

The Spectacle



A Publication of the Opticians Association of Virginia

SPRING 2017

PRESIDENT'S MESSAGE

Wow, has this been a jam-packed 2 years! We started strong and grew from there.

To recap:

- We hosted the very first Eye Ball and honored Virginia's earliest Licensed Opticians for their tenacity and hard work developing our licensing regulations and laying the groundwork for our professional status.
- We fought for inclusion in HBI444 and to maintain our scope of practice in HBI497. OAV fought for all Licensed Opticians in Virginia. We will continue to monitor any legislation that affects Opticianry in Virginia.
- We started "growing" our own ABO and NCLE approved speakers and courses.
- Our membership is also growing, as is attendance at our Spring and Fall Conferences.
- Our Board of Directors has matured into a working family taking care of the OAV. Making sure that it

remains a vital and necessary organization in Advancing Virginia's Opticians.

- We developed a new logo for OAV that we showed for the first time at the Spring Convention. We will begin using it in the coming months.

I would be remiss if I didn't offer my deepest thanks and sincerest appreciation to Michelle Nelms, our Executive Directors. She has worked tirelessly to make sure that the OAV functions smoothly and efficiently. She organizes our conferences, maintains our website and our Facebook page. She pays our bills and manages our membership roster. In other words, Michelle is the heart of the OAV. As President, I could not imagine trying to get anything done without her! Thank you Michelle, from the bottom of my heart.

Now the next 2 years begin with an amazing Board of Directors who has committed their time and talent to moving us upward and onward.

The 2017 Spring Convention was AWESOME! Highest attendance in years and speakers who were fantastic! Great thanks to Mike Gzik, Jackie O'Keefe and Leah Exline for excellent educational programs and engaging conversation.

A special thanks to Lynn DiMarco and David Laing from Silhouette for an excellent hands-on workshop and certificate class on The Art and Science of Rimless Eyewear.

The Silent Auction netted over \$700 for our general fund and it will go a long way in continuing the work we do.

If you were there, you know how much fun we had and how much we learned. If you missed it, please join us in Portsmouth on November 5th!

As always, please thank our industry partners! They dedicate time and money to help us help YOU!

See you in November!

Judy Carthy

Inside this issue:

OAV Spring Convention	3
Pictures from Spring Convention	4
Facebook Roundup	6
Doctor Remakes	7



New OAV Logo that will begin to be used soon.

THE SPECTACLE

OAV 2017 PARTNERS

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



2017-2019 BOARD OF DIRECTORS

PRESIDENT

Judy Canty
judy.canty@gmail.com

FIRST VICE-PRESIDENT

Darla All
All.lady@verizon.net

SECOND VICE-PRESIDENT

Leah Exline
leahredden@me.com

TREASURER

June Rogers
Junerogers2011@yahoo.com

SECRETARY

Claire Harton
ceh2433@gmail.com

CAPITAL DIRECTORS

Karen Bridgewater
kbridgewater0425@gmail.com
Matthew Handy
handyoptical@gmail.com

CENTRAL DIRECTORS

Jeremy Clamon
kurrjur@yahoo.com
Jennifer Fox
jenniferrfox72@gmail.com

NORTHERN DIRECTORS

Stephen Overall
stephen.overall@me.com
Andrew Douth
andrewdouth@gmail.com

TIDEWATER DIRECTORS

Eundrea Herndon
optician2b@yahoo.com
Cathy Nocon
ghcagape@aol.com

SOUTH WEST DIRECTORS

Amy Clause
clausesabs@aol.com

STUDENT/INTERN

Amanda Meland
aevilsizer0001@email.vccs.edu

IMMEDIATE PAST PRESIDENT

Robert Flippin
rflip4u@comcast.net

EXECUTIVE DIRECTOR

Michelle Nelms
oav@vaopticians.org

OAV SPRING CONVENTION WELL-ATTENDED

The OAV held the Annual Spring Convention at the Holiday Inn Richmond Airport the weekend of May 5 and 6. Attendees were treated to quality education from our own Judy Canty, Leah Exline and Jackie O'Keefe. Opticians who fit contact lenses were treated to lectures from Mike Gzik, a knowledgeable and nationally renowned speaker. When asked what she thought we did well at this convention, an optician answered: "Mike Gzik"!

The increase in attendance was noticeable as opticians from as far away as Wyoming gathered in Richmond. The OAV also welcomed apprentice opticians as they reviewed for the ABO exam and state practical exam they are about to sit for. New Reynolds Community College Program Director, Richard McCoy guided them through the ABO review on behalf of NFOS who generously sponsored Richard's time. Kristi Green took time out from her new role as Assistant Dean of the Allied School of Health and Nursing to help apprentices prepare for the practical exam.

The annually presented "Optician of the Year" award was presented to Leah Exline for her outstanding service to the OAV. She has developed seven hours of course content and presented the courses at a number of OAV Conventions. She is also active on the Education Committee where she is taking over the reigns from Jackie O'Keefe Lincoln.

Jackie has been planning education for OAV conferences for over 8 years. She has worked tirelessly to get top quality speakers that are nationally known to speaker to our group. This is not for the faint of heart! Jackie was recognized for her

service with a special President's Award of Appreciation.

On Sunday, Silhouette Optical presented a Certificate class that was filled to capacity. It was the best Sunday turnout in a long time. David Laing from Silhouette covered every detail about rimless eyewear and in the last hour, participants discovered ways to fine-tune their rimless dispensing skills with a hands-on opportunity to work with a dedicated chassis and tool set while earning Expert Status as a rimless dispenser.

Shrinking budgets and merging companies have taken their toll: while not quite as robust as the trade shows from years gone by, OAV Partners set up tables to show their new products and introduce themselves to our members.

A successful weekend in the books, the OAV will be returning to the Holiday Inn Richmond Airport next Spring, April 19-20.



Jackie O'Keefe (left) received a President's Award of Appreciation from Judy Canty



Judy Canty presents Leah Exline (left) with the 2017 Optician of the Year award

THE SPECTACLE

2017 VIRGINIA OPTICIANS CONVENTION

ANNUAL SPRING CONVENTION



Our 2017 Partners

COSTA | RX

WALMAN OPTICAL

CLEARVISION
optical company

SHAMIR

ZEISS

For Eyes
by GrandVision

Charmant
GROUP

MARCOLIN

SCHROEDER
Optical

Luzerne Optical Laboratories, Ltd.
"With an Eye on Service and Quality!"

Please support the OAV by saying
"Thank You" to our Partners and
giving them your business when you can.





See these pictures in color on our website or Facebook page.



Opticians are a creative bunch! Handmade items were donated to the Silent Auction. From top left: Painting by Jeremy Clamon, Drink holders by June Rogers, Jewelry by Jeremy Clamon, Floral water colors by Cathy Nocon and Quilted Eyeglass bag by Judy Canty. Thank you for supporting OAV!



THE SPECTACLE



We would love to hear about your social media strategy and results—drop us an e-mail and tell us about.

FACEBOOK ROUNDUP

Posting on social media is like playing Russian Roulette—you never know what's going to hit and when. You just have to hold your breath and pull the trigger. Facebook provides some good statistics when it comes to knowing how your posts were received. In this issue and future issues, we will share some of the most engaging posts from our Facebook page since the last newsletter. We do not profess to understand the ins and outs of Facebook's algorithms for reaching people, and calculating engagement but here is a round-up of some of our most popular posts.

The post that received the most number of 'clicks, likes and shares' was an article from AllAboutVision.com entitled "Cheap glasses? Don't waste your money. 10 rea-

sons to avoid cheap eyeglasses and sunglasses." It reached 819 people, was shared 14 times and received 10 likes. A good result for the OAV. You can read the article here:

<http://www.allaboutvision.com/eyeglasses/cheap-glasses.htm>

Links like these are great to share on your business or person Facebook page because they get the word about the importance and value of a licensed optician.

Another post that fared well was the announcement of our Spring Convention. It received a reach of 2,511 people but was only shared 6 times but received 14 likes. There were

43 post clicks—with only 6 on the links.

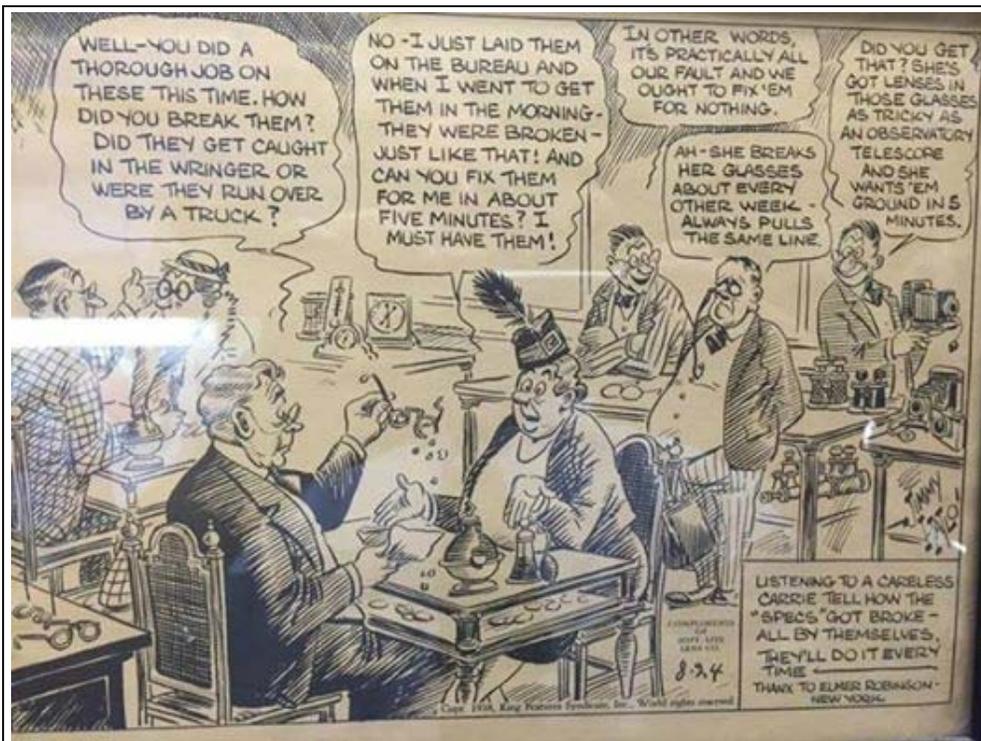
Receiving as many clicks but way more likes and reactions was the news that OAV President Judy Canty was elected chairman of the Virginia State Board for Hearing Aid Specialist and Opticians! It received 32 likes and 4 comments for a total reach of 645 people.

Our post entitled "Have you ever wanted to be an optical speaker but never knew how?" advertising a class at the Spring Convention that would help people become ABO Speakers to assist OAV in expanding education offerings garnered 1458 people reached but only 2 likes, 2 shares and 32 post clicks.

We do not profess to understand the ins and outs of Facebook's algorithms

In the 24 hours before this article was written the 1938 cartoon below was posted on the OAV Facebook Page. It had already received 11 reactions, 2 shares and reached 326 people.

We never know what our 427 fans will like or react to. Just have to keep on keeping on!



Some things will never change—this cartoon was originally printed in 1938!

“Maybe I spoke too soon because the next person through the door is having trouble seeing with their new glasses.”

DOCTOR REMAKES—TURNING NEGATIVE INTO POSITIVE

By Robert Flippin

It is 4 o'clock on a Friday afternoon and I am looking forward to going home even though it has been a rewarding day. Maybe I spoke too soon because the next person through the door is having trouble seeing with their new glasses. After the precursory troubleshooting questions and double checks of the prescription, fitting heights and adjustments the conclusion is the prescription is causing the problem. This will be the third remake this week from as many Doctors on three different people. Two from MD's and one from an OD yet I will be responsible for remaking them all, and of course at no charge because Doctors don't make mistakes and the lens fairy gives us lenses after all.

So what is the best way to handle the issue of remakes and turn lemons into lemonade? I have the advantage of some years of experience as an independent Optician as well as ten years of working as a sales representative for a lens wholesale lab interacting with many different practices and this is my opinion on the subject for whatever it is worth.

First, we all make mistakes and no one knows it all. If you do know it all or just think that you do, we will hate you forever, so don't be that person. Secondly, be very

careful about placing the blame and leave the Doctor a way out. While it may be tempting to show how perfect you are by placing the blame squarely on the Doctor, it is not in the best interest of your patient, the Doctor or for your long term relationship with either. It is basic human nature after all. When our credibility is challenged we become defensive and tend to displace blame and not wish to have any further interactions with the person who is challenging and undermining our professionalism. And third but also first and second, put the needs and well-being of the patient first.

Now that you know the rules I live by regarding Doctors remakes, allow me to color the picture in. I always start the dialog with the patient by asking them to come back in so I may listen to what they are experiencing and to double check the work I have done. I always admit that I can make a mistake but my main goal is for them to see well followed by them loving their new glasses. If after all of the troubleshooting I determine it is a prescriptive issue rather than a fitting, adjustment or quality problem, I will refer them back to the examining Doctor. I support the Doctor at this point by saying any one of a number of things depending on the particulars of the situation but my last sentence is always the same, “Doctor ‘Jones’ and I share the same goal and that is for you to see

as best as humanly possible and we will work together to make the necessary changes to your prescription.”

What I have told the patient by my actions and words is I care about their quality of vision and will stand behind my work because I am a professional dedicated to their visual well being. I have admitted that we all are capable of making mistakes but we will work together as a team. I will also tell them to let the Doctor know that perhaps we

could slightly tweak the prescription to sharpen things a bit but I will do whatever is necessary to achieve best vision.

The outcomes from taking this approach have been helpful to me in a number of ways. Foremost being my patients understand I am an advocate for their visual needs and it is that level of trust

that builds a relationship for life. The Doctors understand I am not pointing the finger of blame and we share a common goal in having patients see well. It is that trust which allows me to sometimes call the Doctor and ask if I can bump the add a quarter and get an okay if that is the only issue. And if I have inadvertently made a mistake, it is that relationship the Doctor has respect for when they make a note on the prescription to have me call them to discuss Mrs. Smith's issues rather than telling Mrs. Smith I am not perfect either.

Place the patient first, build great relationships and deal with it because remakes are a part of life.

“What I have told the patient by my actions and words is I care about their quality of vision and will stand behind my work”

SAVE THE DATE!

Fall Symposium

Renaissance Waterfront Hotel,
Portsmouth, VA—Nov. 5, 2017



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

June 4, 2017

OAV Board Meeting—Richmond, VA

June 24-26, 2017

RAM Mission—Emporia, VA

July 12, 2017

Board for Opticians Meeting—Richmond, VA

July 21-23, 2017

RAM Mission—Wise, VA

September 13-16, 2017

Vision Expo West—Las Vegas, NV

October 6-7, 2017

RAM Mission—Grundy, VA

November 5, 2017

OAV Fall Symposium—Portsmouth, VA

November 4-5 2017

RAM Mission—Warsaw, VA

December 13, 2017

Board for Opticians Meeting—Richmond, VA

March 15-18, 2018

Vision Expo East—New York, NY

April 11, 2018

Board for Opticians Meeting—Richmond, VA

April 18-20, 2018

OAV Spring Convention—Richmond, VA



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Become a fan and be the first to get updates about
upcoming conventions and events

www.VAOpticians.org