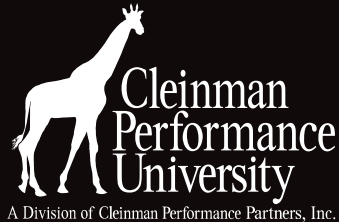


Better perspective



Spring/Fall 2012 Calendar

Better results

Tuition for Cleinman Performance University Workshops is only **\$995** for Members, **\$1195** for Non-Members. All meals and course materials are included.

Members, take advantage of our **payment plans**: Register one or two students in 2012 and **extend** your payments over three months!

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New Year, Big Savings! Members, enroll three or more team members before **February 1st, 2012** and enjoy a special **\$450** discount!*

View each course syllabus online at **www.cleinman.com/education**

*Disclaimer: Workshop payment will be billed on the 15th of each month and cannot be combined with other discount offers. The workshops purchased are not open-ended and must be specified at the time of purchase. The workshop attendee must also be specified at time of purchase. Payment plans may not be combined with other offers.

Gain a different perspective



...with workshops at
**Cleinman
Performance
Network**



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I was **WOW'ed** by the preparation, information and positive environment...

I **loved** that they **challenged** us!

Jennifer S., Colleyville, TX

Get focused on your team's success!

Dallas:
Spring 2012

January 20-22 Practice Management for Practice Managers

David Spisak, CMPE,
COO Medical Management

Develop systems and manage people to lead a cohesive & productive team and successful practice performance! Includes DISC analysis, benchmarking tools & data.

February 17-19 Mind Your Business

Gregory Barford, CPA

Financial management with an optometric twist! Learn best practices for annual budgeting, understanding financial documents, using benchmarks and assessing ROI. Recommended for ODs and financial staff.

March 16-18 Sales Secrets of Optical Stars

Judie Brighton,
Optical Expert

Our most popular workshop returns! Learn best practices for boosting average eyewear sales and second pairs.

April 20-22 Technical Excellence in Optics

Jill Luebbert, CPOT, ABOC

Give your team the tools to educate patients in a fun and rewarding way to develop patient loyalty and inspire their investment in excellent vision care.

May 18-20 Contact Lens

Instructor TBA

Learn fitting techniques, merchandising and inventory best practices. Turn contact lens into a profit center by developing your toolkit to sell and position your products and services.

View each course syllabus online at www.cleinman.com/education

Their growth begins here!

Chicago:
Fall 2012

July 13-15 Human Resources Management

Mary Schmidt,
EyeSystems

Build your team by managing toward common goals. Learn best practices for hiring, employee development, navigating challenges and minimizing turnover!

August 10-12 Insurance Operations Management

Tom Ford,
Texas State Optical

Stay ahead of industry trends and regulations by mastering plan profitability assessment, reimbursement management, claim submissions, regulations, contracts & coding.

September 14-16 Tech Perfected

Jill Luebbert, CPOT, ABOC

Learn the basics of visual assessment, diagnostic testing, chair-side assisting and more! Great for new members of the team!

October 19-21 Sales Secrets of Optical Stars

Judie Brighton,
Optical Expert

A second opportunity to attend our most popular workshop! Learn best practices for boosting average eyewear sales and second pairs.

November 9-11 Creating Practice Demand

Kathleen Frascatore,
Cleinman Performance Partners, Inc.

Expand your patient base and increase your bottom line by effectively managing your marketing efforts! Recommended for ODs and team members involved in marketing your practice.

Class size is limited to 20, register now before your class is **SOLD OUT!** See back cover for pricing and important class information.

