



STATE MEMBERSHIP BENEFITS

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

As a member of the association, OAA represents you. OAA is the voice of the opticianry industry and works as a promoter and communicator within and outside the industry while also protecting the reputation and perception of the industry in a local and global market.

Benefits of a State Membership:

- When your organization becomes a member of the Opticians Association of America, your organization's membership automatically becomes a member as well - so there will be no membership drives or anything of that nature with regard to your individual memberships.
- Your members have the option of upgrading their OAA membership to Honored Fellow status for a discounted rate of \$50 (paid by the individual). The Honored Fellow designation can only be obtained by members of member state associations and ABO Certified or NCLE Certified individuals. An Honored Fellow Designation is the most recognized and respected individual membership category offered by the Opticians Association of America.
- Your organization has the right and privilege to use the Opticians Association of America's logo, as do your members through your organization's participation. Use the OAA brand to show our unity as an industry.
- As a state member, your organization now has more available benefits to offer your members as well as a free membership to the national association that represents opticians. You basically have the ability to offer membership to two organizations for the price of one. OAA can be a useful recruitment tool for your organization.
- As a member of OAA, you now have extra support and assistance in protecting the rights of your members through proactive legislative activities on both the national and state levels. Expert advice, problem solving and legislative collaboration by a regulatory affairs expert is only a phone call or email away.
- Your investment as a member state helps to build a better business climate and protect our industry's future as we stand as one clear, collective voice in order to impact positive change. The Opticians Association of America has over 8,500 members that consist of state associations, partnering organizations, corporate members and individuals.

Your Membership has Access to the Following Benefits:

Networking & Marketing

- *American Optician* – a premier industry publication that is distributed twice annually to OAA members, industry leaders, and media professionals throughout North America. Through its relevant and insightful content, the *American Optician* keeps readers on the inside track about issues and events facing the opticianry industry.
- OAA's Annual **National Opticians Convention** – truly a unique gathering of the opticianry community, the annual convention provides attendees time for direct, personal contact with industry leaders and exhibitors. Educational seminars, keynote speakers and peer networking opportunities are all part of the annual convention.
- OAA's Annual **State Leadership Conference** - Leaders from a majority of the States and Canada attend educational seminars and topic specific breakout sessions that address subjects from growing membership numbers and legislative affairs to hosting meetings and communication synergy. The attendees immerse themselves in networking events that help build better synergy throughout North America.
- **eBlasts** – Throughout the year, OAA will send important updates to you via email to ensure that you are informed of industry related issues from legislation to the latest technology available to the industry.
- Twice annually, OAA sends out an **eConference Guide** that lists all the state association meetings, educational conferences and conventions.
- Through **strategic alliances** with the American Board of Opticianry (ABO); the Commission on Opticianry Accreditation (COA), the Contact Lens Society of America (CLSA); the National Academy of Opticianry (NAO); National Contact Lens Examiners (NACLE); the Vision Council; State Associations and many industry partners, your OAA membership immediately shows your credibility to these and other organizations that work directly with opticians.

Education:

OAA offers the training and resources you need, regardless of the level of your career or the size of your company.

- Spectacle and Contact Lens Online Education
- Online Store with Manuals, Test Reviews and Home-Study Courses
- Access to the CLSAU Online University
- Leadership Development Classes and Sessions
- Industry Specific Education Seminars and Management Classes

Advocacy:

- OAA provides a strong voice for the opticianry industry on legislative issues impacting how our industry operates in your home state as well as nationally.
- OAA's government relations program helps develop policy positions that the industry pursues to ensure laws and regulations are favorable to the interests of opticians.
- OAA provides education to lawmakers and policy makers on the benefits of the opticianry industry.
- Through OAA's website, members are given access to **Capwiz**, an award-winning online advocacy solution that empowers more than 1,700 associations, corporations, and nonprofits to influence legislation by educating and mobilizing their grassroots supporters.

Improve Your Status as an Optician:

OAA's standards mean quality. For nearly a century, our name has given opticians a competitive advantage in the marketplace.

- Your membership gives you instant credibility and name recognition and helps you gain a foothold within the industry that no other association can provide.
- You have access to our online membership directory, job listing postings and other support services to assist you in becoming a successful optician.
- You will receive an OAA Member Lapel Pin, a Membership Window Sticker for your office, a membership certificate you can display in your office, so that consumers know that they are dealing with a highly professional and respected optician.
- OAA Logo Usage Privileges – use the OAA logo on your business cards, office literature, and any other products you want to show you are serious about professionalism. Use your OAA membership on your resume when you are looking to make a change – once again showing your commitment to the profession.

Other Important Benefits:

- Access to **OAA Health Plan** – With a myriad of plans and an extensive network of national healthcare providers (over 1,000,000), this is one of the most comprehensive health insurance programs available.
- **Hertz Member Savings Card** – Hertz offers OAA members discounts at participating locations in the U.S. and around the world.
- **Membership Discounts** for Online Education Resources to National Convention and State Leadership Conference Registration Fees
- The positive feeling that you are assisting the Opticians Association of America engage opticians through involvement and connection for the direct benefit and growth of our industry.