



# THE spectacle

FALL 2017

## from the president:

### OAV activities

OAV President, Judy Canty summarizes the Fall Symposium and highlight membership advantages.

Well, here we are fresh from the OAV Fall Symposium in Portsmouth. I know you all expect me to brag about how awesome it was. Well, I'm not. It wasn't awesome. It was supercalifragilisticxpialdocious! It was the BOMB! It was DOPE!

The venue was awesome and the classes were some of the best we've ever offered. Cathy Noccon taught us how to maximize our profits. Jackie Lincoln gave us the latest info on blue light. Jerry Himes filled our heads with new ANSI information and updates on blue light and AR treatments and how to talk about them with our patients.

But the real highlight was the debut of 2 new courses developed by Leah Exline and Darla All covering Prism and Troubleshooting. These are "101" courses designed for new opticians and for us seasoned opticians who may have forgotten a few things over the years. The OAV will be debuting 2 more of these "101" courses at the Spring Conference in Richmond. Completed as a group, these 4 courses will earn you a certificate in Dispensary Fundamentals. Once we have this series of courses complete, we will

begin on courses that are more advanced, designed to challenge and enhance your current skills. If you are interested in helping with course development, please let us know!

I want to take a minute to talk about membership. Yes, we will always be recruiting new members. Ours is the only organization representing Virginia Licensed Opticians and membership in OAV also makes you a member of OAA, our national organization.

But here's my real point. If you work with an apprentice or student optician, who has NOT yet become ABO certified, their membership is FREE and their registration at our 2 yearly meetings is greatly reduced. Please encourage them to become active within OAV! Also it's time to renew for 2018. While you're renewing, remind your coworkers that it's time for them as well.

### SAVE THE DATE spring convention

Richmond, Virginia will be the location for the OAV Spring Convention in April. The event is returning to the Holiday Inn Airport, April 14-15, 2018. Details in the next newsletter and on the OAV website.



Pictured: Matthew Handy, left, OAV Capital Regional Director and Jeremy Clamon, OAV Central Regional Director at the OAV Fall Symposium.

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Michelle Nelms, our fantastic Executive Director, is working hard on implementing new software to manage membership, newsletters and our website. Keep your eyes peeled for information on the launch date and for pete's sake, visit our Facebook page to keep up with all our goings-on.

Speaking of newsletters, we're always looking for interesting content. Let us know when something unusual or interesting happens at your office. Perhaps you encountered a celebrity or experi-

“Our Board of Directors have given freely of their time and knowledge to ensure our education is top notch.”

enced the joy of a child's first eyeglasses. Or maybe something funny happened that only an optician can appreciate. Write it up and email it to us.

We're close to finishing up 2017 and I want to thank everyone who has made OAV the vibrant organization that it is. Our Executive Director and our Board of Directors have given freely of their time and knowledge to ensure that our education is top shelf and that we continue to be supported not only by our members, but also by our business partners. Please remember to thank those partners when you see them at work or at a conference.

I am humbled and grateful to serve as your President and look forward to an incredible 2018! Have a safe and happy holiday season!

Judy

# DISPLAY OF LICENSE:

## what's the law?



Most opticians know that they need to display their license in a conspicuous place, but this surprises most when they find out what they have been doing wrong all along.

The Opticians Regulations issued by DPOR that govern the licenses for Opticians in Virginia very plainly state that the license holders should display their unaltered licenses in conspicuous place in plain view of the public. But there is one word in there that many don't pay attention to—“unaltered”. Many opticians will block out the address “for safety reasons” not realizing that this is a fruitless exercise.

The name and address of every individual licensed by Virginia DPOR is available for

public disclosure. DPOR will not release sensitive information such as social security numbers and credit card numbers but email addresses and mailing addresses are public record and can be obtained by anyone who asks.

It is important for licensees to ensure that their addresses on file at DPOR are current. Failure to receive a renewal notice does not absolve the licensee of the obligation to renew and after the 30 day grace period, a late fee will be charged.

In addition to displaying the license in the primary work place, if the optician works in more than one office they are to display their license in that office too! While the copy must be of the official license, it does not need to be a duplicate obtained from the Board. The regulation allows for a notarized duplicate of the office license to be used.

Refer to Commonwealth of Virginia Board for Hearing Aid Specialists and Opticians Optician Regulations 18 VAC 80-30-140. Display of license.

## board member profile amy clause

My name is Amy Clause and I am a full time Licensed Optician at Blue Ridge Optical in Roanoke, VA. I hold an ABO certification and I'm an active member of the Optician Association of Virginia. I have been in the optical business since 2003, licensed since 2009, and joined the Blue Ridge Optical team in 2008.

I enjoy being an Optician and making a difference in the community's eyesight. I would have to say that my favorite aspect of the job is helping young children see things clearly for the

“first time”. I also enjoy a challenging repair job!

The best tip I can offer any Optician pertains to patient relationships and trust. Be personable and build a patient/Optician relationship and your patients will

come back year after year to seek your professional opinion and services. Small gestures go a long way. Something so simple can make a huge impression on your patient and make a lasting impact.



I am excited to be your new Southwest Director for the Optician Association of Virginia! I hope to help local area Opticians learn what the OAV is all about and how they are

greatly helping the Opticianry profession and Opticians alike. Do Opticians really know the importance of the OAV? I plan to find out!

## partner spotlight: HOYA and you

HOYA is the most recent company to partner with the OAV. The OAV welcomes them and offers Virginia opticians and opportunity to find out more.



Pictured: Local HOYA Sales Manager Chuck LaFlamme with Rose Mary Torres of La Vista Mobile Optical (center) and President Judy Canty (left) at the recent OAV Fall Symposium.

For over 60 years, HOYA Vision Care has been a global leader in the eyeglass lens business. With a presence in over 50 countries, Hoya Vision Care has a proven expertise in lens designs and freeform surfacing technology combined with a leading position in high performance, quality AR coating. HOYA Vision Care's solid market

portfolio includes SEIKO, PENTAX, and VISION EASE optical lenses, as well as innovative products such as Yuniku, the world's first vision-centric, 3D tailored eyewear. The company employs over 16,000 employees worldwide with mass production facilities in Asia & Europe and over 40 local Rx laboratories globally. HOYA is consistently pushing the boundaries with new product launches. Our eyes weren't made for screens – Hoya Sync III lenses are. HOYA Vision Care launched Sync III, the next generation of digital single vision lens technology.

For more information contact local HOYA Territory Sales Manager Chuck LaFlamme at 603-717-5797.



## 2017-2019 board of directors

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





# revealing details from new glasses

I had an “almost retired woman” come in recently to pick up her new pair of progressives. She was excited as it had been a couple years since she updated her glasses. I found them in the drawer and went over what to expect with her prescription changes. After I handed the new glasses to her, she looked in the mirror and said “Oh my gosh!!! I must go to Target after this and get a mirror just like this. Look at all these grey hairs on my chin. I can’t believe I have been walking around like this for all this time. I should have gotten new glasses sooner!” We all got a good laugh and she told us she would be seeing us a lot sooner than a couple years for the next pair.

inside  
next issue:  
Details about the Spring  
Convention

## it happened at work: **SHARE YOUR STORY!**

Do you have a funny, or rewarding Opticianry story to share? We will print it on the back page of our newsletter for our members to enjoy. Let us know what happened at work today; our readers will be able to identify with you! Send your story to the OAV at [oav@vaopticians.org](mailto:oav@vaopticians.org).



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