



# The Art of Retailing

## Presented by

**Speaker:**

**Alessandro Baronti**  
**VP of Sales Wholesale**  
**North America - West**

**LUXOTTICA<sup>®</sup>**  
**G R O U P**

**Date: Tuesday, May 17, 2016**

**Venue: Hilton Houston-Westchase**

**Address: 9999 Westheimer Rd**  
**Houston, Texas 77042**

**Phone: 713-974-1000**

**Registration: 5:30 pm**

**Dinner: 6:30 pm**

**ABO Credit: 7:30 pm (1 Hr)**

**Register Online: [www.coat.tv](http://www.coat.tv)**

**Text: 713-890-2520**

**Registration Deadline May 15th**

Luxottica is the global leader in the design, manufacture and distribution of fashion, luxury and sports eyewear with high technical and stylistic quality. Among its core strengths, a strong and well-balanced brand portfolio that includes iconic proprietary brands such as Ray-Ban, Oakley, Vogue, Persol, Oliver Peoples and Alain Mikli, as well as highly attractive and prestigious licenses including Giorgio Armani, Burberry, Bulgari, Chanel, Dolce&Gabbana, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Versace and Valentino. Product design, development and manufacturing takes place at Luxottica's 12 factories globally: six of them are located in Italy, three in China, one in the United States. The last two plants in Brazil and India serve the local markets.

Reps Attending: Mark Mixon, Amanda Fruge, Jennifer Lopez, Jeanine Solomon, Cheryl Lavender, Nicole Rainey, Diane Glover, Colleen Neal, Debra Straney

## About the Speaker



Alessandro Baronti is the Vice President of Sales Wholesale North America – West for Luxottica. He is responsible for sales of Luxottica wholesale division for half of the US territory for both Eye Care Professionals and Strategic accounts. He graduated from the University of Florence with a degree in Agronomy. He has been associated with Luxottica since 1997. Making his way up the success ladder with hard work and determination. He has proven himself to be a great mentor and a leader in the optical industry. His philosophy as a leader is that, a leader should be a person of good values with a helping hand approach, a caring spirit and a believing attitude. In 2013, he was one of the 50 members of One-Sight team Thailand in an international mission that allowed them to give the gift of sight to over 5000 underprivileged people.

### Course Description:

#### The Art of Retailing

The dispensary is an extension of an optometric practice that unlocks the retail opportunity. The retail space must be designed to attract and capture patients' attention, engage them on an emotional level, and create a unique shopping experience. The Art of Retailing begins with five touch points to create the ideal experience to transition the patient to a consumer. (1) Store Design (2) Curated Assortment (3) Story Telling (4) Knowledgeable Staff (5) Digital.

**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 17, 2016**

Your COAT President  
Mustafa Asif,  
ABOC



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@texas\_optician



## COAT CHRONICLES

By

Mustafa Asif

Hello Members, First of all I would like to Thank each and everyone who attended the meeting in March at Mezban Restaurant. Alcon and ABB Concise provided the dinner while the CE was provided by Maui Jim. COAT appreciates all the support that we get from different manufacturers and we should support them in any way we can. David Burch was a great speaker and he had the crowd focused all night long with his creative teaching methods and by the end of the night everyone left with a better understanding of how to analyze and present the benefits of selling polarized sun glasses compared to regular tinted lenses.

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 have some excellent CE opportunities coming up this year, encourage your fellow opticians to attend COAT meetings and also if they are not one, ask them to become an annual member.

We have to become opticians who provide a complete vision solution to our patients.

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 May 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.



**OptiCon**<sup>®</sup>  
By Opticians For Opticians

Disney's Contemporary Resort  
September 29 - October 2, 2016 • Lake Buena Vista, Florida

# Register online [www.abo-ncle.org](http://www.abo-ncle.org)

# March Highlights



A Huge shout out to Maui Jim and David Burch for providing the CE for the night. COAT would like to thank Maui Jim and Its Reps Nhu Ho and Jimmy Yarbrough for organizing it for us. We appreciate all the support and hope to continue it in the future

Thanks to Alcon Rep Cheryl Colvard, District Manager Sally Welch and ABB Concise Rep Adriana Ayala (L-R) for supporting COAT



We had a full house at Mezban Restaurant, It was great to see opticians in Houston and its surrounding areas to continue to make themselves better opticians, who can serve society at a professional level. Thank You COAT members for attending.



# 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.

# Help! What do I Say on Social Media?

By: Jodi Groh

So you've started to use social media, but you're racking your brains for what to say. Or possibly just the fear that you won't have enough content keeps you from using social media. Content shouldn't be a roadblock. With some well thought out planning, developing content will become second nature.

Before you begin, think about your target audience. Who are they and what do they want to know? Do you cater to the fashionistas where the brand and look may be more important than the actual visual clarity? Or is your audience a bit more down to earth and appreciative of quality? Rest assured, no matter whom your target audience is, all will relate to similar topics, such as the importance of an annual eye exam.

Next, what are your goals for doing social media? Is it to increase overall business or business in a specific area, such as Rx sun? Have you just opened a practice or are you looking to differentiate yourself from the competition? Having a goal in mind will help guide you in the next step.

What are you going to post about? Begin by taking some time to plan out a monthly editorial calendar. While 12 months provides the bigger picture, beginning with a 3-6 month plan gets you started. One way to do this is to select a monthly theme to gear the majority of your content toward. Begin by brainstorming. Sit down with several employees for 30 minutes and list ideas you know you can talk about, such as upcoming events, a new frame line, or the latest in digital progressive lenses. Once you have a list established, group them by similarity. Whether you have additional time at this meeting or the next, assign a theme to each of the first few months and brainstorm again, this time by that topic. In the end, you should have enough ideas to develop on your own or source the content for the month.



To get you started, here are a few themes and related content ideas. Be clever – most ideas will provide several postings.

## Adding a new frame line.

- Celebrate! Announce the line and let your patients know what the line is all about.
- Showcase multiple frames throughout the month and highlight specific features.
- Show how frame shapes complement face shapes. Share photos of celebrities – or your own staff - wearing that frame line.

## Back to School

- This is a great time to remind families about an annual eye exam.
- Vision and learning go hand in hand. It is estimated that 80% of a child's learning is done visually. The American Optometric Association has additional facts and details.
- Run a promotion.
- Highlight specific frame lines – for kids of all ages, from preschool to college.

## Sport Safety

- Sports Eye Safety Awareness Month has been in April or September, depending on the year. Highlight sports with the highest rate of eye injuries.
- Offer eye safety tips for your athletes throughout the month.
- Promote sports eyewear, both prescription and plano. Sponsor a local sports team. Talk to them about eye safety and cheer them on in your social media.

[www.Healthfinder.gov](http://www.Healthfinder.gov) provides a monthly listing of national health observances with links to the sponsoring organization. These organizations generally have ready to share content. With observances such as healthy vision, eye injury prevention and UV safety, topics like these can be interspersed throughout the year.

Lenses, contacts, eye health...you truly have plenty of content to share. You could even develop a monthly Q&A. And by all means, make it personal to create a connection with your audience. Did you volunteer recently? Share some photos. Have a tasty eye healthy recipe? Most of us would love a new dish. Your staff is a valuable asset. Highlight individual staff members, perhaps with 5 interesting get to know you facts or their thoughts on your newest product. And be sure to post a photo of them wearing their favorite eyewear!

## About The Author:

Jodi Groh is a marketing professional with 20 years experience in the optical community. An expert in lens care, she is passionate about growing business at the customer level. She is an ABO speaker and has been recognized as one of Vision Monday's Influential Women in Optical.

Help! What do I Say on Social Media by Jodi Groh  
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 Jobson Medical Information LLC, all rights reserved.  
 Please visit [www.opticianshandbook.com](http://www.opticianshandbook.com), register (it's  
 free) and enjoy more contemporary information  
 about opticianry.




Mr. Aj Saper, a life long COAT member and supporter showing us how Texans attend an educational dinner, dressed to impress in his Cowboy Hat.  
 Thank You AJ for your leadership to opticians in the Houston area.


Enhance Eye Care in HOUSE !!!  
 Johnny Ton and Tiffanie Le are annual members who are always smiling and glowing at COAT meetings



Board Members COAT VP Bonnie Rosenbaum of Katy Optical (Left) and COAT Secretary Martha De La Torre of Eyeglass Express welcomed the guests as they arrived to Mezban Restaurant. Thank You for being an important part of COAT and helping us run this organization to best of our abilities. The opticians of Texas are lucky to have hard working members like you.



## 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)

## 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](mailto: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](mailto: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](mailto: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](mailto:cedwards@urbaneyes.com)

Posted 3-3-16

### Full Time Experienced Optician—Katy, TX.

High end, busy optometry practice in Katy looking for an experienced optician to join our team. Need a friendly, outgoing, dependable individual who can work in a fast paced environment who is knowledgeable with insurance, optical sales, frame styling, adjustments and repairs. We offer a competitive salary and health insurance benefits. Please email your resume to

[lisanicholasgv1@gmail.com](mailto:lisanicholasgv1@gmail.com)

Posted 3-8-16

### Optician positions available in: Austin, Fredericksburg, Houston, San Antonio

PURPOSE: Responsible for fitting eyeglasses following prescriptions written by ophthalmologists and optometrists in a professional setting. Are you a passionate energetic, self-starter? We are looking for enthusiastic experienced Optician. Work in an office environment for an Ophthalmologist practice. Professional work hours. We offer a professional optical arena that will enhance your educational and work experience.

Benefits include: Medical Insurance, 401K Retirement Package, Paid PTO, Outstanding Work Environment, Life Insurance

Click to apply:

<https://home2.eease.adp.com/recruit/?id=19021482>

Posted 4-8-16

### Austin, TX wants you!

Looking for professionals to join our team. We offer unique frames, precision lenses and emphasize excellence in patient care. World class customer service is in our DNA.

Email resume for immediate consideration. Everything will be kept confidential.. Thanks and good luck!

[www.FineEyewear.Net](http://www.FineEyewear.Net)

[Career@FineEyewear.Net](mailto:Career@FineEyewear.Net)

Posted 5-3-16



**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, May 17, 2016**

**Presented by**

**LUXOTTICA®**

**GROUP**

**The Art of Retailing**

**Location: Hilton Houston Westchase**  
9999 Westheimer Rd.  
Houston TX 77042

**Registration: 5:30 - 6:30 pm**  
**Dinner: 6:30 pm - 7:30 pm**  
**ABO Seminar: 7:30 - 8:30 pm**

**RSVP by**  
**May 15th**

**Online: [www.coat.tv](http://www.coat.tv)**  
**Text: 713-890-2520**

**OPTICIANS**



**Helping America See**



**2016 COAT CALENDAR**

May 17 - Luxottica Group  
July 19 - nJoy Vision  
September 20 - Vision-Ease  
November 15 - Europa Int.

**2016 BOARD of DIRECTORS**

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