

The Spectacle



A Publication of the Opticians Association of Virginia

SPRING 2014

FROM THE PRESIDENT

I've said it before, I'll say it again - Every meeting I attend, I always seem to come back feeling renewed and my spirits uplifted when I get to spend time with my peers and industry partners. What a wonderful spring convention we had in Richmond this past month! The speakers were terrific and what a fantastic southern cuisine lunch, YUM.

My goals as president for 2013-2015 were to focus on 2 initiatives. As you may recall, the first was to develop a program that will help ensure the financial stability of the association for years to come. The second was to increase the visibility of the association across the state and build membership. At my halfway mark I am pleased to say

that the first initiative has been implemented successfully with the introduction of the Sponsors Partnership Program. As it grows I am certain it will prove to strengthen our state association.

As the second year arrives for the term of this board, we will turn our focus to include the next initiative - increased visibility. Part of this was unveiled at the spring convention membership meeting as we invited members to volunteer for our Kid's Vision Day in Richmond this May and to look for future events that will be promoted such as Remote Area Medical. These types of events are just one way to offer opportunities for opticians to get involved and be a more visible part of the

eyecare profession.

Please remember that our board of directors is your representation and are eager to learn what suggestions you may have for the association or opticianry in our state. Please do not hesitate to contact your regional representative at any time.

I want to personally thank each of you that attended our April convention and hope to see even more new faces in Va. Beach this October. Renew your passion for your field by learning as much as I can from others, getting involved and trying to make a difference.

Best Regards, Kristi Green



Kristi Green
OAV President

OPTICIAN OF THE YEAR PRESENTED AT SPRING CONVENTION

By Yvonne Pelkey

The Optician of the Year award is presented annually to an optician who best exempli-

fies what we stand for in Virginia. There are 3 things that instantly come to mind.

One, this person is actively involved in our profession on state level. Two, this person gives back to those in need. Three, we think about someone who has a vision for the future of Opticianry and helps use get there.

2013's recipient was Kristi Green. Kristi is a graduate of the J. Sargeant Reynolds Community College and Optician since 1995. Before she became the program director of the Opticianry Program at Reynolds, Kristi worked within the industry

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Yvonne Pelkey, Kristi Green, Deb Benner

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(CONTINUED) OPTICIAN OF THE YEAR

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and as adjunct faculty member of the Opticianry Program.

Throughout the past 19 years, Kristi has been an active member of the Opticians Association of Virginia first as a Director and then working her way up through the ranks to President. She is the immediate past President of the National Federation of Opticianry Schools; served on the Contact Lens Society of America; the Education Chairman of the Opticians Association of America; participated in the Future of Opticianry Summit in 2012; and is a speaker at state, regional and national conferences.

For those who know Kristi on a personal level, know that she has a huge heart and would be willing to help any one of us we needed her. So, it goes without saying, hu-

manitarian work is at the very core of her being. In the previous years, Kristi participated in the Remote Area Medical missions. Within the Opticianry program at Reynolds, community service is requirement for both 1st and 2nd year students. Kristi has incorporated several different projects that benefit those in the State of Virginia and abroad. Currently, Kristi is coordinating an event with Darla All that will provide visual services to Richmond area children. Giving back is also taking the knowledge we have and sharing it with others. Kristi has devoted much of her career in teaching others as an educator and as a speaker.

It takes courage to be a leader and even more to create change. We all know that change is not easy and sometimes not something everyone

believes in or wants. Kristi saw a need to provide formal education to those who could not attend traditional campus courses either because of family or work challenges or there was not a program available in another state. Kristi spearheaded the movement to incorporate distance learning into the Opticianry program. Providing distance learning education opened the door for apprentices and students to obtain a formal education. In 2012, Kristi participated in the Future of the Opticianry Summit helping to create a vision for opticians. And, as President of the OAV, Kristi is keeping a close eye on any legislative changes or issues that could effect the future of VA opticians.

Please join the Optician's Association of Virginia as we congratulate Kristi on her achievement.

"Kristi has devoted much of her career in teaching others as an educator and as a speaker."



Fall Symposium October 11, 2014 Virginia Beach

Opticians Association of Virginia

Advancing Virginia's Opticians



Get all your CE in one convenient Super Saturday

and for the first time ever, meet and greet with new and returning vendors!

When: October 11, 2014

Where: Virginia Beach Resort and Conference Center

THE SPECTACLE

GREAT AMERICAN OPTICIAN VIDEO CONTEST

“Opticians know the important role they play in the eyecare field; however the everyday consumer does not really understand what an optician is and does”



The Opticians Association of America (OAA) is proud to announce that our organization, in a partnership with Transitions Optical, will be hosting a video contest to help define opticianry. The contest is simple – create your own 30 to 90 second video conveying to a consumer what opticians are and what they do.

The Video Contest is open to all students, state associations, film makers and any individual residing in the United States of America. The winners of the contest will be announced at the 2014 International Vision Expo West in Las Vegas, Nevada. The winning video will receive \$3,500; second place will win \$2,000; and third place will receive \$1,000.



The contest runs from April 17, 2014 through June 30, 2014. The creative and informative videos will be uploaded to the OAA YouTube Channel during the contest and then reviewed by a panel of celebrity judges who will ultimately pick the top three videos.

Sam Morgenstern, spokesper-

son for the Video Contest, had this to say about the contest. “Opticians know the important role they play in the eyecare field; however the everyday consumer does not really understand what an optician is and does. This contest is a fun way to help ‘define’ opticianry for the consumer. After the winners are announced in Las Vegas, I am hopeful that a short commercial segment will be created that can be seen all across America, so please put your creative thinking caps on and help us define what the Great American Optician is.”

A complete list of the contest instructions, rules and regulations are available on the OAA’s website at oaa.org.

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We make it visible.

Zeiss and OAV Lab Tour and CE Event—May 31

Zeiss and OAV invite you to an exclusive tour of the Zeiss state-of-the-Art lab in Chester, VA with lunch and interesting education. The cost for the day is only \$67 and space is limited!

Schedule of Events

7:30 a.m.	Registration Opens
8:00 a.m.	Technology and Patient Choices – 2 ABO Credits
10:00 a.m.	Tour of Lab – 2 ABO Credits
Noon	Lunch
1:00 p.m.	The Many Benefits of Package Dispensing – 1 ABO Credit
2:00 p.m.	Breaking the AR Barrier – 1 ABO Credit
3:00 p.m.	CVS: Diagnosis and Treatment – 1 ABO Credit
4:00 p.m.	Event ends

REGISTER ONLINE!

WWW.VAOPTICIANS.ORG/REGISTER

ELLA
Laguna Beach

*Introducing Ella Laguna Beach – Fashion Eyewear that Embodies
the Essence of Woman*

Ella Laguna Beach, the newest collection from BrillenEyes, is an all ladies line inspired by the bohemian-chic style of Laguna Beach. While staying true to BrillenEyes' European heritage, Ella Laguna Beach was designed for her...the strong, beautifully confident woman who is all about embracing her femininity with subtle yet sophisticated style. The collection includes 18 introductory styles with soft, flattering shapes and rich color combinations. Refined textures and thoughtful embellishments highlight their individual style without sacrificing comfort or quality.

*Introductory offer for OAV members: Buy any 12 pcs of
Ella Laguna Beach, receive one free*



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customerservice@brilleneyes.com



US DEPARTMENT OF LABOR JOB OUTLOOK: DISPENSING OPTICIANS

Median Pay:

\$32,940 per year \$15.84 per hour

Entry Level Education:

High school diploma or equivalent

Number of Jobs est. 2010:

62,600

Job Outlook:

29% (Much faster than average; 18,100 over next decade)

Employment of opticians is expected to grow by 29 percent from 2010 to 2020, much faster than the average for all occupations. An aging population is expected to lead to greater demand for eye care services.

THE SPECTACLE

KIDS DAYS

Reynolds Community College Opticianry program together with
Richmond City Schools will host Kids Days
Wednesday May 7, Wednesday May 14

700 E. Jackson St. Richmond, VA 23219

100 Students that have been pre-selected will receive an eye exam and glasses

Volunteers will be Local Optometrist, Opticians, Apprentice Opticians and
Students.

-During these two days the students from Richmond City Schools will receive the gift of clear vision during Kids Days held at the Opticianry Clinic at Reynolds Community College in Richmond Virginia. During Kids Days pre-screened children will receive free vision care including an exam and new eyewear. The eyewear will be manufactured and then delivered to the schools by Opticians, where they will be custom adjusted to the student to assure proper vision.

**K
IDS
NEED
COMPLETE
EYE EXAMSTOO**

If you would like to help we need
Volunteers that include Optometrist,
Ophthalmologist, Opticians & Apprentice
Opticians. To Volunteer or for more
information contact Darla All
540-915-2669, usandalex@verizon.net or
Kristi Green 804-523-5415

“Our job as opticians goes beyond just fitting eyewear”

WHAT’S YOUR VISION FOR KIDS?

By Lisa Bell

Every day, many of us are faced with fitting children with eyewear but what do we really know about their vision? Is it all about refraction? No, not really. Some of the issues they face are due to their small physique and their small eyes, light will focus behind the retina making them farsighted. Some of our little ones have cataracts or nystagmus, rapid uncontrolled oscillation of the eye which are congenital conditions. Also neurological developments disturb the eyes ability to focus and converge. Also today we are seeing macular degeneration in our children, when just a few years ago it was considered “age-related

macular degeneration” in our elders. Understanding the issues that children face with their vision can make a better working relationship with the parents while finding the right eyewear.

Our job as opticians goes beyond just fitting eyewear. It is our duty to educate the parents about eyewear that is best suited for the children we fit. Some smaller children may need the zyl with the adjustable strap. Some of the kids play sports and need the proper protection to avoid injury. We must help parents understand that lenses of polycarbonate material are the only lenses that are safe

for children due to their impact resistance. We must inform parents of the advantages of transitions or polarized lenses. The new Prevenica anti-reflective coating lessens the level of blue light that we receive from our flat screen tvs, tablets, cellphones, and video games. Blue light not only is a contributor to AMD but interferes with our sleep pattern as well.

Remember our duty is to educate the parents and our patients about their options. With the prescription and the right fitting eyewear, we make our children see and look the best they can.

TWO RAM MISSIONS IN VA FOR 2014

There will be two Remote Area Medical (RAM) missions this year in Virginia.

Wise, VA July 18-20: *I have already sent an inquiry to secure housing for at least 3-4 people if anyone wants to join me.*

Grundy, VA October 4-5

Clinic Schedule website:

<http://www.ramvolunteers.org/>

Website to sign up as a volunteer:

<http://www.ramvolunteers.org/register/>

Contact Kristi Green at kgreen@reynolds.edu to sign up or for more info.

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www.vaopticians.org

UPCOMING EVENTS

May 31, 2014

Zeiss Lab Tour and CE Event—Richmond, VA

August 20, 2014

Board for Opticians Meeting—Richmond, VA

September 17-20, 2014

Vision Expo West—Las Vegas, NV

October 11, 2014

Fall Symposium—Virginia Beach, VA

December 10, 2014

Board for Opticians Meeting—Richmond, VA

March 19-22, 2015

Vision Expo East—Richmond, VA

April 17-18, 2015

OAV Spring Convention—Richmond, VA



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