

The Spectacle

A Publication of the Opticians Association of Virginia

SUMMER 2014

MESSAGE FROM THE PRESIDENT

Just when I thought the winter would never end, the heat of summer rolled in unforgivingly! I hope everyone is staying cool and getting a chance to take some vacation time with the family and loved ones. Since the last newsletter, OAV directors and members have been involved in some pretty terrific things this summer. In this issue you will read about several community service activities that our members have actively supported and engaged in. These activities are not only great ways for us to give back; they are also part of our working goals to become more visible and to help educate others on what opticians do.

On June 7th, OAV was present to support the Special Olympics vision

program at the University of Richmond. During this event, Optometry is there to provide free eye exams to each athlete and have always provided the athletes with eyewear and sunglasses. Many get their prescriptions the same day. This was the first time OAV has ever been present at this event but I am committed to ensure it is not the LAST! A local optician, Tony Duesing has led the optical area for several years and does a fantastic job... but folks she needs our help. It is one day of pure madness but it is GREAT.

Volunteers for OAV included, state board member Judy Canty, student member Matthew Handy, Annemarie Tibbett, Janine Lewis and I. If you want to

be involved next year, simply mark your calendar. The event is at U or R stadium the first weekend in June every year. There are also other opportunities for members and non-members to get involved in similar activities throughout the entire year. Feel free to contact me anytime if you would like to be added to our list of potential volunteers.

Looking ahead, I can't wait for our first ever SUPER SATURDAY educational symposium, and it's at THE BEACH! I'm so very excited to be headed back to the coastline and hope you all will join us there in October for world class education and fellowship.



Kristi Green
OAV President



OAV Volunteers at Special Olympics

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THE SPECTACLE

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CAN I HELP YOU?

Stop asking your customers: How can I help you? And start telling them.

You will get a greater response to bland sales questions such as "Can I help you?" or "Are you okay there?" if you first give the prospect a reason why they should answer. You will close more deals and increase your sales.

State your credentials

Before asking a question, state your credentials and give the customer a potential benefit that they gain from talking to you. This can take just a few seconds, but it sets the scene, establishes you as an expert, and gets the customer talking.

When you first approach a customer, tell them something briefly about your experience, qualifications and how you can help them. Introduce yourself as an expert, an advisor and someone that can help them to make informed choices.

Get the customer talking

Once you have introduced yourself, you can then ask them an open question to start the conversation and gain the information you need to close the sale.

Make the customer feel comfortable. Tell them you are there to offer information and advice as you are trained to do.

Sell Add-Ons, But be Savvy About It

Cross-selling related items to a customer is a tried-and-true way to boost sales. It tends to annoy people, though, when you do it at the register. By that time, the customer has made his decision and is ready to move on with his life. Being pestered to buy even more can sour the whole experience for him. Instead, suggest additional items while he is still out on the floor. If possible, put a personal spin on things by relating stories about the related items that you've put to good use.

LOOKING FOR A NEW JOB?

The OAV Website is a valuable resource for job seekers. Opticians can peruse opportunities from all over the State of Virginia, as well as find a position that would provide them with the career path for which they are looking. Part time positions, full-time positions and as well as positions for all type of optical personnel are listed. Positions Vacant are posted often. Employers are encouraged to send descriptions of their open positions for listing on the site. There is no charge to list positions. Positions can also be posted on the OAV Facebook page, if so desired.



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THE SPECTACLE

Editors Note: The below article has been revised from the original print version to correct inaccuracies.

It seems like every time you turn around there is another new optical product being introduced. With all the newly designed digital lenses and with all the latest technology that has come down the pike for us to look at it is very easy to get confused with what are the best products.

If you were at our Spring Conference you may have seen one of our Essilor reps, Lynn DiMarco presenting their latest anti-reflective treatment, Prevenzia. Prevenzia has been recently launched into the market and provides the same benefits as tradi-

tional A/R treatments but with added protection from a previously unknown danger – High Energy Visible (HEV) light! Anti-reflective coatings have come a long way in the last several years. They don't scratch and peel like the older methods of application, and they don't smudge or get dirty as easily. They have a hydrophobic coating to keeps the rain from splattering on the lens, and now protects against reflected UV radiation.

Technology has come a long way but still with Prevenzia, Essilor's Crizal line is taking it

a step further. This anti-reflective treatment blocks a portion of the HEV light (blue-violet) spectrum. Why is that so important? Everyone today spends their life in front of a screen, whether it is a computer screen, tablet, laptop, smart phone or a large screen TV. Our eyes are constantly exposed to the blue-violet light emitted from them. The reason this is a problem is because our eyes being exposed to this level of light is causing what used to be 'age-related' macular degeneration, now being referred to as simply 'macular degeneration'. It is

"You can tell it's working by the purple reflex color it gives when activated by harmful rays."

By Lisa Bell

exposing younger eyes to what causes macular degeneration, causing severe loss of vision and also the possibility of accelerated cataract development. This new treatment prevents the exposure of the blue-violet light giving our lenses another level of protection to offer and aids in preventing blindness. You can tell it's working by the purple reflex color it gives when it is activated by harmful rays, how cool is that!

So the next time you sell a new pair of eyeglasses, don't just think about what frames or lens designs you're going to recommend. Think about how well you want to protect your customer's eyes.

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2014 Fall Saturday Symposium

October 11, 2014

Virginia Beach Resort Hotel
and Conference Center

2800 Shore Drive,
Virginia Beach, VA

The Power of "I"

Inspiration

Information

Innovation

Friday, October 10, 2014

7:30 p.m. – 9:00 p.m. Welcome Reception and Hospitality Suite

Saturday, October 11 2014

7:00 a.m. **Registration Desk Opens and Continental Breakfast served**

8:00-8:50 **ABO:** Overcoming Patient Objections – *Jackie O'Keefe, Debby Robertson, Deb Benner, Kristi Green*

9:00-9:50 **ABO:** If You Build It Will They Come? Effective SEO & Website Marketing for Your Optical Practice - *Heidi Della Pesca*
sponsored by O'Keefe Consultants

NCLE: How Color Impacts the Contact Lens Wearer - *Jane Buckland* sponsored by Euclid Systems

10:10-11:00 **ABO:** Understanding The Latest Trends in Sport & Safety Eyewear - *Mike Della Pesca* sponsored by Hoya

NCLE: Contact Lenses for Fun and Profit - *Jane Buckland* sponsored by Euclid Systems

11:20-12:10 **ABO:** Providing Exceptional Customer Service To All Your Patients - *Mike Della Pesca* sponsored by Hoya

NCLE: Wake Up to Ortho-K -*Jane Buckland* sponsored by Euclid Systems

12:10-1:30 p.m. **Lunch /Vendor time**

1:30-2:20 **ABO:** (2hours) Goal Setting for Ophthalmic Professionals - *Ed DeGennaro*

NCLE: (2 hours) Basic Ocular Anatomy and Physiology for Contact Lens Clinicians - *Jane Buckland* sponsored by Euclid

3:30-4:20 **ABO:** The Science of Blue Light - Protecting Your Patient From a Digital World -*Judy Canty* sponsored by Luzerne Optical

4:30-5:20 **ABO:** Visual Fatigue Syndrome - The Price of Today's Intermediate World - *Judy Canty* sponsored by Luzerne Optical

5:30 -6:30 OAV Board Meeting

HOTEL INFORMATION

Virginia Beach Resort and Conference Center

2800 Shore Drive, Virginia Beach, VA

Room Rate: \$102 until **Friday, September 12, 2014**

Call (800) 468-2722 for reservations

www.virginiabeachresort.com

REGISTER ONLINE!

WWW.VAOPTICIANS.ORG/REGISTER

KIDS DAYS AT REYNOLDS

May 7, 2014. & May 14, 2014



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

The students were pre-selected and received an eye exam and glasses if needed.

We had a host of volunteers from the community including local Optometrist, Dr. Linda Pinsky and Dr Tonya Tira, Local Opticians, Apprentice Opticians and Reynolds Opticianry Students. Together this team of volunteers were able to deliver the gift of sight to 59 students.

The glasses were manufactured at the college lab by students and delivered by Opticians to the schools. Each pair of glasses was adjusted to ensure proper fit and vision. Care instructions for their new eyewear was demonstrated along with proper handling and wearing information. Each student received a hard case and cleaning cloth to help maintain their new eyewear.

We had an amazing opportunity to give back to our community through the eyes of our students and it was a vision of happiness for all.



**K
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UPCOMING EVENTS

August 19, 2014

Board for Opticians Meeting—Richmond, VA

September 5-7, 2014

National Opticians Conference—Nashville, TN

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—New York, NY

April 17-18, 2015

OAV Spring Convention—Richmond, VA



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