Greetings to all,

The singer, Brandi Carlisle recently sang "All of these lines upon my face tell you the story of who I am. So many stories of where I've been, and how I got to where I am". I’ve been listening to this song a lot lately and wondering the same thing. How did we get to where we are as a profession?

Suddenly, it seems that we are now being told what product we are going to provide to our patients. What lens we are going to use. What material we are going to select for them. What treatments we can suggest. What laboratory is going to fabricate the order. How we are going to submit this order. And finally, and most concerning... how much money we will ultimately make!! My goodness, talk about lines on my face... How did this all happen and when are we as a united group going to say, Enough is Enough?

We, as Opticians, are the most important cog in the entire ECP machine!! Without us, NOBODY gets eyeglasses!

If you are not torqued off by this whole scenario.. you should be. I'll probably get a few calls and emails for saying this, but it needed to be said. We work way too hard to provide excellent care for our patients to be beat up like this. The relationships we work so hard to build are being destroyed by a paper card in a wallet.

If you agree with me, let me know. If you disagree with me, let me know. But don't just sit there and expect the Opticians Association of America to fix it all. We need your help and your voice to affect change!!

Tom Barracato
President, Opticians Association of America
Your OAA is in the beginning stages of planning our 30th Annual Leadership Conference! We are so excited to be organizing this milestone event! So as you move through your summer and fall, don’t forget to mark your calendar to attend Leadership 2015! It’s gonna rock!

If you would like to participate as a breakout leader, or in some other capacity at the conference please contact me at sbrown405@twc.com. You are the reason this event is one of the best in the nation! We welcome all feedback and ideas for success!

Please begin NOW gathering donation items for our silent auction and raffle that will be featured at the conference. All proceeds are donated to our charitable arm The Vision of Hope, Providing Vision for the Needy; One Pair of Glasses at a Time through Education and Leadership. At Leadership 2014 in New Orleans we set a goal of raising $6,500 at our auction to surpass the previous year’s accomplishment of $6,100. We blew that out of the water and raised over $7,000!!! Thank you so much for your generosity!

Speaking of Leadership 2014 in New Orleans…..Was that a great time or what?! The Astor Crowne Plaza on Bourbon Street turned out to be a great venue for Leadership Learning through the general session gatherings and Breakout Sessions with Leaders that were second to none. Our newly developed PARTNER RESOURCE EXPERIENCE received rave reviews from all who attended. We have plans to include and possibly expand it during Leadership 2015.

We were both proud and honored to have had 22 Student and Apprentice Opticians in attendance in New Orleans. OAA provided travel grants through a HOYA sponsored program to help ease their financial burdens so they may attend. They are the future of Opticianry and we learned much from them as well! I would like to extend a big Thank You to all students and apprentices for working the registration tables! It gave us an opportunity to get to know one another as fellow members of our OAA Family! There will be opportunities again at Leadership 2015 for Students and Apprentices to receive financial travel grants. Please watch for email blasts and on the OAA website for more details coming soon!

How about that great reception at Latrobe’s on Royal? A HUGE Thank you to Europa and The Vision Council & International Vision Expo for sponsoring such a wonderful gathering! It was great fun!

I would like to also extend immense appreciation for our Executive Director Chris Allen. His Passion for us and our profession drives him every day. His Vision helps to shape and mold our Leadership Conference and bring us together to support one another within our Family. Thank you Chris!

The OAA Leadership Conference is one of my most cherished events of the year. I look forward to seeing you all again in February 2015!

Sandy Brown
Chair, Leadership Conference
1st Vice President, Opticians Association of America
The Opticians Association of America names its 2014 State Leader of the Year...

The Opticians Association of America's State Leader of the Year Award is the highest honor and the most prestigious award our association can bestow upon any individual. The award is given annually to an individual who has displayed extraordinary and outstanding service to their home state, the Opticians Association of America, and the profession of opticianry.

This award was given out for the first time in 1994. This year's winner represents the 21st State Leader of the Year. Over the past 20 years, the Opticians Association of America has chosen many great individuals for this honor and this year was no different.

The Opticians Association of America is proud to announce that Donna Hatch of Washington State has been named the 2014 OAA State Leader of the Year!

Eric Lindbloom HOYA Student Leader Winner

At the recent Opticians Association of America’s State Leadership Conference, the Vision of Hope Foundation announced the winner of the 2014 HOYA Student to Leadership Contest. Eric Lindbloom, a student at Erie Community College, was named the winner and received an all-expenses paid trip to New Orleans, Louisiana for the 2014 OAA State Leadership Conference.

Eric Lindbloom won the contest, which was open to all second-year opticianry students of NFOS schools, by creating a PowerPoint presentation on the topic of “how can we all become leaders in the optical field.” Chris Allen, OAA Executive Director, had this to say about Mr. Lindbloom, “Eric is an exceptional young man whose future is as bright as they come. The future of the profession of opticianry will be guided by individuals, like Eric, and after meeting this future leader I can confidently say that the future of our profession is in very capable hands.”

The Opticians Association of America, the Vision of Hope Foundation and HOYA believe that it is essential to the overall growth of the profession of opticianry to engage students and help them develop as the future leaders of our profession. In our opinion, the best way to accomplish this is to help students meet and create relationships with current optical leaders.

OAA’s State Leadership Conference is the premier networking opportunity for the Opticianry Industry. The event provides leaders from all over North America time for direct, personal contact with industry leaders, giving those leaders the opportunity to ask meaningful questions, view and discuss the issues facing the industry, and strengthen their professional relationships.
Each year during the State Leadership Conference, OAA has the difficult decision of naming the State Website of the Year winner. The State Website of the Year must contain certain criteria which range from professional quality and appearance to the overall contribution of opticianry. The Opticians Association of America's selection committee has chosen the Opticians Association of Massachusetts as the coveted winner of the 2014 State Website of the Year.

Thank you to everyone who submitted articles for this edition of “The American Optician”. I encourage any states that have an article or special events they would like to let other states know about, please let me know and I will be sure to contact you when it is time for our next newsletter. It is so important for all states to be aware of what is going on throughout the country. What we do and how we handle it has an effect on all opticians and how the public perceives our profession. We are working hard to have better public awareness of what an Optician is and what we do. In that process we need to make sure all Opticians understand the importance of the job they do and the effect their profession has on the Optical Industry as a whole.

“The American Optician” is one format that helps to get information about what is going on in our profession to all opticians. With that in mind I again encourage you to submit articles to be published in this newsletter that will allow all Opticians to learn more about what is happening in our profession.
On January 16-18, 26 students and apprentices attended the OAA Leadership Conference in New Orleans. This conference brings together leaders from state associations from all over the United States. It allows for the leaders to meet and share ideas and look at the future of opticianry.

This year, due to a generous grant from the ABO/NCLE and the OAA, the students attended a program specifically formulated for them called Leadership Academy. This program, headed up by Blair Wong and Dibby Bartlett, offered breakout sessions, such as Stepping Into Leadership and Succeeding in Leadership. Thomas Blair Jr and Donna Hatch taught two invaluable breakouts called Leadership Bootcamp 1 and 2. Students spent the weekend together attending these classes and joining in exercises formulated to heighten leadership skills. This resulted in the formation of a Student Chapter of the Opticians Association of America. This Chapter will guarantee the future of this important program and the critical future communication of this group. This program is funded for at least two more years.

I would like to personally thank you for the opportunity to meet many great leaders in our industry. The conference was amazing and I look forward to the future of opticians. The students and apprentices breakout sessions were very interactive and there are many people like me that are passionate.... During dinner the Students and apprentices verbally proposed a chapter within the OAA. We are seeking to create a division to get the youth of our field involved as a nation. To have the states understand from a different perspective how the world is going to change with the younger population. We are the generation who is going through the schools and apprenticeship. We can have the voice of what is being done throughout the nation. The voice of how we would like to be educated at the continuing educational meetings.

Thank you again for an amazing conference and I can only imagine what the world will be like with so many great minds collaborating together! - Kyle Watson, Apprentice, Massachusetts

A few months ago I was given the opportunity to go to New Orleans for the annual Opticians Association of America leadership conference. I had no idea what I was signing up for, or what I would see. I can tell you with honesty that it was one of the most inspiring experiences I have had. The passion that I witnessed was a sight to see from such an amazing group of people. Going there solidified my decision to become an optician. I learned that opticians are the type of people that give without getting in return. Most of the people I met have given so much and have been to so many different places. There are so many different ways to give back, and different charities to take part in. I cannot wait to give back, and help those who cannot see. I will never forget the first time I looked through my lens. I never realized all of the things I never saw. That is a feeling I hope to recreate for others for years to come. Each day I was taught what leadership was, and what it takes to become a leader. It made me see different qualities in myself that I didn't know I had. I am thankful I was able to be a part of such a great experience. I hope that others have the ability to experience, see, and learn all of what I was given the ability to learn.

- Megan Redman
# 2014 Opticianry Calendar

## July 2014

**SouthEastern Opticians Conference**  
07/18 – 07/20  ●  Atlanta, GA

## August 2014

Professional Opticians of **Florida**  
Summer Showcase  
08/02 – 08/04  ●  Cocoa Beach, FL

## September 2014

**OptiCon**  
(ABO-NCLE)  
09/03 – 09/07  ●  Nashville, TN

Opticians Association of **Georgia**  
09/13 – 09/14  ●  Dalton, GA

**Vision Expo West**  
09/17 – 09/20  ●  Las Vegas, NV

## October 2014

Opticians Association of **Washington**  
10/18 – 10/20  ●  Wenatchee, WA

Opticians Association of **Kentucky**  
10/18 – 10/19  ●  Lexington, KY

Opticians Association of **New Hampshire**  
10/19  ●  Nashua, NH

## November 2014

Opticians Association of **Massachusetts**  
11/08 – 11/09  ●  Southbridge, MA

Professional Opticians of **Florida**  
Vision Preview  
11/08 – 11/10  ●  Weston, FL

Opticians Association of **Georgia**  
11/15 – 11/16  ●  Savannah, GA

[www.abo-ncle.org/conference](http://www.abo-ncle.org/conference)
ABO & NCLE Testing Information

The ABO & NCLE Board’s vision, from the beginning of computer-delivered administrations of the exams, has always been to offer the exams more frequently than twice a year. As ABO & NCLE work toward continuous testing, ABO & NCLE is very excited to advise each of you that it is now able to offer the National Opticianry Competency and the Contact Lens Registry Exams four times per year, commencing with the August 16 through August 30, 2014 time period. Beginning June 15, 2014, online registration will be open all-year long, with an applicant being able to select from the next two exam administrations. When a registration window closes for a particular examination, the candidate will then be able to select from the next two exam administrations.

The online registration process will restrict anyone who fails an examination from attempting to retake the exam(s) in the next regular exam administration period.

2014 Exam Dates and Deadlines

→ August 16-30 Exams; Regular registration ends on July 12, 2014
   Late registration ends on July 19, 2014
→ November 8-22 Exams; Regular registration ends on October 4, 2014
   Late registration ends on October 11, 2014

2015 Exam Dates and Deadlines

→ February 14-28, 2015 Exam; Regular registration ends on January 10, 2015
   Late registration ends on January 17, 2015
→ May 9-23, 2015 Exam; Regular registration ends on April 4, 2015
   Late registration ends on April 11, 2015
→ August 15-29, 2015 Exam; Regular registration ends on July 11, 2015
   Late registration ends on July 18, 2015
→ November 7-21, 2015 Exam; Regular registration ends on October 3, 2015
   Late registration ends on October 10, 2015

Information about the exam administration at the National Optician's Conference, 2014 OptiCon, in September 2014, will be available soon.
Great American Optician Video Contest

The Great American Opticians’ Video Contest

Show us What is an OPTICIAN?

You could WIN $3,500

The Opticians of America is holding a VIDEO CONTEST to tell the world what we do!

Create a short 30-90 second video describing:

WHAT IS AN OPTICIAN?

First Place $3,500
Second Place $2,000
Third Place $1,000

Video Submissions
Starts April 17th & Ends June 30th 1014

To Enter visit: www.OAA.org

Lend Your Lens • Tell the World And Win
Be Brilliant, Be Ingenious, Be Unexpected, Be Extraordinary
The Opticians Association of America would like to announce that the deadline for submissions to the Great American Optician Video Contest has been extended to Friday, July 18, 2014.

Great American Optician Video Contest
Celebrity Judges

Randy Jackson’s fearless and forward-thinking mentality has guided him from musician, songwriter, and Grammy Award-winning producer to revered record-industry executive, business entrepreneur, best-selling author, talent manager, and beloved television personality.

Randy has worked with musicians such as Jean-Luc Ponty, Herbie Hancock, Smokey Robinson, Whitney Houston, Aretha Franklin, Madonna, Bob Dylan, Billy Joel, Bon Jovi, Keith Richards, Journey, Carlos Santana, Jerry Garcia, Bob Weir, and countless others. All in all, he has over 1,000 gold and platinum plaques to his name, with collective sales exceeding 200 million copies.

Fox’s American Idol has turned into one the highest-rated television shows of all time and has become a phenomenon that yielded some of the most crucial artists of the twenty-first century. As the program’s longest-standing panel judge, Jackson reached an iconic status within pop culture as a true gatekeeper over the course of twelve highly successful seasons. He returned in the thirteenth season to lend his industry expertise as the in-house mentor.

Jackson continues to push the envelope outside of music as well. In partnership with Zyloware, he developed his own eyewear line, Randy Jackson Eyewear, bringing his signature stylish frames to the masses.

Amy Schneider is the Co-Founder and Vice President of Product Development of Eyes of Faith. Amy has been an optician for 20 years, and was named one of the Most Influential Women in Optical by Vision Monday in 2010. Amy and her husband, Jim Schneider, founded Eyes of Faith in 2008 to offer designer eyewear that reflects the spirit of faith and makes a global difference. Amy designs eyewear for their family of brands including Eyes of Faith®, and licensed brands VeggieTales®, Not of This World®, and Women of Faith®. Eyes of Faith’s fashion-forward styles fit patients of all ages and incorporate inspiring design elements such as a cross on the outside or scripture on the inside. Their Wear & Share® promise transforms a portion of every purchase into eye care or eyewear for someone in need, which is delivered during optical missions domestically and abroad. The company’s vision for Wear & Share is to allow people to wear their faith and share the gift of sight, and the program has already generated funding to reach more than 20,000 lives around the world.
Celebrity chef and long-time Transitions® lenses wearer Robert Irvine has always lived a healthy lifestyle, with healthy vision in mind. He doesn’t miss a special moment because he can always see his best.

Robert has had spent more than 25 years in the culinary profession, and there aren’t many places he hasn’t cooked or challenges he hasn’t had to cook his way out of. During his time in the British Royal Navy and in the years that followed, Robert has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels, on the high seas and even for the Academy Awards; and that was before his career in TV.

As the host of one of the Food Network’s highest rated shows, Restaurant: Impossible, Robert is best known for saving struggling restaurants across America by assessing and overhauling the restaurant’s weakest spots. Recently, Robert added a new challenge to his resume as he mentored and challenged aspiring chefs as the host of Food Network’s new show, Restaurant Express. Going on its third year, Robert continues to tour his live show, Robert Irvine LIVE, across the US. Robert also operates Robert Irvine’s Nosh, a restaurant in Hilton Head South Carolina, and is the author of two cookbooks, Mission: Cook! and Impossible to Easy. Robert was previously the host of Food Network’s Dinner: Impossible and Worst Cooks in America.

Visit www.ChefIrvine.com to learn more about Robert Irvine, his TV shows, live shows and restaurants.

Cynthia Shapiro founded Europa International with her late husband, Alan, in 1977. Cynthia is a fashionista, business woman, and designer. After seeing her friends having to settle for a limited selection of lifeless readers Cynthia decided to take the eye glass world by storm. With no previous design background, Cynthia began to create her own line of bold, sophisticated readers. The ideas kept flowing and Cynthia began designing other fashion accessories like chains, bracelets, earrings and hand bags and her now, popular ophthalmic line of eye wear.

Throughout 31+ years in the optical industry, Europa has proven to be one of the most dynamic eyewear and sunwear manufacturers in the United States. With steady growth each and every year, Europa has evolved from a regional distributor in the Midwest, to an international corporation selling across the United States and in more than 20 countries worldwide.

A simple business philosophy of providing customers with quality products, fair prices, and unbeatable service has propelled Europa's ongoing success. Today, Europa has expanded that original philosophy to include a customer driven approach which focuses on satisfying the needs of every optical retailer. From designer eyewear and sunwear, to a collection designed for managed care concerns, Europa has the product, programs and desire to meet the challenges required of a valued vendor.
Being an Independent business owner does not mean going it alone when it comes to the Guild of Dispensing Opticians, it simply means you have chosen to define your own path to success, you have had the training and the education and you have defied the odds by succeeding in business by supporting yourself and others and by being of service to those in need of the best vision care you can give.

Since 1926 Guild members have chosen to go the extra mile, they have made the commitment to advance their profession with education and accreditation and to conduct business with the highest of standards and integrity and to provide their patients the finest quality optical products and services available.

Guild members take pride in their work, their profession and in their businesses, whether they are a one shop mom and pop or a multi-location operation they are owned and operated by an Independent Optician who sees the value of belonging to a group of like-minded professionals and chooses to align with the best in the industry.

When I first entered this field as a receptionist, the Ophthalmology group I worked for only recommended Guild Opticians to their patients. Back then it was very common to have an Independently owned optical business and the Doctors recognized the quality that the Guild name stood for. To me it seemed mysterious and prestigious that those Opticians garnered such respect from the Doctors. Demographics have changed since then and the number of Independent Optician owned businesses are fewer and farther between…but we are still here.

When I was an apprentice Optician I learned from my mentor the values of advancing my education, running a good business and the benefits of Association Membership. I first joined the Opticians Association of America after being drafted onto my State society board when their secretary decided she had better things to do than advance a common goal. I have been a member ever since.

When I opened my own business I became a firm member because I wanted my practice to be a part of something larger, I did not want to go it alone and I have not had to, I have met the nicest people in OAA and I now friends from all across this country! I did not even know that I could be a Guild Member until someone on the Guild council invited me to join. In my mind the Guild was still a mystery, unobtainable to me and beyond my means. Once I learned that joining the Guild was only $100.00 more than my current firm membership and that I had already met all the criteria that the Guild council had established so long ago I was eager to join! The Guild stands for the very things that I want my business to be known for like quality, honesty, integrity.

When I was asked to sit as Guild Council chair I said that I wanted to make a difference and I think I will!

If you are a student or an apprentice I challenge you to go farther, learn more, and do your best.

If you are an Optician working for someone else but yearn to have more control over your destiny I encourage you to dream big, follow your goals, open your own business and don’t let anyone tell you that you cannot do it or that it won’t happen…because if you can dream it you can be it!

And if you’re an Independent business owner I invite you to join the Guild.

Christi Brand, Guild of Dispensing Opticians Chair
Vision of Hope Foundation

“Give Unto Others” - a mantra we have grown up hearing in our lives.

Some have taken it to heart. Michigan, Washington, Ohio, and Illinois State Associations have all had fund raisers for the Vision of Hope Foundation to contribute to the funding our organization distributes to others.

Bill Fleetham from Michigan, includes his daughter on his missions to Mexico in order to teach her about giving back. The Vision of Hope Foundation has given him funding for his expenses, so that they can travel to give back together.

Amy Malone, from Washington, travels to Jamaica each year. The Foundation helped with funds so that she could distribute 5,000 pair of non RX sunglasses to the people of Jamaica.

Larry Forth with A & A optical, supplied frames for a day mission in Seattle, so that the homeless could see better. A & A Optical are always willing to help with frames for the less fortunate.

Our antique eyeglass collection, at least a part of it, is on display at The Optical Heritage Museum in Southbridge, Massachusetts. The rest is on display at The Ben Franklin Institute College in Boston, Massachusetts.

There is a video about eyeglasses being created by a retired Ophthalmologist, Dr. Fleishman, and the Foundation has contributed to his dream of giving back.

As limited as our funds are in our small, but ever growing Foundation, we have and want to continue to Give Back. There is funding available for missions, education, and projects reflecting our mission of providing vision for the needy; one pair of glasses at a time through education, leadership and mission work.

For information on the Foundation, please visit us under the giving back section of the Opticians Association of America’s website (www.oaa.org). - Diane Charles, Vision of Hope Chair
The Vision of Hope has helped me the last two years to participate in vision mission trips to help those in Central America. This year our team went to Vera Cruz, Mexico. Our team consisted of four Optometrists, one MD, one optician, and 13 other volunteers. We arrived Saturday night and had the opportunity Sunday to sightsee in the great city before setting up our clinic. We worked the Monday thru Thursday the following week with the goal of seeing 600 patients a day. We were close to that goal the first three days and our goal was finally met the last day! Our final numbers were seeing 2,400 patients and fitting about 1,850 pairs of glasses. Thank you for the opportunity to help those who are in need! - Bill Fleetham

VISION OF HOPE PROGRAMS

- **Russell Fritz, Sr Memorial Scholarship Fund** was established in memory of Russell Fritz as a tribute to his personal contributions to and achievement in the field of opticianry. Second year students in an opticianry programs are eligible for tuition scholarships. Donations designated for scholarships will support this program.

- **Eric Muth Library and Museum**, dedicated in 1993, contains the entire antique eyewear collection Eric Muth, PhD painstakingly compiled for the library. It is the first opticians' library and museum in the United States. Donations designated for the Library will support the relocation of the library from one National Federation of Opticianry School (NFOS) to another. This will offer students the opportunity to enhance their knowledge of the progressive development of eyewear.

- **Student Leadership Program (sponsored by HOYA)** is designed to provide travel grants to second year students at NFOS Schools in order for deserving students to attend the Annual Opticians Association of America's Leadership Conference. The program is designed to help create the next generation of leaders for the profession of opticianry.

- **Mission Program** was developed to create a mission database in order to assist opticians who are looking for an opportunity to provide vision care to those less fortunate. The Foundation will partner with spectacle and lens manufacturers in order to provide eyewear to those who are unable to afford vision care services. The Mission Program will also provide grants to opticians who are interested in participating in missions endeavors, but otherwise could not afford to bring their expertise to those who need it most. Financial Assistance Form is now Available on the Vision of Hope Foundation Section of the OAA Website (www.oaa.org).
VISON OF HOPE FOUNDATION - HOW TO PUT ON A GOLF OUTING CHARITY EVENT

Do you want to be successful? There is a secret to success and many people think it’s all about hard work and sacrifice. Some people will even step on others to get success. Well I’m going to tell you that to be successful in anything there is a Universal Law that cannot be broken. It is spoken as “what you sow, so shall you reap”, or “do unto others as you would have done to yourself”. Basically what this is saying is if you help somebody have something in their life, then you will have it in yours. Most people would agree that Bill Gates, Warren Buffett, and Steve Jobs are great examples of successful people, and I can guarantee they have helped a lot of others become successful too.

I believe Vision of Hope Foundation is a great organization and that we should help them. Http://www.ooa.org/who-we-are/giving-back. A great way to help any charity is to organize a golf outing. Last year I started the First Annual Vision of Hope Golf Outing, and we raised $1,260. I would like to challenge other states to do the same, and you do not have to golf to run a golf outing. Here is how it’s done!

Do your research and find a reputable golf course that is organized and will help you put on a golf outing. The golf course you choose is the most important factor of it being successful. Most golf courses welcome golf outings, but find one that is proficient in helping you with the event. Consider a golf course that will offer a great lunch and dinner, have extra staff to accommodate the event, and is able to take in registration money.

Once you find the golf course that fits your needs, work with them to set a date for the event. It is important to do this at least 8 months prior to the golf outing. Also work with the golf course to set a fair price that is affordable for the golfer and so that your fee includes extra money for your charity. Consider having one fee that includes the golf, lunch and dinner, and charity money.

Search the Internet to get ideas and learn more about organizing a golf outing for a charity. There are great ideas to raise more money by doing a “putting contest”, selling 50/50 raffle and selling raffle tickets for prizes. The prizes can be donated by various businesses or sales representatives.

You must promote your event! This is the 2nd most important part of putting on a golf outing. Create flyers, brochures, and web pages to advertise. Send flyers through Lab deliveries. Give out brochures at educational meetings. Make phone calls, do e-mail blasts and promote on Facebook. Create an array of signage to post at various places including the golf course!
VISION OF HOPE FOUNDATION - HOW TO PUT ON A GOLF OUTING CHARITY EVENT

Contact your vendors and get them involved to help with the cost and the fee of your event so it is affordable. Ask vendors to sponsor the meal or the drink cart. Put together sponsorship levels for vendors to really promote their business by offering a Gold, Silver or Bronze level of giving.

Ask for volunteers for the day of the event. You will need at least 7 to 9 people to help with registration on arrival, selling raffle tickets, running the putting contest, and most importantly keeping the money safe and organized! It is helpful to offer payment by credit card or debit card if this is possible. You will need help organizing the prizes to be raffled or prizes that are won for 1st place, or any other specified ways to win.

Seriously consider helping Vision of Hope Foundation by doing a golf outing. This could possibly bloom into an annual event that people talk about and look forward to attending year after year. Last year was my first Vision of Hope Golf Outing, and we expect double the participation this year. The rewards that you get are overwhelming knowing you’ve helped an awesome charity and that you’ve provided a fun filled memorable day for many! I personally challenge each and every optician to step forward make a difference for Vision of Hope Foundation.

Please feel free to contact me if you need any help or have questions about getting a golf outing started in your area. My email is wittronald@gmail.com. - Ronald Witt ABOC
Message to the OAA Membership

To say the least, these are exhilarating times for the American Optician. It is obvious our National Organization has made great strides over the past years. As our membership grows, so does the strength and influence of the Opticians Association of America.

Because of the passion and efforts of our many past and current dedicated leaders, the OAA continues to be the most respected National Opticianry Organization in the country.

OAA’s branding team is leading the way in developing a nationally recognized “Brand” for Opticians. The recently released “What is an Optician” video contest is a major step in the implementation of our national marketing strategy.

Every intricacy and new endeavor provides more and more reasons to be proud of your contribution, through individual, State, Firm, Guild, and/or Honored Fellow membership status.

Your membership ensures the Opticians Association of America and the American Optician continue to push forward. Each and every member is an important factor toward Opticianry achieving its most valued and equitable place within the eye health care industry. As more State Societies choose to be part of our united national organization, the closer we become to achieving our goals. State Society membership offers your state the essential benefit of National Opticianry support and influence.

OAA continues to offer State Societies’ individual members the opportunity to advance their OAA member status to “Honored Fellow,” at a very special price. If you are currently a member through your State Association, and have not yet opted for Honored Fellow status, please visit www.oaa.org for all the information about the value and benefits of enhancing your member status.

Thank you for your membership. It is essential to the preservation and advancement of the American Optician, and most appreciated. - Pat Kuhl, OAA Membership Chair
As the immediate past President, it is my honor and duty to serve as this year's Nominating Committee Chair. As the Opticians Association of America (OAA) continues to grow it is of the utmost importance that we continue to have quality leaders serve as Board of Directors. With this in mind, it is with great confidence that I, on behalf of OAA, hereby notify the membership that the association is currently accepting nominations for the Board of Directors. The OAA Board of Directors will be elected during the Delegate Assembly at Opticon (7th Annual ABO-NCLE Education Conference).

You can find the Nomination Form on the OAA Website (www.oaa.org).

Shirley Earley - Chair, Nominating Committee

If you are interested in submitting any suggestions regarding Bylaw changes or Resolutions, those need to be submitted to the OAA Executive Director, Chris Allen, by July 22, 2014 for consideration.

Chris Allen, Executive Director
Opticians Association of America
3740 Canada Road • Lakeland, Tennessee 38002
Fax: (901) 388-2348 • chris_allen14@att.net
Update of Ohio’s Legislative Concerns

As you are aware, the Opticians Association of Ohio continues to battle HB 258, which has passed through the Ohio House of Representatives and is now with the Senate Medicaid, Health and Human Services Committee. To reiterate, HB 258 in essence allows for Opticians, who do not have an Ohio Contact Lens License, or formal training in the dispensing of Contact Lenses, to dispense contact lenses.

After a display of much opposition, the House Committee did adjust the wording to “Refills only and if the only action required is matching numbers to pre packaged boxes.”

Naturally, we remain in opposition of the bill, as it is against the best interest of eyewear consumer safety to allow any untrained and uncertified individual to sell or “dispense” Contact Lenses for any reason. As trained and licensed professionals, we fully appreciate that dispensing contact lenses is far more complex than the bill implies. Moreover, to insinuate the dispensing of Contact Lenses, a prescribed medical devise, is merely “matching numbers to boxes” is degrading to the profession of Opticianry and a deliberate disregard to the overall health and safety of the consumer.

The OAO was completely blind-sided by the proposal of this bill. Not one member of the committee asked any Optician, or the OAO for input. It was all about some “Major Retail Merchants’ self serving desires.

With the support of our Newly Hired Lobbyist, we are at least getting some attention from the Senate committee, and are better able to effectively present our rationale for opposition. Through the diplomatic ability and professional connections of our Lobbyist, we are at the very least getting attention from many of the Senate committee members.

At this date, there has been no further movement on 258, but we are keeping a close watch on the Senate Committee hearing agenda.

And just when we thought the OAO might get a brief break, we were enlightened by more distressing news for Ohio Opticians. Recently HB 466 was proposed to the Ohio House Health and Aging Committee. So, as it is the OAO is battling two anti-Opticianry, anti-eyewear-consumer Bills.

HB 466 is to “abolish” the Ohio Optical Dispensers Board, and have the Opticians governed by the Ohio Optometric Board; there is no logical explanation for the introduction of this bill. The proposed NEW board will be made up of overwhelming majority of ODs. If adopted, Opticians would have no voice in the governing of the profession of Opticians. As with HB 258, information posed to the committee is misleading, to say the least. The testimony of the sponsor of HB 466 included much false statements regarding how opticians can and do practice.
Update of Ohio’s Legislative Concerns

On the plus side, unlike HB 258, we were aware of the intended introduction of this Bill and are able to be proactive instead of reactive. We are prepared to present the facts to the committee, along with much documented evidence to demonstrate why it is not a good idea, and against the best interest of consumers. Interestingly, no one has come forward and claimed to be proponents. However, while they are not claiming to be advocates, nor offering any rational motive, we are certain the Ohio Optometric Association is behind the proposed 466. Thus far, there has only been speculation for the OOA’s interest, much of it too ridiculous to comprehend. As of this writing, HB 466 has not appeared on the House Committee agenda for proponent or opponent testimony.

Through the support and generous grant from the OAA, along with advice and information from many supporting state leaders, Ohio has been able to hold their own in opposing these 2 bills thus far. Our Lobbyist, Executive Director (Mark Glasper) and OAO volunteers have been working diligently to provide logical opposition to both.

We will continue to stand firm and hope for the best. However it turns out, my advice is for all state organizations to be on alert. The next target may just be you.

Pat Kuhl - OAO, Immediate Past President

The Vision Council recently sponsored a meeting in Alexandria, Virginia, which was attended by Chris Allen and Doug Corby on behalf of Opticians Association of America, to discuss the possibility of certifying on-line sellers of eyewear.

Representatives of the OAA have been meeting with representatives of other professional and industry associations to consider the possibility of developing a voluntary program of certification for internet eyeglass sellers. The ad hoc coalition includes representatives from the AOA, AAO, OAA & The Vision Council. Leading internet eyeglass retailers have been alerted to the concept and will be invited to participate in the review of such standards and to participate in the certification program.

The group is considering the possibility of modeling a program for the internet sale of prescription eyeglasses on the Verified Internet Pharmacy Practice Site (VIPPS) certification program sponsored by the National Association of Boards of Pharmacy. VIPPS is designed to help consumers distinguish between legitimate and rogue internet pharmacies and is widely recognized by regulators and consumer groups as a reliable source of valuable information about online sellers of prescription drugs.

We will keep OAA members posted as these discussions continue. The coalition will welcome feedback from all interested professionals and industry members when we are ready to present our findings and recommendations.
The goal of this review book, written by Roy Ferguson, PhD, is to help prepare you for the National Opticianry Competency Examination (NOCE) administered by the American Board of Opticianry (ABO). This examination is most commonly referred to as the “ABO Exam”. This book is a general overview of the practice of opticianry and does not purport to cover all aspects of the field. As such, this text stresses “bullet points” to help you with the test material that past test candidates have felt to be problem areas. While care is taken to explain the contents in an understandable manner, you would be well advised to seek additional information if you wish greater depth on a specific topic. Available to OAA Members for $75 (www.oaa.org)

Get a jump start on your CE needs. If you have not had a chance to check out our online education yet, what are you waiting for?! Currently, OAA has several ABO CEC approved courses on our site that include topics such as technology, business concepts and maximizing your profits with membership pricing you will love. So take a few minutes to check us out and refer a friend to our site as well, non-members are also welcome to use our site. (www.quantumoptical.com/oaa)

Check out the Opticians Association of America’s New Job Board!!!
www.oaa.org