

The Spectacle



A Publication of the Opticians Association of Virginia

WINTER 2013

FROM THE PRESIDENT

Ready or not, 2014 has arrived and with it comes endless possibilities for which goals we want to set and what we could accomplish. As I sat in the Opticians Association of America's Leadership conference closing session this past month, there was an overwhelming feeling of hope for the future of Opticianry that filled the room. Our dynamic and passionate OAA President, Tom Barracato, closed the meeting with a statement that has continued to resonate in my mind still... **"It's OUR Time!"**

We have only just gotten through the first month of 2014 but already so much has taken place in Virginia. First we were faced with the tragic news of losing our beloved past president, colleague and friend Shelby Powers. Shelby's impact was wide spread; she paved the way for Opticianry in Virginia and women specifically. Personally, I was always humbled by Shelby's interest in my career and willingness to share her wisdom with me and anyone that desired

to learn more about our profession. She has left a void in our hearts and will be truly missed. Next came the Leadership conference in New Orleans, and then followed by a significant legislative event with the introduction of House Bill 368. Both of which are covered further within this edition of the newsletter.

In between all of this, I had the pleasure of supporting an OAV member and friend, Debbie Robertson, by attending the grand opening of her new location in Williamsburg on MLK Day. I was highly impressed with her unique dispensary layout and the way she gives her patients a private professional consultation experience. As your president, I am always interested in ways I can support Virginia opticians individually, not just the profession as a whole. If your office is having an event, let us know so we can help celebrate your success.

The spring convention will be upon us before we know it. The board is working

diligently to ensure the education and activities during the meeting will be engaging and memorable. This year also marks the beginning of new format for the spring convention. We will no longer have a trade show for only 2 hours on Saturday. Rather, our supporting vendors will be able to have tables for as long as they want on both days of the conference with more time will be given between classes for attendees to meet with exhibitors. The spring conference will be April 12-13, 2014 in Richmond, make your plans now to attend.

Don't forget that we still have seats open on the board for the Northern VA region, so if you live north of Fredericksburg and are interested in making an impact on our association and Opticianry within Virginia, please let us know. I would love to hear from you.



Kristi Green
OAV President

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Annual Salary Survey Now Open

Find out how other opticians' salaries compare to yours. Complete our annual Salary Survey and receive the results when you provide your e-mail address. Go to our website to complete the survey or let us know if you prefer a printed a copy and we'll mail it to you.

www.vaopticians.org/survey

THE SPECTACLE

FROM THE EXECUTIVE DIRECTOR

"People are very open-minded about new things - as long as they're exactly like the old ones." -

Charles Kettering

Here we are at the start of a new year, and this year we are trying something new...sort of! The OAV is implementing a new program for the companies that have historically supported us at the trade show. In an effort to give more value to our supporters and our members, we have asked our former exhibitors to partner with

us year round, instead of only during the Spring Trade Show. Now, you will see the same familiar faces as you have always seen at our Spring Convention, but now you could see them in the Fall! We will have vendor tables at both our Spring and Fall conferences, and for a longer period of time. Our partners will have more exposure to our members, through presentations, our e-mail correspondence, and listings on our website as well as logos, articles and ads in our newsletter.

days, but we're sure it will be as valuable to you. Please help us embrace this new way of doing things.

Speaking things that change but are the same, for the Spring Convention we are going to be at the Double Tree Midlothian April 12 & 13. Where? you ask...You know it better as the Holiday Inn Koger Conference Center in Richmond. The name has changed, but it's the same quality hotel you're used to. See there!

It won't be exactly like the old

Michelle Nelms



Michelle Nelms
Executive Director

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IN REMEMBRANCE OF OUR BELOVED COLLEAGUE AND FRIEND SHELBY B. POWERS, VIRGINIA OPTICIAN 1975 - 2014

“Shelby accomplished a lot in her career not because she was a woman, but because she was amazing.”

In the Words of Jon Bright...There are some people who are so remarkable that everyone knows them immediately by just their first name; Elvis --- Cher---and--- SHELBY!

Shelby was universally respected for her contact lens knowledge, but more importantly, she was loved by all who ever met her. One of the many things we loved about Shelby was her “can do – never give up” outlook in life. She started her career working for Dr. Robert Bush O.D. in 1962, and learned to be an optician by studying his optometry books. Shelby served the optical industry in many capacities, as an innovator, a teacher, a lecturer and chair-



man of numerous boards and committees. People marvel at the fact that she was a pioneer in the optical industry an industry that was dominated by males. In 1975 she earned her opticians license and opened her own business. They say she was the first female optician in the State of Virginia to own her own business, she was also the first female optician to serve the commonwealth of Virginia as Chairman of the Optician Licensing Board, first female to serve as President of the Opticians Association of Virginia, the first female to serve as President of the Southeastern Society of Opticians in Atlanta, and was awarded “Optician of the year”. Shelby accomplished a lot in her career not

because she was a woman, but because she was amazing.

I was always in awe of Shelby’s accomplishments but as I attended her memorial service on January 11th, I learned even more incredible things about her life. What I didn’t know was that in addition her remarkable career and devoted family; she was also a sharpshooter, race car driver, and ballroom dancer! For me, she was a teacher, encourager, supporter and friend!

In honor of her legacy Renee and the family asks for you to support future contact lens fitters and opticians by contributing to a scholarship in her name for deserving students in the J. Sargeant Reynolds Community College Opticianry program. Contact me for more details: kgreen@reynolds.edu or 804-523-5415

Kristi Green

OAA LEADERSHIP CONFERENCE 2014 REVIEW

I had the great opportunity to participate in the 29th annual leadership conference organized by the Opticians Association of America. This year’s three day event was held in New Orleans and had representatives from 31 states in attendance. In contrast to all other conferences and meetings I’ve taken part in, this one did not center around continued education or the newest technology, rather it focused on the improvement and development of our profession. It is very humbling and yet

informative to sit in a breakout session discussing legislation that impacts our work and the very future of our field. I obtained a wealth of knowledge from the seminars, presentations and the conversations that followed that I can bring back and apply to our efforts in Virginia. Being able to network with the best from each state’s individual organization provides for not only an enhanced perspective of our efforts, but provides opportunity for suggestions and innovations.

Admittedly, it wasn’t always easy to sit through conference sessions knowing that just outside the hotel was the excitement of Bourbon Street, but there was fun to be had all around--both inside and outside the classroom with fellow attendees. It was a great experience to work hard and play hard with great group of people that all share a passion for our work.

Rachael Bowling

1st Vice President

“Being able to network with the best from each state’s individual organization provides for not only an enhanced perspective of our efforts, but provides opportunity for suggestions and innovations.”

THE SPECTACLE

“A great example of teamwork was setting up the clinic in whatever space was provided”

ONE SIGHT CLINIC SUMMARY

I have had the opportunity to participate in many clinics, vision vans, regional clinics and international clinics in the past 17 years I have worked with the Give the Gift of sight/ Onesight organization. I have taken something away from each clinic which made it special and memories that I will always cherish. I am so grateful for each experience which I feel always made me a better person, friend, leader, team member, member of my community, etc... It is no secret that this clinic holds a special place in my heart due to this is my hometown, the county where I grew up and went to school, where my family lives, where I feel created the foundation of the person I am today. I always remember where I came from and my heart always will call Dickenson County Home.

I personally could not be prouder of bringing together two very important parts of my life. I am extremely grateful to participate in this test clinic and extremely pleased and proud of how my hometown opened their hearts to make this a successful clinic for the county, students and

Onesight Team and how the Onesight team while getting to know each other opened their hearts to the students, my family and the community. What an amazing experience being able to go to the schools instead of having the students come to us. It was great to see the team even smaller in size bond and work as a team in a short amount of time and different circumstances. A great example of teamwork was setting up the clinic in whatever space was



provided and being creative with tables, chairs, desk or whatever was available then walking, working and adjusting the flow to make sure we were delivering the best quality experience for the students and then closing clinic, packing up and leaving the area in the same condition as it was when we arrived.

The experience of being able to get to know the students and to work and train community volunteers made this a very unique experience not

only for the OneSight team but the students and volunteers. Dispensing the glasses same day was priceless, and being able to send them back to class while waiting on the glasses resulted in not interrupting the classroom time more than necessary. This was successful and very well received by the principals and teachers students and our team. This clinic was something totally new for the community except for stories they had heard from me and my family but they rallied and opened up their community, hearts, and kitchens for our visiting team. We were able to take in some of the sights: The Breaks Interstate Park, Ralph Stanley Museum, Dickenson county school board meeting and the community surroundings. The volunteers were dedicated and hardworking day after day, which let the Onesight team really participate with the students and the ability to deliver quality eye care. The community made sure that the Onesight team knew how appreciative they were for us to help their students.

Darla All

OPTICIAN OF THE YEAR

Nominations now open for Optician of the Year. This award is presented annually at our Spring Convention to someone who has contributed to and advanced opticianry over the past year. It will be presented to an outstanding optician, who has played a part in actively to furthering the profession and working diligently in the optical community. Please send nominations to oav@vaopticians.org.

SAVE THE DATE

SAVE THE DATE: The J. Sargeant Reynolds Opticianry program was founded in 1974. We are thrilled to announce our 40th Anniversary this year and will be holding a celebration to commemorate this on April 11th, 2014 from 4-6pm at the downtown campus. During our event current students will be providing tours of our facilities followed by a reception and recognition ceremony for all those

that have had significant impacts on our program throughout the past 4 decades.

We hope to see you there!

Kristi Green,
Opticianry Program Director



Opticians Association of Virginia

Spring **PARADISE EYELAND** Convention

April 12-13, 2014

Double Tree Hotel, Midlothian
(Formerly Holiday Inn Koger)



Saturday, April 12 2014

- 7:00 Registration Desk Opens**
- 8:00 - 9:00 What Makes a Good Optical Website?**
Bob Main - 1 ABO Credit
- Contact Lens Management of Presbyopia**
Mike Gzik - 1 NCLE Credit
- 9:10 - 12:20 Internet and Social Media Hands-On Workshop**
Bob Main - 3 ABO Credits
- 9:10 - 10:10 Corneal Topography and Corneal Ectasia**
Mike Gzik - 1 NCLE Credit
- 10:20 - 12:20 Astigmatism Fitting Strategies**
Mike Gzik - 2 NCLE Credits
- 12:30 - 1:30 Lunch and Vendor Presentations**
- 1:30 - 2:00 Membership Meeting**
- 2:00 - 3:00 Three Dimensions of Personalization**
Brent McCardle - 1 ABO Credit
- 2:00 - 3:00 Adverse Responses to Contact Lens Solutions**
Mike Gzik - 1 NCLE Credit
- 3:10 - 4:10 They're Not Your Father's Single Vision Lenses**
Brent McCardle - 1 ABO Credit
- 4:20 - 5:20 The Essential Extra Mile**
Brent McCardle - 1 ABO Credit
- 5:30 - 7:30 Hospitality Suite Opens**

Sunday, April 13 2014—Self Defense Class

9:00 a.m. - Noon The Foresight of Self Defense - Designed for the Optical Setting - Tom Kirkland - 3 ABO Credits

How would you react to a physical attack? You could wait for it to happen to find out, or have the foresight to prepare for such an event. With the escalation of crime in the retail arena, Opticians working in an optical retail environment are subject to possible dangerous physical attack. Learn self-awareness to deter an attack, self-defense against an attacker, and how to use personal items as weapons in extreme circumstances. Participate in learning various grabs and holds, and self-defense moves, how to use personal items as weapons against an attacker and how to defend yourself in close quarter attacks, as you might encounter in an optical business practice.

LOCATION INFORMATION

Double Tree Hotel Midlothian

(formerly Holiday Inn Koger)

1021 Koger Center Boulevard

Richmond, VA 23235

Phone: 804-379-3800

Discount hotel rooms are available on Friday and Saturday night at the rate of \$92 per night when you mention the Opticians Association of Virginia. For reservations call 804-379-3800 and ask for the OAV rate before March 21 or book online at www.doubletree.com and use the Group Code OAV when making your reservation.

ABO REVIEW CLASS AND VIRGINIA PRACTICAL EXAM

8:00 a.m.—Noon

ABO Review Class

Aimed towards opticians wanting to obtain their ABO certification and apprentices preparing to write their license exam, this class reviews the topics covered in the ABO Exam and looks at strategies with which to approach the test.

Register for the class only or the whole day.

2:00 p.m.—5:00 p.m.

State Practical Exam Review

Aimed towards apprentices that will soon be taking their state practical exam, this covers material tested and offers a hands-on look at potential questions.

These classes are not covered under the student/apprentice complimentary class program.

THE SPECTACLE

STATE BOARD UPDATE

“Board staff will be working with the examination department and others to implement the new exam.”

The Board for Hearing Aid Specialists and Opticians met Wednesday December 18, 2013 at the offices of the DPOR in Richmond, VA.

Optician Board members present were Renee Allgood, Billie Taylor and Chairman, Robert Flippin with three Board positions vacant awaiting appointment from the Governor. Since that time, three new board members have been appointed and confirmed by the General Assembly: Debbie Bauer-Robertson, Jon Bright and Judy Canty

Of concern to Opticianry, the Board conducted the following business:

Occasionally, an application for licensure needs to be approved by the board due to the applicants prior conviction record. One case regarding an Application for Licensure by Mr. Javier Hidalgo was brought before the Board for consideration. Mr., Hildalgo's record was reviewed and his application was unani-

mously approved and the Board wished the applicant well.

The Board heard that there were five complaints for unlicensed activity but all were closed due to insufficient evidence.

A sole source contract with the National Commission of State Opticianry Regulatory Boards (NCSORB) computerized national practical examination has been approved. Board staff will be working with the examination department and others to implement the new exam. Virginia joins several other Licensed States in sharing this exam including Florida, Kentucky and Tennessee.

The fees for each Board were reviewed, with the Callahan Act in mind. The Callahan Act dictates that the Board operates as close to revenue neutral as possible and therefore fees are adjusted up or down periodically. The Hearing Aid Specialists fees are much lower than the Opticians. To cover projected deficits

if the fee structure were not changed, the fees for Hearing Aid Specialists were brought in line with the fees for Opticians, which included a slight increase. The Board approved a slight fee increase for most fee types, with some being decrease slightly. As summary of the fees is below:

Fee Type	Old	New
New Applicant	\$100	\$85
Renewal	\$100	\$115
Late Renewal	\$25	\$35
Reinstatement	\$100	\$85

The Board approved the use of the National Academy of Opticianry *Ophthalmic Career Progression Program* as the preferred text for the related instruction component of the Virginia Apprenticeship Program. The OCPP program is recognized and has been adopted by NCSORB as a pathway to the national practical examination.

WHAT'S NEW IN CONTACT LENSES?

This past year contact lens manufacturers have introduced some new technology in lenses. Alcon, formerly known as Ciba Vision, has brought to us a completely new soft lens material in DAILIES TOTAL 1. It is the first and only water gradient contact lens on the market. What does “water gradient” mean you might ask? Simply put, it means the material starts with a low water center and transitions to a high water surface. The lens is made of a silicone hydrogel material with low 33% water content to deliver superior oxygen permeability while the ultrasoft, hydrophilic surface gel design provides over 80% water content and

exceptional lubricity that approaches 100% water at the outer most surface. For those that have not been able to wear contact lenses due to dry eyes this breakthrough can make a big difference. When speaking to my patients that are wearing them, they tell me they are extremely comfortable. But before you get too excited, they are only available in spherical powers currently. I'm just waiting for them to get into torics and multifocals, I'm sure they are not too far behind. Speaking of multifocals, Coopervision has also introduced a 1 day modality for our multifocal wearers within their Proclear family of products. This

is a multifocal lens for daily disposable use that stays comfortable even after 12 hours of wear. Proclear uses a technology called “PC Technology” that causes water molecules to actually become a part of the lens, creating a natural resistance to dryness. This is especially helpful for those who have had problems with their lenses drying out during the day and for those that suffer from allergies, a fresh pair every day is the best way to go.

It has taken awhile for the technology to get here for those with dry eyes, many of which are our presbyopic patients, but the day has finally arrived.

“It is the first and only water gradient contact lens on the market.”

By Lisa Bell

OAV LEGISLATIVE UPDATE

“Recent contract changes have allowed vision care plans to take control of your eyecare choices and profit by stripping decision making choices affecting patients/consumers from the provider.”

On January 23, 2014 a Bill was introduced into the Virginia General Assembly which would end the recent practice by insurance companies and vision plans of forcing eyecare providers to use only suppliers and laboratories affiliated with the same insurance companies and vision care plans. Previously eyecare professionals have always been able to source the best materials such as lenses, eyeglass frames, and contacts from their own trusted suppliers or their own in office labs. Unfortunately recent contract changes have allowed vision care plans to take control of your eyecare choices and profit by stripping decision making choices affecting patients/consumers from the provider. The OAV agrees with the introduction of this bill and that this may lead to some, or all, of the following:

- Unfair business practices by corporations affiliated directly with vision plans which may be exempt from the same requirements placed upon independent eyecare professionals
- Outside pressures placed upon providers to push higher priced goods in an effort to make up for profits taken by the plans, leading to higher consumer cost.
- Dramatically increased waiting times for glasses and contact lenses.
- Lesser quality products and decreased accuracy of prescriptions.
- Issues related to warranties on frames and lenses.
- Substitution of lesser products than those prescribe.

Summary as Introduced of HB 368 Eye care coverage; requirement for carrier practices.

Establishes requirements upon carriers, including indemnity insurers, health maintenance organizations, issuers of accident and sickness subscription contracts, and corporations operating optometric or vision care services plans, regarding the operation of health benefit plans that provide coverage for vision care services, optometric services, or health care services and materials related to the care of the eye and related structures.

The measure prohibits a carrier providing a health benefit plan that includes coverage for eye care from

- i. setting professional fees or reimbursement for the same eye care services in a discriminatory manner;
- ii. precluding a covered person who seeks eye care from obtaining such service directly from a licensed provider on the health benefit plan provider panel;
- iii. promoting or recommending any class of eye care providers to the detriment of any other class of eye care providers for the same eye care service; or
- iv. requiring an eye care provider to hold hospital privileges or impose any other condition or restriction for initial admittance to a provider panel not necessary for the delivery of eye care upon such providers which would have the effect of excluding an individual eye care provider or class of eye care providers from participation on the health benefit plan provider panel.

The measure also requires such a carrier to

- a. ensure that all eye care providers on a health benefit plan provider panel are included on any publicly accessible list of participating eye care providers for the health benefit plan;
- b. allow each eye care provider on a health benefit plan provider panel, without discrimination between classes of eye care providers, to furnish covered eye care services to covered persons to the extent permitted by such provider's licensure; and
- c. include opticians, optometrists, and ophthalmologists on the health benefit plan provider panel in a manner that ensures covered persons timely access and geographic access to eye care.

It was late in the day when the bill was address by the subcommittee. Delegate Head said there was much support on both sides and without a clear victory at the subcommittee level, he requested the bill be held over until the next session in 2015. This is in no way a defeat, but it is not a victory either. However, the fact that it was held over and had such response on both sides is definitely a positive sign.

To read and follow the HB368 go to: <http://lis.virginia.gov/cgi-bin/legp604.exe?ses=141&typ=bil&val=hb368&submit=GO>

If you would like to get involved in our legislative committee and work on projects such as this, please contact our president, Kristi Green, by emailing her at kgreen@reynolds.edu.

Advancing Virginia's Opticians

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UPCOMING EVENTS

March 14-17 2014

Vision Expo East—New York, NY

April 9, 2014

Board for Opticians Meeting—Richmond, VA

April 12-13, 2014

OAV Spring Convention & Trade Show—Richmond, VA

April 24-26, 2014

CLSA 2014—Savannah, GA

August 20, 2014

Board for Opticians Meeting—Richmond, VA

September 18-20, 2014

Vision Expo West—Las Vegas, NV

October 3-5, 2014

Fall Symposium—Virginia Beach, VA

December 10, 2014

Board for Opticians Meeting—Richmond, VA

Opticians Association of Virginia

**Spring PARADISE
Convention EYELAND** April 12-13, 2014

Double Tree Hotel, Midlothian
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