



**Tuesday, May 20, 2014**



**SHAMIR**

*Sponsors a Two Hour ABO Workshop*

## Communication Skills to Build Your Practice



*Presented by*

**Betty Manuel**

**Do you speak the language of your patients and your associates?**

**Are you giving them the correct information but saying it in the wrong way?**

**Have you ever felt that you weren't "speaking the same language" as your patients and associates?**

**This course, based on the nationally acclaimed I-Speak program, is a powerful workshop that will teach you to identify the four basic communication styles, identify your style, and adapt your style to allow effective communication to others.**

*(in cooperation with corning optical)*

**FOOD, FUN AND PRIZES!**

## *Lisa's Lines*



**Wow! How can it possibly be May? Mother's Day, Memorial Day, graduations, and summer vacations are upon us. It seems the older I become, the faster time appears to speed by.**

Usually this is where you'll read about the details of the previous meeting; however, this is impossible due to the cancellation of the March meeting with less than 24 hours notice. Even now, I can barely describe my shock and disbelief that such a thing happened after all the hard work, planning, and preparation that had been done.

As you might imagine, the abrupt cancellation elicited several phone calls and emails, to which Hoya responded with sincere apologies to COAT and its members. (Hoya's formal apology can be found on page two.) They offered to reschedule the meeting, but the Board of Directors found it necessary to decline as the funds for the March 2014 meeting promotion, newsletter printing and postage had already been exhausted. Instead, they were asked to commit to one of our 2015 meetings, and we are presently waiting on a reply.

My apologies to those who planned to attend for any inconvenience this may have caused. Thanks to Facebook and iContact, alerts caught all but a handful of people that showed up at the venue. Technology has its merits and this was definitely one of them. If you've not yet signed up to receive our e-blasts, be sure to sign up today.

Our next meeting is Tuesday, May 20, 2014 at Dave and Busters, located at 6010 Richmond Avenue. Education sponsor, Shamir Insight, is presenting an exciting two hour ABO workshop, "Communication Skills to Build Your Practice".

If you have any suggestions, questions, comments, ideas, thoughts, etc., please do not hesitate to contact me at [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com) or 713-890-2520.

I look forward to seeing all of you at the meeting on Tuesday, May 20, 2014.

Sightfully Yours,

Lisa Harmon, ABOC, NCLE  
COAT President





Located in San Diego, CA, Shamir Insight serves as the North American distribution and marketing center for Shamir's family of premium progressive lenses, under product brand names such as Autograph III, Autograph II, Intouch, Spectrum, Element, Relax, Creation, Attitude III and Office. Shamir employs a highly trained, professional national sales team skilled at educating and illustrating the importance of the technology behind our lenses.

Joe Lamm  
 jlamm@shamirlens.com  
 858-740-9029

**About the Speaker**

Betty Manuel has a vast background in sales and management. She began her optical career in 1991. During her 22 years in the optical profession she has held positions at the lab level, as well as the manufacturer level. She started her career as a lab sales representative and quickly moved into lab management for the Southern Optical group, which was later acquired by the Essilor Lab Group. Under Betty's leadership, her branch was ranked #1 out of 32 branches, receiving an award from the North Carolina Employment Commission for employee satisfaction and customer satisfaction in 1994. Her branch was also named "Branch of the Year" for overall growth in 1995.

In 2005 Betty joined Shamir Insight and has held several positions over the last 8 years. Upon joining Shamir she was an Account Executive for Louisiana and Mississippi. Within 8 months she was named Central Regional Manager responsible for 16 states and 12 account executives. In 2007 she received the award of Regional Manager of the Year. In 2009 she accepted a position of Director of Special Projects and worked closely with the Executive Management Team on several projects. In 2012 she joined the Education Team and is currently an Education & Training Specialist.

Prior to joining the optical community, Betty held sales and management positions in the contract furniture industry, providing design expertise for several Fortune 500 and Fortune 1000 companies, as well as many of the leading medical facilities in the famed Houston Medical Center. She also has several years as an entrepreneur having owned her own travel agency.

*Hoya Vision Apologizes*

On behalf of HOYA I would like to extend my apologies for the late cancellation of the March 25, 2014 COAT meeting.

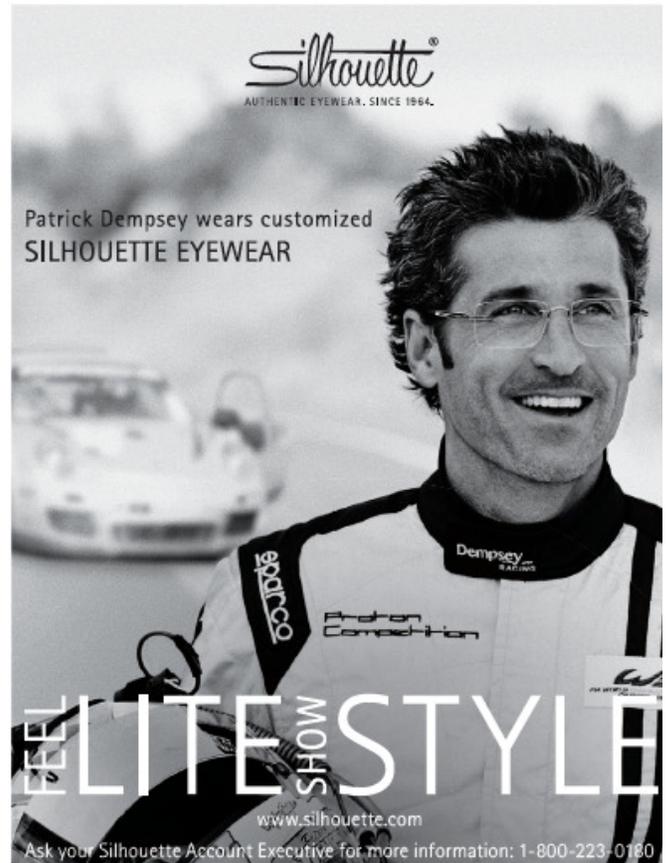
Unfortunately we (HOYA) had an internal miscommunication that resulted in the paperwork for this event not getting processed. This issue was not discovered until the day before the event, which regretfully resulted in us having to cancel our participation.

HOYA remains dedicated to supporting the COAT organization, and all their members. We are currently working to reschedule an event with COAT, and look forward to being an on-going supporter of your association.

Again my apologies to all those who worked to prepare/plan for this event, and to all those who planned on attending.

My sincerest apologies,

Carson W. Utech  
 HOYA Vision Care  
 Regional Sales Director-West





## VisionWeb's OAA Royalty Program

### Streamline Your Practice and Support COAT!

By ordering ophthalmic products through VisionWeb, you can earn non-dues revenue for our state with the VisionWeb OAA Royalty Program. In addition to streamlining your practice through online ordering, every order you place will help our state association to earn royalties that will help fund membership building and practice enriching programs.

What's more, using VisionWeb to place your eyecare product orders online is FREE, and VisionWeb does not interfere with your supplier pricing relationships or buying group discounts, so you can continue to enjoy your discounts when you place your orders online through VisionWeb.

#### How Does the Program Work?

All OAA members who use VisionWeb are eligible to participate. To register, simply log in to [www.visionweb.com](http://www.visionweb.com) and click the OAA Royalty Program registration button. Once you register, all orders placed by any member of your staff will count towards your practice's order total for the annual earning period, which runs from April - March each year.

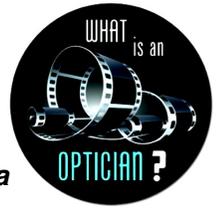
Once your practice places 600 orders during the earning period, a 1% royalty is earned on the transaction fee paid by the 1200 suppliers with whom you order, approximately \$1 per order. Place orders during this time and we will increase the royalty percentage to 2%, place over 2,400 orders and we will increase the royalty percentage to 3%. Get Started Today!

Take advantage of the program and FREE online ordering by registering with VisionWeb today. Register online at [www.visionweb.com](http://www.visionweb.com), or if you need additional help, please contact VisionWeb Customer Service at (800) 874-6601.



**Find Little Eyeglass Guy!**  
 He's hiding inside this newsletter.  
 Be first to email his location and  
 win a Starbucks gift card!  
 Email [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com)  
 Congratulations to the March Winner:  
**Crystal Martinez**

## The Great American Video Contest



*The Opticians Association of America (OAA) is proud to announce that our organization, in a partnership with Transitions Optical, will be hosting a video contest to help define opticianry. The contest is simple - create your own 30 to 90 second video conveying to a consumer what opticians are and what they do.*

The Video Contest is open to all students, state associations, film makers and any individual residing in the United States of America. The winners of the contest will be announced at the 2014 International Vision Expo West in Las Vegas, Nevada. The winning video will receive \$3,500; second place will win \$2,000; and third place will receive \$1,000.

The contest runs from April 17, 2014 through June 30, 2014. The creative and informative videos will be uploaded to the OAA YouTube Channel during the contest and then reviewed by a panel of celebrity judges who will ultimately pick the top three videos.

Sam Morgenstern, spokesperson for the Video Contest, had this to say about the contest. "Opticians know the important role they play in the eyecare field; however the everyday consumer does not really understand what an optician is and does. This contest is a fun way to help 'define' opticianry for the consumer. After the winners are announced in Las Vegas, I am hopeful that a short commercial segment will be created that can be seen all across America, so please put your creative thinking caps on and help us define what the Great American Optician is."

A complete list of the contest instructions, rules and regulations will soon be made available on the Opticians Association of America's website ([www.oaa.org](http://www.oaa.org)) as the contest draws closer to opening.

Established in 1926, the Opticians Association of America (OAA) serves as the only national organization representing opticianry's business, professional, educational, legislative and regulatory interests.

OAA fosters, supports and sponsors programs of competency certification, licensing and continuing education for professional development.

For more information please contact the Opticians Association of America's home office at 3740 Canada Road, Lakeland, TN 38002, 901.388.2423, [chris.allen14@att.net](mailto:chris.allen14@att.net), or [www.oaa.org](http://www.oaa.org).



**RSVP by May 16, 2014**  
**Register Online Today!**  
[www.coat.tv/meetings.htm](http://www.coat.tv/meetings.htm)

## Take Rx Sun Sales to the Next Level



*Consumers know the dangers of sun exposure and the importance of good sunwear. But how about prescription sunwear? A doctor's recommendation can spur sales.*

Many patients are just getting used to the idea of wearing sunglasses regularly, so you and your staff may be hesitant to start encouraging these same patients to invest in a pair of prescription sunglasses. However, putting patients in high-quality prescription sun lenses is a great way to protect patients' eyes and improve their enjoyment of the outdoors. It is a way to leverage lifestyle dispensing as you better understand how your patients work and play, and the vision needs that accompany those activities. Prescribing prescription sunwear also is a winner for the OD and their practice as prescription sunglasses are much more profitable to sell than plano sunwear. Here is how my practice makes the most of this opportunity.

### Prescription Sunwear = Profitability

Right now, our practice has about 8-10 percent of our optical revenue based on sunglasses and prescription sunglasses. Our goal is to raise that percentage to 15-20 percent since that would indicate a lot of second-pair sales. Meeting that goal will require more patient education and continued questioning of patients by myself and my staff to determine how best to meet their life-style needs.

Prescription sunwear is generally significantly more expensive than plano sunwear. The plano sunwear generally retails in our office for between \$60 to \$200. With prescription sunwear, we are often using these frames and then selling sun lenses which are usually polarized for anywhere between \$200 to \$600 depending on whether they are single vision or multifocal.

### Master Rx Sunwear Optician Hand-Off

When we hand off to the optician, we have many times already determined whether the patient prefers separate prescription sunglasses, sun clips or Transitions lenses. We will stress the patient's preference to the optician. If the patient is not sure, I will say something like: "Mr. Jones is not sure which type of sunwear he prefers, so could you please show him his various options?" The opticians then use that opportunity to show demonstration lenses utilizing polarized technology, Transitions samples and clip samples. The patient is able to go outside and see for themselves the difference polarized and Transitions lenses make. Utilizing in-office samples and demos is a powerful way for patients to experience the various options available to them.

### Don't Prejudge Patients' Ability to Purchase Prescription Sunglasses

I try not to make any assumptions on who will buy prescription sunwear. Of course, anyone who wears eyeglasses full time is an excellent candidate and I am always surprised at how many people still do not have prescription sunwear who have been wearing clear glasses for years. We recommend polarized sunwear in almost all situations because of its superior ability to reduce glare.

### Consider Developing Niche in Prescription Sports Sunwear

Prescription sports sunwear is a slowly growing niche. I think many people are still unaware that we can do specialized lenses for golf, biking, running and other outdoor activities. The key is to have a vendor that provides this type of eyewear so you can demonstrate it in the office. We work with a company called Rudy Project that offers almost any type of sports eyewear imaginable. We are also listed as a retailer on their website, which helps bring consumers seeking sports sunwear into our office.

#### Having the Conversation: Prescription Sunwear

We try to make it sound like prescription sunwear is not an "option" if someone wears a prescription, but more of a necessity. In the exam room, I routinely ask the patient:

"What type of prescription sunglasses do you have and how old are they?"

If they say they have none, that is my window to explain the health and vision benefits of prescription sunwear. If they say they do have sunwear, but it is more than a year or two old, that is my opportunity to prescribe a new pair.

### Use Second-Pair Discounts to Encourage Patients to Purchase

Prescription sunwear is often more expensive, especially for higher prescriptions, due to the fact that it is sunwear, and the opticals are probably putting the patient into thinner high index type lenses that are more expensive in general. When you combine the cost of high index lenses, polarization, and antireflective treatments, the cost can become quite high. We try to use second-pair discounts to encourage, and make it easier, for patients to purchase prescription sunglasses.

We charge about \$95 more for polarized sun lenses than standard tinted sun lenses, but most people do not seem to hesitate in getting them when we demonstrate the capability of glare reduction. Polarized lenses can make it more difficult to see certain digital screens and gauges, though, and some of our patients who are pilots choose not to get them for that reason.

### Strategically Place Sunglasses in Office--And Let Patients Know Nearly Any Can Accommodate Rx

We have some point of purchase materials in our optical, but the main way we market sunglasses is by

placing them directly adjacent to where patients relax in our reception area. That encourages them to try them on and look at them. My staff is always telling patients that almost any sunglasses they try on can be made into prescription ones. We hold an annual trunk show that is devoted to sunwear, and always encourage patients to purchase not just sunglasses, but prescription sunglasses, at these events.

Yoongie Min, OD, is the owner of Northwest Vision Center, with locations in Columbus and Chillicothe, Ohio.

To contact him: [yminod@rohio.com](mailto:yminod@rohio.com).

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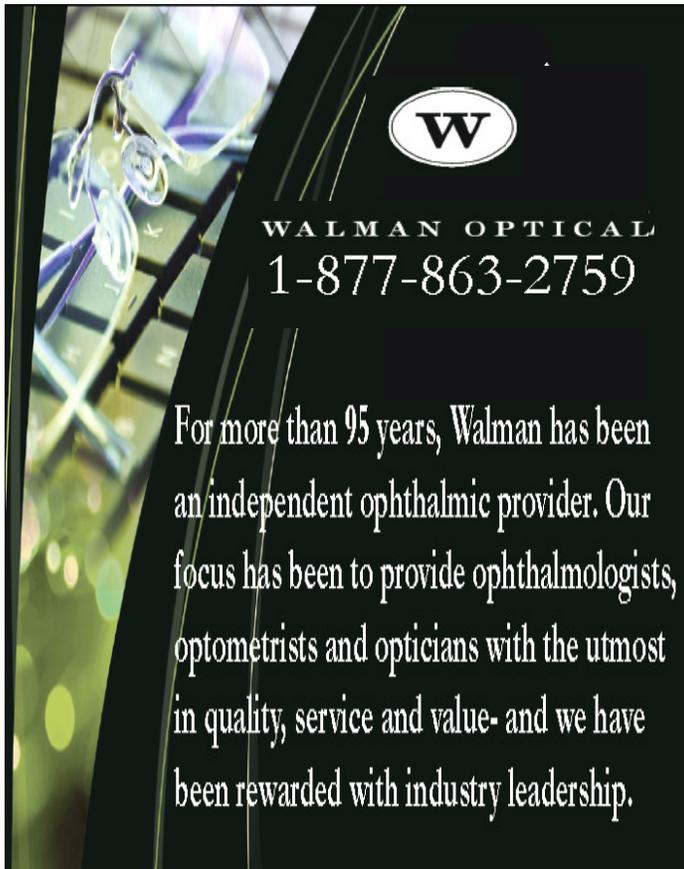
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## ABO and NCLE Certification Renewal



All ABO and NCLE certifications are for three (3) years. Continuing education credits (CECs) must be earned within the three year certification period and may not be accumulated and carried over from one period to another. All CECs and renewal fees are due on or before your expiration date. If you fail to complete the requirements on time, you have a 4th year to complete them. During that year, your certification is suspended. This suspension year is not an extension, but will overlap into your next certification period.

**Continuing Education Renewal Requirements:**

- ABO Certified: Send in 12 ABO approved CECs (up to 3 may be NCLE approved) and the \$85 fee.
- NCLE Certified: Send in 18 NCLE approved CECs (up to 6 may be ABO approved) and the \$85 fee.
- ABO and NCLE Certified: Send in 21 CECs (9 ABO approved and 12 NCLE approved) plus the \$170 fee.

**Acceptable Continuing Education Credit:**

For ABO:

- Spectacle related courses approved by ABO with an assigned course number.
- Advanced certification prerequisite courses (ABO or NCLE).

For NCLE:

- Contact lens related courses approved by NCLE with an assigned course number.
- Advanced certification prerequisite courses (ABO or NCLE).

*Contact lens related courses approved by NCLE with an assigned course number. Advanced certification prerequisite courses (ABO or NCLE).*

**Alternate Renewal Methods:**

- New ABO: You may submit proof of maintaining a valid state license if the state has a satisfactory provision for continuing education.
- New NCLE: You may submit proof of maintaining a valid state license if the license entitles you to fit contact lenses and the state has a satisfactory provision for continuing education.
- For Either: You may also retake and pass the exam for recertification instead of earning CECs, but only in the third or suspension year of your certification. You may not sit for the exam at any other time during your certification.

Send CEC's and renewal fees to:

ABO/NCLE - 6506 Loisdale Rd., Suite 209, Springfield, VA 22150, and include name, address and certificate number.

Check certification status 24/7 on the ABO-NCLE website.  
[www.abo-ncle.org](http://www.abo-ncle.org)

FOR APPOINTMENTS OR TO PLACE AN ORDER  
PLEASE CALL YOUR SALES CONSULTANT

# Job Bank

**FRAME REPS NEEDED:** Multi line or dedicated reps needed for an independent family owned wholesale frame company established in 1974 in Jackson, MS. We offer designer brands (29.95 to 59.95) and budget (12.95 to 19.95). Large discounts are offered on selected brands for the insurance needs. Visit our website <http://www.opticaldistributors.com/> to see all the brands we carry. We offer commission plus bonus plan. Fax resumes to 866-353-1307 or email to [leonard@opticaldistributors.com](mailto:leonard@opticaldistributors.com). All areas of state are open.

Experienced **OPTICIAN** needed for private Ophthalmology practice in Dallas. Applicant must have a steady work history, professional appearance, excellent customer skills, frame styling, sales, dispensing and lab experience. Applicant must be reliable, organized with attention to detail. No weekends. Email your resume to [eyectr@swbell.net](mailto:eyectr@swbell.net) or fax to 214-826-1711

Town & Country Optometry Office in the Memorial area is seeking a full time **OPTICIAN** with good customers service and communications skills. Position includes framestyling, adjusting, patient prelims, contact lens work and insurance filing. Good work hours, work environment and competitive pay. Email resume to [drryf@hotmail.com](mailto:drryf@hotmail.com) or fax to 713-973-6582 .

Vision Source @ Willowbrook is looking for a full time **OPTICIAN/lab tech** for our busy flagship location. Duties include edging, filing VSP, Eyemed and Spectera orders and over-seeing inventory of stock lenses. Benefits include vacation, 401k, medical, dental and vision. Please email resumes to [vsoptometryjobs@gmail.com](mailto:vsoptometryjobs@gmail.com)

Colony Eye Care Center seeks a full time **OPTICIAN**. The right team player is an enthusiastic self-starter that is detail oriented and is driven by providing excellent customer service. Applicant needs to be familiar with frame styling, lenses & vision plans. Please email resumes to [resumes@colonyeyecare.com](mailto:resumes@colonyeyecare.com) or call 281-265-2020.

Eye Couture (@ CityCentre) has Positions Available: **Salesperson/OPTICIAN** and **Store Manager/OPTICIAN**. Great Pay and Great Work Environment! Schedule Your Interview Today: 713-935-9966.

**OPTICIAN** wanted for Copperfield Optometry office (northwest Houston) frame styling, VSP and Eyemed filing, some cutting and edging with Santinelli edger. (most sent to lab under vision plan) Please call Denise at 281-550-2020 to set up an interview.

Seeking a full time **Optometric Assistant/OPTICIAN** for a new private practice in Richmond, TX. Minimum experience of 1 year required. OfficeMate experience recommended. Duties will include: insurance verification, scheduling appointment, pre-testing, and optical sales. If interested, please contact Dr. Dimple Patel Arya at [drarya@todayvisionrg.com](mailto:drarya@todayvisionrg.com) or 832-916-2020

Seeking **Optometric Office Assistant** (Vision Source Westchase) Established optometric office and optical looking for a friendly person to join our team. Must have excellent communication skill. Ability to speak Mandarin Chinese would be an asset but not required. Friendly working environment with great compensation. Experience working in an optometry or ophthalmology office would be an asset, but

we are willing to train the right candidate. Please e-mail your resume to [LTOU22@AOL.COM](mailto:LTOU22@AOL.COM)

Optician (Houston Medical Center) Busy practice (fast pace offices providing both Ophthalmology and Optometry services) committed to the highest quality of patient care and customer services seeks experienced individual, a "**Super OPTICIAN**", with outstanding communication and technical skills. Some lab experience and ABOC preferred. Additionally, you must possess the following: Organized, Attention to detail, Ability to multitask, Be a Team Player, Computer skills, Work independently, Be a self-starter, Reliability, Steady work history, Excellent Customer Service Skills, Professional Appearance. We offer a positive work environment, competitive pay with commission & good hours and great benefits including health insurance, paid holidays and employer matched IRA plan. For more information about our practice please visit [www.eyeeexcellence.com](http://www.eyeeexcellence.com) Send your resume to [jobs@eyeeexcellence.com](mailto:jobs@eyeeexcellence.com)

Experienced/full time **OPTICIAN** needed. AWESOME hours Mon-Thurs 8:30-5 and Fri 8:30-4:00. NO Saturdays and NO staying late. Competitive salary based on experience. Medical/Dental/401K available. Recently remodeled optometry practice located downtown Houston. Optician must be able to frame style, file insurance and familiar with cutting lenses with edger. Send resume to [info@executiveeyecare.net](mailto:info@executiveeyecare.net)

**OPTICIAN-Shops** at the Vintage. Growing practice seeking optician with 2+ years experience. Qualified candidates must possess working knowledge of frame styling, high quality lens products, vision plans and basic lab skills (troubleshooting/ lensometry/etc). Position requires outstanding sales and communication skills. Must be a self-starter, reliable and able to multi-task front/back office duties. Benefits include sick/vacation-PTO, paid holidays, Major Medical/Dental coverage and generous bonus program. Interested applicants please submit resume and a cover letter to [cdelapena@premier-vision.net](mailto:cdelapena@premier-vision.net)

Looking for two motivated F/T, P/T **OPTICIAN** and front desk to join our family. Must be able to work some Saturdays. Office a private office in NE Houston. Please email resume to: [Premier.eyez@gmail.com](mailto:Premier.eyez@gmail.com)

**OPTICIAN/Optometric Assistant** needed in northwest Houston. Working knowledge of frame styling, lens products, vision plans and insurance filing required. Position requires excellent customer service and sales skills. The right team player is self-motivated, dependable and well organized. Competitive salary based on experience. Must be available to work on Saturdays. Commission and paid vacation. Bilingual and ABOC a plus, but not required. Email resume to [optical@urbaneyes.com](mailto:optical@urbaneyes.com)

Private optometric practice is looking for an **OPTICIAN and/or office manager** in the Pearland area. Duties would include front desk, insurance verification and filing and fitting and dispensing for both eyewear and contact lenses. The job requires strong organizational skills, ability to communicate effectively, multitask and must be a team player. Experience is recommended but not necessarily needed, if you are up to the challenge please email resume to [eyecarehouston@yahoo.com](mailto:eyecarehouston@yahoo.com)

**FEE SCHEDULE**

50 words or less	- \$40
51-69 words	- \$50
70-85 words	- \$60
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96 and up	- \$80

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**Certified Opticians Association of Texas**  
PO Box 27630  
Houston, TX 77227

**Mission Statement**

Certified Opticians Association of Texas provides educational opportunities to certified and non-certified eye care providers, promoting opticianry as a Texas healthcare profession.



**Tuesday, May 20, 2014**



**SHAMIR**

*Sponsors a Two Hour ABO Workshop*



*Presented by*

**Betty Manuel**

**Location: Dave and Busters**  
6010 Richmond Avenue  
Houston, TX 77057  
713-952-2233

**Registration: 6:00 pm - 7:00 pm**  
**Dinner: 6:30 pm - 7:30 pm**  
**ABO Seminar: 7:15pm - 9:15 pm**  
**Cost: 2014 Annual Membership - \$70**  
**Non-member rate - \$25 (cash/check)**

**RSVP by May 16, 2014**  
**Register online on [www.coat.tv](http://www.coat.tv)**  
**713-890-2520**

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**MEMORIAL DAY**

REMEMBER THOSE WHO SERVED



ALL GAVE SOME, SOME GAVE ALL

**2014 COAT CALENDAR**

**May**  
20- Meeting - Shamir Insight  
**July**  
15- Meeting - EyeCare Express

**September**  
16- Meeting - Essilor  
18-20- Vision Expo West

**November**  
18- Meeting - Vision-Ease



**2014 BOARD of DIRECTORS**

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