



**Tuesday, July 21, 2015**  
**Presented by**  
**Jeff Hopkins**



## **Spectacle Lens Solution for Digital Eye Strain & AR for the Real World**

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**July 16th**

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Text: 713-890-2520

**Zeiss Reps:**  
**Summer Bouchedid**  
**Tito Cubriel**  
**Ken Thompson**  
**Kimberly Clayborn**

**Location: Dave & Buster's**  
**7620 Katy Freeway #100**  
**Houston, TX 77024**  
**713-263-0303**

**Registration: 6:00 pm - 7:00 pm**  
**Dinner: 6:30 pm - 7:30 pm**  
**ABO Seminar: 7:15 pm to 9:15 pm**

**Cost: 2015 Annual Members - FREE**  
**Non-member rate - \$25**

These two courses will review the causes and consequences of Digital Eye Strain, the limitations of traditional lenses and coatings in addressing these problems and the new technologies that are helping our eyes adapt to digital life. The second half we will explain how new AR Technology provides a total system for maintaining clarity and eye health in the real world.

**Carl Zeiss Vision's goal is to provide, products and services that meet or exceed customer and consumer expectations on quality, service and performance in a way that protects our environment, while providing a duty of care for the ongoing health, safety and welfare of all those who work at Carl Zeiss Vision.**



## About the Speaker

Jeff Hopkins, ABOM is Carl Zeiss Vision's Senior Manager for Customer Communications and Professional Affairs. He is the Company's liaison to optometric and opticianry schools public relations officer, chief marketing copywriter and continuing education presenter, in 17 years with Carl Zeiss Vision and its predecessor SOLA Optical. He has developed numerous continuing education courses for seminars and industry trade publications. He speaks at professional meetings and trade shows through out North America and is a frequent lecturer at optometry schools. His topics range from the latest developments in ophthalmic lens technology to effective customer service and marketing communications.



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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](mailto: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, First of all I would like to Thank each and everyone who attended the meeting in May at McCormick and Schmick's which was hosted by VSP Optics Group. Denise Capretta was the speaker for the night.

The new COAT leadership is working on a few projects to make us a better association. First and foremost is our website that is under construction. We are making it user friendly to benefit our members. I would like to encourage all members to sign up for the OAA Royalty program with Vision-Web. The details are on the next page. This helped COAT in the past and it is off no cost to you. We could use all the support we can to make it a great organization.

Also if you know any opticians in the city, who are not COAT members, please bring them to meetings and encourage them to learn from the excellent learning opportunities that are provided by our sponsors.

Its also a wonderful opportunity to network with fellow opticians and learn from each others experience.

Hope to see you guys at the next meeting, have a great summer and a wonderful independence day.

HAPPY 4th EVERYONE !!!

**OptiCon™ 2015 is back in  
Nashville, Tennessee!**





# 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.

# May Highlights



Thanks to the VSP Optics Group for Hosting our May Meeting. COAT members appreciate your support.



McCormick and Schmick's was COAT-ified for the night



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).



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 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)

Last Meeting's Winner was  
 Crystal Martinez @ Optic Vision

# First Impressions

By Johnna Dukes

Have you ever wondered what it is like to be a new patient in your office? If you haven't, you need to. Creating the perfect first impression for your patient is key to setting the tone of what your patient should expect from their eye care experience. That's right, eye care experience.

## Let the Experience Speak For Itself

From the moment your patient steps into your location they should feel like they're in a place that provides expert eye care, professionalism, style, and attention to detail. They should immediately feel relief that they are in the proper place for their eye care needs. How do you ensure this? By letting the space speak for you.



What does this mean? Basically, you need to take a look around your space with fresh eyes. Even though you see your space every day, your new patient has never seen it and is looking at every detail closely; from the outdated and tattered magazines in the lounge (notice we are not calling it the waiting room, our patients deserve a lounge, not a run of the mill waiting room) to the carpet that needs vacuumed. The patient notices these things and uses that information to form an opinion about your practice based on these visual cues.

The use of soothing and modern colors can create a sense of calm and using a modern, streamlined, and un-cluttered design helps convey cleanliness and attention to detail to your patient. So take a look around, does your space feel outdated and cluttered? Now is the time to change it up!

## Creature Comforts

How does your patient feel as they are in the process of waiting for their appointment? Do they feel they are an afterthought as they look at outdated magazines in your "Waiting Room?"

Here's an idea, rather than making them feel as though they are an inconvenience, try to cater to their needs. Most likely they are thirsty, so consider having a beverage station in your patient lounge. Regardless of whether or not your patient partakes of the water or coffee provided at your beverage station, they feel more at home just having this be an option. By creating a feeling of welcome and comfort in your space, this conveys to your patient that you care about their experience and about them personally.



## Dispensary Matters

In order to give your patient the impression they are in a place that is capable of helping them look stylish, they need to see they are in a stylish space. Take a fresh look at your dispensary. Do you have the same Point of Purchase posters and signs up that have been up for 6 months or longer? How often do you re-design your dispensary? Remember, your new patient is deciding whether or not they think you can help them based on this information. You might be the most proficient Optician there is, but before you get a chance to even speak with your patient their opinion of your service is formed based on their impressions of your office surroundings.



**Final Thoughts:** To create a good patient experience, start with making sure your space speaks for itself and reflects the right image for your office. If that means re-painting your patient lounge or updating the POP signage in your dispensary, do that. If that means more frequent cleaning schedules between dusting and vacuuming then do that, but don't assume that good enough is good enough. Your patient decides how they feel about the service you provide based on more factors than you may know. After all, we are in a visual business; make sure your space is visually appealing!

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## Theft Report

We received this email from a sales rep. Please be on the look out for any suspicious activity in an around your office.

Hello, My name is Rachael Back. I'm the new Sales Representative for Rem Eyewear in the Houston area. Late last night my car was broken into near Hermann Park. I carry 11 frame lines but fortunately only 2 were stolen. The collections they took were Jonathan Adler and SPINE. Sun and ophthalmic. They are in a black bag. If anyone has a patient bring one of these frames in needing lenses only or notices any suspicious activity please contact me. Email: [rachaelback9@gmail.com](mailto:rachaelback9@gmail.com). Any leads would be so helpful so please don't hesitate to call. I pray everyone stays safe while traveling.

Thanks for your help and concern - Rachael

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  - Sponsor page web link
  - Logo on sidebar of five web pages
  - Ad image on Facebook
  
- Bronze Level \$395**

  - Business card size ad (2.0"x3.5") in 6 newsletters
  - Sponsor page web link
  - Logo on sidebar of five web pages
  - Ad image on Facebook

**For More Information Please Contact**

COAT President Mustafa Asif, ABOC

[coatpresident@yahoo.com](mailto:coatpresident@yahoo.com)

COAT Secretary Martha Dela Torre

[coatsecretary@yahoo.com](mailto:coatsecretary@yahoo.com)

You can also call the COAT office line

Tel: 713-890-2520

We at COAT believe in partnering with sponsors and advertisers so we can help educate the local optician. Your support helps us bring innovative and informative ideas to promote the field of opticianry. Thank You for your support.



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)

## Job Bank

University of Houston is currently seeking an **OPTICIAN** to instruct, evaluate, train and work with optometry students in the selection, fitting and dispensing of ophthalmic eye-wear. This Optician will also assist in clinic operations in a community health care setting. Additional duties include assisting and training students in opticianry skills; fabricating spectacles in finishing lab; analyzing patient's optical problems and coordinating solutions with other clinics, doctors and laboratories; fitting, adjusting and dispensing eye-wear to patients; verifying spectacle prescriptions upon receipt from laboratory; working with optical laboratories and vendors to maintain and order optical inventory; answering patient questions in person and over the telephone; and performing other job-related duties as assigned. Candidates must be ABO certified (or working towards certification), possess a minimum of 1 year of directly job related experience, and good bilingual skills in Spanish.

For more information or to apply, please visit the University of Houston website at <https://jobs.uh.edu/> and search for Job Posting #S003137.

The University of Houston is constantly seeking talented people to join our team and offers a competitive benefits package that includes: access to the state-of-the-art Campus Recreation and Wellness Center, on-campus Day Care Facilities, free employee medical coverage, on-campus Health Center, tuition scholarships and much more! The University of Houston is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply. Additionally, the University prohibits discrimination in employment on the basis of sexual orientation, gender identity or gender expression 6/18/15

Boutique optometry office in the Spring/The Woodlands Texas looking for a **RELIABLE, ENERGETIC TEAM PLAYER** that will join our private office. Job duties include reception, lens edging, frame styling and adjustments, and excellent sales abilities. Position is full time, monthly bonus based on production, paid time off, paid major holidays, medical insurance benefits. No Sundays and some Saturdays off per month.

Email resume to: [drkpatel@todaysvision.com](mailto:drkpatel@todaysvision.com) 6/18/15

Full time, certified **OPTICIAN** needed to manage a well-established optical that is affiliated with the adjacent MD/OD practice in wonderful Bryan/College Station, Texas. Very competitive salary with performance-based expenses can be arranged. Hours are Monday-Thursday 8:00-5:00 and Friday 8:00-3:00. No weekends! Email your resume to: [houser.jamie@gmail.com](mailto:houser.jamie@gmail.com) 6/18/15

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](mailto: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](mailto: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](mailto:crystaleyecare77@yahoo.com) or fax 281-304-5070 or call 281-304-5060. 3/8/15

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](mailto:jobs.vstelfair@gmail.com) or call John at 832.681.6998 4/30/15

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**Certified Opticians Association of Texas**  
PO Box 27630  
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**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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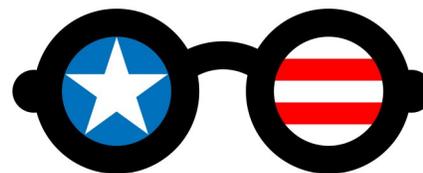
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**OPTICIANS**



**Helping America See**

**2015 COAT CALENDAR**

**July**

21- Meeting - Zeiss

**September**

15 Meeting - Vision Ease

16-19 Vision Expo West

**November**

17- Meeting - Eye Care Express



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