

Dear Fellow Optician,

I take pride in my more than 30 years as a member of the optical profession. I am fortunate to have met and worked with countless, wonderful people throughout my career, and I treasure the relationships I have developed with so many of you. About 15 years ago, I began to write and present seminars, both in-classroom and home study for opticians, mostly for CEDO, but also other state organizations, private practices, and community colleges as well. Soon after, I also began to conduct Management and Leadership seminars as an adjunct instructor for Rockhurst University out of Kansas City, Kansas.

If you have ever attended one of my optical seminars, for the class time we spent together it was 100% *me*. For better or worse – content, Power Point slides, handouts – I am responsible for it all. I am proud of the professional, informative, entertaining manner with which I always endeavored to conduct the classes. I slowly began, however, to be frustrated with things that quite frankly, were out of my control - things that should have been attended to by the organization that had contracted with me to speak, and had taken your hard-earned money for the event. Things like not starting on time, not following the stated schedule, not treating attendees with respect and gratitude, disorganization and confusion, shoddy and uncomfortable room setups, lack of classroom monitoring to maintain a learning environment, using other unprepared or unprofessional instructors, and not taking responsibility for any of that; instead, blaming circumstances, the post office, or hotel staff.

Therefore, I have decided, starting with this next biennium (2015-2016), to independently present Continuing Education classes for all Florida Opticians. Through my existing optical company I have formed a **NEW** entity simply called **Optical Seminars**. It has been registered as an approved provider of continuing education by the Florida Board of Opticianry (provider # 50-13491), just like POF, CEDO, Focal Education, and others. So why should you choose Optical Seminars over all the others? **Five reasons:**

1. Since I will be acting as administrator and as one of the presenters, I will pass all those **SAVINGS** on to you. I have also enlisted the services of other professionals - optometrists, ophthalmologists, progressive lens experts, contact lens professionals, and sales specialists to advise me and also present classes. This will provide a great balance of **variety** and **value**. At most seminars you'll get a couple classes presented by me, AND some classes with other, bright new optical speakers.
2. Optical Seminars will present only the **BEST**, informative, current, practical classes designed to enhance the profession, your job performance, your professionalism, your personal well-being, and career satisfaction.
3. Optical Seminars will always **RESPECT** you, your **TIME**, and your **MONEY** (sign up now and take advantage of what is essentially a **BOGO** – Buy One biennium of education and Get One biennium of education **FREE**.) We will conduct every seminar day in a friendly, efficient, and professional manner.

4. Optical Seminars will never use speakers who are obviously there to promote their own products, brand, or service, or who are incapable of providing a **QUALITY**, engaging, professional class.
5. I give you my personal **GUARANTEE** you will be happy with your seminar day. If you are not 100% satisfied with every aspect of the seminar experience, I'll make it right, or your next 10 hours are on me!

If all of that sounds good to you, sign up NOW to become a charter member of Optical Seminars. That means you will receive 40 hours of continuing education over the next two bienniums (4 years!) for only \$229 (**less than \$6 per credit hour!**). Also sign up to receive profession updates, and seminar and registration information as it becomes available, by e-mail, phone or US mail – whichever is easiest for you . No obligation...just a way for me to keep you informed in the way that is most **convenient for YOU**. You'll be glad you did, and so will I. Thanks for taking the time to read my message.

Sincerely,

Anthony Record

