

Be Ye Thankful



Tuesday, November 18, 2014

 **VISION-EASE** LENS
W O R L D W I D E 

Sponsors a One Hour ABO Seminar
General Knowledge

 **Building Skills
for
Better Patient Results**

Presented by 
George Carter

Many optician training programs focus on teaching the skills necessary to increase multiple pair sales. Most opticians already possess these skills. The challenge is for them to continue to build on those skills and to consistently practice them when working with their patients. This course was designed to help opticians build on those skills and focus not only on sales, but on successful and consistent patient interactions.

Gift Card Prize Drawings!



Meeting details on page 8

Lisa's Lines



Fall is finally here! I'm really enjoying the cool days and even cooler evenings, aren't you? Escaping the hot and humid days of summer puts a pep in your step, and makes you want to enjoy the great outdoors for a change.

Speaking of change, I am super excited and proud to announce that COAT now has a new Secretary! Vikki Cheney has joined our ranks and will be at the November 18th meeting. Please welcome her and let her know how happy you are to have her on board. Read Vikki's bio on page 3. Welcome Vikki!

Despite the torrential rain and thunderstorms, the September 16th meeting, sponsored by Essilor Labs of America was a winning success! Representatives Candice Stiles, Kelley Kirby, and Brant Southwell brought Las Vegas right here to Houston. Accredited speaker, Dr. Ryan Parker, presented a two hour, power-packed ABO seminar to nearly 100 attendees. Many thanks to Essilor Labs of America for their generous sponsorship and support. It was a fun and informative meeting enjoyed by all who were there.

In the last newsletter, I shared the good news about COAT being awarded a \$1000 bonus check for being the number one OAA state association in Vision Web/OAA Royalty Program. Well, surprise, surprise! When we received the check, it was not for \$1000, but \$1500! Thank you to everyone who is participating in the Vision Web/OAA Royalty program, and if you're not yet doing so, sign up today by following the instructions found on page 5.

It's Annual Membership renewal time! Join or renew before the end of the year for this year's rate of \$70. Starting January 1, 2015, the rate increases to \$75, so take advantage of the lower rate today. Fill out the form on page 4, enclose payment and get it done and out of the way before the end of the year.

Our next meeting is being sponsored by Vision-Ease Lens at Dave and Busters on Tuesday, November 18, 2014. It's going to be one hour ABO seminar, so don't miss out! Register online on our website www.coat.tv today to reserve your seat.

I look forward to seeing YOU there!

Sightfully yours,

Lisa Harmon, ABOC, NCLEC
COAT President



September Meeting Highlights



Essilor Labs of America's Brant Southwell, Candice Stiles, and Kelley Kirby brought Vegas to Houston at the September 16th meeting at Dave and Busters.



A lovely pair of ladies from Majestic Optical.



Extra tables and chairs were added to accommodate 100 attendees!



Annual Members from Enhance Eyecare.



Annual Members Judy Miller and Soo Jung manage registration.



Blue Man Who?! Master Optician and Past President Mark Rice won the male Vegas Entertainer contest.



Berkeley Eye Center's Linnys Juarez won the female Vegas Entertainer contest.



Dr. Ryan Parker presented two incredible, one hour ABO seminars to a packed house.



VISION-EASE
WORLDWIDE

Independent – It's why we care.

When you love what you do, you tend to do it better than anyone else. Every lens we make is a combination of passion, technology and common sense. We don't just make lenses that work better on paper. We make lenses that work better on people. A company of real people making lenses for real people. Isn't that the way your lens company should work?

Founded in 1930, [Vision-Ease Lens](#) has become a recognized leading manufacturer of quality ophthalmic lenses through its superior technological ingenuity. The sole objective of Vision-Ease Lens is to develop and manufacture products that are both innovative and unmatched in quality.

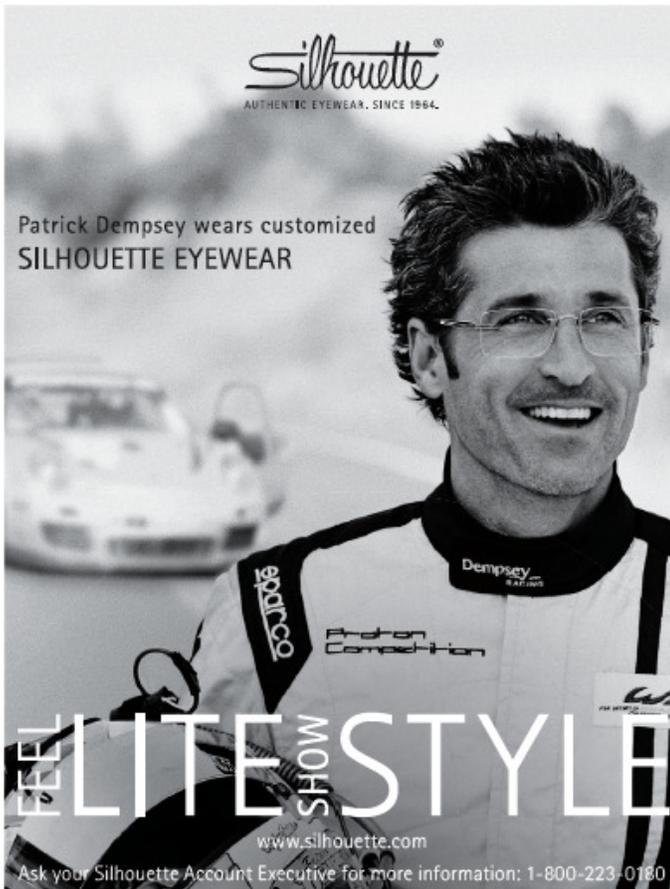
Products

Vision-Ease Lens offers a broad range of quality premium [Polycarbonate Lenses](#) including Copper-tone® polarized, LifeRx® photochromic, SunRx® polarized, Illumina® progressive, and Outlook® progressive lenses. In addition to our premium lens offerings, we also provide many different styles of lenses in polycarbonate, plastic and glass materials. Because Vision-Ease Lens incorporates a variety of materials with styles, we are able to consistently satisfy a multitude of patients and customers. With our extensive product offerings and commitment to quality, Vision-Ease Lens products are among the best in the industry.

Partnership

Vision-Ease Lens is dedicated to establishing and maintaining strong partnerships with eye care professionals, retailers, wholesalers, and distributors. No matter the size, location, or affiliation, we will work to provide the best quality products and help grow our customers' businesses.

Essilor Labs of America and COAT;
A winning combination!



**Remember to RSVP
by November 15, 2014.**

Register Online Today!
www.coat.tv/meetings.htm



About the Speaker



George Carter has been in the optical industry, working with opticians, optometrists, and ophthalmologists for the past eighteen years. Prior to Vision-Ease Lens, he worked with Universal Ophthalmic Instruments and Lombart for eleven years in both equipment sales and repairs.

In 2007, George became an account manager for Vision-Ease Lens, and works with eyecare professionals in Houston and the surrounding areas. He is a Level I and II Technical ABO approved speaker.

George is a native Houstonian, with a wife of nineteen years, and two wonderful children.

Meet Vikki Cheney COAT Secretary



Vikki Cheney began her optical career in 1992 after earning a degree in Ophthalmic Technology. Upon choosing the retail/technical side of the business, she began building a career with proficiencies in lens finishing and office operations, eventually moving into management. With her background in journalism, she brought valuable business skills such as time management, writing, and interviewing skills to the industry. She was able to express her creative side through job assignments in advertising, window displays, and market research.

In 2001, Vikki took a break from the landscape of prescription eyewear, insurance verification and retail hours to sell cars for fourteen months! Some break! The car business is a rollercoaster of long hours, frustration, huge paychecks, followed by no paycheck, great experiences with people, and a rich environment in which to learn about direct sales and the challenges of running a business.

While she was busy perfecting her sales and management skills in the optical world, Vikki also enjoyed successes in entrepreneurial pursuits: as the co-owner of a well known local dating website: as a real estate investor and property manager. While engaged in these activities, she bumped into the CEO of a start up retail energy firm in 2007, and taking her second break from the optical field, spent the next two years managing local operations and training regional managers in contract compliance and operations in a deregulated national market. This was an exciting experience with autonomy, travel opportunities and a unique and diverse work environment. The company expanded its operations to the US Virgin Islands, and closed several of its divisions, and for personal reasons, Vikki chose to stay in Texas, where she enjoyed spending time with her family, traveled extensively, and sat for the Texas real estate exam.

After almost three years in real estate sales, she and her husband decided it was time for more structure and less (and more predictable) hours. A position for Assistant Market Center Adminis-

continued on page 5

2015 Annual Membership Drive

The 2015 COAT Annual Membership fee will increase from \$70 to \$75; however, if you join or renew by December 31, 2014, you save money and are set for all six meetings in 2015.

2015 Annual Membership includes six consecutive meetings (1-2 hours ABO and/or NCLE cec's), dinner, personalized name badge, annual membership certificate, and a bonus annual membership with the OAA (Opticians Association of America).

Join for the first time or renew your Annual Membership by December 31, 2014 and pay last year's rate of \$70. Starting January 1, 2015, the Annual Membership rate is \$75, and will be available through January 31, 2015.

Please mail your form and payment in today, or submit it at the November 18, 2014 meeting. After January 31, 2015, the non-member meeting rate of \$25 (per meeting) will be in effect for the remainder of the year.

For more information, visit www.coat.tv, call 713-890-2520 or email coatpresident@yahoo.com.

2015 Annual Membership Form

2015 Annual Membership Fees:
\$70 - Good through December 31, 2014
\$75 - January 1-31, 2015

Please print legibly.

Current Member
 New Member

First Name

Last Name

Work

Address

Work Address

City, State, Zip Code

City, State, Zip Code

Personal Email

Work Email

Day Phone

Cell Phone

Annual membership may be renewed now through January 31, 2015, and is non-transferable.
The price of annual membership is \$75 per calendar year (January 1, 2015 - December 31, 2015).
Payment may be made by check or money order, payable to COAT, P.O. Box 27630, Houston, TX 77227.

The Certified Opticians Association of Texas (COAT) is a 501(c)(6) non-profit organization.



**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 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, or if you need additional help, please contact VisionWeb Customer Service at (800) 874-6601.

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trator and Compliance Officer became vacant at her brokerage, and she seized the opportunity to work behind the scenes, teaching and overseeing office operations; her true passion. Vikki resides in Kingwood with her husband, Morelle Cheney. They are members of Lamb of God Lutheran Church in Humble, where they were married in 2012, and serve on several committees. Vikki has three grown sons and 7 grandchildren, and Morelle has three grown children. They share their home with two spoiled Chihuahuas; Big and Harley.

Hobbies and interests include camping, travel, sports, fine dining, museums, music, shooting, gardening, entertaining, home design, and volunteering.

Connect with Vikki Cheney on LinkedIn and Facebook

W

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For more than 95 years, Walman has been an independent ophthalmic provider. Our focus has been to provide ophthalmologists, optometrists and opticians with the utmost in quality, service and value- and we have been rewarded with industry leadership.

Dear Friends and Associates:

A personal farewell and thank you to all the members of COAT who have been a part of my professional life since 1979. I am giving myself an early Christmas gift by retiring on 11/21. Jana Morris will be replacing me at California Accessories.



My most sincere "thank you" cannot express how grateful I am to have shared with all of you my 35 years in the optical business. I will not single out any individuals by name because everyone, every day, and on every sales call has given me a reason to enjoy my sales career. All the hugs, tears, laughter, and friendships will always remain in my thoughts. Hopefully, in some small way, I have brightened your lives in return. God bless all of you.

Ray Bouchard



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 re certification 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



2015 ABO-NCLE Exam Dates

The ABO & NCLE Board's vision, from the beginning of computer-delivered administrations of the exams, has always been to offer the exams more frequently than twice a year. As ABO & NCLE work toward continuous testing, ABO & NCLE is very excited to advise each of you that it is now able to offer the National Opticianry Competency and the Contact Lens Registry Exams four times per year, commencing with the August 16 through August 30, 2014 time period. Beginning June 15, 2014, online registration will be open all year long, with an applicant being able to select from the next two exam administrations. When a registration window closes for a particular examination, the candidate will then be able to select from the next two exam administrations.

The online registration process will restrict anyone who fails an examination from attempting to retake the exam(s) in the next regular exam administration period.

2015 Exam Dates and Deadlines

February 14-28, 2015 Exam; Regular registration ends 1/10/15; Late registration ends 1/17/15.

May 9-23, 2015 Exam; Regular registration ends 4/4/15; Late registration ends 4/11/15.

August 15-29, 2015 Exam; Regular registration ends 7/11/15; Late registration ends 7/18/15.

November 7-21, 2015 Exam; Regular registration ends 10/3/15; Late registration ends 10/10/15.

For more info visit www.abo-ncle.org.

2015 Advertising Sponsorship

Option 1: \$695 annual fee and includes:

- ☐ One-half page ad (7.5" x 4.5") in 6 consecutive newsletters
- ☐ Logo on website sponsor page linked to company website
- ☐ Logo on sidebar of five web pages
- ☐ Limited to the first three paid ads

Option 2: \$495 annual fee and includes:

- ☐ One-fourth page ad (3.5"x4.5") in 6 consecutive newsletters
- ☐ Logo on website sponsor page
- ☐ Logo on sidebar of five web pages

Option 3: \$295 annual fee and includes:

- ☐ Business card size ad (3.5"x2") in 6 consecutive newsletters
- ☐ Logo on website sponsor page
- ☐ Logo on sidebar of five web pages

For Info: 713-890-2520 or coatpresident@yahoo.com

Job Bank

Optometry Equipment for sale: Chair, Stand, Projector, Phoropter, Keratometer, Slit Lamp, Trial Lenses, Retinoscope, Ophthalmoscope, Etc. Used, Excellent Condition. Price \$8,800.00 Hand tools, All are brand new, Welch Allyn brand. Info rauloffaxis@yahoo.com or (832) 259-3358 after 6:15 P.M.

In anticipation of end-of-year sales needs and to better serve our patients, Berkeley Eye Center is seeking experienced **OPTICIANS** for seasonal assignments throughout our 16 locations in the Greater Houston area. These positions are temporary assignments that offer great flexibility in schedules and locations in a fun, upbeat environment. Candidates should have at least 2 years of experience in the optical field. Responsibilities will include frame styling, dispensing and checking in patient orders. For a list of our locations, please visit our website: berkeleyeye.com. Berkeley Eye Center has been a Texas Vision Care leader for over 55 years with 17 locations and more than 250 employees addressing the eye care needs of patients throughout the Greater Houston area and Corpus Christi. Send resume to careers@berkeleyeye.com

OPTICIAN - Private optometry practice in Brenham, TX. Certification a plus. We are looking for a friendly, energetic, dependable self-motivated individual for long-term employment. Full-time, Monday thru Friday only. No weekends or evenings. Benefits: Seven paid holidays, bonus, 401(k), sick and vacation time upon eligibility. We are looking for the ideal candidate, whether from the area or one to relocate to this vibrant, family-friendly, outdoors-friendly community within a beautiful landscape with easy access to Houston, College Station, Austin and the hill country. Email resume: bguillory.od@gmail.com

Eye Trends - Meyerland Plaza is expanding the Optical Staff. We are looking for an experienced and ambitious **OPTICIAN** with excellent sales and interpersonal skills. Knowledge of various vision and Medical Plans is required. Excellent compensation package including 401K retirement benefits. Room to join management team. Email resume to caseyjohnston01@gmail.com or fax to 713-662-3366.

Modern Cypress optometry practice looking for experienced **OPTICIAN** and/or **LAB TECHNICIAN** (PT or FT) Applicant should be personable, dependable, multi-task skills. Knowledge of insurance plans and lens optics needed. Competitive pay and benefits (commission, vacation, holidays, etc.) Great work environment. Two Saturdays per month. Please email resume to eyedoc-torchen@irendi.com

FEE SCHEDULE

50 words or less	- \$40
51-69 words	- \$50
70-85 words	- \$60
86-95 words	- \$70
96 and up	- \$80

Ads will be posted online for sixty days and in one bimonthly newsletter upon receipt of payment.

1. Email ad to coatsecretary@yahoo.com
2. Enclose a copy of the ad & check payable to COAT
3. Mail to COAT - P.O. Box 27630 - Houston, TX 77227



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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.

Be Ye Thankful



Tuesday, November 18, 2014



Sponsors a One Hour ABO Seminar
General Knowledge

**Building Skills
for
Better Patient Results**

Presented by
George Carter

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 Seminars: 7:30 pm - 8:30 pm
Cost: Non-member rate: \$25 (cash/check)

RSVP by November 15, 2014
Register online on www.coat.tv
713-890-2520

Gift Card Prize Drawings!



2014-2015 Calendar

November

18 - COAT Meeting - Vision-Ease

December

1-5 - Kids Vision for Life Clinic - San Jacinto

5-9 - Kids Vision for Life Delivery - San Jacinto

January

20 - COAT Meeting—Alcon

26-30 - Kids Vision for Life - Good Neighbor Clinic

February

9-13 - Kids Vision for Life - Good Neighbor Clinic

23-27 - Kids Vision for Life - Good Neighbor Clinic

March

9-13 Kids Vision for Life Delivery-Good Neighbor Clinic

17 - COAT Meeting—Hoya Vision Care

23-27 Kids Vision for Life Delivery-Good Neighbor Clinic

30 -April 3 Kids Vision for Life Delivery-Good Neighbor Clinic

2014-2015 BOARD of DIRECTORS

President: Lisa Harmon, ABOC, NCLEC

Vice President: Mustafa Asif, ABOC

Treasurer: Austin Rath, ABOC

Secretary: Vikki Cheney, ABOC

