

CJO|R|CO

CANADIAN JOURNAL OF OPTOMETRY | REVUE CANADIENNE D'OPTOMÉTRIE



VOL 73 NO 1 WINTER / HIVER 2011

32ND BIENNIAL CAO CONGRESS | 2011 WINNIPEG



YOU AIN'T SEEN

NOTHING YET

JULY 21-23 / 2011

How can you help your contact lens patients through the dryness of winter?



ACUVUE® OASYS® Brand Contact Lenses with HYDRACLEAR® Plus Technology will provide exceptional comfort even in dry environments.

Ideal for patients who...

- ✓ are sensitive to dry environments
- ✓ experience long days
- ✓ want all day comfort



Exceptional all day comfort • Highest UV protection†

The revolutionary ACUVUE® OASYS® Brand with HYDRACLEAR® Plus Technology offers a high volume of moisture-rich wetting agent which provides exceptional all day comfort.

ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Division of Johnson & Johnson, Inc., by calling 1-800-843-2020 or by visiting www.jnjvisioncare.ca.

† Helps protect against transmission of harmful UV radiation to the cornea and into the eye. WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care professional for more information.

ACUVUE®, ACUVUE® OASYS®, HYDRACLEAR® and SEE WHAT COULD BE™ are trademarks of Johnson & Johnson, Inc. © Johnson & Johnson, Inc. 2011

ACUVUE®
BRAND CONTACT LENSES
SEE WHAT COULD BE™



The Canadian Journal of Optometry is the official publication of the Canadian Association of Optometrists (CAO) / La Revue canadienne d'optométrie est la publication officielle de l'Association canadienne des optométristes (ACO):
234 Argyle Avenue, Ottawa, ON, K2P 1B9. Phone 613 235-7924 / 888 263-4676, fax 613 235-2025, e-mail info@opto.ca, website www.opto.ca. Publications Mail Registration No. 558206 / Envoi de publication - Enregistrement no. 558206.

The Canadian Journal of Optometry / La Revue canadienne d'optométrie (USPS#0009-364) is published six times per year at CDN\$55, and CDN\$65 for subscriptions outside of Canada. Address changes should be sent to CAO, 234 Argyle Avenue, Ottawa, ON K2P 1B9.

The CJO•RCO is the official publication of the CAO. However, opinions and commentaries published in the CJO•RCO are not necessarily either the official opinion or policy of CAO unless specifically identified as such. Because legislation varies from province to province, CAO advises optometrists to consult with their provincial licensing authority before following any of the practice management advice offered in CJO•RCO.

The CJO•RCO welcomes new advertisers. In keeping with our goal of advancing awareness, education and professionalism of members of the CAO, any and all advertising may be submitted, prior to its publication, for review by the National Publications Committee of the CAO. CAO reserves the right to accept or reject any advertisement submitted for placement in the CJO•RCO.

La CJO•RCO est la publication officielle de l'ACO. Les avis et les commentaires publiés dans la CJO•RCO ne représentent toutefois pas nécessairement la position ou la politique officielle de l'ACO, à moins qu'il en soit précisé ainsi. Étant donné que les lois sont différentes d'une province à l'autre, l'ACO conseille aux optométristes de vérifier avec l'organisme provincial compétent qui les habilite avant de se conformer aux conseils de la CJO•RCO sur la gestion de leurs activités.

La CJO•RCO est prête à accueillir de nouveaux annonceurs. Dans l'esprit de l'objectif de la CJO•RCO visant à favoriser la sensibilisation, la formation et le professionnalisme des membres de l'ACO, on pourra soumettre tout matériel publicitaire avant publication pour examen par le Comité national des publications de l'ACO. L'ACO se réserve le droit d'accepter ou de refuser toute publicité dont on a demandé l'insertion dans la CJO•RCO.

Chair, National Publications Committee / Président,
Comité national des publications: Dr Paul Geneau

Academic Editors / Rédacteurs académiques:
University of Waterloo, Dr B. Ralph Chou
Université de Montréal, Dr Claude Giasson

Advertising Coordinator / Coordonnatrice des publicités:
Managing Editor / Rédactrice administrative:
Leslie Laskarin

Editorial/Production Assistant / Adjoint de production et réviseur:
Tony Gibbs

Printing Consultant / Impression: Vurtur Communications

Translation / Traduction:
Tessier Translations / Les Traductions Tessier

Translation Editor / Réviseur des traductions:
Claudette Gagnon

Uniform requirements for manuscripts: login to the member site at opto.ca or contact CAO.
Exigences uniformes pour les manuscrits: voir sur le site des membres à opto.ca ou contacter l'ACO.

Welcome / Mot de bienvenu

Drs. Irene Mestito-Dao and Michael Nelson3

Congress At a Glance6

Events & Programs.9

Continuing Education Sessions28

Biographies of Speakers38

ONLINE REGISTRATION

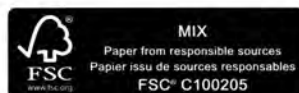
The CAO Congress has gone online! This year delegates can register and pay online as well as view the OD and Assistant's CE programs, speaker profiles, optional activities and much more on the CAO website.

Online registration allows you to choose your courses, register family for the companion and children's program. You will also get confirmation of your registration and a receipt for payment, right away.

For those who prefer not to make online payments, you may still register online and simply indicate that you will be sending payment to CAO.

To view, register or update your Congress registration, please visit: opto.ca

Veuillez noter que nous ne fournissons pas les renseignements du congrès de l'ACO en français puisque tous les événements et sessions d'éducation continue se donnent en anglais uniquement.

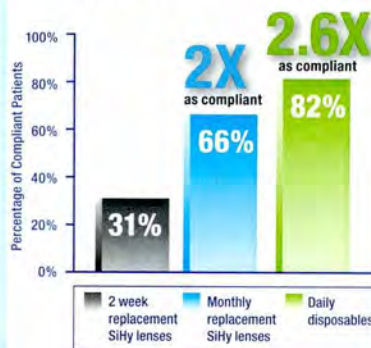


ADD PROFIT WITHOUT ADDING ONE NEW PATIENT.

Imagine even
greater profitability,¹
potentially increased
patient loyalty and **up to 2.6x**
greater compliance rate² all from your
current patient base. That's the beauty of
one-day and one-month replacement contact
lenses. That's the **POWER OF ONE.**



PATIENT COMPLIANCE²



Isn't now the perfect time to rethink your contact lens strategy?
To see what the **POWER OF ONE** can do for your
practice, contact your CIBA VISION[®] representative today.

DISCOVER THE POWER OF ONE.



¹AIR OPTIX[®] AQUA (lotrafilcon B) and AIR OPTIX[®] AQUA MULTIFOCAL (lotrafilcon B) contact lenses: Dk/t = 138 @ -3.00D, AIR OPTIX[®] for ASTIGMATISM (lotrafilcon B) contact lenses: Dk/t = 108 @ -3.00D, -1.25D x 180. AIR OPTIX[®] NIGHT & DAY[®] AQUA (lotrafilcon A) contact lenses: Dk/t = 175 @ -3.00D. Other factors may impact eye health.

Important information for AIR OPTIX[®] AQUA (lotrafilcon B), AIR OPTIX[®] AQUA MULTIFOCAL (lotrafilcon B) and AIR OPTIX[®] for ASTIGMATISM (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness, presbyopia and/or astigmatism. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare case, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

Brief statement of intended use: AIR OPTIX[®] NIGHT & DAY[®] AQUA (lotrafilcon A) contact lenses are indicated for daily wear or extended wear for up to 30 continuous nights. Warning: The risk of serious ocular complications is greater for extended wear as compared to daily wear of contact lenses and smoking increases the risks. Precautions: Not all patients can achieve the maximum wear time of up to 30 nights of continuous wear. Patients should be monitored closely during the first month of 30-night continuous wear. The maximum suggested wearing time should be determined by the eye care professional based upon the patient's physiological eye condition because individual responses to contact lenses vary. Side effects: Infiltrative keratitis was reported at a rate of approximately 5% during the one-year US study of 1300 eyes. Other side effects included conjunctivitis, GPC, and lens discomfort, including dryness, mild burning, or stinging. Contraindications: The lens should not be used when an inflammation or infection of the eye is present, or when there is any disease or injury in or around the eye or eyelids. The lenses should not be used by individuals who have medical conditions that might interfere with contact lens wear. Consult the package insert for complete information about AIR OPTIX[®] NIGHT & DAY[®] AQUA lenses, available without charge from CIBA VISION Corporation at 1-800-241-5999 or www.cibavision.com.

References: 1. Profitability compared to the leading 1-2 week premium SiHy lenses. Based on average ARP and average column price. 2. In a survey of 578 Canadian patients wearing either silicone hydrogel or daily disposable contact lenses; significance demonstrated at the 0.05 level; CIBA VISION data on file, 2009.

AIR OPTIX, DAILIES, AquaComfort Plus, NIGHT & DAY, CIBA VISION, the AIR OPTIX logo, the DAILIES logo and the CIBA VISION logo are trademarks of Novartis AG.

© 2010 CIBA VISION Corporation, a Novartis AG company 2010-03-0292E

cibavision.com

You Ain't Seen Nothing Yet!

Vous n'avez encore rien vu!

BY / PAR IRENE MESTITO-DAO, OD & MICHAEL NELSON, OD

Welcome to Winnipeg, the vibrant, creative capital of Manitoba. We are pleased to invite you to the 32nd Biennial Congress of the Canadian Association of Optometrists.

The Winnipeg Convention Centre is one of western Canada's top meeting facilities and is situated in the heart of downtown Winnipeg. It is connected via skywalk to the host hotels and three shopping centres. Our dual track continuing education program offers over 20 hours of continuing education including sessions on: practice management, myopia, binocular vision, anterior segment, glaucoma, posterior segment, pharmaceuticals, malpractice, and cross linking. New to this congress is a key note speaker presentation by Ron White, a two time USA memory champion. His seminar on improving memory will be open to all congress registrants including those signed up for the optometric assistant and companions' program.

The convention begins with the President's Cup Golf tournament on Wednesday, July 20th at the Links at Quarry Oaks. The following evening, the opening ceremonies are at the Manitoba Museum, whose award winning galleries offer a vivid portrayal of Manitoba's rich and colourful history, while telling the story of the province throughout the ages. Friday, July 22nd, is reserved for individual class reunions, many of which will be held at The Forks, a popular attraction located at the junction of the Red and Assiniboine Rivers and home to a range of eclectic dining choices for any palate and some of the city's best patios.



Welcome to Winnipeg from the Co-Chairs. / Les coprésidents vous souhaitent la bienvenue à Winnipeg.

Whatever your interest, you'll find Winnipeg a perfect blend of history, activity, entertainment, recreation or relaxation. The programs planned for your companions, children and tweens are sure to keep your family entertained while you are in lectures. Activities include the Hermetic Code Tour, walking tours of our beautiful city, Fort Whyte Alive, Lower Fort Garry Village, canoeing on the Red River, and Winnipeg's own version of the Amazing Race.

A must see during your visit to Winnipeg is the 24th annual Winnipeg Fringe Theatre Festival, North America's second largest fringe festival. With performances from noon to midnight you are sure to have time to catch a show or walk to Old Market Square in the Exchange District to watch the outdoor stage, or Kids' Fringe featuring buskers and stage performers. All of this within walking distance of the host hotels!

From the architecturally distinctive Exchange to the heart of history at The Forks, Winnipeg is a striking blend of old and new, traditional and avant-garde – a cultural oasis without pretension. *You ain't seen nothing yet* unless you've seen Winnipeg, so come party with us July 20th – 23rd!

Drs. Irene Mestito-Dao and Michael Nelson
2011 CAO Congress Co-Chairs.

Bienvenue à Winnipeg, capitale vivante et dynamique du Manitoba. Nous sommes heureux de vous inviter au 32^e Congrès biennal de l'Association canadienne des optométristes.

Le Centre des congrès de Winnipeg est l'une des meilleures installations de congrès de l'Ouest canadien. Il est situé au centre-ville de Winnipeg et est relié par des passerelles aux hôtels d'accueil et à trois centres commerciaux. Notre programme de formation continue à double volet vous offrira plus de 20 heures de formation continue sur les sujets suivants : gestion de cabinet, myopie, vision binoculaire, segment antérieur, glaucome, segment postérieur, agents pharmaceutiques, faute professionnelle et interliaisons. Une nouveauté pour ce congrès : nous aurons une présentation d'un conférencier de marque, en l'occurrence Ron White, deux fois champion de mémorisation aux États-Unis. Son atelier sur l'amélioration de la mémoire sera accessible à tous les congressistes, y compris les participants au programme des assistants optométriques et les compagnons et compagnes.

Le congrès s'amorcera par le tournoi de golf de la Coupe du président qui se tiendra le mercredi 20 juillet au terrain de golf Links at Quarry Oaks. Le lendemain soir, les cérémonies d'ouverture auront lieu au Musée du Manitoba, dont les galeries primées offrent un portrait vivant de l'histoire riche et colorée du Manitoba. La journée du vendredi

22 juillet sera réservée aux réunions de classe, dont beaucoup se dérouleront à La fourche, une attraction bien connue située au confluent des rivières Rouge et Assiniboine, où l'on trouve un vaste éventail de restaurants éclectiques pour tous les palais ainsi qu'une brochette des plus belles terrasses de la ville.

Quels que soient vos intérêts, vous trouverez à Winnipeg un mélange parfait d'histoire, d'activités, de divertissements, de loisirs ou de relaxation. Les programmes que nous avons prévus pour vos compagnons et compagnes, enfants et préadolescents divertiront à coup sûr votre famille pendant le congrès. Parmi les activités, notons la visite du Code hermétique, des visites à pied de notre magnifique ville, Fort Whyte Alive, le village Lower Fort Garry, du canot sur la rivière Rouge et la propre version winnipegoise de l'émission *Amazing Race* (Course fantastique).

Événement annuel incontournable, le 24^e Fringe Theatre Festival de Winnipeg est le deuxième festival en importance de ce genre en Amérique du Nord. Avec des représentations s'échelonnant de midi à minuit, vous serez certains d'assister à un spectacle; vous pourrez aussi vous rendre à pied à Old Market Square (la vieille place du marché) dans le quartier de la Bourse pour y voir des artistes sur scène ou des amuseurs de rue près du théâtre pour les enfants. Tout cela à distance de marche des hôtels d'accueil.

Qu'il s'agisse de l'architecture distinctive du quartier de la Bourse, de la joie de vivre du quartier français ou de l'histoire de La fourche, Winnipeg est un mélange frappant d'ancien et de nouveau, de traditionnel et d'avant-garde, une oasis culturelle sans prétention. *Vous n'avez encore rien vu* à moins d'avoir déjà vu Winnipeg. Venez donc faire la fête avec nous du 20 au 23 juillet!

Drs Irene Mestito-Dao et Michael Nelson
Coprésidents du congrès 2011 de l'ACO



Francesco Cuomo
Artist
Siena, Italy

A work of
Persol®

CONGRESS AT-A-GLANCE

TUESDAY, JULY 19

Evening Arrival of golfers

WEDNESDAY, JULY 20

8:00 am – 9:30 am	Zeiss Breakfast CE (OD)
10:00 am	Bus leaves for Quarry Oaks
11:00 am – 5:00 pm	President's Cup Golf Tournament Sponsored by Zeiss (Quarry Oaks, Shotgun Start)
6:00 pm	Arrive back at hotels
3:00 pm – 9:00 pm	Registration – Winnipeg Convention Centre (WCC)
7:00 pm – 11:00 pm	President's Welcome Reception – Sponsored by The University of Waterloo (Wellington Ballroom, Fairmont Hotel)

THURSDAY, JULY 21

8:00 am – 7:00 pm	Registration (WCC)
7:00 am – 7:50 am	Nikon Breakfast CE – Re-defining Digital Technology and Keeping the Canadian Independent Eyecare Profession Independent – Speaker TBA (OD)
7:00 am – 7:50 am	FYI Breakfast CE – The Future of Eye Care in Canada – Dr. Alan Ulsifer (OD)
7:00 am – 7:50 am	Pfizer Breakfast CE – Three Chefs in Eye Care – Speaker TBA
7:15 am – 8:00 am	Breakfast (WCC)
8:00 am – 9:45 am	You Ain't Seen Nothing Yet: The Three Secrets to an Unstoppable Memory – Ron White (OD, OA, Companion)
8:00 am – 4:00 pm	Companions' and Children's Program (Meet at WCC)
9:45 am – 10:15 am	Coffee Break
10:15 am – 12:00 noon	Lazy Eye or Lazy Doctors? – Dr. Marsh-Tootle (OD)
10:15 am – 12:00 noon	New Paradigms in the Diagnosis and Management of Contact Lens Related Microbial Keratitis – Dr. Epstein (OD)
12:00 noon – 1:00 pm	Lunch (WCC)
1:00 pm – 2:55 pm	The Diagnostic Conundrums of Glaucoma – Drs. Myers & Gurwood (OD)
1:00 pm – 2:55 pm	OCT Workshop: Taking Care of Business – Retinal Grand Rounds & Glaucoma Diagnosis – Dr. Ferguson (OD)
1:00 pm – 1:55 pm	These Eyes... Cry Every Night – Dr. Bitton (OD)
2:05 pm – 3:00 pm	Myopia, It's Fascinating – Dr. Marsh-Tootle (OD)
3:00 pm – 3:15 pm	Coffee Break
3:15 pm – 4:15 pm	Patient Non-compliance in Eye Care – Dr. Mundle (OD)
3:15 pm – 4:15 pm	Ocular Allergy: New Perspectives on a Growing Problem – Dr. Epstein (OD)
3:15 pm – 4:45 pm	Dry Eye Management: Taking Care of Business – Dr. Bitton (OD)
6:00 pm	Opening Ceremonies, Sponsored by Bausch + Lomb (Manitoba Museum)

FRIDAY, JULY 22

7:00 am – 7:50 am	Alcon Breakfast CE, Glaucoma – Speaker TBA (OD)
7:00 am – 7:50 am	Optos Breakfast CE, Retinal Grand Rounds – Speaker TBA (OD)

7:15 am – 8:00 am	Breakfast (WCC)
8:00 am – 7:00 pm	Registration (WCC)
8:00 am – 1:00 pm	Companions' Program (Meet at WCC)
8:00 am – 4:00 pm	Children's Program (Meet at WCC)
8:00 am – 10:00 am	Ocular Manifestations of Diabetes – Drs. Myers & Gurwood (OD)
8:00 am – 10:00 am	Malpractice & Optometry: (Not So) Grand Rounds – Dr. Classé (OD)
8:00 am – 10:00 am	Basic Ocular Anatomy – Dr. Freddo (OA)
10:00 am – 10:30 am	Coffee Break
10:30 am – 12:00 noon	CAO Business Meeting (Sign-in 10:15 – 10:30 am)
10:30 am – 12:00 noon	Patient Retention in Today's Market – Trudi Charest (OA)
12:00 noon – 4:00 pm	OPTOFAIR (Includes lunch)
Evening	Individual Class Reunions

SATURDAY, JULY 23

7:00 am – 7:50 am	Novartis/AMO Breakfast CE, Macular Degeneration – Dr. Hurley (OD)
7:00 am – 7:50 am	Bausch + Lomb Breakfast CE, The Matrix of Ocular Allergy and Chronic Inflammation; Are We Catching Up to General Medicine? – Dr. Cunningham (OD)
7:15 am – 8:00 am	Breakfast (WCC)
8:00 am – 4:00 pm	Registration (WCC)
8:00 am – 4:00 pm	Companions' Program (meet at WCC)
8:00 am – 4:00 pm	Children's Program (meet at WCC)
8:00 am – 10:00 am	Freeform Lenses – Jeff Hopkins (OA)
8:00 am – 10:00 am	Not So Trivial Pursuits: How to Conquer Anterior Segment Disease – Drs. Melton & Thomas (OD)
8:00 am – 8:55 am	Advances in Lens Care Through Bio-inspired Innovation – Dr. Snyder (OD)
9:00 am – 10:00 am	Fundamentals of Retinal Choroidal Circulation – Dr. Freddo (OD)
10:00 am – 10:30 am	Coffee break, ODs: 10:00-10:15 am; OAs: 10:00-10:30 am
10:15 am – 12:15 pm	Grand Rounds – Drs. Melton & Thomas (OD)
10:15 am – 11:10 am	Keratoconus and Crosslinking – Dr. Rocha (OD)
11:20 am – 12:15 pm	What's next? Imminent and Future Contact Lens Designs – Dr. Sylvan (OD)
10:30 am – 12:00 noon	Patient Selling Systems – Trudi Charest (OA)
12:15 pm – 1:30 pm	Lunch (WCC)
1:30 pm – 4:30 pm	Canadian Red Cross CPR Health Care Provider Re-certification Course (ODs & OAs)
1:30 pm – 3:30 pm	A Guide for Examination & Prescribing Low Vision – Speaker TBA (ODs & OAs)
6:00 pm – midnight	President's Banquet and Ball (Fairmont Hotel)

SUNDAY, JULY 24

8:00 am – 5:00 pm	MBA Program (Fairmont Hotel)
7:00 am – 9:00 pm	Fishing at Crow Duck Lake
July 24th – 26th	Beluga Whale Tour

WHAT IS INCLUDED

Full Optometrist Program: CE Sessions, President's Welcome Reception, Opening Ceremonies, Breakfasts / Lunches, Optofair, President's Banquet and Ball, MBA Program (optional)

Optometric Assistant Program: CE Sessions, Opening Ceremonies, Optofair, Breakfasts/Lunches

Full Companion Program: Breakfasts/Lunches, Welcome Reception, Opening Ceremonies, Optofair, President's Banquet and Ball

Full Children's Program: Breakfasts/Lunches, Opening Ceremonies, Babysitting Program or Off-site Daily Program

THANK YOU TO OUR SPONSORS

Diamond Sponsors

BAUSCH + LOMB

CIBA VISION

Platinum Sponsors

Alcon

Johnson & Johnson
Vision Care
A DIVISION OF Johnson & Johnson, INC.

Gold Sponsors

CooperVision

ESSILOR

Silver Sponsors

Centennial
keeping you in sight

FYI doctors
For you. For your eyes.

Nikon

NOVARTIS
OPHTHALMICS

optos

Pfizer

Bronze Sponsors

ALLERGAN

DOCTORS EYECARE
NETWORK

University of
Waterloo

IMAGE PLUS
LASER EYE CENTRE

Patron Sponsors

Intuitive Information Interfaces Inc.

Transitions

Visual Eyes

Tura Inc.

Winnipeg – "Here's something that you're never gonna forget"



BRENT BELLAMY

Winnipeg is located at the geographical centre of North America. With a population of over 740,000 people, Winnipeg is a community with a cosmopolitan international flair and a warm welcoming spirit.

The main host hotel, the Fairmont Winnipeg, is located at our famous intersection of Portage and Main. Just outside its doors is the theatre district, the Exchange District, Canwest Global Baseball Park, and The Forks; a popular attraction located at the junction of the Red and Assiniboine Rivers. This location served as a gathering place for Manitoba's first peoples, later it was a bustling fur trading post and

it will soon be the location of the Canadian Museum for Human Rights.

Wander around one of the world's largest historical districts, Winnipeg's Exchange District, which boasts the best-preserved, largest collection of terra cotta and cut-stone architecture in North America. With its century-old banks and warehouse buildings, Hollywood filmmakers love the area as a location setting for period-piece movies, such as "Jesse James" featuring Brad Pitt.

For entertainment, try your luck at one of our two casinos, watch the horse races at Assiniboia Downs, enjoy Winnipeg's night life, or enjoy a performance at the Winnipeg Fringe Festival,

the second largest in Canada. You will have the opportunity to see theatre companies from around the world as they present wild, wacky and wonderful shows for theatre lovers of all ages.

While in Winnipeg, take the time to visit Lower Fort Garry, Winnipeg's French Quarter in old St. Boniface, or view the Winnipeg Art Gallery. Visit some of the other hidden treasures of Manitoba: the polar bears and beluga whales of Churchill, see the largest collection of prehistoric marine fossils in Morden, or fish in one of Manitoba's 100,000 lakes. *You ain't seen nothing yet* if you haven't seen Winnipeg!

HOTELS

Fairmont Winnipeg

(www.fairmont.com/Winnipeg)

Overlooking historic Portage and Main, The Fairmont Winnipeg welcomes you with easy elegance and warm hospitality. Unwind with a stunning view of the city from its rooftop salt water pool and health club facility and dine at a nationally acclaimed CAA/AAA four diamond restaurant, The Velvet Glove. It is within walking distance of the Exchange District, theatre district, The Forks and the Canwest Global Goldeyes Baseball Park.

The Fairmont Hotel will be the location for the President's Welcome Reception as well as the President's Banquet and Ball. While it is only a 15 minute walk via skywalk to the Convention Centre there will be a continuous shuttle service running between the Convention Centre and the Fairmont Hotel.

Reservations can be made by contacting the hotel directly at (204) 985-6240 or Global Reservations Centre at (800) 441-1414.

Quote "CAO2011Congress"

Fairmont Guestroom \$185

Fairmont Gold room \$265

Delta Winnipeg

(www.deltahotels.com)

The Delta Winnipeg Hotel is located in the heart of downtown and is conveniently connected by skywalk to the Winnipeg Convention Centre. A complimentary shuttle service will be provided to bring congress registrants to the Opening Ceremonies at the Manitoba Museum and the events being held at the Fairmont Hotel.

It is not only the largest 4½ star hotel in Winnipeg but also offers the largest health facility of any hotel in the province with indoor and outdoor pools, whirlpool, sauna, tread mills, cardio equipment, universal gym, free weights and much more.

For families, the Delta Hotel has both junior and family suites available and accommodations are free for children 17 and under when staying with a parent or guardian. At the Blaze Bistro children 6 and under 'eat for free' from the special children's menu and ages 7 to 12 eat for half price. There is also a marketplace in the lobby and many more restaurants nearby. The Delta Winnipeg Hotel also welcomes small to medium-sized cats and dogs. Reservations can be made by contacting the Reservations Department at (888) 311-4990. Quote "0711CANA".

Delta Room \$169

Delta Premier \$189

Delta Deluxe \$204

Signature Club \$229

Family Suite \$229

Humphry Inn & Suites

(www.humphryinn.com/accommodations)

For those wanting a more at home feel to their stay in Winnipeg, the Humphry Inn and Suites has a total of 128 rooms, a heated indoor salt water pool, hot tub and steam room as well as a fitness center. Each suite is equipped with a fridge and microwave. This hotel is centrally located and is an eight minute walk to the Fairmont Hotel and seven minute walk to both the Delta Hotel and Winnipeg Convention Centre. Complimentary breakfast is available.

There is no room block for this hotel but reservations can be made by contacting their reservation line at 877-HUMPHRY (486-7479).

King Standard Suite \$119

King Studio Suite \$139

Double Queen Standard Suite \$119

Double Queen Studio Suite \$149

Shuttle Service: There will be a continuous complimentary shuttle service running between the Fairmont Hotel, the Delta Hotel and the Winnipeg Convention Centre. Shuttle service will also be provided from the Fairmont Winnipeg Hotel and Delta Winnipeg hotel to the Opening Ceremonies, President's Cup Golf Tournament and the President's Banquet and Ball.

“

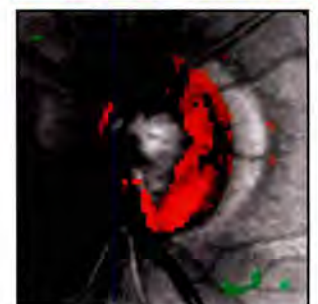
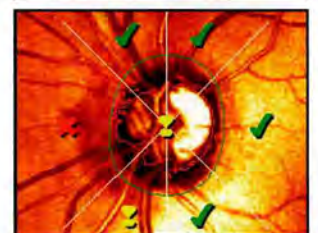
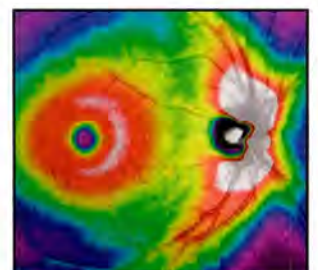
CO-MANAGEMENT IS COMING. **WHAT** DO YOU DO WHEN YOU SUSPECT GLAUCOMA? HOW DO YOU DOCUMENT STRUCTURE? **IS YOUR** DOCUMENTATION ACCURATE ENOUGH TO IDENTIFY CHANGE? WHAT ABOUT FUNCTION? ARE YOU COMFORTABLE MANAGING ALL STAGES OF **GLAUCOMA** USING THE TOOLS THAT YOU HAVE – OR SHOULD YOU CONSIDER ANOTHER **STRATEGY?**

”

DO YOU HAVE A STRATEGY?

HRT, OCT, HEP

Assess, Diagnose & Manage with confidence.



CONTACT THE TECHNOLOGY EXPERTS AT

INNOVA

800.461.1200 WWW.INNOVAMED.COM

GROUND TRANSPORTATION

Airport Limousines

Taxi: approximately \$15 – \$18 one-way from the Winnipeg International Airport.

Limousine: approximately \$20 – \$25 one way between hotel and airport.

Hollywood Limousine:

(204) 999-1860

Luxury Plus Limo: (866) 850-1968

Rental Cars

AVIS: (800) 879-2847

Budget: (800) 268-8900

Hertz: (800) 263-0600

Thrifty: (800) 367-2277

GOLF

President's Cup Golf Tournament

(Sponsored by Zeiss)

This is your invitation to participate in the esteemed Canadian Association of Optometrists President's Cup Golf Tournament on Wednesday, July 20, 2011 at the renowned Links at Quarry Oaks Golf Course (see www.quarryoaks.ca). The day begins at the Fairmont Hotel with a free breakfast continuing education meeting presented by the tournament sponsor, Zeiss.

The tournament is open to all, including CAO members, optometric staff, companions and suppliers and the format will accommodate both low and high handicappers. The

excursion to the tournament will surely be a memorable way to launch the Congress experience.

The Links at Quarry Oaks is a championship layout. The original eighteen holes meander through stands of oak and poplar before winding their way through the remains of an old quarry. The Desert Nine will remind all that play it of the desert courses found in Phoenix and Palm Springs.

Format: Best of Both Worlds Scramble

Each foursome can have up to two captains on a team. Captains play their own ball for an individual score and will be in the running for the individual tournament championship. If at any time a captain chooses to withdraw from the individual competition, he or she can become a Scramble player. Players who are not part of the individual competition are Scramble players and will play a Team Texas Scramble format.

All players hit a tee shot. Scramble players will select the best tee shot and play from there. Scramble players may use a captain's tee shot if they choose. Beyond this point the Scramble players play a Scramble and the captain will play his own ball until holed out. For each hole, the team score can be either the captain's gross score or the team's scramble score.

Hole-in-One Competition

Featured at the President's Cup Golf Tournament is our Hole-in-one Competition. When you sink that shot, you will be the proud owner of a new Zeiss Cirrus HD-OCT, valued at \$90,000. Be sure to practice up with those irons.

Registration

Register early, as the numbers will be limited on a first come, first serve basis. The entry fee includes CE, breakfast, lunch, green fees, power cart and bus transportation. Prizes will be awarded at the President's Welcome Reception.

Fee: \$160 (early bird); \$175

GOLF TIME TABLE – WEDNESDAY, JULY 20

8:00 am	Breakfast (Wellington Room Fairmont Hotel)
8:30 am – 9:30 am	Zeiss Breakfast CE
10:00 am	Bus leaves for Quarry Oaks
11:00 am	Arrive at Quarry Oaks (approx. 40 – 45 min. bus ride) <i>Voucher provided for sandwich, hotdog or burger and 2 drinks. This can be used before or during the round.</i>
11:30 am	Shotgun Start
5:00 pm	Bus leaves Quarry Oaks <i>19th hole refreshments</i>
6:00 pm	Arrival back at hotels
7:00 pm	President's Reception

THE CLEAR CHOICES

SL-D2

The cost effective solution

**SL-D
Digital Ready
Slit Lamps**

- Based on more than 75 years experience in optical technology
- Offering uncompromising Topcon optics with improved ergonomics

SL-D4
Versatility and high magnification**SL-D8Z**

Zoom Optics
Uncompromised quality

**SL-D7**

Unsurpassed image quality

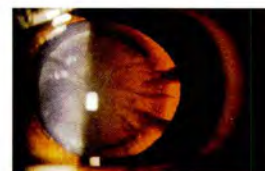
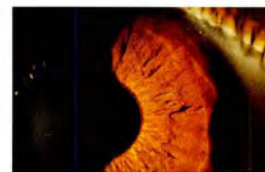
ADD THE
DC-3

**Professional Digital
Camera Unit**

- Auto Capture Mode
- High Resolution
- Movie Capability



8 MEGAPIXELS!



THE LEADER IN OPHTHALMIC DIGITAL DOCUMENTATION

TOPCON CANADA INC.



Exclusive canadian distributor for: Topcon, Amtek, Welch Allyn,
Paradigm (Dicon), Gulden, M&S Technologies,
Tinsley (Selected Products), Icare

www.topcon.ca

E-mail: info@topcon.ca

Eastern Canada • 1-800-361-3515

Ontario • 1-800-387-6768

Western Canada • 1-800-661-8349

CONNECTING VISIONS

PRESIDENT'S WELCOME RECEPTION

Join CAO president, Dr. Kirsten North, for a come-and-go reception at the Fairmont Hotel. See how your colleagues did in the golf tournament and meet with Congress registrants including old friends and classmates from across Canada.

OPENING CEREMONIES

(Sponsored by Bausch + Lomb)

The Opening Ceremonies will be held at the Manitoba Museum, which is the province's largest heritage centre. Its award winning galleries offer a vivid portrayal of Manitoba's rich and colourful history while telling the story of the province throughout the ages. Have sushi in the northern Arctic coast, pasta in the prairie grasslands, dine in the Nonsuch Gallery with a life-size replica of the original fur-trade ship responsible for the formation of the Hudson Bay Company, and sip cocktails as you experience exclusive access to the Manitoba Museum.

OPTOFAIR

Located on the second floor of the Winnipeg Convention Centre, the Optofair is a meeting place for business, for making contacts and for discovering the latest market trends. With over 100 booths, lunch and draw prizes we expect a very busy show floor. There will be NO competing programs during this time and a kids room will be available. Plan to stay for the duration and take full advantage



of the products and services in one location. Remember, only those in attendance will be eligible for the door prizes.

CLASS REUNIONS

Friday evening has been reserved for individual class reunions. CAO Congress is the perfect opportunity to visit with fellow alumnae. If you are not a Waterloo grad, then join fellow US grads for an evening out. Specific information for your year of graduation/school will be available at the Congress Registration area and some may receive an email with specifics prior to Congress.

PRESIDENT'S RECEPTION & BALL

(Sponsored by CIBA Vision)

This black tie event will be celebrated at the Fairmont Hotel, one of Winnipeg's finest hotel and banquet facilities. Enjoy Manitoba fine dining and dance the night away to the music

of the Ron Paley Band. Ron Paley is a pianist, electric bassist, and composer, who has recorded two big band albums, one trio album and is completing work on a big band musical. He formed the Ron Paley Big Band in 1976 after playing with the big bands of Buddy Rich and Woody Herman. It is an evening not to be missed!

CONTINUING EDUCATION PROGRAM

The Canadian Association of Optometrists and MAO's local planning committee are pleased to offer a dual track CE program offering more than 20 hours of continuing education.

OA PROGRAM

(Sponsored by Centennial)

Bring your staff to Winnipeg for over twelve hours of continuing education. We are certain that this year's congress will boast the highest attendance of assistants yet.



NEW IN CANADA

Introducing ^{Pr}BESIVANCE™ for the treatment of Bacterial Conjunctivitis

- BESIVANCE™ is a new ophthalmic fluoroquinolone with demonstrated clinical efficacy in bacterial conjunctivitis
- BESIVANCE™ also has demonstrated activity in vitro against a broad spectrum of ocular Gram-positive and Gram-negative ocular pathogens^{1*}
- Contains DuraSite - a polymeric mucoadhesive matrix drug delivery vehicle²

Demonstrated efficacy and excellent safety profile in patients 1 year of age and older¹

* Clinical significance in ophthalmic infections is unknown.

BESIVANCE™ is indicated for the treatment of patients one year of age and older with bacterial conjunctivitis caused by susceptible strains of the following organisms:

Aerobic, Gram-Positive

- CDC coryneform group G • *Staphylococcus aureus*
- *Staphylococcus epidermidis* • *Streptococcus mitis*
- *Streptococcus oralis* • *Streptococcus pneumoniae*

Aerobic, Gram-Negative

- *Haemophilus influenzae*

BESIVANCE™ is contraindicated in patients with known hypersensitivity to this drug, to other quinolones, or to any ingredient in the formulation or component of the container.

NOT FOR INJECTION INTO THE EYE. FOR TOPICAL OPHTHALMIC USE ONLY.

In three safety and efficacy trials, no serious adverse reactions related to Besivance™ were reported. The most frequently reported treatment-related ocular adverse events (possibly, probably or definitely related) in the study eye were blurred vision (1.9%), eye irritation (1.3%), and eye pain (1.2%).



BAUSCH + LOMB

© 2010 Bausch & Lomb Canada Incorporated, Vaughan Ontario L4K 4B4
™/© Denote trademarks of Bausch & Lomb Incorporated or its affiliates.
References: 1. Besivance™ Product Monograph, October 23, 2009 2. Data on file

^{Pr}**Besivance™**
besifloxacin ophthalmic
suspension, 0.6%



See prescribing summary on page 16

Pr Besivance™

Besifloxacin ophthalmic suspension, 0.6%

Prescribing Summary

Patient Selection Criteria

THERAPEUTIC CLASSIFICATION

Antibacterial (ophthalmic)

INDICATIONS AND CLINICAL USE

BESIVANCE™ is indicated for the treatment of patients one year of age and older with bacterial conjunctivitis caused susceptible strains of the following organisms:

Aerobic, Gram-Positive

- *CDC coryneform group G* • *Staphylococcus aureus*
- *Staphylococcus epidermidis* • *Streptococcus mitis*
- *Streptococcus oralis* • *Streptococcus pneumoniae*

Aerobic, Gram-Negative

- *Haemophilus influenzae*

CONTRAINDICATIONS

BESIVANCE™ is contraindicated in patients with known hypersensitivity to this drug, to other quinolones, or to any ingredient in the formulation or component of the container.

Special Populations

Geriatrics (> 60 years of age): No overall differences in safety and effectiveness have been observed between elderly and younger patients.

Pediatrics (< 1 years of age): The safety and effectiveness of BESIVANCE™ in infants less than 1 year of age have not been established.

Pregnant Women: BESIVANCE™ should be used during pregnancy only if the potential benefit justifies the potential risk to the fetus.

Nursing Women: Caution should be exercised when BESIVANCE™ is administered to a nursing mother.

Safety Information

WARNINGS AND PRECAUTIONS

General

NOT FOR INJECTION INTO THE EYE. FOR TOPICAL OPHTHALMIC USE ONLY. BESIVANCE™ is a sterile suspension for topical ophthalmic use only, and should not be injected subconjunctivally, nor should it be introduced directly into the anterior chamber of the eye. There are no data to support use of BESIVANCE™ in patients with concomitant corneal injury/damage.

Contact Lenses: Patients should be advised not to wear contact lenses if they have signs and symptoms of bacterial conjunctivitis or during the course of therapy with BESIVANCE™.

Growth of Resistant Organisms with Prolonged Use: As with other anti-infectives, prolonged use of BESIVANCE™ may result in overgrowth of non-susceptible organisms, including fungi. If super-infection occurs, discontinue use and institute alternative therapy. Whenever clinical judgment dictates, the patient should be examined with the aid of magnification, such as slit-lamp biomicroscopy and, where appropriate, fluorescein staining.

Carcinogenesis and Mutagenesis

Long-term studies in animals to determine the carcinogenic potential of besifloxacin have not been performed.

ADVERSE REACTIONS

Adverse Drug Reaction Overview

In three safety and efficacy trials with 2377 patients enrolled, no serious adverse reactions related to BESIVANCE™ were reported. The most frequently reported treatment-emergent ocular adverse events in the study eye were blurred vision (2.1%), eye pain (1.9%), and eye irritation (1.4%).

To report an adverse event, contact your Regional Adverse Reaction Monitoring Office at 1-866-234-2345 or Bausch & Lomb at 1-888-459-5000

Administration

Instill one drop in the affected eye(s) 3 times a day for 7 days. If a dose of this medication has been missed, it should be taken as soon as possible. However, if it is almost time for the next dose, the missed dose should be skipped and return to the regular dosing schedule. Do not double dose.

Patients should be advised to thoroughly wash hands prior to using BESIVANCE™. Patients should be advised to avoid contaminating the applicator tip with material from the eye, fingers or other source.

Patients should be instructed to invert closed bottle (upside down) and shake once before use. Remove cap with bottle still in the inverted position. Tilt head back, and with bottle inverted, gently squeeze bottle to instill one drop into the affected eye(s).

SUPPLEMENTAL PRODUCT INFORMATION

WARNINGS AND PRECAUTIONS

Immune

Anaphylaxis and Hypersensitivity:

Besifloxacin is only commercially available for topical ophthalmic administration. While anaphylaxis or other hypersensitivity reactions have not been observed with topical ophthalmic use of besifloxacin in humans, the potential for such reactions should be considered since patients with known hypersensitivity to fluoroquinolones were excluded from clinical trials. In patients receiving systemically administered quinolones, serious and occasionally fatal hypersensitivity (anaphylactic) reactions have been reported, some following the first dose. Some reactions were accompanied by cardiovascular collapse, loss of consciousness, angioedema (including laryngeal, pharyngeal or facial edema), airway obstruction, dyspnea, urticaria, and itching. If any allergic reaction occurs, BESIVANCE™ should be discontinued and appropriate therapy should be administered as clinically indicated.

Bacterial Conjunctivitis Trials

The rates of the most common treatment-emergent ocular adverse events irrespective of causality observed in eyes treated with BESIVANCE™ during the three bacterial conjunctivitis clinical trials are displayed in Table 1.

Table 1 - Incidence (%) of Treatment-Emergent Adverse Events Irrespective of Causality that Occurred in ≥ 1% of Study Eyes/Patients Treated with BESIVANCE™ or Vehicle in Bacterial Conjunctivitis Studies (Population: Safety1)

Adverse Events	Besifloxacin n=1187 (%)	Vehicle n= 614 (%)
Eye Disorders		
Vision Blurred	25 (2.1%)	24 (3.9%)
Eye Irritation	17 (1.4%)	18 (2.9%)
Eye Pain	22 (1.9%)	11 (1.8%)
Conjunctivitis	14 (1.2%)	15 (2.4%)
Eye Pruritus	13 (1.1%)	10 (1.6%)
Conjunctivitis Bacterial	7 (0.6%)	9 (1.5%)
Nervous System Disorders		
Headache	21 (1.8%)	11 (1.8%)

1 Safety population includes subjects treated for bacterial conjunctivitis that were randomized and received at least one dose of the study drug in the three safety and efficacy studies. BESIVANCE™ was tested in all three studies, while the vehicle was tested in only two of the studies.

Less Common Clinical Trial Adverse Drug Reactions (<1%)

Treatment-related adverse events (possibly, probably or definitely related) reported in 0.1 to 1.0% of eyes receiving BESIVANCE™ included:

Eye Disorders: eye pruritus, dry eye, conjunctivitis, conjunctivitis bacterial, punctate keratitis, conjunctival oedema, eye discharge, corneal infiltrates, corneal staining, eyelid margin crusting, keratoconjunctivitis sicca, foreign body sensation in eyes, conjunctival follicles, dry skin, eye disorder, instillation site pain, photophobia, visual disturbance.

Nervous System Disorders: headache

SYMPTOMS AND TREATMENT OF OVERDOSAGE

No information is available on overdosage of BESIVANCE™. A topical overdose of BESIVANCE™ may be flushed from the eye(s) with warm tap water.

Full Product Monograph available for health professionals at: <http://www.bausch.ca>

BAUSCH + LOMB



©2009 Bausch & Lomb Canada Incorporated., Vaughan, ON L4K 4B4
TM/® Denote Trademarks of Bausch & Lomb Incorporated

CHILDREN'S PROGRAM – TIME TABLE

THURSDAY – JULY 21, 2011

7:00 am – 8:00 am	Breakfast with parents (WCC)
7:45 am – 8:30 am	Drop off children at Kids Activity Centre (WCC)
8:00 am – 5:00 pm	Kids Activity Centre (WCC)
7:45 am – 8:30 am	Drop off children at Kids Activity Centre (WCC)
Morning	5-10 yrs: Assiniboine Park Zoo – 75-90 minute VIP tour & pony rides
Morning	10+ yrs: Geocaching Activity – race to find items using a GPS device (Assiniboine Park)
12:00 noon – 1:00 pm	Lunch
Afternoon	5-10 yrs: Fort Whyte Centre – visit live Bison and make Bannock 10+ yrs: Survival Game of Predator and Prey – goal is to find food and water while escaping predators (Fort Whyte)
4:15 pm – 5:00 pm	Pick up kids from the Kids Activity Centre (WCC)
6:00 pm	Opening Ceremonies (Manitoba Museum)

FRIDAY – JULY 22, 2011

7:00 am – 8:00 am	Breakfast with parents (WCC)
7:45 am – 8:30 am	Drop off children at Kids Activity Centre (WCC)
8:00 am – 5:00 pm	Kids Activity Centre (WCC)
Morning	5-10 yrs: Manitoba Children's Museum (Forks Market Place)
8:00 am – 4:00 pm	10+ yrs: to be scheduled
12:00 noon – 1:00 pm	Lunch
1:00 pm – 4:00 pm	Carnival – bouncy castles, face painting and games leave the adults free to roam around the Optofair kid free! (WCC)
4:00 pm – 4:30 pm	Pick up kids from the Kids Activity Centre (WCC)

SATURDAY – SATURDAY JULY 23, 2011

7:00 am – 8:00 am	Breakfast with parents (WCC)
7:45 am – 5:00 pm	Kids Activity Centre (WCC)
7:45 am – 8:30 am	Drop off children at Kids Activity Centre (WCC)
Morning	5-10 yrs and 10+ yrs: Winnipeg Winter Club
12:00 noon – 1:00 pm	Lunch at Winnipeg Winter Club
Afternoon	5-10 yrs and 10+ yrs: Amazing Place Winnipeg
4:15 pm – 5:00 pm	Pick up kids from the Kids Activity Centre (WCC)
6 pm – midnight:	The <i>Almost a Sleepover Party</i> (Wellington Ballroom – Fairmont Hotel)

CHILDREN'S PROGRAM

Winnipeg is fun for all ages!

Pre-peggers (ages 2-4) – \$100

An on-site kids activity centre for the little people in our lives will be available for all three days of continuing education. Registration includes unlimited hours in the activity centre, including the Carnival on Friday afternoon as well as the opening ceremonies at the Manitoba Museum. Pre-Peggers can go on excursions but must be accompanied by a parent (fee applies for accompanying parent – see below).

Mini-peggers (ages 5-10) – \$199

Off-site activities will keep these little ones entertained. Parents who would like to join on these excursions will have to pay the accompanying adult fee.

Tween-peggers (10+) – \$199

More age appropriate activities for the young people in our lives. Accompanying Adult – \$25 / activity, except for Amazing Race which is \$48. All registrations include tickets to the opening ceremonies.

The *Almost a Sleepover Party*

Saturday, 6 pm – midnight

Additional \$25. While you are upstairs dancing to the music of the Ron Paley Band, your kids will order in pizza, dance to their favorite hits or play video games, watch movies and eat popcorn. Everything you do at a sleepover... except SLEEP!



HARV SAWATSKY

Assiniboine Park Zoo – The bear enclosure at Assiniboine Park Zoo draws a crowd on a sunny afternoon.



THE MANITOBA MUSEUM

The Nonsuch is considered one of the finest replicas in the world.

Assiniboine Park Zoo

Thursday, July 21, 9 am – 12:00 noon

There are more than 1,250 animals from 300 different species, including native animal exhibits of polar bears, cougars, elk and bald eagles. The Mini-peggers will be given a VIP tour of the zoo and will get to go on the pony rides. Our Tween-peggers will be testing their navigational skills as they race around the zoo to find eight geo-caches using their GPS unit.

Includes:

- Transportation and admission to the zoo
- Tour guide
- Rental of GPS units
- Lunch

Fort Whyte Centre

Thursday, July 21, 1 – 4 pm

Explore more than 600 acres of prairies, lakes, forest and wetlands.

Highlights include a 70 acre bison prairie and viewing mound, more than 5 km of interpretative trails, waterfront, a family tree house, bird feeding stations, floating boardwalks, song-birds, deer and Manitoba's largest indoor aquarium.

Includes:

- Transportation to and from Fort Whyte
- Tour guide

Manitoba Children's Museum

Friday, July 22, 9 am – 12 noon

The children's museum exists to spark kid's creative learning in an interactive learning environment that nurtures the power of imagination and self-discovery.

Includes:

- Transportation to and from the museum

Carnival

Friday, July 22, 12 noon – 4 pm

While enjoying the Optofair your children will be attending their own special fair. Games, cotton candy, face painting and balloons

Includes:

- Lunch
- Fair activities

Winnipeg Winter Club

Saturday, July 23, 9 am – 1 pm

A private athletic club for families of all ages. At the Winnipeg Winter Club you can play Badminton, Squash, Tennis, Hockey and Ice Skate. There is also a pool and five-pin bowling. Activities will be age appropriate.

Includes:

- Transportation to and from the Winter Club
- Entrance to the Winter Club
- Lunch



RUEHLE DESIGN

The Earth History Gallery, one of the nine permanent galleries at The Manitoba Museum, traces Manitoba's rich history through fossils and other geological changes.

Amazing Place

Saturday, July 21, 1 – 4 pm

The Amazing Place Winnipeg, adapted from reality TV, is suitable for everyone, as no special skills, athletic ability or experience is required. Amazing Placers navigate, problem solve and strategize together while completing *Amazing Race* styled challenges.

Includes:

- Chartered bus for travel to each attraction
- Any applicable admission to attractions
- Supplies to complete individual tasks

COMPANION/OFF-SITE PROGRAMS

To make the most of your time in Winnipeg, your local planning committee has put together some fun activities to do for those not attending

the continuing education programs. For those wanting to explore on their own there is the Royal Canadian Mint, The Lower Fort Garry National Historic Site, or explore a trail in Assiniboine Forest. For a touch of Canadian culture, take in the Winnipeg Art Gallery or hang out in the Exchange District and take in some Fringe Festival shows.

Web sites worth checking:

www.mint.ca
www.travelmanitoba.com

Winnipeg Fringe Festival:

www.winnipegfringe.com

Grand Beach:

www.tobanexperience.com/grand-beach.php
[http://en.wikipedia.org/wiki/Grand_Beach_\(Manitoba\)](http://en.wikipedia.org/wiki/Grand_Beach_(Manitoba))

St. Boniface – French Quarter:

www.tourismeriel.com

The Forks & French Quarter Day

(Thursday, July 21, 10 am – 4 pm)

This tour begins with The Forks National Historic site, Winnipeg's historical meeting place, with its unique outdoor historic site and indoor market of various shops, cafes, and restaurants. Continue over the Provencher Bridge to Winnipeg's French Quarter, St. Boniface, which is the largest French speaking community west of Thunder Bay. Enter Fort Gibraltar where you will be welcomed and taken back 200 years to the period of the Voyageurs and the fur trade in the Northwest.

Enjoy lunch in elegant, romantic 1900's atmosphere at Resto Gare and continue on to the beautiful St. Boniface Cathedral, the oldest cathedral in Western Canada. The Cathedral's cemetery features the grave of Louis Riel, the famous Métis leader and founder of Manitoba.

The last stop is the St. Boniface Museum. Built in 1846, this is the largest remaining traditional oak log structure in North America and the first hospital in the Canadian West.

Tour Includes:

- Motor coach transportation
- Guided tour of The Forks
- Entrance fee and guided tour of Fort Gibraltar
- Lunch at Resto Gare
- Entrance fee and guided tour of St. Boniface Museum
- Tour guide throughout

Cost: \$89.00 + GST per person based on a minimum of 20 people



TOURISME RIEL

In Riel's Footsteps – Actors in period dress perform stories of Manitoba history

Decoding the Ancient Egyptian and Masonic Mysteries of the Manitoba Legislative Building

(Thursday, July 21, 10:30 am – 12:00 or Friday, July 22, 8 am – 9:30 am)

Meet inside the Manitoba Legislative Building and begin your understanding of this magnificent building. Your guide will uncover trails of occult clues concealed in the building's architecture including hidden hieroglyphic inscriptions, numerological codes, and Freemasonic symbols so intelligently masked it has escaped historians and visitors for nearly a hundred years! Is it possible that the Legislative Building is really a conduit of magical power? Is the building's location in the centre of North America a site for numinous earth energies? Come and find out for yourself!

Tour Includes:

Exclusive guided one-and-a-half hour tour of the Manitoba Legislative Building. Tours are given by Frank Albo, author of *The Hermetic Code*.

Cost: \$36.00 + GST per person based on a minimum of 10 people

Winnipeg Garden Tour

(Thursday, July 21, 1 – 4 pm)

Get away from it all on this peaceful and relaxing tour of some of Winnipeg's best known gardens. We will drive by some of Winnipeg's finest gardens and learn about some of the most popular flora that is grown in the region. We will also tour the lovely English Gardens and the Leo Mol Sculpture Garden in Assiniboine Park. We guarantee you will leave this tour with the knowledge and inspiration to create something unique at home!

Tour Includes:

- Motor coach transportation
- Guided three hour bus tour of the residential, business, and public gardens of Winnipeg
- Entrance into Assiniboine Park

Cost: \$39.00 + GST per person based on minimum of 20 persons

Mountain Biking at Birds Hill Provincial Park

(Friday, July 22, 8 am – 12 noon)

This morning, take a two hour guided medium impact cycling tour at Birds Hill Provincial Park. On your bike tour, explore an old homestead, view wild flowers, and observe from the viewing tower. You might get lucky enough to spot white tailed deer, bears, and other wildlife. Year-round, Birds Hill Provincial Park is a natural stage for a range of recreational activities and sporting events.

Tour includes:

- Motor coach transportation
- Tour escort throughout
- Bike rental for two hours
- Bike trail guide

Cost: \$89.00 + GST per person based on a minimum and maximum of 10 people. Helmets available for rental at \$10.00 extra.



JB JUNSON

English Garden in Assiniboine Park

Bausch + Lomb Simplifies Ocular Vitamins

For Patients at Risk of AMD



Eye-Specific Formula

For Patients Diagnosed with AMD



AREDS-Based Formula

From the **Global Leader**
in **Ocular Vitamins***

BAUSCH + LOMB

© Bausch and Lomb Incorporated
®/™ denotes trademark of Bausch and Lomb Incorporated
*Euromonitor, Global Dollar Sales, Eye Health Supplements, 2009.

HD



Introducing



New PureVision®2 HD Contact Lenses Designed with High Definition™ Optics

New **PureVision®2 HD** contact lenses provide outstanding vision with vibrant colours and clear, crisp vision all day. They are designed to reduce halos and glare in low light with innovative design advances to improve comfort and breathability.

Now, help your patients see everything life has to offer with new PureVision®2 HD contact lenses.

® /TM denote trademarks of Bausch & Lomb Incorporated.

© 2011 Bausch & Lomb Incorporated



BAUSCH + LOMB



BOB BUCHANAN –
THEMURALSOFWINNIPEG.COM

Mural painted by Charlie Johnston, Mandy van Leeuwen and Jennifer Johnson

Winnipeg Mural Tour

(Friday, July 22, 10 am – 12 noon)

Since 1994, Winnipeg's Mural Program has been an integral part in keeping graffiti and grime off the walls of various city buildings. There have been over 200 award winning murals that have brought students, community groups, local businesses and Government agencies together to bring art to the street. This co-operation of artists, students, and the business community creates a sense of pride for all citizens of Winnipeg. This tour allows you to view some of these excellent murals.

Tour Includes:

- Motor coach transportation
- Guided tour of some of the murals in select neighborhoods

Cost: \$32.00 + GST per person based on a minimum of 20 persons

Winnipeg Sightseeing Tour

(Saturday, July 23, 9 am – 12)

Tour Winnipeg, the wonderful city of trees! This tour includes The Forks National Historic site, Winnipeg's French Quarter, St. Boniface, and the

beautiful St. Boniface Cathedral, the oldest cathedral in Western Canada. Continue on to the Exchange District, with its exceptional collection of terra cotta and cut stone architecture, the Legislative Building, the beautiful homes of Wellington Crescent, and Winnipeg's 393-acre Assiniboine Park, where you will have the opportunity to walk through the unique Leo Mol Sculpture Garden, which features bronze sculptures, porcelains, paintings and sketches by Leo Mol, a celebrated Winnipeg artist.

Tour Includes:

- Motor coach transportation
- Tour guide throughout

Cost: \$32.00 + GST per person based on a minimum of 20 people

Winnipeg Historical Tour

(Saturday, July 23, 9 am – 12)

Discover Winnipeg's unique history as the *Gateway to the West* and the *Chicago of the North*. Depart for one of Canada's National Historic Sites, The Exchange District. See the office towers, warehouses, banks, hotels, theatres and the architecture of the

bustling late 1880's and early 1900's. You will briefly tour the inside of two historic buildings.

Following the tour of the Exchange, you continue to The Forks National Historical Site and Marketplace. Located in the heart of Winnipeg at the junction of the Red and Assiniboine Rivers, this meeting place has hosted historical events that span over 6,000 years.

Tour Includes:

- Motor coach transportation
- Guided tour of the Exchange District including the interior of two buildings
- Guide throughout

Cost: \$32.00 + GST per person based on a minimum of 20 people

Put the Pedal to the Metal at the Red River Co-op Speedway

(Saturday, July 23, 1 pm – 4:30 pm)

Feel the speed and exhilaration of driving a race car—and no, this is not a go-cart. Drive a real 4-cylinder race car and race around the Red River Co-op Speedway professional dirt track at 50MPH. Participant's names will be entered in draw to take a ride in a two seater 600HP race car with a professional driver and travel around the track at 90MPH.

Tour Includes:

- Motor coach transportation
- Orientation
- Fire suits, helmets and insurance. Sandals not allowed.

Cost: \$220 per person (Minimum 10 people)

The Food Studio Cooking Class

(Saturday, July 23, 1 pm – 5 pm)

The Food Studio is a multi-faceted facility that offers a commercial kitchen, meeting and dining space and a warm, European environment. Classes are conducted around the teaching island contributing to an intimate and personal experience with our chef instructors.

Tour includes:

- Motor coach transportation
- Tour escort throughout
- Food Studio hands-on cooking class
- Lunch at the Food Studio including a glass of wine

Cost: \$85.00 + GST per person based on a minimum of 20 people

Amazing Place Winnipeg

(Saturday, July 23, 1 pm – 4 pm)

The Amazing Place Winnipeg, adapted from reality TV, is suitable for everyone, as no special skills, athletic ability or experience is required. Amazing Placers navigate, problem solve and strategize together while completing *Amazing Race* styled challenges.

We will travel by chartered bus to sites in Winnipeg that will include: the St. Boniface Museum; St. Boniface Cemetery; The Forks National Historic Site and the Manitoba Legislative Building grounds.

Teams will receive envelopes upon arrival at each of the sites listing various questions or tasks they must perform or locate within a specified time. Scores are tallied upon

COMPANION/ OFF-SITE PROGRAMS AT-A-GLANCE

THURSDAY, JULY 21

10 am – 4 pm	The Forks & French Quarter Day
10:30 am – 12:00 noon	Decoding the Ancient Egyptian and Masonic Mysteries of the Manitoba Legislative Building
1 – 4 pm	Winnipeg Garden Tour

FRIDAY, JULY 22

8 am – 9:30 am	Decoding the Ancient Egyptian and Masonic Mysteries of the Manitoba Legislative Building
8 am – 12 noon	Mountain Biking at Birds Hill Provincial Park
10 am – 12 noon	Winnipeg Mural Tour

SATURDAY, JULY 23

9 am – 12 noon	Winnipeg Sightseeing Tour
9 am – 12 noon	Winnipeg Historical Tour
1 pm – 4:30 pm	Put the Pedal to the Metal at the Red River Co-op Speedway
1 pm – 5 pm	The Food Studio Cooking Class
1 pm – 4 pm	Amazing Place Winnipeg
1 pm – 4:30 pm	Hockey Day in Winnipeg
1 pm – 5 pm	Voyageur Canoe Historical Tour

SUNDAY, JULY 24, 2011

7 am – 9 pm	Fishing at Crow Duck Lake in the Whiteshell
9 am – 4 pm	Icelandic Heritage Day

SUNDAY, JULY 24 – TUESDAY, JULY 26, 2011

Sunday to Tuesday	Beluga Whale Dream Tour
-------------------	-------------------------

completion and a winning team is declared at the end of the day!

Tour Includes:

- Motor coach transportation to each attraction
- Any applicable admission to attractions
- Supplies to complete individual tasks

Cost: \$48.00 + GST per person based on a minimum of 20 persons

Hockey Day in Winnipeg

(Saturday, July 24, 1 pm – 4:30 pm)

The Jets may not be in Winnipeg anymore but hockey is alive and well! Now admit it, ever since optometry school you have been dying to put on

the skates with your classmates. Lace up the skates for a match between east and west at Winnipeg's state-of-the-art MTS Iceplex – bragging rights hang in the balance!

Tour Includes:

- Jerseys and socks. You can keep them because we don't want your smelly stuff back.

Please note: full hockey gear required.

Cost:

\$100 per person

Voyageur Canoe Historical Tour

(Saturday, July 23, 1 pm – 5 pm)

You will trace the route of the Voyageurs, and discover fascinating facts about Winnipeg's early history during this memorable tour on the Red and Assiniboine Rivers. Your tour begins at The Forks... the junction of the two rivers and the exact spot where the city was founded. You'll then cross the Red River to visit the gravesite of Louis Riel, whom many consider to be the founder of the province of Manitoba, and learn of the role he played in the Northwest Rebellions of 1869-70, and 1885.

Authentic Fort Gibraltar is the next stop where you will find out about the fierce competition between the Hudson Bay Company and the Northwest Company – two bitter fur trade rivals. The tour concludes at the Alexander Docks.

Groups will paddle in a reproduction of a 10 person Voyageur canoe.

Tour Includes:

- Motor coach transfers to The Forks and return from Alexander Docks
- Transportation by Voyageur canoe
- Tour guide throughout
- Entrance fees and interpretive programs

Cost: \$89.00 + GST per person based on a minimum of 18 and maximum of 20 people

Icelandic Heritage Day (Sunday, July 24, 9 am – 4 pm)

Take a guided tour north of Winnipeg to the Winnipeg Beach area and Gimli to explore the historic sites of the first Icelandic settlement. Along the tour you will see examples of early settlement, such as the Stone Church site, the first church building in New Iceland, marked today only by a small cemetery, and Willow Point, the landing site of the flat boats bringing in the first Icelandic settlers. After lunch is served in a local restaurant in Gimli, you will have time to explore the boardwalk or beach. The tour resumes with visits to the New Iceland Heritage Museum and the Crown Royal Distillery, before departing and travelling south, passing historic Lower Fort Garry, continuing down the River Road Heritage Parkway, the road used by the first Red River oxcarts. Here you will still find many beautiful historic homes from the mid-1800's. Stop to admire historic St. Andrews Lock and Dam, the St. Andrew's on the Red Anglican Church, the oldest stone church in Western Canada still used for public worship, and the St. Andrew's Rectory National Historic Park, of

national significance for its architecture.

Tour Includes:

- Motor coach transportation
- Tour escort throughout
- Sightseeing tour of Gimli
- Lunch at a Gimli restaurant
- Visit to the New Iceland Heritage Museum
- Tour the Crown Royal distillery

Cost: \$82.00 + GST per person based on a minimum of 20 people

Fishing at Crow Duck Lake in the Whiteshell

(Sunday, July 24, 7 am – 9 pm)

Take a day to enjoy some of the wonderful scenery of the Canadian Shield in Manitoba. You will be picked up at your hotel for a two-hour ride through the Agassiz Forest Reserve and Whiteshell Provincial Park. From the dock, you will take a 3 km boat ride across a lake, and a 3 km jeep ride over land to Crow Duck Lake. Crow Duck is eastern Manitoba's largest lake with crystal clear drinking water.

The lake is strictly catch-and-release for the walleye (pickerel) thus ensuring a large catch of fish and good size to most of the fish. If you are fortunate enough to catch bass or northern pike (jackfish), the camp staff will fillet the fish and fry them up for a wonderful shore lunch. You should have about four to five hours of fishing before heading back to the city.

Even non-fishers will enjoy the scenery and wilderness solitude. Hearing the sound of a loon close up is, in itself, almost worth the entire cost. And,



One of the many beaches on Lake Winnipeg

even if you think you don't like to eat fish, the taste of freshly caught and cooked fried fish in the outdoors will have you talking about it for months.

Tour includes:

- Transportation to and from Crow Duck Lake
- Boat, motor and fuel
- Fishing rod and reel, bait and souvenir fishing cap
- Fishing license
- Foul weather gear and a flotation device
- Shore lunch

Cost:

Adult fisher - \$235 + GST

Seniors and children - \$200 + GST

Non-fishers - \$170 + GST

(Based on a minimum of 20 people.)

Beluga Whale Dream Tour

(Sunday to Tuesday, July 24-26, 2011)

Thousands of beluga whales descend upon Churchill every summer. The

Beluga Whale Tour through Lazy Bear Lodge is the perfect way to experience these amazing creatures.

You will also experience other tundra wildlife attractions such as birds, wild flowers, arctic hare, arctic foxes, and the northern lights. A Cultural and Heritage tour takes you to historic Cape Merry, where the Churchill River splits into Hudson Bay, and several short hikes along the coastline. Visit the historic stone Prince of Wales Fort, built in the 1700's, and see the polar bear jail where polar bears who wander into town are incarcerated.

Tour includes:

- Airfare Winnipeg/Churchill/Winnipeg out July 24, return July 26
- Two nights' accommodation at the Lazy Bear Lodge
- One dinner entree of your choice from the Lazy Bear Cafe menu (vegetarian substitute available)

- A three hour boat tour to see the friendly beluga whales, and the Prince of Wales Fort
- A three hour cultural and heritage tour of the town of Churchill area including Historic Cape Merry and the Polar Bear Jail
- A hearty breakfast each morning of your stay
- Naturalist tour guide/driver
- Information pamphlet on the Polar Bear capital of the world
- Shuttle service to/from airport upon arrival / departure
- Luggage handling
- All transfers to tour launch/dock sites

Cost: \$1485.00 + \$14.63 PST + \$74.25 GST per person double occupancy based on a minimum of 10 persons paying. Single supplement is \$75.00 + \$3.75 GST. Price is subject to change due to changes in airfare.

Optional snorkelling & kayaking adventures are available.

Bookings must be made directly with Heartland Tours – 1-866-890-3377.

Continuing Education Sessions

The Canadian Association of Optometrists and the Manitoba Organizing Committee are proud to provide you with an exciting line of CE events. In keeping with our theme *You Ain't Seen Nothing Yet*, we have incorporated some exciting new features to the CAO Congress this year and we have a wide variety of topics and an all-star cast of lecturers.



CE Breakfasts – Multitask. You have to eat, so you might as well get CE credit while you do it. Be sure to take advantage of our breakfast CE programs. These CE programs have limited seating so be sure to register early to make sure you get a spot. Also take note that the President's Cup Golf Tournament includes a breakfast CE with your registration.

Be Two Places at Once. Don't you hate it when there is a dual-track CE and you want to hear both lectures? Well this year you can be in two places at the same time, by choosing to purchase the CAO Congress Continuing Education Audio CD. Select educational course recordings from the education program will be compiled and sent to you after the Congress. This CD option is available for \$50.

MBA Program. You may have heard about the CIBAVision & Essilor Management and Business Academy for Eye Care Professionals. This program features a faculty of North America's top practice management speakers. This year, CIBAVision and Essilor have offered to run their one day MBA program on Sunday as a bonus to all OD's who sign up for full CAO Congress Registration. WOW!

Optometrists

OD SESSIONS – WEDNESDAY, JULY 20, 2011

TIME	COURSE	SPEAKER	CREDITS
8:30 – 9:30 am	Sponsored Breakfast	TBA <i>Sponsored by Zeiss</i>	
10:00 am – 5:00 pm	President's Cup Golf Tournament	<i>Sponsored by Zeiss</i>	

NEW THIS YEAR...

The Acclaimed MBA Featured at CAO 2011 Congress

July 24, 2011 The Fairmount Winnipeg; Winnipeg, Manitoba



Sponsored by
CIBA VISION



Endorsed By
American Optometric Association

Program:

Management Essentials

Effective management strategies and proven methods for independent optometric practices to optimize patient satisfaction and financial performance.

- Eight curriculum hours on best practices in financial, staff and marketing management from a distinguished faculty of practice management experts.
- Proven techniques to:
 - Increase revenue per patient
 - Increase patient loyalty and referrals
 - Improve staff motivation
 - Deliver powerful patient presentations
 - Control expenses and increase net income
- Extensive print materials on practice metrics and best practices, as well as full access to a resource-intensive MBA web site.
- Optional custom practice analysis and performance ranking to plan practice growth.

THE MBA FACULTY

Mark Wright, OD, FCOVD

Neil Gailmard, OD, MBA, FAAO

Dave Ziegler, OD, FAAO



For more information and to register: www.opto.ca



OD SESSIONS – THURSDAY, JULY 21, 2011

TIME	COURSE	SPEAKER	CREDITS
7:00 – 7:50 am Sponsored Breakfast	Re-Defining Digital Technology and Keeping the Canadian Independent Eyecare Profession Independent Discussion of the differences between double-side & back-side only digital lenses and how to differentiate oneself in a changing market.	TBA <i>Sponsored by Nikon</i>	1 hour Limited Seating
7:00 – 7:50 am Sponsored Breakfast	The Future of Eye Care in Canada	Dr. Alan Ulsifer, OD, <i>Sponsored by FYI Doctors</i>	1 hour Limited Seating
7:00 – 7:50 am Sponsored Breakfast	Three Chefs in Eye Care : A Collaborative Approach to Management of Glaucoma, Age-Related Macular Degeneration, Cataracts, and Diabetic Retinopathy This program is designed to enhance collaboration between Canadian GPs, optometrists, and ophthalmologists in four key areas of eye health: glaucoma, age-related macular degeneration (AMD), cataracts, and diabetic retinopathy. Each of the four modules presents key background on epidemiology, diagnosis, and treatment.	TBA <i>Sponsored by Pfizer</i>	1 hour Limited Seating
8:00 – 9:45 am	You Ain't Seen Nothing Yet: The 3 Secrets to an Unstoppable Memory Most people that believe they have a poor memory merely have an untrained memory. In this seminar, you will improve your memory by developing a system to store important bits of information and – more importantly – be able to access them on command, anytime or anywhere. Learn how to remember your patient's names, drug and product information, lecture materials and to pick up milk.	Ron White	2 hours This Course is open to Optometric Assistants and Companions
9:45 – 10:15 am	Coffee Break		
10:15 am – 12:00 noon	Lazy Eye or Lazy Doctors? Recent population based studies in the US show that less than 15% of children with confirmed amblyopia received treatment with patching or drops by ages 30-72 months. Learn methods for successful detection and treatment of amblyopia, including refractive corrections that suffice for some children.	Wendy Marsh-Tootle, OD, MS	2 hours

OD SESSIONS – THURSDAY, JULY 21, 2011

10:15 am – 12:00 noon	New Paradigms In the Diagnosis and Management of Contact Lens Related Microbial Keratitis This clinically focused course explores recent changes in the spectrum of contact lens related infectious disease. Particular focus is placed on identification and minimization of risk factors, differential diagnosis and effective management of potentially sight threatening complications.	Art Epstein, OD, FAAO <i>Sponsored by Alcon</i>	2 hours COPE 22797-AS
12:00 noon – 1:00 pm	Essilor Sponsored Lunch	TBA	
1:00 – 2:55 pm	The Diagnostic Conundrums of Glaucoma: Cases of Under- and Over-diagnosed Glaucoma are Prevalent in the Field of Eye Care Learn what you can do to reduce the number of these cases.	Andrew S. Gurwood, OD, FAAO, Diplomate & Marc D. Myers, OD, FAAO <i>Sponsored by CIBAVision</i>	2 hours COPE approved
1:00 – 2:55 pm	OCT Workshop – Taking Care of Business: Retinal Grand Rounds and Glaucoma Diagnosis Spectral Domain OCT is emerging as a powerful imaging tool to complement the optometric clinical examination of the retina. This course presents several commonly seen and some challenging case studies that showcase SD-OCT in the diagnosis, management, and treatment of retinal pathology. A Zeiss Cirrus OCT will be on site to complement the presentation for select case studies. Spectral Domain OCT and Scanning Laser Polarimetry have become recognized in both ophthalmology and optometry as powerful medical imaging technologies serving to complement the clinical exam in the diagnosis of glaucoma. The capacity to accurately and reproducibly assess a patient's structural risk factors for glaucoma with OCT and SLP allows the clinician to make the diagnosis of glaucoma earlier, and with more confidence.	Len Ferguson, OD <i>Sponsored by Zeiss</i>	2 hours WORKSHOP COPE 29409-PS COPE 29715-PS Limited to 75 attendees \$20 additional fee

OD SESSIONS – THURSDAY, JULY 21, 2011

1:00 – 1:55 pm	These Eyes... Cry Every Night A comprehensive assessment of the precorneal tear film (PCTF) plays an integral part in the diagnosis of dry eye. This course will discuss the clinical evaluation of the PCTF with a focus on current clinical tests and their interpretation.	Etty Bitton, BSc, OD, MSc, FAAO <i>Sponsored by Allergan</i>	1 hour
2:05 – 3:00 pm	Myopia: It's Fascinating How does Mother Nature regulate eye growth so that most eyes are within 0.10mm of the axial length needed for emmetropia? Is myopia a natural consequence of near images? Can optical treatments modify axial length and refractive error? Have there been any high quality studies about pharmacological treatment for myopia? Should your myopes play outside? Learn how recent studies answer these questions, and how to apply the research to your practice.	Wendy Marsh-Tootle, OD, MS	1 hour
3:00 – 3:15 pm	Coffee Break		
3:15 – 4:15 pm	Patient Non-Compliance in Eye Care	Scott Mundle, OD <i>Sponsored by CIBAVision</i>	1 hour
3:15 – 4:15 pm	Ocular Allergy: New Perspectives On A Growing Problem Today, allergic conjunctivitis is one of the most prevalent conditions seen by optometrists. Here are some new approaches to managing patient allergies.	Art Epstein, OD, FAAO <i>Sponsored by Alcon</i>	1 hour COPE 26240-AS
3:15 – 4:45 pm	Dry Eye Management – Taking Care of Business! Many products are available for the management of ocular surface disease such as dry eye (DE). This course will present treatment and management options for different types of DE including evaporative, tear deficient and contact lens related dryness.	Etty Bitton, BSc, OD, MSc, FAAO <i>Sponsored by Allergan</i>	1.5 hours

OD SESSIONS — FRIDAY, JULY 22, 2011

TIME	COURSE	SPEAKER	CREDITS
7:00 – 7:50 am Sponsored Breakfast	Glaucoma	TBA <i>Sponsored by Alcon</i>	1 hour Limited Seating
7:00 – 7:50 am Sponsored Breakfast	Retinal Grand Rounds	TBA <i>Sponsored by Optos</i>	1 hour Limited Seating
8:00 – 10:00 am	Malpractice and Optometry: Video (Not So) Grand Rounds Liability claims against optometrists are often decided by documentation. Standard of care requirements for glaucoma, retinal detachment, tumors, diabetic retinopathy, eye infection, and ophthalmic drugs and lenses is described. Video testimony simulations are used to illustrate significant errors in care and documentation.	John G. Classé, OD, JD	2 hours COPE 22962-EJ
8:00 – 10:00 am	Ocular Manifestations of Diabetes Discussion of pathophysiology of diabetes and the epidemiology of diabetic eye disease. Discussion of evidence based studies and how they guide treatment decisions and the instrumentation used to deliver care.	Andrew S. Gurwood, OD, FAAO, Diplomate & Marc D. Myers, OD, FAAO <i>Sponsored by CIBAVision</i>	2 hours COPE 21623-SD
10:00 – 10:30 am	Coffee Break	<i>Sponsored by Centennial</i>	
10:30 am – 12:00 noon	CAO Business Meeting		1.5 hours CE credit will be given
12:00 noon – 4:00 pm	OPTOFAIR		

OD SESSIONS – SATURDAY, JULY 23, 2011

TIME	COURSE	SPEAKER	
7:00 – 7:50 am Sponsored Breakfast	The Matrix of Ocular Allergy and Chronic Inflammation – Are We Catching Up to General Medicine?	Derek N. Cunningham, OD., FAAO Director of Optometry Dell Laser Consultants Austin, Texas <i>Sponsored by B+L</i>	1 hour Limited Seating
7:00 – 7:50 am Sponsored Breakfast	Macular Degeneration: An Update on Treatment Discussion of recent developments in the therapy of dry macular degeneration specifically with respect to nutritional therapy. Review of the evidence of anti-VEGF therapy beyond macular degeneration. Developing the best management strategy for patients with macular degeneration to prevent visual loss and optimize visual function.	Dr. Bernard Hurley MD FRCSC <i>Sponsored by Novartis</i>	1 hour Limited Seating
8:00 – 8:55 am	Advances in Lens Care through Bio-inspired Innovation "Bio-inspiration" is a discipline that studies and learns from nature's best ideas to generate breakthrough products and technologies. This presentation reveals how lessons from the biology of the eye were included as innovations in Biotrue™, B+L's new multipurpose contact lens solution, and how they deliver exceptional performance for contact lens patients.	Chris Snyder, OD, MS, FAAO (Dipl) <i>Sponsored by B+L</i>	1 hour
9:00 – 10:00 am	Choroidal Circulation	Thomas Freddo, OD, PhD, FAAO	
8:00 – 10:00 am	Not So Trivial Pursuits: How to Conquer Anterior Segment Disease This team-taught course will present numerous clinical cases of common and not so common anterior segment disease entities seen in our practices. The differential diagnosis and medical management options of each case will be discussed in a clinical practice manner. Emphasis will be given to the latest treatment options for the presented anterior segment topics.	Ron Melton, OD, FAAO & Randall Thomas, OD, MPH, FAAO <i>Sponsored by B+L</i>	2 hours COPE 29255-AS

OD SESSIONS – SATURDAY, JULY 23, 2011

10:00 – 10:15 am	Coffee Break		
10:15 – 11:10 am	Keratoconus and Crosslinking – Latest Updates on Treatment Options and Decision Tree Options Available for Keratoconic Patients The latest research on crosslinking and other procedures will be discussed.	Guillermo Rocha, MD, FRCSC	1 hour
11:20 am – 12:15 pm	What's Next? Imminent and Future Contact Lens Designs	Harvard Sylvan, OD <i>Sponsored by CooperVision</i>	1 hour
10:15 am – 12:15 pm	Clinical Grand Rounds Challenges in treating a wide variety of anterior and posterior segment diseases are shared in a clinical rounds format. This course covers both common and not so common ocular disorders in a clinically practical manner. An interactive approach is used to discuss diagnosis and management strategies involved with each case presentation.	Ron Melton, OD, FAAO & Randall Thomas, OD, MPH, FAAO <i>Sponsored by B+L</i>	2 hours COPE 28811-AS
12:15 – 1:30 pm	CooperVision Lunch		
1:30 – 4:30 pm	Canadian Red Cross CPR Health Care Provider Recertification Course	Canadian Red Cross	3 hours
1:30 – 3:30 pm	A Guide for Examination and Prescribing Low Vision It's not hard, expensive or time consuming. This lecture is a guide to the basics of the low vision exam, optical devices and prescribing strategies. A simple approach to treatment and management will be explored. This two-hour lecture will foster confidence and excitement for making the choice to initiate primary low vision care.	Presented by Eschenbach	2 hours Joint OD and Optometric Assistant lecture

OD SESSIONS – SUNDAY, JULY 24, 2011

7:00 am – 5:00 pm	Management and Business Academy for Eye Care Professionals	MBA Faculty <i>Sponsored by CIBAVision and Essilor</i>	6.5 hours
----------------------	---	---	-----------

Optometric Assistants

OPTOMETRIC ASSISTANTS SESSIONS –THURSDAY, JULY 21, 2011

8:00 – 9:45 am	You Ain't Seen Nothing Yet – The 3 Secrets to an Unstoppable Memory Most people that believe they have a poor memory merely have an untrained memory. In this seminar, you will improve your memory by developing a system to store important bits of information and – more importantly – be able to access them on command, anytime or anywhere. Learn how to remember your patient's names, remember drug and product information, remember lecture materials and remember to pick up milk.	Ron White	2 hours This Course is open to Optometric Assistants and Companions
----------------	---	-----------	--

OPTOMETRIC ASSISTANTS SESSIONS –FRIDAY, JULY 22, 2011

8:00 – 10:00 am	Basic Ocular Anatomy	Thomas Freddo, OD, Ph. D., FAAO <i>Sponsored by Centennial</i>	2 hours
10:00 – 10:30 am	Coffee Break		
10:30 am – 12:00 noon	Patient Retention In Today's Market Jobson Medical Data reports that on average 52% of prescriptions walk out of optometric practices. With our competition growing and the internet actively marketing online eyeglasses it is important for us to start working harder to keep our future business in our practices. In this training session we will discuss the following: Understand what is currently happening in the eyecare industry – <i>Why patients leave our practices, What patients want and What can we do about it?</i> Participants will leave this training inspired to start taking their business back!	Trudi Charest, <i>Co-sponsored by Centennial and Doctors EyeCare Network & Total Focus Consulting</i>	1.5 hours

OPTOMETRIC ASSISTANTS SESSIONS –FRIDAY, JULY 22, 2011

12:00 noon – 4:00 pm	OPTOFAIR	
-------------------------	----------	--

OPTOMETRIC ASSISTANTS SESSIONS –SATURDAY, JULY 23, 2011

8:00 – 10:00 am	Freeform Lenses	Jeff Hopkins <i>Sponsored by Centennial</i>	2 hours
10:00 – 10:30 am	Coffee Break		
10:30 am – 12:00 noon	Patient Selling Systems In today's competitive eyecare industry, creating effective patient selling systems is critical to patient retention. This training session is not just about sales it is about creating systems within the office that enhance to opportunity to sell additional eyecare services and products to our patients. This session teaches participants about the right behaviours but more importantly about how to integrate the right program into the daily practice operations to create your new selling system!	Trudi Charest <i>Co-sponsored by Centennial and Doctors EyeCare Network & Total Focus Consulting</i>	1.5 hours
12:15 pm – 1:30 pm	CooperVision Lunch		
1:30 pm – 4:30 pm	Canadian Red Cross CPR Health Care Provider Recertification Course	Canadian Red Cross <i>Sponsored by Centennial</i>	3 hours
1:30 pm– 3:30 pm	A Guide for Examination and Prescribing Low Vision: It's Not Hard, Expensive or Time Consuming. This lecture is a guide to the basics of the low vision exam, optical devices and prescribing strategies. A simple approach to treatment and management will be explored. This two-hour lecture will foster confidence and excitement for making the choice to initiate primary low vision care.	<i>Co-sponsored by Centennial and Eschenbach</i>	2 hours Joint OD and Optometric Assistant lecture

Our Speakers



Ron White

Ron White is without question North America's #1 Memory Expert. He is a two time USA memory champion and he holds the record for the fastest to memorize a deck of shuffled cards in only 1 minute and 27 seconds. He has appeared on Good Morning America, Martha Stewart Show, FOX and Friends, the CBS Evening News, CBS Early Show, FOX, NBC and newspapers across the country from the New York post to the Dallas Morning News. Ron has appeared on the History Channel in Stan Lee's Super Humans as the memory guy.

Wendy Marsh-Tootle, OD, MS

Dr. Marsh-Tootle is an associate professor at the University of Alabama School of Optometry and is principal investigator of a NEI funded study to improve detection of amblyopia and is principal investigator of the UAB clinical site for a long-term observational study of myopia development. Dr. Marsh-Tootle participates in studies



conducted through the Pediatric Eye Disease Investigator Group to determine the best methods to treat amblyopia and myopia.



Art Epstein, OD, FAAO

A prolific author, Dr. Epstein has published more than two hundred articles, scientific papers and book chapters. He is Contributing Editor for Review of Optometry and Executive Editor of Review of Cornea and Contact Lenses. He founded, and serves as Chief Medical Editor of Optometric Physician™, the first E-Journal in optometry. Dr. Epstein is a Past Chair of the Contact Lens & Cornea Section of the American Optometric Association, a Distinguished Practitioner of

the National Academies of Practice, a Fellow of the American and New York Academies of Optometry and a Full Member of the International Society of Contact Lens Specialists.



Marc D. Myers, OD, FAAO

Dr. Marc Myers is a graduate from The Pennsylvania College of Optometry and has completed a residency in primary care optometry at The Eye Institute of PCO. He is a senior staff optometrist at the Coatesville Veterans Affairs Medical Center in Coatesville, Pennsylvania. Dr. Myers serves as a clinical consultant at The Eye Institute and lectures in the area of Anterior Segment Disease within the curriculum. In addition to authoring numerous publications, he has lectured at continuing education seminars throughout North America and participates in the International Master of Science in Clinical Optometry program at The Pennsylvania College of Optometry.



Andrew S. Gurwood, OD, FAAO, Diplomate

Dr. Andrew S. Gurwood is a Professor of Clinical Sciences, an attending optometric physician in Module 1 of The Eye Institute of the Pennsylvania College of Optometry at Salus University and a member of the clinical staff of Albert Einstein Medical Center, Department of Ophthalmology. He has lectured and published nationally and internationally on a wide range of subjects in the arena of ocular disease. His areas of active research include diseases of the anterior and posterior segment.



Montréal. Dr. Bitton is a Fellow of the American Academy of Optometry (FAAO) as well as a member of several regional and international professional organizations. She has recently completed her mandate as the Chair of the Association of Optometric Contact Lens Educators (AOCLE), a non-profit organization that has, as its major objective, to enhance communication between the contact lens faculty from all the north American Schools and Colleges of Optometry. She has lectured nationally and internationally and has published several scientific papers related to tear film evaluation.



Coherence Tomography, and has used the Zeiss Cirrus OCT since May of 2008 in his retinal and glaucoma practice.



Len Ferguson, OD

Dr. Len Ferguson received his Doctor of Optometry degree from the University of Waterloo in 1988 following undergraduate studies at the University of Lethbridge. He was TPA certified through Northeastern State University College of Optometry in 1993. Dr. Ferguson is a solo practitioner in Lethbridge, Alberta and is President of the Lethbridge Society of Optometrists. Dr. Ferguson is also a contributing author to the journal, *Clinical & Refractive Optometry*. His special clinical interest is in Spectral Domain Optical

Scott Mundle, OD

Dr. Scott Mundle is a 1983 graduate of the University of Waterloo School of Optometry. He is a Past President of the Manitoba and Canadian Associations of Optometry and is currently the Canadian Delegate to the World Council of Optometry. He and his partners pride themselves in being at the forefront of contact lens practice innovations. Over the years they have participated in numerous pre-launch clinical trials for many companies. He has been a Professional Development Consultant to CIBA Vision since 2010. Scott and his classmate wife

Etty Bitton, BSc, OD, MSc, FAAO

Following her undergraduate studies at McGill University, Etty Bitton received a Doctor of Optometry (OD) degree from the University of Waterloo in 1988. She received her Master's (MSc) degree in Physiological Optics in 1994 from the École d'optométrie, Université de Montréal in the area of tear film clinical physiology and its relevance in patients exhibiting dry eye. She presently holds the rank of Associate Professor and the Director of the Clinical Externship Program at the École d'optométrie, Université de

Dr. Michelle Georgi have three children and when not in the office or fishing he tries to find some time to run marathons.



John G. Classé, OD, JD

Dr. John Classé is a former professor at the UAB School of Optometry, where he taught law and ethics and served as chief of the Primary Care Clinic. He is a past editor-in-chief of the Journal of the American Optometric Association (now Optometry) and is the author of the textbook Legal Aspects of Optometry as well as the principal editor of Business Aspects of Optometry. He is also a long-time member of the Alabama and Federal Court Bars, with more than three decades of experience as a lawyer representing optometrists, ophthalmic corporations, associations, and regulatory agencies.

Chris Snyder, OD, MS, FAAO (Dipl)

Dr. Chris Snyder earned a doctorate in optometry, a graduate degree and a residency certificate in contact lens practice from the Ohio State University. He served as an optometrist



in the US Navy and was a Professor of Optometry at the University of Alabama at Birmingham (UAB) School of Optometry for more than 24 years where he served as the Director and Chief of the Cornea and Contact Lens Service of UAB EyeCare and practiced optometry in the faculty practice. Dr. Snyder is currently Director of Professional Relations for Bausch + Lomb North America Vision Care while he continues an active relationship with UAB as an Adjunct Professor. Dr. Snyder has authored numerous scientific papers, clinical articles and book chapters. Dr. Snyder is a Diplomate in the Cornea and Contact Lens Section (CCLS) of the American Academy of Optometry and a Fellow of the British Contact Lens Association.

Thomas Freddo, OD, PhD., FAAO

Before coming to the University Waterloo School of Optometry as Director in 2006, Dr. Freddo served for 25 years as Professor of Ophthalmology and Pathology at Boston University School of Medicine where he also served as Director of the Eye Pathology Service and maintained a hospital-based practice of optometry. He also directed a federally-funded, research program in



anterior uveitis and glaucoma for over 20 years. He completed his BA at the University of Connecticut, his OD at The New England College of Optometry and PhD at Boston University School of Medicine, where he also completed a Fellowship in Ophthalmic Pathology. Dr. Freddo has served on the editorial board of several top journals, on several federal and foundation grant review boards and is the current President of the International Society for Eye Research. He has won numerous teaching awards and was the 1992 recipient of the Glenn A. Fry Award for excellence in eye/vision research.



Ron Melton, OD, FAAO

Dr. Melton served as a Captain in the U.S. Army as a clinical optometrist at



Acquire The Equipment You Need Through the Leverage of Leasing

MORE AND MORE, new and experienced practices leverage the financing power of leasing. We provide innovative and flexible equipment financing solutions to businesses & practices seeking a competitive advantage.

We have reps in your area specialized in Healthcare Lease Financing, contact us today to **save up to \$200 off a new lease:**

888-599-1966 **www.nationaleasing.com**



University of Waterloo CAOS Graduating Student Interview Day 2011

Are you looking to hire an optometrist for your practice?

Join optometrists across the nation to CAOS's (Canadian Association of Optometrists for Students) annual event to meet new graduate optometrists from Canada and the US, all in one day and one location:

When: May 7, 2011 from 9 am – 5 pm

Where: University of Waterloo, Tatham Centre

Cost: \$100 per optometrist

If you would like to attend, please refer to: <https://sites.google.com/site/caosaceo/upcoming-events> under Summer 2011 Interview Day for registration and clinic profile forms.

– Steven Hoang, UW CAOS President

Hawley Army Hospital in Indianapolis, Indiana from 1981 to 1984. Currently he is in a group practice in Charlotte, North Carolina, where he has staff privileges at Presbyterian Hospital



Randall Thomas, OD, MPH, FAAO

Dr. Thomas served as a Captain in the U.S. Air Force as a clinical optometrist at Bolling Air Force Base in Washington, D.C. from 1981 to 1984.

Dr. Thomas is in a group practice in Concord, North Carolina, and serves as the Ophthalmic Drug Consultant for the Pharmacy and Therapeutics Committee of North Carolina Blue Cross and Blue Shield. He is on the hospital staff at Northeast Medical Center, where he serves as the Ophthalmic Consultant to the Diabetes Management Committee, and actively teaches on the Cabarrus Family Medicine Residency Faculty.

Guillermo Rocha, MD, FRCSC

Dr. Rocha is originally from Mexico City, Mexico. He obtained his Medical Degree in Mexico, followed by a research fellowship in Microvascular Surgery (Mexico City and Houston, TX). He trained in Ophthalmology at McGill University in Montreal and has completed



subspecialty training in Ocular Immunology and Inflammation (McGill University), and Cornea and External Diseases (University of South Florida, Tampa). Dr. Rocha has been intensely involved in both basic and clinical research in the areas of corneal wound healing, refractive surgery, ocular immunology and corneal graft rejection. He has presented his work on refractive and therapeutic excimer laser surgery, LASIK, INTACS, Holmium Laser Thermokeratoplasty and correction of astigmatism at numerous meetings. Dr. Rocha received two Best Paper of Session awards at the 2001 American Society of Cataract and Refractive Surgery (ASCRS) Meeting in San Diego, CA. He currently is involved with wavefront (customized) vision correction, IntraLase for LASIK and INTACS, phakic and presbyopic intraocular lens implants, treatment of keratoconus (Intacs and crosslinking) and endothelial keratoplasty. Dr. Rocha currently resides in Brandon, Manitoba. Here he provides surgical and medical eye care services to the Westman region.

Harvard Sylvan, OD

Dr. Sylvan is currently the Director of Professional Development at CooperVision, Inc. Before joining



CooperVision, Dr. Sylvan was on the staff at Opticare Eye Health & Vision Center, a large ophthalmology practice in Waterbury, CT as a contact lens specialist. Prior to this position he was Vice President, Professional Services for Biocompatibles Eyecare. He has been a consultant for several contact lens companies and has been involved in contact lens related clinical investigations. His practice experience includes both private practice and owning and managing multiple offices in a professional retail environment. In addition, he was a clinical instructor at SUNY College of Optometry.



Trudi Charest

Trudi Charest is currently the Training & Event Manager at Doctors Eyecare Network. She is well known throughout the industry for her fun and

interactive training sessions. Trudi has an extensive optical background starting with her +20 years working for one of Canada's largest Optical Chains as a Corporate Trainer to Territory Management with Bausch & Lomb and Clinical Consulting with Optos North America. Trudi is a Licensed Optician and has a Human Resource Management Certificate from the University Of Calgary. In 2009, Trudi also started her own Training & Consulting Business, Total Focus Consulting INC. Through her working knowledge of the industry she is able to design and deliver training programs that improve individual and team performance in all facets of the business.



Jeff Hopkins

Jeff Hopkins is Carl Zeiss Vision's Senior Manager, Customer Communications and Professional Affairs. In over 12 years with SOLA Optical and Carl Zeiss Vision, he has developed

numerous continuing education courses for seminars and industry trade publications. He speaks at professional meetings and trade shows throughout North America and is a frequent guest lecturer at optometry schools. His topics range from the latest developments in ophthalmic lens technology to effective customer service and marketing communications.



Thanks for giving sight

It has been another significant year in the development of Optometry's International Charity of Choice, with more than **\$US 1.2 million** disbursed in 2010 to an ever increasing number of sustainable vision care projects throughout the world, bringing our total disbursements to date to almost **\$US 4 million**.

Highlights for 2010:

Funds provided by donors and sponsors throughout 2010 supported **18 refractive error projects in 16 countries**. More than **\$US 1.2 million** in funding from Optometry Giving Sight contributed to the following outcomes:

- **325,189** people received an eye examination
- **31,609** people received glasses
- **60,608** people were referred for further treatment
- **683** people were trained as mid-level eye care personnel and/or are in the process of being trained as optometrists and optometric technicians
- **5 Vision Centers** were established and **3 Vision Centers** received ongoing support
- **4 Schools of Optometry** received ongoing funding support to train both optometrists and optometric technicians in Malawi, Mozambique, Eritrea and India

85% of funds raised from optometrists, staff and patients go directly to support programs that help give sight to those most in need.

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision

www.givingsight.org

CNIB promotes importance of regular eye exams with **Vision Health Month**

INCA rappelle l'importance des examens oculaires périodiques en tenant le **Mois de la santé visuelle**



Happening this May, CNIB's second annual Vision Health Month will include a range of exciting activities designed to elevate vision health as a priority for Canadians, and encourage them to get their eyes checked regularly.

"Optometrists are valuable partners in Vision Health Month," says CNIB President and CEO, John M. Rafferty, "Their support really makes this event possible."

Rafferty offers four ways optometrists can get involved:

- Join four of the provincial optometrists' associations as a provincial sponsor of Vision Health Month or CNIB's Vision Health Moments radio campaign.
- Make a donation to CNIB for every eye exam provided during the month.
- Volunteer for one of CNIB's day-long glaucoma screening clinics taking place in communities across Canada throughout the month.
- Participate in Shades of Fun day (www.shadesoffunday.ca) on **May 26**.

For more information or to get involved today, contact Tim Alcock, Vice President of Marketing & Communications for CNIB, at 416-486-2500 ext. 7690.

Au cours du mois de mai, INCA tiendra son deuxième Mois de la santé visuelle. L'organisme organisera donc une foule d'activités intéressantes pour encourager les Canadiens à faire de la santé oculaire une priorité et les inciter à subir un examen de la vue à intervalles réguliers.

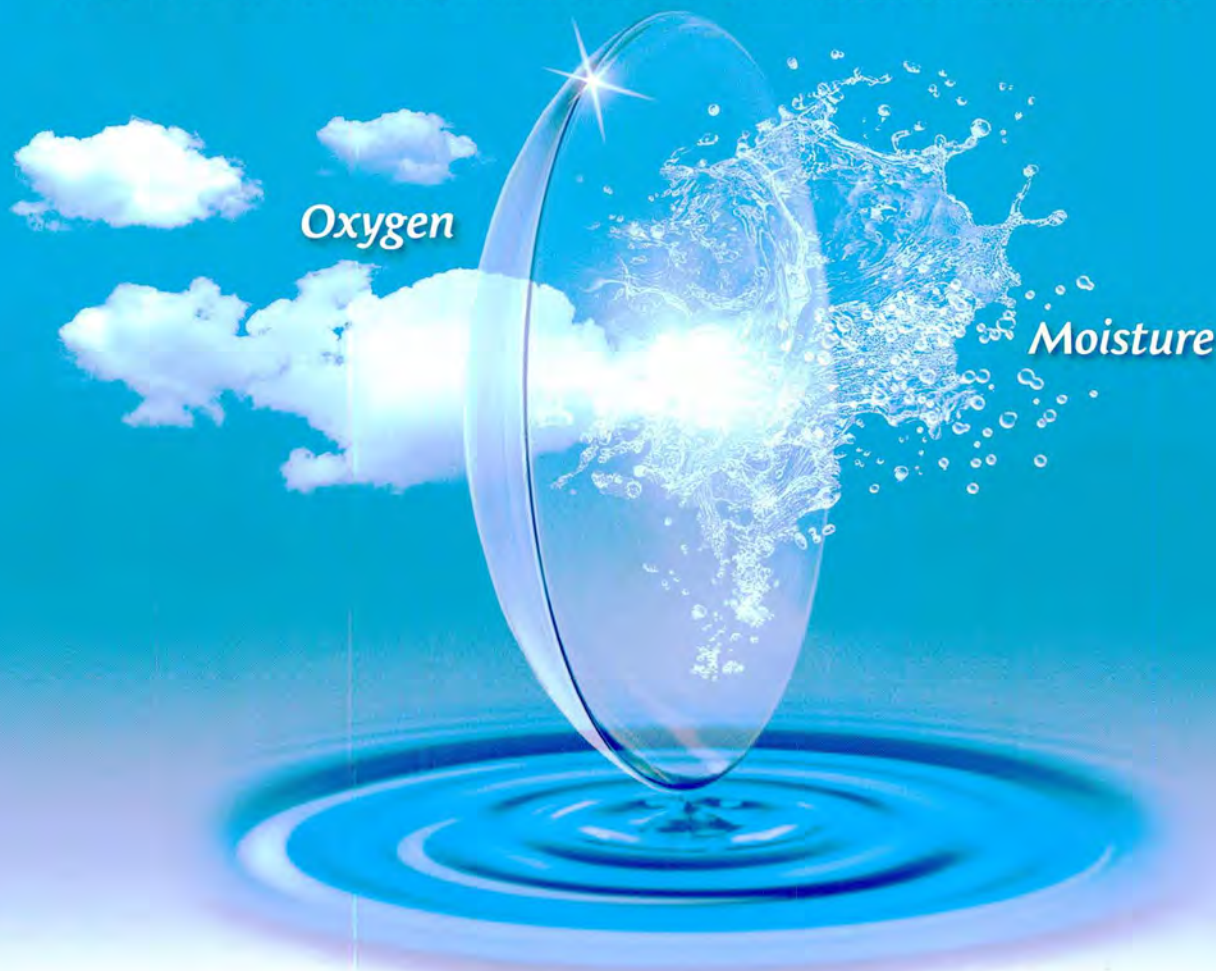
« Les optométristes sont de précieux partenaires du Mois de la santé visuelle », affirme John M. Rafferty, président et chef de la direction d'INCA. Leur appui rend possible la tenue d'un tel événement. »

M. Rafferty fait observer que les optométristes peuvent participer de quatre façons :

- inviter son association provinciale à se joindre aux quatre autres qui commanditent le Mois de la santé visuelle ou la campagne de messages d'intérêt public radio intitulée Moments Santé visuelle;
- faire un don à INCA pour chaque examen de la vue effectué pendant le mois;
- participer bénévolement à une des cliniques de dépistage de glaucome d'une journée organisées par INCA dans diverses localités au cours du mois;
- participer à la journée Lunettes en fête (www.journeelunettesenfete.ca) le **26 mai**.

Pour obtenir plus de renseignements ou pour participer, communiquez avec Tim Alcock, vice-président, Marketing et Communications, INCA, en composant le 416 486-2500, poste 7690.

INTRODUCING **NEW**
AIR OPTIX™ AQUA
 An Advanced Combination of Natural Elements



A New Level of
COMFORT¹¹ On Contact
 All Day
 Every Day

Introducing the AQUA Moisture System



- Lubricates** A new, unique moisture agent for comfort on contact
- Maintains** A patented lens material to help maintain moisture¹² for comfort all day
- Sustains** An ultra-smooth surface with superior wettability¹³ and excellent deposit resistance¹⁴ for comfort every day



Call your CIBA VISION representative or visit mycibavision.com.

¹Compared with O₂OTIX®. * AIR OPTIX AQUA: Dk/t 138@ -3.00D. Other factors may impact eye health.

²Based on in vitro measurements compared with high-water content (>50%) hydrogel lenses.

³In vitro measurement compared with ACUVUE® OASYS™, ACUVUE® ADVANCE™, Biofinity™, and PureVision®.

References: 1. CIBA VISION, data on file, 2007. 2. CIBA VISION, data on file, 2004. 3. CIBA VISION, data on file, 2007.

4. CIBA VISION, data on file, 2007.

ACUVUE is a registered trademark and ADVANCE and OASYS are trademarks of Johnson & Johnson Vision Care, Inc. Biofinity is a registered trademark of CooperVision, Inc. PureVision is a registered trademark of Bausch & Lomb, Inc.

© 2008 CIBA VISION Corporation

Exclusively yours...



Since the CAO exclusive ENCORE frame line was launched on January 1st 2007, it has proved to be a WIN/WIN/WIN scenario for all participants. This program has generated substantial funds for the CAO's promotion of the optometric profession in Canada.

In January 2010, a natural evolution to the program saw the introduction of the Universa HD Customized Lenses by Carl Zeiss Vision and an aggressively priced LAB PAK combining the value priced ENCORE frames with a wide selection of quality lenses.

The success of Encore / Sophisticate Encore frames, Universa HD and the Frame & Lens Package has resulted in increasing non-dues revenue for the professional activities of the CAO.

For more information contact your Centennial / Centoptic sales representative 1-800-561-6284