

**on March 15th 2016**

**Presents**

**Selling Polarized Sunglasses**



**Speaker: David Burch**

**Location:** Mezban Restaurant  
6655 Harwin Dr. #108  
Houston, TX 77036  
713-952-0606

**RSVP by**  
**March 13th**  
Online: [www.coat.tv](http://www.coat.tv)  
Text: 713-890-2520

**Registration: 6:00 pm**  
**Dinner: 6:30 pm - 7:45 pm**  
**ABO Seminar: 8:00 pm to 9:00 pm**

**One Hour CE Credit**

**Cost: 2016 Annual Membership- \$75**  
**Non-members - \$25**

The course will analyze and present the benefits of selling polarized sun glasses compared to regular tinted lenses.

### **About Maui Jim**

Maui Jim got its start in 1980 as a small company selling sunglasses on the beach in Lahaina, Hawaii. Seeing a need in the market for technology that could combat intense glare and harmful UV while bringing the brilliant colors of the island to life, we engineered the revolutionary PolarizedPlus2® lens. Incorporated into seven new sunglasses styles, our Classic Collection was introduced. We now offer over 125 styles of sunglasses, 100% of which are polarized and protect from 100% of UVA and UVB rays. Inspired by the beauty and culture of Maui, our mission is to spread aloha through vivid color, clarity, and detail.

For those who appreciate the sun, Maui Jim provides more vibrant colors of the world while protecting your eyes from the harsh effects of glare and harmful rays. We make your life brighter so you see the colors of your world at their best and always feel confident in your style. Maui Jim believes color and light are the key to human experience. Our sunglasses show you its full spectrum, so you can see the world like you've never seen. We believe everyone should experience all 16,777,216 hues of beautiful color that surrounds us every day.

## About the Speaker



David Burch started in the wholesale lab business while completing his education in 1981. He completed his degree in Biology from San Diego State University in 1982. He joined Maui Jim in 2003 as a Lab Manager and in 2006 he started his current position as a Corporate Rx Training Manager to help promote the Rx program through continuing education seminars and on-site training. Approved as a ABO speaker with approved ABO accredited presentations. Certified as an optician by the American Board of Opticianry.

## Maui Jim Reps



Jimmy Yarbrough  
Ph: 832-464-7792  
South Houston



Nhu Ho  
Ph: 713-560-7858  
North Houston

**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, March 15, 2016**

Your COAT President  
Mustafa Asif,  
ABOC



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## COAT CHRONICLES By Mustafa Asif

Hello Members, First of all I would like to Thank each and everyone who attended the meeting in January at Dave and Busters which was hosted by Clearvision Optical and Education CE provided by BluTech Lenses. COAT appreciates all the support that we get from different manufacturers and we should support them in any way we can. Valerie Manso was a great speaker and she had the crowd focused all night long with her creative teaching methods and by the end of the night everyone left with a better understanding of the effects of harmful Blue Light on the eyes.

One of our main goals as COAT leadership is to promote the profession of opticianry in the state of Texas. We are working with the Opticians Association of America to educate the local residents of the state. I would also like to encourage all members to sign up for the OAA Royalty program with VisionWeb. 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.

We are excited to welcome two new board members this month. Bonnie Rosenbaum took her love for optical to the next level by taking over as Vice President. Suzanne Murdock with loads of experience, is our new Treasurer. Please welcome them as your new COAT Board Members.

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 March 15, 2016  
Register Online Today!  
[www.coat.tv](http://www.coat.tv)**



# 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.

## **GREAT NEWS**

Our VisionWeb Royalty Program has awarded a check of **\$898.73**

for COAT.

This is all because of the efforts of our Members.

**THANK YOU !!**  
**You Guys Rock.**



# January Highlights



We would like to thank Valerie Manso and BluTech Lenses for an evening of learning. She taught us about the harmful effects of Blue Light and how we as opticians can explain it to our patients and

help them with preventive measures for a healthy life-

A huge shout out to the Clearvision Optical Team for their tremendous support of COAT. We appreciate it.



Annual Members and great COAT volunteers Laura Johnson and Michelle Koonce helping out during our meeting.

Thank You.

Blutech Lenses Rep Marsh Rathjen and the speaker of the night Valerie Manso. We appreciate the education hour presentation.



Mustafa Asif, COAT President presenting a prize drawing to a COAT member.

We appreciate all the members who attend the meetings.



# 2016 Annual COAT Application

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Practice / Business: \_\_\_\_\_

Check all that Apply: (Please Select one and enter Certification or License number)

- |                                      |   |                                      |
|--------------------------------------|---|--------------------------------------|
| <input type="checkbox"/> ABO _____   | <input type="checkbox"/> Optician       | <input type="checkbox"/> Lab Tech    |
| <input type="checkbox"/> NCLE _____  | <input type="checkbox"/> OD             | <input type="checkbox"/> Student     |
| <input type="checkbox"/> COT _____   | <input type="checkbox"/> MD             | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> COA _____   | <input type="checkbox"/> Office Manager |                                      |
| <input type="checkbox"/> COPE _____  | <input type="checkbox"/> Billing Staff  |                                      |
| <input type="checkbox"/> Other _____ |   |                                      |

2016 Annual Membership Fee is \$75 (Please make Check or Money Order Payable to COAT)

Method of Payment: \_\_\_\_\_ Date of Payment: \_\_\_\_\_

If you want to volunteer with COAT please email [coatsecretary@yahoo.com](mailto:coatsecretary@yahoo.com) and tell us your area of interest. We are always looking for fresh new ideas. Thank You

You can also mail this form with your payment to:

**COAT**  
**P.O. Box 27630 Houston, Texas 77227**

Prices are subject to change without notice. No refunds or exchanges. COAT is a 501( C )(6) non profit organization.



**Meet Bonnie Rosenbaum  
COAT Vice President**

We would like to welcome Bonnie Rosenbaum as our new Vice President for the Certified Opticians Association of Texas. Bonnie moved to Houston from Long Island, New York in the early 80's. Shortly after her move she

started in the optical industry working in the lab with seasoned technicians. Bonnie's attention to detail and fashion lead her to fall in love with the industry and still has a passion for her profession.

On her time off she enjoys spending time at Lake Livingston and being on the water. She also enjoys traveling with her life partner as well as spending time with their three dogs. As a certified optician, Bonnie encourages fellow opticians to come to the meetings to become further educated and pass on product knowledge to the staff including doctors and patients. Her motto is "Knowledge is power and no one can ever take that away from you." Please welcome Bonnie to the COAT Board of Directors. If you have any questions or comments, she can be reached at [coatvp@yahoo.com](mailto:coatvp@yahoo.com)

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713-523-8682



**Meet Suzanne Murdock  
COAT Treasurer**

Born in Stockton, CA. Navy brat and got to Houston as quick as I could! I've been an Optician for 29+ years. Traveled to over 11 countries. I am ABO/ NCLE certified and a Licensed Optician in the State of

Hawaii. 10 year veteran Rotarian with the Rotary Club of Houston Skyline and have a passion for charity work within our community and Guerrero Mexico. I started a program in Guerrero called Undercover Angels where I supply the children of the clinic free under garments. Most recently with the help of COAT and it's members, we even provided an entire elementary school with tennis shoes! I have worked in all facets of our business. ie. 1 Hour setting, private OD, private MD, large Ophthalmology practice, Big Box Discount Opticals and Optical Boutiques. I also have experience with the NASA Space program making eyeglasses for our astronauts for use in space. Docking with the International Space Station, weightlessness training in water and multiple uses in the shuttle all have different requirements. This is my 2nd term serving on the COAT board of directors and I look forward to working with all of you and engaging our members to get involved in a group that has been there for our educational needs as well as networking and job placement. BE THE CHANGE YOU WANT TO SEE IN THE WORLD. Ask me how YOU can help COAT raise the bar and bring new life and new faces to our Board of Directors.

Suzanne Murdock, ABOC NCLC

Hawaii State Licensed Optician

Rotary Club Houston Skyline

Houston Livestock Show & Rodeo Operations Committee & Ticket Services Committee

Treasurer of The Certified Opticians Association of Texas

Email: [coattreasurer@yahoo.com](mailto:coattreasurer@yahoo.com)

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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)

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## Job Bank

### Full Time, Opticians Position

Berkeley Eye Center, a vision care leader in Texas for over 55 years, continues to grow and we are seeking resumes from experienced opticians who are equally strong in frame styling/lens technology and customer service.

We are accepting resumes for our optical shop in the Huntsville, Texas area. This is a full-time position with benefits.

Ideal candidates have 5+ years' experience in with high end product, familiar with the latest styles and lens technology. Extensive experience with Vision Plans & ABO certification is strongly preferred. Customer Service skills are just as important. Must be committed to taking care of patient needs with integrity, kindness and follow-through. We offer a competitive hourly rate and fantastic incentives plus an strong benefits package and a working environment that is stable and fun.

We offer a competitive wage, comprehensive benefit package available including: Health Insurance, Dental, Life Insurance, Long Term Disability, Paid Holidays, Earn 19 days of Paid Time Off annually, and more

At Berkeley Eye Center we stay committed to having a staff that is dedicated to providing our patients with the finest in eye care. We value individuals who are upbeat, dependable, skilled & flexible in their work. In return we offer our employees a work environment that is positive, fair and offers opportunities to develop professionally. Please email your resume to

careers@berkeleyeye.com

Posted 1-30-16

### Experienced Optician – Friendswood Vision

Our growing private practice in Friendswood, Texas is seeking a personable, reliable, and experienced optician to join our staff. Experience is required in frame styling, selling, dispensing, and repairing glasses. Flexible working hours, competitive compensation, and paid holidays. Please e-mail your resume and references to info@friendswoodvision.com.

Posted: 1-12-16

### 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 to: MKolodny@sbcglobal.net

Posted: 1-12-16

### Optician Needed—Urban eyes Inc. Spring, TX.

Optician with 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 Saturdays. Paid vacation after 1 year. Bilingual and ABOC a plus but not required. Email resume to

cedwards@urbaneyes.com

Posted 3-3-16

### EXCITING CAREER OPPORTUNITY

#### Position: Full-Time Optician Needed

Professional optometrist office, SH 249/Louetta, is searching for a candidate that is passionate about helping patients, ready to support a small team environment. If you are an experienced optician with outstanding customer service skills, you may be the perfect fit for our practice. Must be self-motivated, with an outgoing personality, able to multi-task, have strong sales experience and be proficient on computers. The position includes competitive pay, full benefits (health/dental/PTO), and on-going training.

As an employee of PREMIER VISION, our goal is to always place the best interest of the patient first. Our mission is to ensure patients maintain healthy sight for the rest of their lives, and our motto is See the Difference in our exceptional customer service.

#### Job Description & Requirements:

As a full-scope Optician your duties will include but are not limited to the following:

Assisting patients select the appropriate eyewear based on their prescription, facial features, and lifestyle needs.

Adjust and troubleshoot patient's eyewear. Accurately final inspect eyewear. Contact patients when eyewear is ready.

Place eyeglass and contact lens orders to the lab or manufacturer.

Knowledgeable about vision and medical benefits in order to help patients understand their insurance and maximize their savings.

Answering phones in a helpful and friendly manner.

Greeting patients, making appointments and verifying insurance before patients arrives for appointments.

Minimum Requirements:

2 Yrs experience Optical/Optometric field

HS Diploma or higher

Strong math and computer skills

Cristina De La Peña, OD | PREMIER VISION | 281-370-3030 | cdelapena@premier-vision.net

Posted 10-23-15



**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, March 15, 2016**

**Presented by  
David Burch**



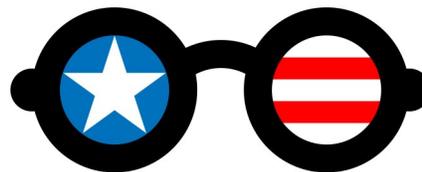
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**OPTICIANS**



**Helping America See**

2016 COAT CALENDAR

- January 19 - Eye Solutions
- March 15 - Maui Jim
- May 17 - Luxottica Group
- July 19 - nJoy Vision
- September 20 - Vision-Ease
- November 15 - Europa Int.



2015 BOARD of DIRECTORS

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