

The Spectacle



A Publication of the Opticians Association of Virginia

SUMMER 2015

MESSAGE FROM THE PRESIDENT

Hi all!

I hope you're all enjoying your summer, just remember that our Fall Conference is almost just around the corner!

Your Board of Directors has been busy. We've reviewed and updated our strategic plan and we have started reaching out to Opticians all over Virginia about the benefits of membership in OAV.

Currently only about 5% of the licensed Opticians in Virginia are members and

we need all of you to work with your regional directors to find those Opticians and bring them into the only organization representing the interests of professional Opticianry in the state.

With a strong membership, we can constantly remind our legislators and the public we serve that Opticians are an integral part of the eye care profession in Virginia. But we can't do that without your individual help. Please contact your regional directors to see

how you can help!

The education we've lined up for the Fall is impressive and we hope you like the one-day format as well.

Please let us know what's on your mind and how you think OAV can better serve you and the profession of Opticianry in Virginia. Your input is crucial to our success.

See you ALL in the Fall in Fredericksburg!

Sincerely,

Judy

Don't Miss It!

Fall Saturday Symposium

October 10, 2015

Hilton Garden Inn, Fredericksburg, VA

Details on page 3

Inside this issue:

2015 Partners	2
Fall Saturday Symposium	3
OAV Strategic Plan	4
Close Up—Bernard McNamara	5
Board Member Profile	6
Community Service Spotlight	7

2015-2017 BOARD OF DIRECTORS

PRESIDENT
Judy Canty

FIRST VICE-PRESIDENT
Yolanda Jackson

SECOND VICE-PRESIDENT
Darla All

TREASURER
Tom Kirkland

SECRETARY
Ann Grubbs

CAPITAL DIRECTORS
Karen Bridgewater
Leah Redden

CENTRAL DIRECTORS
Jeremy Clamon
Robert Flippin

NORTHERN DIRECTORS
Vacant

TIDEWATER DIRECTORS
Debby Robertson
June Rogers

SOUTH WEST DIRECTORS
Vacant

STUDENT/INTERN
Frankie Ilog

IMMEDIATE PAST PRESIDENT
Kristi Green

THE SPECTACLE

OAV 2015 PARTNERS

Visit our website for contact information of your local Account Executive.



SARTORIAL □ INDEPENDENT □ GIVING



essilor



PERFECTING THE ART INSIDE THE FRAME™



DIVERSIFIED OPHTHALMICS, INC.®



Luzerne Optical Laboratories, Ltd.

"With an Eye on Service and Quality!"



FALL SATURDAY SYMPOSIUM—FREDERICKSBURG, VA

HIGHLIGHTS: 8 hours of ABO approved education in one easy day

Meet and Greet with OAV Partners

New and returning popular speakers

Modern hotel, with nearby shopping

7:00 a.m. Registration opens and continental Breakfast

8:00-8:50 It's all about the relationship:

OD and optical communication – Leah Redden

This class will talk about building relationships with the OD or MD whether they are in the same office, next door or down the street. Focusing on how you can communicate about sales, conversion and how to keep a positive attitude in the office. By the end you will know how to successfully build a partnership.

9:00-9:50 Night Vision – Mike McGuire (also NCLE Approved)

This course will give opticians the knowledge base needed to discuss scotopic, dark adapted vision with their patients. It will cover the basic biology of the eye as it relates to photosensitive cells and specifically rods and rhodopsin. It will also cover advice that opticians can share with their patients regarding the best ways to protect scotopic vision in the short and long term.

10:10-11:00 Miracle of Sight – What is Visual Perception?

– Mike McGuire

This course will review the importance of light to sight perception. Image formation and refraction will be reviewed. The physiology of the refractive structures and the neural structures of the eye; along with their contribution to sight are discussed. The creation of electrical impulses through photo transduction will be covered. Color vision, both trichromatic theory and opponent process theory will be addressed. The Gestalt Principles of figure, ground, proximity, closure, similarity, continuity and simplicity will be explored. Depth perception, binocular and monocular cues, perspective, perceptual constancy all will be touched on. Review some areas and pathways of the brain responsible for visual processing and what each area contributes to perception. Optical illusions and afterimages will be demonstrated along with other interesting optical illusions.

11:20-12:10 Winter Sun Protection – Mike McGuire

Why is there an increase in eyeglass purchases during the winter months especially January and February but at that time sunglasses purchases are at an all-time low? This course covers the importance of educating the patients on the impact of exposure to solar radiation on their eyes and the skin around their eyes from winter sun. It also covers the unique and potentially damaging conditions that exist during winter months. Winter Sun is also available as a home study ABO.

12:10 Lunch /Partner time

1:30-2:20 Capture Rate – Laurie Pierce

This course identifies new strategies to compete for today's consumers and increase capture rate by exceeding expectations and building customer loyalty. Helpful hints in communication and conflict resolution are presented, as well as tips in merchandising eyewear to make your dispensary stand out from all the rest.

2:30-3:20 Crossing the Line (new solutions for bifocal conversion) – Laurie Pierce

There is no doubt that Progressive Addition Lenses (PALs) have improved in technology over the years, enabling bifocal wearing presbyopes to convert to PALs with little to no pain. Advances in aspheric designs, reductions of spherical aberration/marginal astigmatism make converting bifocal wearers to PAL lenses easier than ever.

3:30-5:30 Customer Service: Increasing Patient Satisfaction – Laurie Pierce (2 hours)

This 2 hour motivation seminar incorporates the world famous "Fish" philosophy, developed by the Chart House Learning Company. This course expands on this method to incorporate for our industry. All areas of the industry's work environment are covered. The importance of increasing our ability to relate to our patients/customers ensures our professional status and will secure the growth of the practice. It is a fun filled two hours of seeing the best we can be.

5:30-7:30 OAV Board of Directors Meeting

Hotel Information

Hilton Garden Inn

1060 Hospitality Lane

Fredericksburg, VA 22401

1-540-548-8822

Room Rate is **\$78/night**

Valid until **September 25, 2015**

Use Group Code **FOCUS**,

or book online at

gardeninn.hilton.com/

Fredericksburg

Or use the link on OAV Website

Laurie Pierce Sponsored by Shamir Insight

Mike McGuire Sponsored by Vision Ease

THE SPECTACLE

2015 OPTICIANS ASSOCIATION OF VIRGINIA STRATEGIC PLAN

MISSION

The purpose of the Opticians Association of Virginia is to advance the skillful practice of Opticianry for the safety and welfare of the people of Virginia, by representing, educating and serving all Opticians.

VISION

The OAV will be the public's expert and educator on vision and vision issues. We will be recognized with respect by Virginia lawmakers and provide our members voice, serving as the optical clearing house and network for Virginia opticians as well as fostering collaboration with other Virginia ophthalmic practitioners.

VALUES

The development of values statements is of particular importance to the OAV as we seek to identify the socio-political context that surrounds our work. The OAV values:

- Education – formalized and continuing
- Professional competence and excellence
- Respect for the public
- Respect for colleagues
- Collaboration
- Networking
- Excellence in service delivery

STRATEGIES

Major Strategies have been developed to provide a framework for immediate work that coincides with the larger mission and vision, while beginning to expand communication and networking across the Association and encourage broader participation. The option strategies are listed in order of their urgency and impact on

the OAV's future plans and organizational success.

Communications Plan

1. Communication with Members

Encourage members' ownership of and participation in OAV

- Review and revise Newsletter – make it more interactive. Include:
 - ◇ Summary of OAV activities for the quarter
 - ◇ Summary of expenditures for the half year
 - ◇ Committee & Director reports
 - ◇ Volunteer opportunities
 - ◇ Recognize volunteers in meetings & in newsletter
 - ◇ Encourage to members to write articles
- Host at least one event in each region once a year
- Provide members with branding material developed for the public
- Provide Incentive to recruit new members

Maintain crisis communications capability

- Update e-mail addresses on call to action list

2. Communication with the Public

Create a more informed public

- Disseminate value added by Opticianry (knowledgeable about products and services) through "Look for the License" and Patient's Bill of Rights

- Describe high/acceptable level of care; Describe Consequences of lesser care and less knowledge and lack of training

Branding Awareness for members to promote OAV and opticianry

- Patient take home card
- Window cling/bumper sticker
- Patient's Bill of Rights

3. Communication with Students and Associate Members

Help students understand that there is a network they're joining and make them feel welcome, know and understand the value of the OAV

- Create a Flyer explaining benefits for associate members and make available on website for download and mail to current apprentices and distribute to students
- Visit the classrooms and promote conventions and solicit student volunteers for OAV conferences
- Establish OAV student mentoring program

4. Communication with Other Ophthalmic Professionals

Paraoptometrics

- Invite Paraoptometrics to attend OAV conventions
- Consider how integrate them into the OAV Organization

Optometrists and Ophthalmologists

- Promote OAV at VOA conferences
- Update website with listing of resumes of potential applicants for practices
- Advertise refracting course to MD's for their staff

Legislative Plan

Gain and hold respect of legislators – (must include effective monitoring)

- Obtain a proclamation for National Opticians Month in January and distribute press release.
- Help legislators understand value added by opticians and provide supporting information by visiting legislators
- Monitor legislative activity around ophthalmic issues

Networking Plan

- Improve online presence by updating info on website, adding search engine optimization, Frame Share and Live Troubleshooting.
- Increase face to face contact among Virginia opticians

Professional

Development Plan

- The current plan is working well, but it is generally agreed that more advanced education is needed to attract opticians. A detailed plan will be developed once the critical needs have been addressed.

CLOSE UP: BERNARD MCNAMARA

Interview by Cindy Butler Focke

Bernard McNamara enlisted in the Marine Corps during World War II at age 19.

"They decided I was too much of a runt and put me in administration," he said. The then 5 foot 11 inch, 128- pound Boston native, who intended one day to become a certified public accountant, decided he didn't like the monotony of office work. So after the war he switched gears.

The 90-year-old known as Mac was recently recognized by the Opticians Association of Virginia for 60 years outstanding service as a licensed optician. And he's still on the job.

"I have the oldest active optician's license in the state of Virginia," he said. More than 5000 licenses have been awarded in numerical order within the state since the first one in 1954. McNamara's framed certificate notes number 108. The proclaimed "Yankee by birth; Virginian by choice" married Theresa, his wife of 65 years, in 1949 – the same year he graduated from the Fenway School of Mechanical Optics.

At the time there were no jobs for opticians in Boston, he said, so the couple relocated to Richmond with a plan to head back north in about five years. Instead they went south for a job with Traylor Optical in Norfolk, and then moved to Virginia Beach to open the company's fifth location.

He ventured into business with E. Ray Howell in the 1960s, the optical company Howell and McNamara was born. Following Howell's death, McNamara became the company sole owner, and by age 67 decided it was time to slow down.

He sold the business to Bruce Jones of Studio Optix, and grandfathered himself part-time employment at the business now located on 30th Street at the Oceanfront.

Why does McNamara continue to



Mac McNamara—Photo Credit: Cindy Butler Focke

work? It's about helping people, he said. "Sometimes it's very heartwarming when you put their glasses on and they say – 'Wow!'"

His key to longevity is to "keep active and mingle with people," something his physician suggested years ago.

"I'm working on doctor's orders," he said with a smile.

What do you enjoy most about what you do? Helping people see.

What do you like most about the people you work/volunteer with? We are all striving for the same thing: trying to help others.

Who or what inspires you to do what you do? My wife, Theresa.

Who or what in your background best prepared you for what you do? Served in the Marine Corps during World War II.

If a snapshot was taken of you enjoying a perfect day, what would it look like? Lunch with Theresa on my day off.

Pet peeve: Egotistical people

Best job: Optician

Worst job: Marine Corps clerk

First car: 1937 Plymouth coupe

Favorite Virginia Beach spot: Home

Comfort food: Anything chocolate, or a good steak

Favorite TV show from the past: "I Love Lucy"

A recently read book you'd recommend: "Killing Patton", by Bill O'Reilly

Of what achievements are you most proud? Living to be 90

If you could choose your theme song, what would it be? "You are my Sunshine"

What is your personal motto? "Live and let live."

The words of wisdom you share with someone interested in doing what you do: Patience

This article originally appeared in the Virginia Beach Beacon and is reprinted with permission.

THE SPECTACLE

BOARD MEMBER PROFILE—ANNIE GRUBBS

My name is Annie Grubbs. I am currently the Secretary on the Board. I was voted in just this past meeting, so thank you for considering me. I am excited about representing Virginia Opticians over the course of the next two years. I have tried different realms of opticianry over my 12 years as a licensed optician in Virginia. I have worked in retail and private practice settings as a dispensing optician. I have also taught as an adjunct at JSRCC, but recently took some time away from that to focus on my family. For the past several years I have been doing fill-in opticianry work on an as needed basis at several different private practices, mostly in the

Richmond area.

I grew up in New Kent, a suburb of Richmond. I still live in my hometown. I was most influenced to go into this field because I have always had terrible vision. I started wearing eyeglasses in Kindergarten and contacts by 3rd grade. I was always fascinated by going to the eye doc, and thought it would an interesting career path. Once I started the Opticianry program at JSRCC, I realized how many different facets there are in the industry. There are so many different paths that I can take in this field. I have been a member of OAV since starting in the program at JSRCC (student membership) and

continued to pay my dues and attend meetings since graduating in 2003. It is so important to support the committee that supports our industry. The personal benefits of continuing my OAV membership have been networking, attending courses that keep me up to date with the newest products, getting those CE credits for my ABO/NCLE certs, and keeping in touch with some amazing people. You never know when you may need them in the future! :)

I am excited about serving on the board over the next two years. Please continue to support OAV! It is so important for our future as Opticians!

Increase profits and provide fast delivery with In-Office Finishing from Santinelli International.



Learn more by contacting Michael Ferraro at 804-683-7379



Coppertone
POLARIZED LENSES

DON'T PLAY GAMES WITH EYE HEALTH.

Mia Hamm
MIA HAMM
SOCCER LEGEND.
MOM.

VISION-EASE! 1.800.328.3449
WORLDWIDE www.coppertonelenses.com

SUN PROTECTION FOR YOUR EYES

The Coppertone and the Coppertone Girl and Gog logos are registered trademarks of Eye-ez and by Vision-Ease under license. ©2015 Eye-ez. All Rights Reserved. ©2015 Vision-Ease. All Rights Reserved. (SFA)415

COMMUNITY SERVICE SPOTLIGHT

HELP CHILDREN TO SEE—ONE SIGHT CLINIC—OCTOBER 5-9

More than 1500 students from Richmond City and surrounding counties will receive the gift of clear vision Octo-

ber 5th through October 9th 2015 during a OneSight Clinic held at the Arthur Ashe Center, Richmond Virginia. During the Richmond Clinic pre-screened children will receive free vision care including full vision exams and new eyewear. Volunteers include local doctors, local opticians, community partners and employees from LensCrafters, Sun-



glass Hut, Pearle Vision, Sears Optical and Target Optical. OneSight, a Luxottica Group Foundation, is a family of charitable programs dedicated to improving vision for those in need worldwide through outreach, research and education.

OneSight has been serving the Richmond area since 1988 (formerly known as the Give the Gift of Sight Foundation).

Over the past 20 years thousands of children have received free eye care from OneSight; nearly 70% percent of these local children

required and received free prescription eyewear.

Volunteers are needed to help make this clinic a success, please come and donate your time and help us help the children in the Richmond Area see a clearer future. If you would like to volunteer, please contact 2nd VP Darla All who is the Community Support Coordinator at 540-915-2669 or All.lady@comcast.net.



Luzerne Optical Laboratories, Ltd.

"With an Eye on Service and Quality!"

Independent--Family-owned since 1973

All Digital and In-House:

Varilux, Zeiss, Shamir, Seiko, BluTech, Vision-Ease, Younger, Hoya, Unity, Sight-Star365, FreeFocus, CrownView

Crizal, Zeiss, Unity, EVC

Jupiter Scleral Contact Lenses

MAILING ADDRESS: P.O. Box 998 • Wilkes-Barre, PA 18703-0998

SHIPPING ADDRESS: 180 North Wilkes-Barre Boulevard • Wilkes-Barre, PA 18702-5341

Phone: (570) 822-3183 • USA: 800-233-9637

International Fax: (570) 823-4299 • 24 hr. Fax: 800-525-5597 • Contact Lens Fax: 888-414-8367

website: www.luzerneoptical.com • Email: vision@luzerneoptical.com

MY GLASSES. MY CHOICE.
The 2015 Kids Collection from
CLEARVISION
optical company

JESSICA McCLINTOCK
Bygone Star Girl

OP

IZOD
BOYS

dilli dilli
eyewear

**Special discounts,
in-store merchandising,
and more.**

PHIL PISTOLARIDES
800.645.3733 x2206 | cell: 804.402-3304 | ppistolarides@cvoptical.com

CLEARVISION
optical company
800.645.3733 | cvoptical.com



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

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 5-9, 2015

One Sight Clinic—Richmond, 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



We're on Facebook—search for OAV or
<http://www.facebook.com/vaopticians>
Become a fan and be the first to get updates about
upcoming conventions and events

www.VAOpticians.org