



GUILD MEMBERSHIP BENEFITS

Established in 1926 as the Guild of Prescription Opticians, the Opticians Association of America (OAA) is the only national organization representing opticianry's business, professional, educational, legislative and regulatory interests.

As a Guild Member of the Association, OAA represents you. OAA is the voice of the opticianry industry and works as a promoter and communicator within and outside the industry while also protecting the reputation and perception of the industry in a local and global market.

Eligibility:

A Guild Firm Membership is the most recognized and respected membership category offered by the Association. Any "Opticians Association of America" Firm Member, which is in sympathy with the purposes and objectives of the Association, which is committed to the promotion and protection of retail opticianry, and is in good standing with the Association, may apply for affiliation with the "Guild of Prescription Opticians of America". The "Guild Member" must meet **ALL** requirements as set forth by the governing body of the Guild, the Guild Council. These requirements must include, but are not limited to, the following:

- (A) That the firm in a licensed state must operate under the licensure laws, and all opticians shall have a valid state license.
- (B) In a non-licensed state all firm member opticians shall be certified by the American Board of Opticianry, when actively engaged in the dispensing of eyewear and/or the National Contact Lens Examiners when actively engaged in the fitting of contact lenses. Certification must be maintained by meeting the continuing education requirements of either or both certifying Board(s).
- (C) The firm shall agree that all dispensing opticians in its employ shall maintain current all their credentials and continuing education requirements attesting to their optical dispensing competency.
- (D) No optometrist or ophthalmologist may be the sole owner or only officer of a Guild Firm.

Benefits of Membership:

OAA provides our membership several avenues of assistance: Promoting the industry as a whole; creating opportunities to assist you in making new industry contacts; strengthening your existing business relationships and keeping you abreast of current conditions and advances within the industry.

Networking & Marketing

- **American Optician** – a premier industry publication that is distributed twice annually to OAA members, industry leaders, and media professionals throughout North America. Through its relevant and insightful content, the *American Optician* keeps readers on the inside track about issues and events facing the opticianry industry.
- OAA's Annual **National Opticians Convention** – truly a unique gathering of the opticianry community, the annual convention provides attendees time for direct, personal contact with industry leaders and exhibitors. Educational seminars, keynote speakers and peer networking opportunities are all part of the annual convention.
- OAA's Annual **State Leadership Conference** - Leaders from a majority of the States and Canada attend educational seminars and topic specific breakout sessions that address subjects from growing membership numbers and legislative affairs to hosting meetings and communication synergy. The attendees immerse themselves in networking events that help build better synergy throughout North America.
- **eBlasts** – Throughout the year, OAA will send important updates to you via email to ensure that you are informed of industry related issues from legislation to the latest technology available to the industry.
- Twice annually, OAA sends out an **eConference Guide** that lists all the state association meetings, educational conferences and conventions.
- Through **strategic alliances** with the American Board of Opticianry (ABO); the Commission on Opticianry Accreditation (COA), the Contact Lens Society of America (CLSA); the National Academy of Opticianry (NAO); National Contact Lens Examiners (NCLE); the Vision Council; State Associations and many industry partners, your OAA membership immediately shows your credibility to these and other organizations that work directly with opticians.

Education:

OAA offers the training and resources you need, regardless of the level of your career or the size of your company.

- Spectacle and Contact Lens Online Education
- Online Store with Manuals, Test Reviews and Home-Study Courses
- Access to the CLSAU Online University
- Leadership Development Classes and Sessions
- Industry Specific Education Seminars and Management Classes

Advocacy:

- OAA provides a strong voice for the opticianry industry on legislative issues impacting how our industry operates in your home state as well as nationally.
- OAA's government relations program helps develop policy positions that the industry pursues to ensure laws and regulations are favorable to the interests of opticians.
- OAA provides education to lawmakers and policy makers on the benefits of the opticianry industry.
- Through OAA's website, members are given access to **Capwiz**, an award-winning online advocacy solution that empowers more than 1,700 associations, corporations, and nonprofits to influence legislation by educating and mobilizing their grassroots supporters.

Improve Your Status as a Retail Optical Dispensing Firm:

OAA's standards mean quality. For nearly a century, our name has given opticians a competitive advantage in the marketplace.

- Your membership gives you instant credibility and name recognition and helps you gain a foothold within the industry that no other association can provide.
- As a Guild Member, your firm will be recognized as a firm who holds the highest level of membership a retail optical dispensing firm can obtain through the association.
- As a Guild Member, you become a part of an elite group of retail firms who take great pride in their profession and the industry as a whole.
- You have access to our online membership directory, job listing postings and other support services to assist you in becoming a successful optician.
- You will receive a **Guild Member Lapel Pin**, a Guild Membership Window Sticker for your office, a **Guild Membership Certificate** you can display in your office, so that consumers know that they are dealing with a highly professional and respected optical dispensary.
- **Guild Member Logo Usage Privileges** – use the Guild logo on your business cards, office literature, and any other products you wish to show you are serious about professionalism.

Other Important Benefits:

- Access to **OAA Health Plan** – With a myriad of plans and an extensive network of national healthcare providers (over 1,000,000), this is one of the most comprehensive health insurance programs available.
- **Hertz Member Savings Card** – Hertz offers OAA members discounts at participating locations in the U.S. and around the world.
- **Membership Discounts** for Online Education Resources to National Convention and State Leadership Conference Registration Fees
- The positive feeling that you are assisting the Opticians Association of America engage opticians through involvement and connection for the direct benefit and growth of our industry.