	-
	Julian Wiles BA(Hons) Younger Optics	Andrew Spiers Luxottica	Ben Ashlin BSc adidas eyewear	Eva Lazuka-Nicoulaud Essilor International, Paris
	The Madrid Suite	The Berlin Suite	The Rome Suite	The Bristol Suite (Main Hall)

13.00 - 14.00 Exhibition - lunch served in the Bristol Suite Foyer; **Make-up demo** in the Rome Suite with Silhouette



Expanding the scope of practise

What improvements can I make in everyday practice?

Conference workshops and Spectech™ interactive conference programme

14.00 - 15.00	Low vision workshop: A different perspective - overcoming low vision through simulation	Handmade frame measurements workshop: Back to basics	How to differentiate from your competitors	Through a child's eyes
	C-14622, 2 CET Points ABDO Low Vision Committee Members The Madrid Suite	C-12580, 2 CET Points * ABDO Practical Examiners The Berlin Suite	- Mark Hobson with Kelly Carr & Cliff Williams FBDO Silhouette The Rome Suite	C-14737, 1 CET Point Peter Charlesworth BSc MCOptom Replay Learning The Bristol Suite (Main Hall)

Conference workshops and Spectech™ interactive conference programme

15.00 - 16.00	Low vision workshop: A different perspective - overcoming low vision through simulation	Handmade frame measurements workshop: Back to basics	Rimless aesthetics	Digital switchover - not just for your TV	Transitions workshop - Who, how, why?
	C-14622, 2 CET Points ABDO Low Vision Committee Members The Madrid Suite	C-12580, 2 CET Points * ABDO Practical Examiners The Berlin Suite	C-12112, 1 CET Point Assia Lloyd with Lulu Sheppard & Sally Bates FBDO Silhouette The Rome Suite	C-14628, 1 CET Point Paul Bullock Hoya The Bristol Suite (Main Hall)	- Transitions Optical The Oslo Suite

16.00 - 16.30 Exhibition - tea/coffee served in the Bristol Suite Foyer

Conference workshops and Spectech™ interactive conference programme

16.30 - 17.30	Low Vision lecture: Why can't I just have stronger glasses?	Frame adjustments and materials workshop: Return to traditional dispensing	Rimless aesthetics	Photochromics, the new standard lens?	Transitions workshop - Who, how, why?
	C-14736, 1 CET Point Stephen Golding FBDO (Hons) LVA The Madrid Suite	C-12581, 2 CET Points * ABDO Practical Examiners The Berlin Suite	C-12112, 1 CET Point Assia Lloyd with Lulu Sheppard & Sally Bates FBDO Silhouette The Rome Suite	C-11848, 1 CET Point Vinni Virdee FBDO Transitions Optical The Bristol Suite (Main Hall)	- Transitions Optical The Oslo Suite

18.00 Exhibition and Conference closes

* An additional CET point will be available online for this workshop/presentation after the conference. Under the terms of the CET approval, the point will only be available to those who attend the presentation. A link to the learning material and online MCQs will be given during the presentation.

All ABDO Conference CET points are approved for dispensing opticians and optometrists

Annual General Meetings

17.00, Saturday 9 October - in the Berlin Suite

Association of British Dispensing Opticians

Agenda

1. Receive apologies for absence
2. Receive and approve the Minutes of the 2009 AGM
3. Consider any matters arising
4. Receive the President's Report
5. To report the decision of the Board that Mrs Jennifer Brower is elected as President and Mr Peter Black is elected Vice President
6. Appointment of Board - report of elections to the Board
7. Receive the Report of the Board and adopt the Audited Financial Statements of Accounts for the Association
8. To reappoint Burgess and Hodgson as Auditors in accordance with the Companies Act 2006. To authorise the Board to make appropriate remuneration
9. To consider any other relevant business

After the conclusion of the ABDO AGM, there will be a short presentation regarding future plans for the ABDO Conference and Exhibition and the Association's 25th Anniversary Celebrations in 2011.



ABDO Benevolent Fund

Agenda

1. Apologies
2. To approve the Minutes of the 2009 AGM
3. Matters arising
4. Chairman's Report
5. Adoption of accounts for 2009
6. Reappointment of auditors
7. Any other business

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Sunday 10 October

- » Handmade frame measurements workshop: Back to basics (C-12580)
- » Handmade frame measurements - additional learning (C-14862)

14.00 & 15.00 - In the Berlin Suite

- » Frame adjustments and materials workshop: Return to traditional dispensing (C-12581)
- » Return to traditional dispensing - additional learning (C-14681)

16.30 - In the Berlin Suite

ABDO Practical Examiners

Debbie Anderson FBDO qualified in 1995 and currently works part time at the Royal Eye Infirmary in Plymouth. Debbie became a practical examiner for ABDO in 2005 and examines regularly at Aston University and overseas when needed.

Fiona Anderson BSc (Hons) FBDO R qualified in 1986 and has been in practice since then with an independent group in the north east of Scotland. She took a 'leap of faith' earlier this year and decided to set up as a mobile locum DO. Her interests are general dispensing and ophthalmic lenses – informed choice for patients that usually leads to satisfied customers. Her other optical activities include: ABDO practical and theory examiner, ABDO Area 12 Chairman, Optometry Scotland Executive Council Member and ABDO representative to the Optometry Scotland Council.

Barry Duncan FBDO qualified in 1999 having trained with Dollond & Atchison. Soon after qualifying he became a distance learning tutor and then in 2003 became a practical examiner. In September 2008 he became President of ABDO. Barry is also on the Executive Committee of Optometry Scotland and also has a keen interest in children's dispensing.

Ted Moffatt FBDO qualified 1962. He is now semi-retired, but still works as a self-employed optician. He is an ABDO pre-reg practice visitor and a member of the ABDO Board of Directors.

Diane Nash BSc (Hons) FBDO CL currently holds the position of CLO at Scrivens Opticians, she is also an ABDO College distance learning tutor.

Daryl Newsome FBDO CL is currently a partner in Newsome Opticians employing a staff of 10 individuals, as principal partner he is involved in all aspects of running and managing this busy practice.

Miranda Richardson BSc Hons, FBDO is currently working part time in practice, managing the branch as the sole DO. She has been a qualified dispensing optician for approximately eight years and was an ABDO CET Committee member. Most recently she has become a theory paper marker and practice visit examiner.

- » Low Vision workshop: A different perspective - overcoming low vision through simulation (C-14622)

14.00 & 15.00 - in the Madrid Suite

- » Low Vision lecture: Why can't I just have stronger glasses? (C-14736)

16.30 - in the Madrid Suite

The Low Vision workshop and lecture are sponsored by Optelec Limited

ABDO Low Vision Committee members

Nick Black FBDO CL (Hons) LVA is originally from New Zealand, he completed a BSc at Victoria University, Wellington before attaining the FBDO in 1995. Through practice management he took over the role of providing a low vision service at St Helens Hospital between 1996 and 1999. Having attained FBDO CL qualification he then branched out into full time CL work, before moving to BBR Optometry in Hereford in 2001. Achieving LV (Hons) in 2004 he has been involved in improving the provision and awareness of the first community based LV scheme in the UK. Since August 2005 he has been a director at BBR Optometry which was voted 'independent practice of the year 2008'. As a director of BBR Optometry he is involved in all elements of practice management and has more recently become a member of the ABDO Low Vision Committee and the ABDO representative on the England Implementation Committee for the UK Vision Strategy.

Stephen Golding FBDO (Hons) LVA has worked as a DO for 30 years in both the independent and multiple sectors. For the past 10 years he has been the senior dispensing optician at Manchester Royal Eye Hospital where he specialises in paediatric dispensing and low vision. He is involved with ABDO area 3 where he is the CET officer. Nationally he sits on the ABDO CET and Low Vision committees. Previously he represented the North West on the old ABDO council. Stephen has lectured, run dispensing and low vision workshops both locally, nationally and overseas, has been published in the UK and Malaysia, is an ABDO practical examiner and provides low vision awareness training for nurses at Manchester University. In 2006 he was Dispensing Optician of the Year.

Gil Smith FBDO (Hons) LVA is partner in Low Vision Supplies. Gil has practiced low vision in the Hospital Eye Service for 25 years. He has lectured on various aspects of the subject and held training sessions for dispensing opticians, optometrists and other health care professionals.

Sally Williams FBDO (Hons) LVA qualified as a DO in 1974. In 1997 she successfully completed the Low Vision Honours course and in 1983 started working full time covering hospital clinics in four hospitals in South Wales and then six Hospitals in East Anglia, firstly

employed by C Davis Keeler Ltd and then self employed. Sally has extensive experience in assessing for and supplying all forms of low vision aids and closely working with other agencies for the benefit of the visually impaired individual. In 2002 she joined the Suffolk Low Vision Services Committee and has chaired it since 2004 and in 2006 Sally joined the ABDO Low Vision Committee. Since 2009 she has been self employed, working solely in low vision at hospitals in Bury St Edmunds, Great Yarmouth and Kings Lynn and at an optometrist's practice in Thetford.

Sponsor contact details Optelec Limited

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(Previously Tieman UK & incorporating Telesensory UK)
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- » See better be better - enhanced vision in golfing (C-14640)

09.00 & 12.00 - In the Rome Suite

Ben Ashlin is sports marketing manager for adidas eyewear UK and Ireland. Ben Ashlin is responsible for developing and researching eyewear technologies with athletes to ensure performance at the highest level. Close relationships exist with sport vision organisations and visual research centres such as Loughborough University for example. Extensive athlete knowledge is gained through involvement with the British Olympic Association, England Cricket Teams, European Tour golf, British Cycling, British Triathlon, Ireland cricket team, London and Dublin Marathon's, and UK Athletics. Having not come from an optical background, optical knowledge derives from working in the industry at Silhouette and through working at the pinnacle of sports aiding athletes' vision qualities.

- » Digital switchover – not just for your TV (C-14628)

15.00 - In the Bristol Suite exhibition hall

Paul Bullock - coming to optics from a Bio-sciences background Paul began his optical career in retail optics, working for a variety of independent and multiple practices. He then moved to a support and development position within these multiples focusing on operations and strategic management along with technical optical training and development. He joined Hoya in 2008 as regional training manager with responsibilities for developing technical skills and providing support to his fellow optical professionals. In 2009 he became professional services manager for Hoya Lens UK with responsibilities including creating and delivering CET presentations to universities and optical professionals.

»» Through a child's eyes (C-14737)

14.00 - In the Bristol Suite exhibition hall

Peter Charlesworth is an optometrist and managing director of Replay Learning. He is a former examiner and councillor of the College of Optometrists, a member of the GOC's Fitness to Practise Committee and holds an MSc in Investigative Ophthalmology and Vision Science from the University of Manchester. He was Boots Opticians Tutor Practitioner at the University of Bradford for seven years. His duties there included teaching the Law and Management module to final year students and a clinical investigative techniques module to the second year. Peter has worked in many types of optometric practice from high street to hospital. His specialist interests include the law relating to optometry, optometric investigative techniques and ocular disease and its management.

»» In the frame - a look at frame production technology

10.00 - In the Berlin Suite

Stuart Graham and Duncan Stephenson

»» 21st Century AR (C-13253)

09.00 - In the Bristol Suite exhibition hall

»» Crizal Carnival interactive session

10.00 - In the Bristol Suite exhibition hall

Andy Hepworth graduated from APU in 1996 with an honours degree in Optical Management and following two years in practice management joined Essilor Ltd. Since 2003 he has been working as Essilor's professional relations manager, a role that includes creating and delivering presentations to optical universities and colleges along with CET to optical professionals. Since 2007 he has sat on the OT magazine editorial advisory board, which offers guidance and direction to the fortnightly journal.

»» How to differentiate from your competitors

10.00 & 14.00 - In the Rome Suite

Mark Hobson with Kelly Carr and Cliff Williams FBO

»» Live optics: A passion for innovation

12.00 - In the Bristol Suite exhibition hall

Eva Lazuka-Nicoulaud has worked in optics since 1996, she joined Essilor International HQ in Paris in 1999. Working closely with R&D, she had been in charge of several high-end products introduced by Essilor in worldwide market. She is currently new developments manager taking care of prospective solutions for patients. She graduated from EOL in Optics and from ESSEC Business School in Paris with honours Ms Degree in Marketing and Management.

»» Rimless aesthetics (C-12112)

15.00 & 16.30 - In the Rome Suite

Assia Lloyd with Lulu Sheppard and Sally Bates FBO

Assia Lloyd is marketing manager for Silhouette UK. She holds a Diploma in Marketing and began working for Silhouette six months ago. Before her time at Silhouette, Assia held a marketing manager role at Fabris Lane, the British sunglass company, prior to that she spent an extensive time at Renault UK implementing marketing plans and strategy.

»» Exceed patient expectations with newest lens materials (C-14390)

»» Exceed patient expectations - additional learning (C-14741)

10.00 - In the Madrid Suite

Dora Plisic Graduated at University of Economics, Management Department, Croatia, she has eight years working experience in the ophthalmic industry. Dora started her career at Essilor in Croatia, continued in Czech Republic in a local lab where she worked on business development, finding new potential partners in the region of SEE, research and analysing the data of emerging markets, marketing and communication tools development; furthermore, she worked on projects developing retail optical business in Romania and Czech Republic. Her current role is trade manager for the newly developed Trivex lens material and NXT Rx lenses for PPG Industries.

»» See what others don't - Polarised lenses for today's patient

09.00 & 12.00 - In the Berlin Suite

Andrew Spiers is spectacle and contact lens manager for Luxottica Retail UK & Ireland. Andrew has gained a wealth of experience over his 16 years in optical retail. He has held roles in both practice and multi-site management over this time. For the last four years Andrew held the role of training & development manager at Luxottica Retail UK & Ireland. His current role now makes him responsible for the business development of both spectacle lenses and contact lenses within the company.

»» Q & A service for supervisors and students

1st Alcove, Bristol Suite Foyer

Alicia Thompson FBO R (Hons) SLD SMC(Tech), ABDO's director of professional examinations, is looking to speak to any ABDO members, students or supervisors on the following topics: registration, supervision, examinations in dispensing, contact lenses, low vision and spectacle lens design. She will appreciate feedback relating to ABDO examinations and is happy to hear from ABDO members who may want to get involved in examination work.

»» Transitions workshop. Who, how why?

15.00 & 16.30 - in the Oslo Suite

Transitions Optical

During this practical and playful workshop, participants will use games and experiences to look at how we communicate to our patients.

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»» Photochromics, the new standard lens? (C-11848)

16.30 - In the Bristol Suite exhibition hall

Vinni Virdee has been working in optics for 14 years. She qualified as a DO in 2002. Her current role at Transitions Optical, which she commenced in January 2009, is as a product consultant. She regularly presents to eye care professionals. The presentations vary and address people from all levels (dispensing opticians, optometrists, ophthalmologists, practice managers /supervisors, receptionists and optical assistants).

»» Drivewear: A new lens category (C-11585)

12.00 - In the Madrid Suite

Julian Wiles joined the Norville Group in 1984, became a frame sales representative in 1986 and in 1990 was appointed Norville Group field sales manager. He moved on to become Norville Autoflow sales manager, then Norville Group NLS sales manager and from 1998 to 2001 was Norville Group director of prescription lens sales. In 2001 he joined Taylor Optical Products as sales manager becoming a director and shareholder in 2004. In 2009 he became a director of Performance Lenses Ltd and currently acts as territory sales manager UK & Ireland for Younger Optics Europe. He has had several CET presentations approved and is an experienced lecturer and presenter.

»» The next generation: electronic lenses (C-14392)

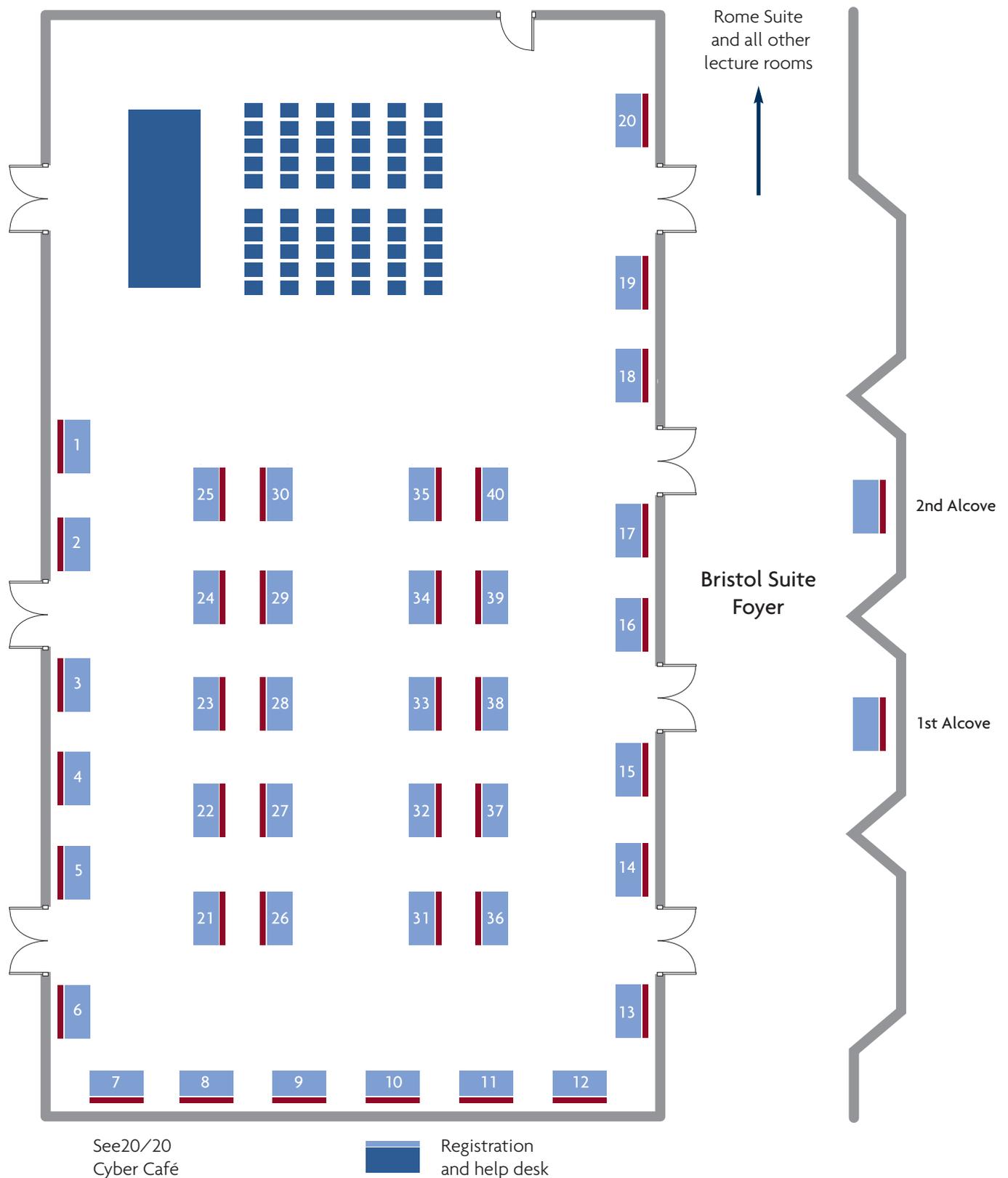
»» Innovative lenses - additional learning (C-14742)

09.00 - In the Madrid Suite

Peter Zieman held senior positions with Essilor of America from 1997 to 2008, first as Vice President of Laboratory Technologies, and then as director of retail operations and laboratory services since 2004. Peter started his optical career in 1980 as a board member of Henley Optical Group, a 120-store optical retail chain based in the northwest of England. In 1989 he became the UK services director for Dollond & Atchison Opticians PLC in Birmingham, providing service-related support to the 850-store optical chain including buying, manufacturing, logistics, warehousing and forecasting. He is a past chairman of the Comprehensive Manufacturer and RF Council, both associations of the Federation of Manufacturing Opticians.

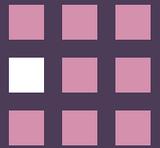
The exhibition in the Bristol Suite

Floor plan



Exhibitor locator

ABDO College and ABDO College Bookshop	Stand 14 Bristol Suite	Menrad Optics Ltd	Stand 39 Bristol Suite
adidas eyewear	Rome Suite	Nikon Optical UK Ltd	Stand 40 Bristol Suite
Association of British Dispensing Opticians	1st Alcove Bristol Suite Foyer	Norville Optical Co Ltd	Stand 36 Bristol Suite
Atlantic Optical UK Ltd	Stand 24 Bristol Suite	Ocuco Ltd	Stand 37 Bristol Suite
BBGR	Stand 34 Bristol Suite	Optician	Stand 12 Bristol Suite
BiB Ophthalmic Instruments	Stand 20 Bristol Suite	Optinet Ltd	Stand 7 Bristol Suite
brillebrille.de	Stand 10 Bristol Suite	Optisoft	Stand 21 Bristol Suite
Buchmann UK	Stand 9 Bristol Suite	Optometry Today / OT Bookshop	Stand 8 Bristol Suite
Carl Zeiss Vision	Stand 6 Bristol Suite	Performance Finance Ltd	Stand 25 Bristol Suite
Continental Eyewear	Stand 17 Bristol Suite	PPG Industries Inc	Stand 4 Bristol Suite
Essilor	Stands 29, 30 & 38 Bristol Suite	Q&A service for supervisors and students (Alicia Thompson)	1st Alcove Bristol Suite Foyer
Eyeplan	Stand 23 Bristol Suite	Q&A service for those wanting to fast track the University of Bradford optometry course (Prof David Whitaker)	2nd Alcove Bristol Suite Foyer
Eyes Magazine	Stand 11 Bristol Suite	Rodenstock (UK) Ltd	Stand 13 Bristol Suite
Hoya Lens UK Ltd	Stand 33 Bristol Suite	Shamir UK Ltd	Stand 16 Bristol Suite
Inspecc Ltd	Stand 27 Bristol Suite	Silhouette	Rome Suite
International Eyewear	Stand 15 Bristol Suite	Stepper UK Limited	Stand 3 Bristol Suite
iWear UK	Stand 31 Bristol Suite	The Worshipful Company of Spectacle Makers	2nd Alcove Bristol Suite Foyer
Lenstec Optical Laboratories	Stand 5 Bristol Suite	Transitions Optical	Stands 18 & 19 Bristol Suite
Luxottica (UK) Ltd	Stand 35 Bristol Suite	Viva Eyewear UK Ltd	Stand 28 Bristol Suite
Marchon	Stand 32 Bristol Suite	William Morris Eyewear	Stand 22 Bristol Suite
Maui Jim UK Ltd	Stands 1 & 2 Bristol Suite	WRX Eyewear	Stand 26 Bristol Suite



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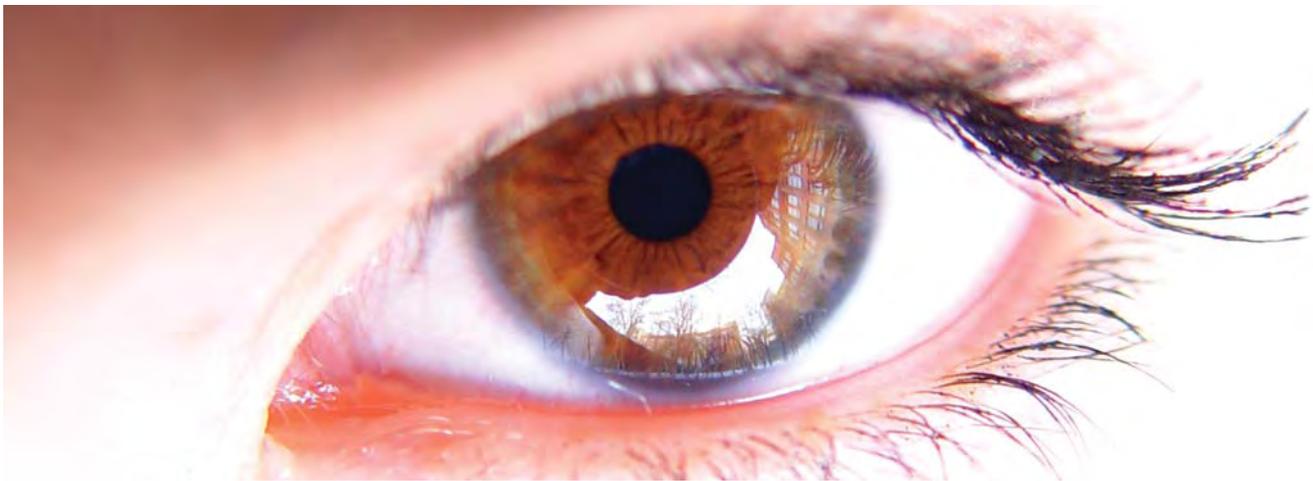
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We have been involved in optical marketing and design for over 20 years. We were present on day one of Rodenstock Club and were involved in all major initiatives during its zenith. We have worked for associations (ABDO & SMC), retailers (Boots, Allders, Leightons), equipment manufacturers (Nidek, Henson, WECO, Rodenstock), contact lens manufacturers (CibaVision, Bausch & Lomb) and licensed brands (Cerruti, Reebok, Porsche Design and Wimbledon). So we have a lot to share!

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