



Tuesday, May 19, 2015



Digital FreeForm Lenses The Precision Difference

Presented by
Denise Capretta

Location: McCormick and Schmick's
1151 Uptown Park Blvd.
Houston, TX 77056
713-840-7900

Registration: 6:00 pm - 7:00 pm
Dinner: 6:30 pm - 7:30 pm
ABO Seminar: 7:30 pm - 8:30 pm
Cost: 2015 Annual Membership - \$75
Non-member rate - \$25 (cash/check)
Limited Seating

→ **Due to Limited Seating,
Registration is Closed** ←

Online: www.coat.tv

Text: 713.890.2520

Meeting is Limited to
80 attendees
No On-Site Sign ups

This course is an overview of the difference between traditional lens processing and digital or freeform processing. It is a detailed approach describing the benefits and quality results the patient receives from digital freeform lenses.

Sponsor Spotlight

Located in Rancho Cordova, CA. VSP Global is the enterprise brand that supports 5 lines of business. It is a group of innovative companies including Vision Care, Marchon/Altair, Eye Designs, Eyefinity EHR and VSPOne Optical Technology Centers, featuring Unity portfolio.

VSP Reps

Maricruz Garza, David Denton, Dana Rainosck, & Maria Cappleman



About the Speaker

Denise M. Capretta, COMT, LDO, ABOC, is from Euclid, OH. She has her own practice in addition to being a faculty for Cuyahoga Community College. She is also the Technical Marketing and Education Manager for VSP Optics Group. She has an Associate in Applied Science in Ophthalmic Dispensing Program graduating Magna Cum Laude. She is a board member for the Optical Dispensers Board for the State of Ohio. She has won numerous awards including Most Influential Woman by Vision Monday in 2012.

COAT would like to welcome Denise to our wonderful city of Houston. Hope she has a great stay and wonderful meeting experience with everyone who attends.

On behalf of COAT and its members we would like to thank VSP Optics and Denise Capretta for their dedication and support of our organization.



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COAT is always looking for your valuable suggestions, questions, comments, ideas, thoughts, etc.,

Please do not hesitate to contact me via
Email: coatpresident@yahoo.com
Phone or Text: 713-890-2520.

We look forward to seeing everyone at the meeting on Tuesday, May 19, 2015

Your COAT President
Mustafa Asif,
ABOC



COAT CHRONICLES By Mustafa Asif

Hello Members, Thank You for coming out to the March meeting sponsored by Hoya. It was an excellent meeting held at Dave & Busters. The full house listened to Catherine Satterfield who educated us about the easy way to select the right PAL for patients.

On a sad note, Lisa Harmon stepped down as President, after serving for almost two years. We would like to thank her, for her dedication and efforts in making this organization a unique experience for all its members.

The future of COAT looks bright as we will be bringing some technological changes starting with a brand new look to the website and also an online payment system so meetings can be paid for online. Join us at the next meeting on May 19th sponsored by VSP.



Two of the brightest stars ever to shine for COAT. Lisa Harmon (Left) and Suzanne Murdock, who has moved on to brighter pastures. She has served COAT well and moved to Hawaii. We wish you a very happy and prosperous life and a very big THANK YOU.



VisionWeb's OAA Royalty Program

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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.

March Highlights



Top: Judy Miller excited to win a gift card.

Middle: A Full house at the COAT meeting in March. Thank You HOYA for your support.

Bottom: Laura Johnson, Austin Rath and Mustafa Asif, welcoming members at the sign up table.



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, or www.oaa.org.



RSVP
**Due to limited seating,
Registration is Closed.**
...day!
...meetings.htm



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

Do Good and Receive Good

Just when you want to pull out your hair because it is so exhausting to deal with your patients' visual demands, the unexpected "Thank You" puts it all back into the right perspective.

I live and work in a small town on the East Coast of Florida. In the wintertime, we are home to many "Snowbirds" who want to escape the harsh winter conditions up north. Something extraordinary happens to all the inhabitants of this little town right before the full moon. Otherwise perfectly pleasant people turn into unreasonably needy control freaks. We have just been through the Full Moon for this month, and it surely tested our people skills.

Then the following letter was hand delivered on one of those long, hard days and it changed everything.

**To The Optical Center at
The Eye Clinic Of Vero.**

Thank you so much for taking care of my glasses they look great. You guys and girls did good. I hope you guys and girls become a huge empire some day.

This young man certainly has a way with words. And we played a role in enabling him to see well enough to write this letter.

His Rx is:
OD -21.50 +4.00 x 090
OS -23.00 +5.00 x 090

His family could not afford to buy eyeglasses for him. Our office decided to make them for him anyway.

Think about how small this teenage boy's world is. We know where he has clear vision.

The focal length of a -20.00 lens is 5 cm, which equals two inches. So, he can see clearly at about two inches in front of his eyes.

You simply have to help a young man like this.

We chose the most suitable frame for his face considering the high Rx. Our lab agreed to share the cost of the lenses. We went for the best, not the least expensive. SV Freeform in a 1.67 High Index material with a good AR coating. To put it in his words: We guys and girls did good.

And here is the amazing thing. This thank-you letter uplifted our spirits in a time of need. It shifted our energy from down in the dumpster to inspired. We made a difference. Life is good. With this newly found positive energy we have more compassion for our patients that makes them happier, which reflects in their ability to communicate, make decisions and spend money. And that is the purpose of any optical business:

Have happy customers, make money and be satisfied with what you do.

And notice, not one single person has changed. The patients are still "moony", we opticians are the same people. The only thing that has change is our energy level. We had a positive injection; we see the world brighter. And because we see the world more positively, the world acts more positively. The Betari Box illustrates this connection.



The Betari Box is a model that helps us understand the impact that our own attitudes and behaviors have on the attitudes and behaviors of the people around us. Our attitude plays a large role in the behavior we exhibit. When we're feeling motivated and positive, we smile, we complement our team, and we empower those around us. When we're feeling negative, the reverse is often true—we can be impatient, we get angry with our people, and we might even yell or argue.

These behaviors often affect the people around us. They then turn those negative behaviors back on us, and the conflict gets worse.

The moral of the story: Do good and you receive good, which makes life good.

Written by: Maggie Sayers, ABOM

Wednesday March 11, 2015

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Mexico Undercover Angels Mission

Well my Mexico Undercover Angels Mission trip was a huge success. I collected over \$2300.00 thru a Rotary Go Fund Me page and the generous donations from COAT and it's members. The Mexico Clinic administrator was kind enough to arrange a "field trip" for me to see the needs of the children of Guerrero.

My first stop was a small school about an hour from the clinic. Keep in mind this is the furthest I've ever been away from the clinic and I was traveling with two men I did not know and that did not speak much English. They were Rotarians so I knew it would all be ok. The school consisted of just two rooms. One for K-2 and the other from 2nd grade to 6th grade. I'm not sure where they went next if anywhere but I assumed there was an intermediate type of school somewhere near by. The pictures I've attached show the children, the classrooms, their wood burning stove for heat and bits and pieces of supplies. I felt so bad for the teachers as they had nothing to really teach with.

At first I was on a underwear mission. As soon as I saw the needs of the children I realized they needed shoes more than socks. Uniforms were talked about but not feasible to purchase that day. Once the parents were notified by kids running home to tell them, permission was granted to haul them into the city for new shoes. We bought 46 pairs of shoes in total. We had to bring them in the back of two pickup trucks. No safety belts for these kiddos. After they all filed out I realized there were too many to fit inside the small shoe store that agreed to fit them and give us a discount. We organized them by age and brought them in the store to be fitted. 2 hours later we were done. I took pictures of the fitting and the kids showing off their new zapatos! They were jumping all around and walking with pride. I bought the group pizza and sodas afterward as I took them during their lunch time. After I had a slice, they all gathered around me for some fun chit chat. My Spanish was a little rusty but we managed to belt out our abc's in English and Spanish. We counted, chuckled and talked about normal kid stuff. I had tears in my eyes knowing I was about to leave these cut kids but I still had work to do in the clinic.

We said our goodbyes and they all waved at me all the way down the street. What a great time we had. Exhausted but fun. I asked the Rotary Club of Guerrero to help me donate to an orphanage there as well. They bought all of them a new outfit and underwear for everyone.



These smiles are priceless

Thanks so much for making a difference in someone else's life even if it was just a drop in the bucket of their needs. They appreciated everything and my heart sank when I said goodbye. I urge all of you to reach out to the underprivileged in your own community every chance you get. We are all blessed with good fortune and a small gesture can make a big difference in someone's life. God bless all of you. Thank you again.

Suzanne Murdock ABOC NCLC



Children of Guerrero Shopping for Shoes



Children of Guerrero showing off their new zapatos !!



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

Job Bank

Full time experienced **OPTICIAN**. Small, family owned, high end optical boutique. Rice Village area. Dynamic sales skills. Lab skills. 3 Saturdays. Shorter hours during week. M-F 10-5 and S 10-4. Very competitive salary. Email resume to MKolodny@sbcglobal.net 4/28/15

Experienced/fulltime **OPTICIAN** needed. AWESOME hours Mon-Thurs 8:30-5:00 and Fri 8:30-4:00. NO Saturdays and NO staying late. Competitive salary based on experience. Upscale optometry practice located downtown Houston. Optician must be able to frame style, adjustments, file insurance and familiar with cutting lenses with edger. Medical insurance and 401K plan offered! Send resume to info@executiveeyecare.net 3/24/15

Lab Tech/OPTICIAN Needed to join our team at an established private practice in Cypress, TX. Experience in optical labs a must. Minimum 1 yr experience in optical. Strong customer service skills and multi-tasking a must. Knowledge of insurances and frame styling preferred. Immediate opening. Very competitive pay with bonus based on experience. Offering health insurance benefits, paid COAT membership, ABO renewals, etc. Email resume to crystaleyecare77@yahoo.com or fax 281-304-5070 or call 281-304-5060. 3/8/15

Full-Time, Experienced, Organized, Responsible & Reliable **OPTICIAN** needed. Must be able to frame style, troubleshoot and have great sales techniques. Must be knowledgeable, friendly, up-beat and professional. Benefits include Competitive Salary, Health Insurance and Commission. No Saturdays. Please email resume to srxo@aol.com, fax to 713-647-8298 or call 713-647-0900 and ask for Martin or Matt 2/21/15

Upscale private practice in Sugarland, TX is looking for a Full Time, Experienced and Reliable **OPTICIAN**. Must be able to Frame Style, adjust, troubleshoot and have great sales skills. Competitive pay and commission. Please email resume to jobs.vstelfair@gmail.com or call John at 832.681.6998 4/30/15

FEE SCHEDULE

| | |
|------------------|--------|
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| 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.

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



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.



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Denise Capretta,

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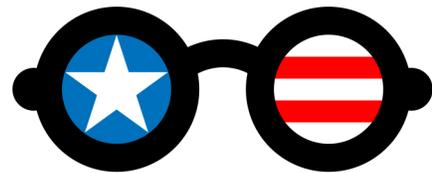
Registration: 6:00 pm - 7:00 pm
Dinner: 6:30 pm - 7:30 pm
ABO Seminar: 7:30 pm - 8:30 pm
Cost: 2015 Annual Membership - \$75

RSV

**Due to limited seating,
Registration is Closed.**

LIMITED SEATING

OPTICIANS



Helping America See

2015 COAT CALENDAR

- May**
19- Meeting - VSP
- July**
21- Meeting - Zeiss
- September**
15 Meeting - Vision Ease
16-19 Vision Expo West
- November**
17- Meeting - Eye Care Express



2015 BOARD of DIRECTORS

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