

The Spectacle



A Publication of the Opticians Association of Virginia

SPRING 2015

MESSAGE FROM THE PRESIDENT

It's good to be back! Our organization has changed since I last served as President in 1999. It has changed and it has stayed the same.

OAV and Virginia's Opticians have shown that we have enough influence to help passage of HB 1444, changing the way vision care plans conduct business in Virginia. Lobbyists and legislators alike praised us for our ability to stand together to fight for parity in our profession.

The question is where do we go from here?

We need members. Active members ready to increase

and solidify our voice. There are 1901 Licensed Opticians in Virginia and the vast majority are not members of the only organization in Virginia that represents us. We don't care who you work for. We care that you're proud of our profession and willing to help OAV grow in size and influence.

At our Spring Conference, I suggested that we needed to go on a "scavenger hunt" for new members and I meant it. If we can muster enough strength to help pass a piece of legislation that was actively opposed by some pretty big players, we can do what is

necessary to build an awesome organization, 1901 members strong.

Your new Board of Directors is already bursting with new ideas and projects that will not happen without your help and help from every Licensed Optician in Virginia. So get crackin'! Let's fill the meeting rooms at our Fall Symposium in Fredericksburg!

In the meantime, I'll see you all out there on the road!

Best regards,

Judy Canty, LDO

President, OAV

MARKETING OPTICIANRY TO THE EVERYDAY CONSUMER

Over the past several years, the buzz word "Branding" has been thrown around by many opticianry groups. The Opticians Association of America (OAA) has been

working diligently on creating some things that can be used by any optician at any time to help the everyday consumer know what an optician is and does.

Definition of Optician

The first big task in helping the consumer understand opticianry was to agree to a definition of a dispensing optician. The Opticians Association of America's Board of Directors adopted the US Department of Labor's definition of an optician:

"Dispensing opticians help fit eyeglasses and contact lenses, following prescriptions from ophthalmologists and optometrists. They also help customers decide which eyeglass frames or contact lenses to buy."

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OPTICIANS



Helping America See

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MARKETING OPTICIANRY TO THE EVERYDAY CONSUMER

“In today's world, you only get about 3 seconds to explain your message.”

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Is this definition perfect? Of course not; however the definition is designed for an everyday consumer. It is not designed to cover scope of practice, certified, licensed, or registered opticians. The definition is designed to be simple and clear to a consumer.

The US Department of Labor's definition of a dispensing optician is the official definition recognized by the US Government and is not going to be changed. Defining a certified optician, licensed optician, or registered optician are completely different subjects that sit outside of the basic definition of a dispensing optician.

Video Contest

The second task was to hold a video contest to help define opticianry in a more detailed fashion. With over 60 entries to the contest, the Opticians Association of

America was able to select the video that we think best explains what opticians are and do. Once again, the video is designed to help the everyday consumer get a better understanding of our profession.

The video that was produced is called "An Optician's Main Focus." This video was created to be used by any optician to help further explain what it is we do. This video is available at no charge to whoever wants to use it. Feel free to put it on your website, Facebook, Twitter, LinkedIn, run it on TV or email it to your costumers.

Create a Brand

The third task was to create a "Branding Image" that can be used anywhere to help build interest in our profession. The Opticians Association of America contacted a marketing expert to help them build a marketing im-

age that is both informative and eye catching. In today's world, you only get about 3 seconds to explain your message. The OAA accomplished this by using four total words.: Opticians. Helping America see.

This image created is free and can be used by any optician in any social media, electronic or print format.

Tools Created

The tools have been created. Now it is up to you to use these important tools to get the message out. Help to build a better profession by using these tools to inform consumers. The Opticians Association of America wants you to be proud of your profession and these tools should help you build a professional image of who we are and what we do.

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THE SPECTACLE

BOARD MEMBER PROFILE—JUNE ROGERS

Name

June Rogers

Board Position

Director of Tidewater

Where do you work?

Lenscrafters

What region do you live in? Tidewater

How long have you been an optician? I have been in optical for 18 years. I started in South Carolina and have been licensed in Virginia since June 2014

Where did you grow up? I grew up right outside Charleston, SC.

Who or what influenced your decision to become an optician? A good friend needed an opt tech and convinced me that I could do it. I helped fit a little 7 year old girl with pair on contacts and watched her cry when she could see the little ladybug on the bush outside. That's when I knew I was in the right field.

What do you hope to accomplish in your time on the OAV board? To help ALL opticians in the state of Virginia know that OAV is a wonderful resource as the navigate the career as opticians. This is not just a resource for private practice or just a resource for corporate opticians but for everyone. We as opticians can stand together as a united profession and deserve the respect of all health care professionals.

BOARD MEMBER PROFILE—JEREMY CLAMON

Name

Jeremy Clamon

Board Position

Central Regional Director

Where do you work?

Mowen Opticians in Waynesboro VA

What region do you live in? Central, in Fishersville

How long have you been an optician? I have been licensed for the last two years, but have been working

in the field for five years.

Where did you grow up?

In Waynesboro, VA

Who or what influenced your decision to become an optician? I was influenced to become an optician by my stepfather.

Do you charge for a PD?

I do not charge for a PD, because I won't give out a PD to a patient.

What do you see happen-

ing the optical industry in the future?

In the next five years I expect to see much more online sales; patients becoming better informed, and telemedicine begin to take off. There will be a large increase in younger patients due to tablets, phones, etc...

What do you do in your spare time?

For fun I enjoy camping, disc golf, and amusement parks just to name a few things.

**2015-2017
BOARD OF DIRECTORS**

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Judy Canty

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Darla All

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Tom Kirkland

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Frankie Ilog

IMMEDIATE PAST PRESIDENT
Kristi Green

VISUAL MERCHANDISING—IT'S EYE CATCHING

“One simple visual element, such as color, can catch a shopper's attention and also greatly affect their mood.”

Visual impact is a huge component of retail merchandising. Customers entering a store are greatly influenced by the visual information they gather in the first split second. One simple visual element, such as color, can catch a shopper's attention and also greatly affect their mood. In today's ultra competitive market place it is of paramount importance that retailers understand the basics of visual merchandising.

Here are 5 visual merchandising tips to help you maximize your efforts.

1. Display sale products in a creative way.

When building a product display look for products that

are natural add-ons to the main product featured. A great visual merchandising tip for a retro frame display: Build a board with retro frames, but don't just stop with the frames, get creative. Merchandise the entire board with frames then place, at eye level, brightly colored retro glasses cases as an add-on sale item. Visually the display would have a repeating label accented by one ribbon display of cases. This is good visual merchandising practice and great way to increase margin.

2. Use accent lighting to feature products.

Customers are drawn to light. Lighting can make products shine and bring colors to life. Using this visual merchandising tip to wash a display wall with light will enhance any product. Accent lighting creates visual interest for shoppers, and magically puts products in their sight. Once a product has captured a customer's attention the odds are increased that a purchase is at hand. This visual merchandising tip will impact your customers and your profits.

3. Change displays weekly.

This visual merchandising tip reminds us that customers want to see new and different products. There is an aspect of entertainment and education that customers appreciate when stores change their displays. Stores that don't change their displays weekly will have customers simply walking past displays that are no longer fresh. If the customers have seen the same display for the last six weeks, the displays are no longer new or relevant to them. These

stores will not reap the potential rewards of incremental or add-on sales and can lose out to their competition. If the competitor down the street is constantly and creatively changing their visuals, there is a good chance shoppers will gravitate to that store.

4. Color matters.

Visual merchandising tips like this one are at the core of any solid merchandising plan. Color can demand a shopper's attention, evoke emotion and influence decisions. Your merchandising plan should include bright colors not only for displays, but also for the middle of aisle runs. Visually painting your store with colorful focal points will help draw shoppers to those key areas.

5. Merchandising themes

Themes group products together for a powerful visual message. Theme merchandising is a fun way to communicate seasonal activities or other information. Themes connect customers to projects or activities, and as a result, connect their spending to your profits.

Gary Petz - At Discovery-Based Retail we help retailers make more money. Visit our website and find out how. <http://www.discoverdbr.com>

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THE SPECTACLE

“In the majority of cases, there is no medical reason for an eyeglass prescription to expire”

AM I LEGAL?

Question: My patient has an older pair of glasses that they want to duplicate. The doctor won't release the prescription because they say it has expired. Can I make these glasses?

A Licensed Optician may duplicate an existing pair of eyeglass lenses without an existing prescription. Under Virginia code, Opticians are licensed to neutralize and duplicate an existing pair of eyeglasses.¹

Under Federal law, and Virginia Optometry law², the doctor may not place an expiration date on an eyeglass prescription unless it is medically appropriate to do so,

meaning there is a medical or pathological reason for the doctor to see the patient again at a specific time. In the majority of cases, there is no medical reason for an eyeglass prescription to expire and while it is always recommended that you check with the examining Doctor for possible pathological issues, it is not required, and you may duplicate an existing prescription regardless of the examination date or the presence of a written prescription.

Contact lens prescriptions, however, do expire and the expiration date on the prescription must be adhered to and a contact lens may not be duplicated by neutralizing an existing lens.

¹ Code of Virginia. § 54.1-1706. Permissible practices.

Notwithstanding the provisions of subdivisions 7 and 8 of § 54.1-3204, a licensed optician is authorized to prepare and dispense eyeglasses, spectacles, lenses, or related appurtenances, for the intended wearers or users, on prescriptions from licensed physicians or licensed optometrists; duplicate and reproduce previously prepared eyeglasses, spectacles, lenses, or related appurtenances; and, in accordance with such prescriptions, duplications or reproductions, measure, adapt, fit, and adjust eyeglasses, spectacles, lenses, or appurtenances, to the human face. A licensed optician shall not, however, duplicate a contact lens solely from a previously prepared contact lens.

² Virginia Optometry Law: 18VAC105-20-45. Standards of practice.

5. The date of the examination and an expiration date, if medically appropriate

NEWS FROM THE STATE BOARD

The ABO announced that they have successfully developed a Spanish Language electronic version of the Basic Opticianry Competency Exam. The Spanish-language tests became available in May 2015. Currently, the ABO exam is used as the written portion of the licensure exam. The Board for Opticians voted to offer the Spanish-language exam to applicants who will be writing the ABO. The ABO recently began electronic testing, offering the exam at testing centers across

Virginia four times a year.

The Board has also approved an additional two practical exam dates to match the increase in ABO testing dates.

The Board has also formed an Ad Hoc Committee on Optician Apprenticeships which has been meeting regularly to assess amendments to Minimum Standards of Apprenticeship and the Work Process. They have been considering a change to the apprenticeship hours from a

3-year, 6,000 hour program to a 2-year, 4,000 hour program. The committee will be bringing its full findings to the board in the near future.

Plans for a computerized practical exam are still in progress. Previous efforts to secure the NCSORB computerized practical through a sole source contract were unsuccessful. As a result, a Request for Proposal was issued and it is expected a decision will be made by July 1 for a January 1, 2016 implementation.

“Plans for a computerized practical exam are still in progress”

COMMUNITY SERVICE SPOTLIGHT

CALL FOR VOLUNTEERS!

CALL FOR VOLUNTEERS! Remote Area Medical has three Virginia clinics scheduled for 2015. Dr. Vicki Weiss of Charlottesville is the director for all VA RAM Vision programs. She has asked for our help. Opticians are desperately needed at these clinics to ensure the patients served get a quality product. In order to get opticians registered, housing planned and determine each clinic has coverage we need to identify our volunteer teams NOW. We are looking for 5-7 opticians for each clinic. Various areas you may work in are: Rx check-in, eyewear measurements, fabrication, adjusting and dispensing. I will not lie, days are long and exhausting, accommodations are mod-

est...BUT this experience will make a difference in your life! The patients you will serve are so grateful for our presence and giving of our time to make a difference in their lives. You won't regret it.

Please contact me immediately via email or phone to volunteer for one or more of our teams:

Team Wise - Wise County
July 17-19, 2015

Team Lee - Lee County
September 12-13, 2015

Team Grundy-Grundy County
October 3-4, 2015

Kristi Green
kgreen@reynolds.edu
804-523-5415 voicemail



For more information on RAM—Remote Area Medical, go to their website:

www.RAMUSA.org





Advancing Virginia's Opticians

14 N 8th Street
Richmond, VA 23219

Phone: 866-734-9251
Fax: 877-800-1103
E-mail: oav@vaopticians.org
www.vaopticians.org

UPCOMING EVENTS

July 17-19, 2015

RAM Mission—Wise, VA

August 19, 2015

Board for Opticians Meeting—Richmond, VA

September 12-13, 2015

RAM Mission—Lee County, VA

September 16-19, 2015

Vision Expo West—Las Vegas, NV

September 25-27, 2015

National Opticians Conference—Nashville, TN

October 3-4, 2015

RAM Mission—Grundy, VA

October 10, 2015

OAV Fall Saturday Symposium—Fredericksburg, VA

December 16, 2015

Board for Opticians Meeting—Richmond, VA

April 1-3, 2016

OAV Spring Convention—Richmond, VA

April 15-17, 2016

Vision Expo East—New York, NY

April 20, 2016

Board for Opticians Meeting—Richmond, VA



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