



PIO 2010

PRESERVING INDEPENDENT OPTOMETRY

MARCH 26TH-28TH

PORTOLA HOTEL & SPA, MONTEREY, CA



ACHIEVING EXCELLENCE THROUGH NEW OPPORTUNITIES

A powerful program with practical information on the expanded scope of Optometric Care. Topics include: hiring associates to adopt the medical model, best practices in contact & spectacle lens management, understanding practice profitability and high-powered marketing to build patient awareness.

KNOWLEDGEABLE SPEAKERS

Mark Wright, OD, FCOVD
Carole Burns, OD, FCOVD
Jay Binkowitz, President, GPN
Ron Goldman, Esq.

DON'T MISS THE 5TH EDITION OF THIS HIGHLY RATED SERIES!



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PRIMARY EYECARE NETWORK

REGISTRATION

Practice: _____

Phone: _____

Contact: _____

Email Required: _____

Seminar Attendees (Please Print):

1. _____

Registering for golf?

Yes No

2. _____

Yes No

3. _____

Yes No

4. _____

Yes No

Spouse/Guest (Attending Evening Receptions Only):

Registering for golf?

1. _____

Yes No

2. _____

Yes No

Lodging

Special room rates available at the Portola Hotel & Spa.
Make reservations online at www.PrimaryEye.net before 3/5.

REGISTRATION FEES

One Attendee (\$325): _____

Two Attendees, same practice (\$260 each): - **Save 20%** _____

Three or more Attendees, same practice (\$195 each): - **Save 40%** _____

Golf Tournament (\$150 each): _____

Friday, March 26th Del Monte Hyatt Golf Course

Total: _____

Bill my PEN account # _____

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Name: _____

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