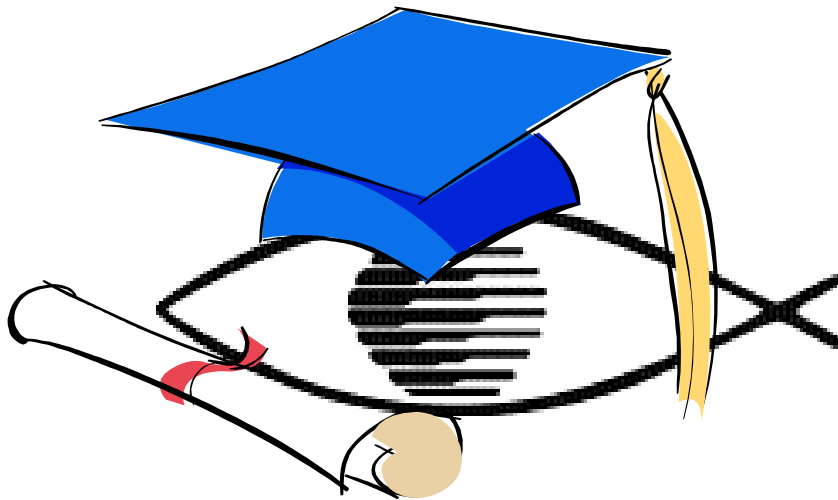


Helping people see...



BEITLER UNIVERSITY

The ever changing marketplace is making it more and more difficult to keep abreast of current events, new technologies and the impact of industry trends on our business. With a renewed commitment to the “University” initiative, Beitler McKee has redefined the standard for providing quality continuing education to eye care professionals. We have strategically designed Beitler University to meet the following criteria for our valued customer partners:

Affordable / Cost effective
Flexible / Adaptable
Interactive / Engaging
Practical / Useful

Convenient / Accommodating
Hands-on / Experiential
Objective / Unbiased
Relevant / Pertinent

An overview of our most popular course selections...

Frame Facts Workshop: Selection Guidelines, Adjustments and Repairs (2 hour class - Spectacle)

The objective of this course is to provide each participant with a hands-on experience that can be put immediately into practice when they next return to work. The program begins with best frame selection techniques, specific to which types and sizes of frames are most appropriate for which types of patient prescriptions – including hyperopic, myopic and presbyopic considerations. From there, the presenter will work the class participants through the following:

- .. Anatomy of a prescription eyeglass frame, including frame parts (which change by frame type)
- .. Tools of the trade, including various Adjusting Pliers, Air Warmers vs. Salt Pans and NEW items
- .. Hands-on frame adjustment and repair workshop:
 - Standard Bench Alignment including ideal Pantoscopic, Face Form and Temple angles
 - Trouble-shooting Misaligned Frames, including Bridge Xing, Variant Planes, Skewed Bridges as well as Temple Spread, Temple Fold Angle and Equalizing Pantoscopic Tilt
 - Customized Fitting and Adjustments, such as Bridge and Nose Pad alignments as well as proper Temple and Ear Piece curvature to match patient features
 - Commonly Needed Frame Repairs, custom tailored (as requested) by the audience

To make the very most of this workshop, participants should bring the following (if at all possible):

- .. One plastic (zyl), one full metal, one nylon cord and one drill mount frame on which to practice
- .. Some hand tools: Nose Pad Pliers, Single and Double Padded Bracing Pliers, Needle Nose Pliers, Angling Pliers and any custom Drill Mount tools they may have available



RGPs for a Rapidly Growing Population (2 ABO/NCLE – Contact Lens)

One of the fastest growing segments of our population is that of presbyopes. Along with aging eyes, older patients come to us with a plethora of other conditions and circumstances that affect our ability to effectively satisfy their eye care needs. This seminar covers a multitude of variables that come in to play as we set out to meet the visual needs of presbyopes with RGP contacts. The agenda is as follows:

- Overview the challenges of treating aging eyes, such as medications that affect tear film and pupil size, loss of accommodation due to reduced elasticity of crystalline lens etc.
- Explanation of RGP contact lenses that are designed to treat presbyopia (simultaneous, aspheric, concentric, alternating and translating designs)
- Pros and cons of all treatment options (including glasses, RGPs and mono-vision)
- Matching the best options with the individual needs of each patient
- Post-correction; evaluating the visual performance of the prescribed treatment and trouble-shooting to ensure the best possible outcome



Advancements in Progressive Design Technology (2 ABO – Spectacle)

The course objective is to provide each participant with a thorough understanding of progressive lens design – What they are; How they work; What can and cannot be done from both design & manufacturing perspectives (why no PAL achieves far, mid or near viewing areas as wide as single vision lenses – no matter what the marketing materials claim!); How some of the leading progressive lens designs compare. Attendees will depart this class better equipped to successfully fit the majority of presbyopes in the most suitable progressive lens for their unique visual needs.

The Basic Optics of Refractive Errors & Corrective Lenses (1 ABO - Spectacle)

There is nothing “basic” about this basic optics course – it is in fact our most frequently requested seminar! This informative class gives a thorough review of the human eye, how it works and what is wrong when patients are diagnosed with hyperopia, myopia, astigmatism and presbyopia – but it does not stop there. Explained is HOW corrective lenses actually work to restore proper vision to patients afflicted with these conditions. With loads of graphic images, this seminar covers it all.

Customer Service: A Critical Differentiation (1 ABO – Management)

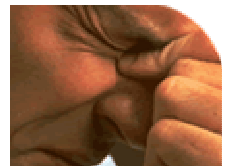
Because many opticians and technicians never receive formal training in customer service, this seminar is perfect for those who could use some pointers to becoming more polished professionals. It is structured to help eye care professionals become more customer focused in their day to day dealings with patients and with each other. This course provides optical staff with practical and relevant suggestions that will lead them to a much more fulfilling career within the eye care industry.

Prescribing Premium Lens Products to Solve Visual Problems (2 ABO – Spectacle)

This comprehensive class covers everything from a history of lens design technology (best form spheres and the correction of off axis errors), to a detailed explanation of why the physical benefits of premium lens options are often given more consideration than the visual attributes, when in fact the visual benefits of products should take top priority when recommending lens options to patients. Items covered include: history of refractive lenses up to and including “aspheric” design; correction of off axis errors (marginal astigmatism and power error); lens manufacturing techniques & the impact on vision; physical vs. visual attributes of premium lens materials; effect of A/R on visual acuity; photochromics

Solve Patients’ Visual Problems w/ Occupational Progressives (1 ABO – Spectacle)

This course is for everyone on staff who is responsible for identifying and solving patients’ occupational related symptoms. There are so many lens options available! This course will explain exactly what causes CVS (computer vision syndrome) and outline various treatment options to consider – but by categorizing the leading OPL products by “best feature” (near, mid, room distance), this program clearly spells out which lenses work best in what situations. Also covered is how to properly fit each OPL to achieve the best possible result.



Developing the Ideal Staff (1 ABO – Management)

Many eye care managers never receive formal training, so this seminar is perfect for veteran opticians who now find themselves in the role of office manager. It is specifically designed to help optical managers become more effective leaders. A successful manager starts by surrounding himself or herself with the best possible team of players, so this course spells out the human resource “do’s and don’ts” of hiring. Another (often neglected) key responsibility of managers is to set the vision for their team and then fully equip employees to attain those goals. This course provides managers with practical and relevant tools to help them lead hourly personnel toward exceptional performance and teamwork.

Additional Beitler University Course Topics:

PRACTICE MANAGEMENT:

MBA Workshop: Business Essentials for Doctor/Business Owner (full day workshop; sp. Rich Hughes)
Effectively Marketing an Independent Private Practice (3 COPE; half day workshop; sp. Samantha Toth)
Accounting 101 for Eye Care Professionals (half day workshop; sp. Rich Hughes)
Competing for Today's Consumer (1 ABO credit hour; intended for all staff & docs; sp. Susan Henault)

OPHTHALMIC OPTICS:

Building Blocks of Fitting RGP's (2 ABO Credits; sp. Mike Klaphake)
Fitting Today's Toric RGP's (2 ABO Credits; sp. Mike Klaphake)
Aspherics: The Best Choice for Better "Looking" Lenses (1 ABO Credit; sp. Susan Henault)
Lensometry & Inspection Techniques Workshop (2 hour class; sp. Stephen Henault)
The Power of Prism in Lenses (90 minute class; sp. Stephen Henault)
ANSI Standards: Understanding Your Responsibility (1 hour class; sp. Stephen Henault or Pete Pugliese)
Polarized Lenses: The Impact on Your Patients and Your Profits (1 hour class; sp. Susan Henault)

GUEST SPEAKER PROGRAMS ARE ALSO AVAILABLE:

Trivex – A Unique Balance of Performance (guest speaker from PPG)
Primary Consideration for Second Pair Sales (guest speaker from Vision Ease)
...and many others...

Beitler University Questions and Answers:

Is there a fee to attend Beitler University?

A half day of training (4 hours) is \$250 and a full day is \$500 per office, regardless of how many attend (both include the cost of lunch, which we provide). These fees are waived for Champion's Club members and long standing customers who loyally send their RX work to Beitler McKee. You may also request a scholarship to send someone to a pre-scheduled event; contact your sales rep to inquire or apply.

What payment options are available for attending (or sending staff to) Beitler University?

If you have an open, current account with Beitler McKee Optical Company, we recommend billing the B.U. fees directly to your account. Otherwise you can pay by check or any major credit card.

Are continuing education credits available for attending B.U. courses?

Some classes are ABO & COPE certified and some are not. If credits are available, that will be clearly noted in the course listing or description. We need to schedule at least 90 days in advance if you wish to have a private event for your staff that includes providing continuing education credits.



**BEITLER MCKEE
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