



presents

The Road to Success

Paving the way with skills, not just talk

Sponsored by:  & 
essilor *optical company*

From the fun and engaging branding workshop to talking product and measuring for success, this workshop covers all bases of running a successful practice in a personal, hands-on experience.

Two Dates/Locations available:

Saturday, August 23rd
8:00AM - 3:00PM
Hilton Irvine/Orange County
18800 MacArthur Blvd.
Irvine, CA 92612

Sunday, August 24th
8:00AM - 3:00PM
Marriott San Francisco Airport Waterfront
1800 Old Bayshore Highway
Burlingame, CA 94010

**Registration for this exclusive event is only \$129,
which includes breakfast & lunch!**

Go beyond just sitting in a crowded audience to participating in one-to-one discussion, honing the strategies necessary to obtain profitable growth.



About the speaker: Jay Binkowitz is the President and CEO of GPN. Over the last 30 years Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes.



Space is Limited - Register Online Today!

8/23 • Orange County
<http://conta.cc/1nLST76>

8/24 • San Francisco
<http://conta.cc/1my5gXL>