



SHAMIR

Presents

The Freeform Revolution

Speaker:
Robert Rivera



Registration: 6:00-6:30 pm
Dinner: 6:30-7:00 pm
ABO Seminar: 7:00-9:00 pm
(2 Hours ABO Credit)

Register Online: www.coat.tv
Text: 713- 890-2520
Registration Deadline August 26

Date: Thursday, September 1, 2016
Venue: Dave and Buster's
Address: 6010 Richmond Avenue
Houston, TX. 77057

About the Speaker

Robert Rivera – Account Executive for Los Angeles, Central Coast and Desert California

Robert has been a part of Shamir since October 2008 but has been in the optical business for 27 years now! If you know Robert, you know he loves what he does. He is very passionate about his job. He constantly wants to learn new things to go out and teach everyone about. Besides optical, he loves cars! But, I bet you knew that too. On his time off he loves to spend time with his kids. So, if you see Robert out in the streets of L.A. talk to him about seg-heights, PD's, light rays bending, center thickness, high Indexes, fixed 15, FreeForm Certification, EyePoint Technology... or cars.

Course Description:

The Freeform Revolution

Shamir Insight, Inc. presents an opportunity to learn how to increase your patients' well-being by utilizing the most advanced Freeform technology. The design concept of a lens has evolved throughout the years and science continues to advance. This course will guide you through the different Freeform technologies available on the market today and show you how to choose the appropriate optical solution for your patient. Explore how to recognize multiple pair opportunities with personalized progressives based on the patients' lifestyle. You will learn helpful tips in adjusting and measuring the lens design to create a perfect personalized product. Dinner and **2 ABO** credits will be provided at no cost to you!

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 Thursday, Sept 1, 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 July at The University of Houston—College of Optometry presented for the first time by nJoy-Vision Houston. It was an amazing night with a record attendance. The full house enjoyed as Sam Johnson, OO. presented about The Subjective Refraction. COAT appreciates all the support that we get from different sponsors and we should support them in any way we can. Sam was a very informative speaker and he had the crowd focused all night with his creative teaching methods.

There are some exciting changes coming to COAT this year, I would personally like to welcome two new board members, Cindy Calixto will be our new Vice President and Kim Brown will be the new COAT Secretary. Both of these women bring loads of expertise to COAT and I am very happy that they have decided to join our association. I would like to personally welcome them.

The new membership form is ready for members to fill out and show their continued support of COAT. Please fill out the forms and give them to Kim. Also encourage your friends who are opticians and do not know about COAT to join us, and become part of an organization that is providing learning and networking opportunities across Texas for many years. Thank You in advance.

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 by August 26, 2016

Register Online Today!
www.coat.tv



**Meet Cindy Calixto
COAT Vice President**

We would like to welcome Cindy Calixto as our new Vice President for the Certified Opticians Association of Texas. Cindy Calixto have been an Optician for almost 11 years. She started out in retail working for Lux-

ottica in their Sears and LensCrafters stores. She always knew she wanted to learn more about all aspects of this industry and became interested in lab work. She then proceeded to work along side an Optometrist and learned to perform preliminary exams, instruct patients about their contacts and most important of all, how to edge lenses. She have since then managed a doctor's office, navigated the difficult and confusing world of vision and medical insurance, have taken countless topographic images, OCT, macula scans etc. She have always believed in learning all that you can about what you do, because it will make you a better Optician and give you so much pride in yourself by helping others to the best of your abilities. This is the kind of work she wants to continue with COAT and to share the best of what she can do with others.



**Meet Kim Brown
COAT Secretary**

Kim Brown is native to the Houston area and graduated from Texas A&M University. She has a son who is in his final semester at Sam Houston State University. Kim enjoys spending time outdoors, particularly

near the water. She has been an educator for over 25 years and has a strong belief in lifelong learning. Kim is excited to be working with COAT and its members.



Register online www.abo-ncle.org

July Highlights



COAT President Mustafa Asif presenting a certificate of appreciation to Sam Johnson, OO., for his dedication and time for COAT and its members.



Our COAT meeting is not complete without this trio, Laura Johnson, Mark Rice and Michelle Koonce (L-R). We love seeing you at COAT meetings. Thank you for bringing that energy and those smiles. All of your support is appreciated.

We are thankful to Dr Ryan Patel and nJoy-Vision for sponsoring the meeting. COAT and its members are grateful for your help providing us with a venue, dinner and a CE credit.



Johnny Fuentes and his crew from Optical Illusionz, have been long time COAT annual members. Thank You for your support. We expect to see you at future COAT meetings, this November and then in 2017 along with all opticians in the Houston area.



2017 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 _____ | | |

2017 Annual Membership Fee is \$80 (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 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
5018 Antoine Dr. B-252 Houston, Texas 77092-3357

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

Fun With Spectrometers

By: Preston Fassel, BS

It is, perhaps, the most frustrating obstacle anyone involved in opticianry will encounter: The blank stare. After several minutes—perhaps ten of minutes, half an hour or more if you've got an iron will, the patience of a Saint, and maybe some liquid courage stashed away in your desk—the patient sits there across the table from you, gazing blankly into space. You've tried speaking in layman's terms; you've tried the scientific approach; perhaps, if no one was looking, things might even have gotten a little violent. Yet, still, they sit there, as oblivious to everything you're saying now as they were when you first sat down at the table as a fresh-faced, young and idealistic individual. Maybe it's anti-reflective coatings; maybe it's PAL lenses; whatever the topic at hand, it's simply not going through, and, apparently, no force on Earth is going to make it go through. The frustration. The agony. The absolute headache.

What's an optician to do when they've got to convince someone to make an educated decision about his or her eyewear, but you can't educate that person in the first place?

It's a topic that actually came up recently during lunch with my wife and a friend of ours, Ginny Neiderman, PhD. As both my wife and Dr. Neiderman are teachers, they were all too familiar with my frustration in trying to pound a piece of information into the head of someone unable or unwilling to listen and learn. This particular afternoon, I was expressing my frustration in attempting to raise awareness of HEV light and digital eyestrain.

"I could say, 'laptop light can hurt your eyes,' but that seems, like, sort of reductive, and maybe sort of shyster-y," I said.

"Well, sweetheart, you really need to be telling them about the light spectrum," Dr. Neiderman said. "You know, like, blue light, ultraviolet let, it'll, like, totally drive the message home."

I had to balk. "I have patients who get confused when I tell them that AR treatments will take the glare off of their lenses," I said. "If I start talking about the light spectrum, someone's going to hit me upside the head with my own lensometer."

"No, no, no, darling," Dr. Neiderman said. "You can't just talk to them about it. Of course they're going to bludgeon you then; I've seen it, like, a dozen times."

"What?" my wife asked.

"What you've got to do," Ginny went on, "is show them. You are a writer, aren't you? And what does a great writer do? You've got to show your audience what's going on, not tell them. Well, apply the same principle to your patients."

"What does he show them?" my wife asked.

"Omigawsh! Fun with spectrometers, darling!" Ginny shrieked. Which was how we found ourselves crowded into Ginny's kitchen one rainy, freezing, winter day, watching in confusion as she rifled around the pantry, Breaking Bad playing softly on the living room TV while Mr. Neiderman sat fiddling with his laptop on the coffee table. (Ginny's relationship with Mr. Neiderman has always amused me since it so strangely parallels that between my wife and I: While she's a teacher, Roger Neiderman is a magazine writer).

"Roger, sweetheart, I've got to commandeer your Cheerios," Ginny called, finally finding what she'd been looking for in the pantry.

"Ah, what?" her husband called.

"Nothing, darling, nothing, just make sure not to delete the episode when you're done. Now, sweethearts, we've got our Cheerios. We can, like, totally get started." She opened the box, and, folding up the plastic bag inside, deposited it on the counter, bringing the now empty container to the kitchen table, where she'd already deposited a CD.

Ginny reached into a drawer and, retrieving a knife, proceeded to begin cutting a downward angled slit into the side of the Cheerios box. The sound of the opening knife and accompanying cutting did little to phase her husband, and, as we discussed later, it was at this point my wife and I realized how little we knew about Dr. Neiderman.

She proceeded to cut the slit into the box deep enough to embed the CD, then slit open the opposite side of the box and cut a hole in the top of the box above the CD, smiling serenely to herself, as though she were knitting or baking or engaging in some other activity that didn't involve carving up breakfast cereal with a shank. When she was complete, she turned the box over and over in her hands, examining her own handiwork before offering it to me.

"So, like, there you have it. All you need. I'm, like, very sorry if it doesn't go with your office decoration, but like, maybe you can paint it. Or, like, wrap it in leather. Whatever works."

"What is it?" my wife asked.

"Why, it's a spectrometer, sweetheart! The, like, absolute-mento perfect way to show people the light spectrum, not tell them about it." Ginny turned back to the living room. "Roger, sweetheart, I'm afraid we've got to commandeer your laptop a moment."

"Ah, what?"

Moments later, Mr. Neiderman had been pushed off of the couch, while my wife, Ginny and I sat side by side, the good doctor angling the slit in the Cheerios box at the laptop screen, carefully aiming it at the bright, white light of Roger's half-composed word document.

Indeed, the CD was functioning similarly to the prism on the cover of the Pink Floyd album in the stack beside Roger's record player, letting us see what wavelengths of light were being generated by the laptop screen. Though I'd read plenty about it, it was amazing to see it firsthand: thick bands of blue and green light peering back up at me from the CD, a testament to the power and intensity of the light being generated.

"And, ah, that's why I've got the yellow lenses in my glasses," Mr. Neiderman piped up, getting in on the festivities. "Hey, Ginger, show him the television."

"Now, what else can we take a look at?" Ginny asked, after we'd gotten a look at what the television was putting off.

"He's on his cell phone constantly," my wife said, looking at me with exasperation.

"Perfect, darling, absolutely perfect!" Before I could say anything, Dr. Neiderman had swiped my cell phone from my slacks with such ease that I briefly wondered in all seriousness if she'd ever spent any considerable amount of time as a pickpocket.

"I'd suggest easing off of the Android a bit," Ginny whispered as she pulled the spectrometer away from me, giving me an exasperated shake of the head. "Actually, maybe you'll want to write this out on a typewriter. And, like, let your editors know you'll be sending it to them via snail mail. Like, on a landline. Oh, and, like, here." She offered me the Cheerios box. "Go ahead and show your patients. Don't tell them."

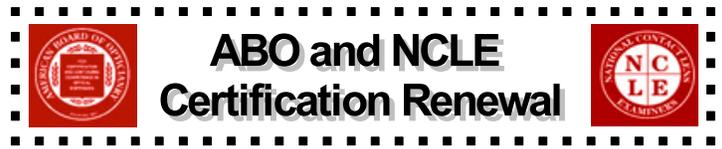
"Ginger," Roger said. "It's a Cheerios box. I, ah, I don't think that's going to go with any office décor. Ah, yours maybe. But, ah, I don't think where the kid works."

"Nonsense, sweetheart. Why, what sort of place would put aesthetics over practical, hands-on, good old-fashioned science? I, like, seriously cannot imagine that."

So it was that a pleasant afternoon with some very charmingly eccentric people introduced me to the wonders of the spectrometer, and how I could use this valuable tool to demonstrate the power and omnipresence of blue light to my patients. My wife and I thoroughly enjoyed ourselves, and I'm sure the Neidermans will get a tremendous thrill out of being mentioned in print.

Meanwhile, I'm layering that Cheerios box in wood paneling.

Fun With Spectrometers by By Preston Fassel, BS Re-printed with permission, The Opticians Handbook, Jobson Medical Information LLC, all rights reserved. Please visit www.opticianshandbook.com, register (it's free) and enjoy more contemporary information about opticianry.



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 Optometric Assistant (Southwest Houston)

Experience Optometric assistant needed to join our excellent staff of eleven (who has been here from 3-31 years). The average staff member has been here more than 7 years, so once you join us , you will never want to leave. Hourly pay will be from \$15-\$22 per hour depending on experience and proficiency. We have established patients that are pleasant to work with that are not looking for sales so they are easy to manage. Flexible work schedule with Saturday hours to 12:00.

If you are interested , the best thing to do is come for a visit to check out our office and have a confidential talk about how you can help make our office better and how our office can advance your career.

Please send resume to:

drchin@drchin2020.com

fax 713-774-4038

Posted 8-23-16

Sales Person for Safety Glasses

Industrial sales person needed for prescription safety glasses. Job entails calling on industrial accounts in Houston, Pasadena, Baytown, Beaumont, Orange, Port Arthur and eventually Louisiana. Position will already have set accounts in place, so part of a territory will already exist. Looking for an ambitious and aggressive person. Competitive pay, benefits, bonuses, commissions and gas provided. Unique and exciting opportunity. Optician knowledge in not required, but some background would help. Either e-mail resume to srxo@aol.com, fax to 713-647-8298 or call 832-656-9090.

Posted 6-30-16



RSVP by August 26, 2016
Register Online Today!
www.coat.tv

Full-Time, Experienced Optician

Responsible Optician needed for mid to hi-end Optical located inside 610 Loop and Hwy 59. Must be able to frame style, troubleshoot and have great sales techniques. Must be knowledgeable, friendly, up-beat and professional. Energetic, enthusiastic and a self-starter is a plus. Benefits include Salary, Health Insurance, Potential Bonus and Commission. Please e-mail resume to srxo@aol.com, fax to 713-647-8298 or call 832-656-9090

Posted 6-30-16

Reliable Experienced Optician Needed

Looking for a reliable and experienced optician that has strong customer service skills (no weekends). This position consists of driving to businesses and taking orders, dispensing, adjusting, problem solving, etc. on-site. Must have a great, positive and friendly attitude. Must have reliable vehicle as job consists of driving approximately 200 miles per week. Most of the companies are centrally located in Houston. Competitive pay, benefits, commissions, gas, etc. Either e-mail srxo@aol.com, Fax to 713-647-8298 or call 832-656-9090.

Posted 6-30-16

Part-Time Optician Needed

Looking for a Part-Time Optician (maybe full-time) that has strong customer service skills, sales experience and must be reliable (no weekends). This position consists of driving to businesses and taking orders, dispensing, adjusting, problem solving, etc. on-site. Most of the companies are located in or will be located in the Pasadena, Baytown, Beaumont, Orange & Port Arthur. This position could also lead into an outside sales position calling on industrial accounts and receiving extra commissions. Dependent upon the level of service that is provided, this could grow into full time. Unique opportunity to be a part of a growing company. Competitive pay, benefits, commissions, etc. Either e-mail resume to srxo@aol.com, fax to 713-647-8298 or call 832-656-9090.

Posted 6-30-16



Saturday, November 19, 2016



7:00 a.m. Registration Opens

Honoring

**8:00 a.m. to 10:00 a.m.
Stroll with the Animals**

**Pat Segu, O.D., Clinical Associate Professor
University of Houston College of Optometry**

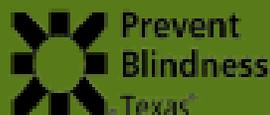
**ALL participants who register online AND donate and/or raise \$25 or more
by November 1, 2016 will receive a FREE T-shirt!**

**All participants will receive
FREE BREAKFAST, FREE GOODIE BAGS & A CHANCE TO WIN AWESOME PRIZES!**

To Register:

Visit <http://preventblindnesstexas.donordrive.com/event/eyestroll/>

Call Irene Baird at (713) 526-2559, ext. 105 for more information



Job Bank (Continued)

Full Time Position – Optical Billing Specialist / Optician (West Houston)

Excellent full time opportunity for a person with a strong Optical and Medical Insurance background. Responsibilities include insurance verifications, EOB Posting, patient statements, and aging reports.

Part time responsibilities are general office help which could include patient intake, front desk phone answering and appointments, optical styling and glasses and contact lens dispensing. Stable, busy, private, one doctor optometric practice in upscale West Houston in a medical/dental setting.

Benefits include great salary and bonuses and long vacations (we close for 2 weeks over Christmas and New Years) and holidays. Great weekday only hours from 7:30am to 4pm and half day Fridays for a 2.5 day weekend every weekend.

Join the best 3 person team and the best practice in Houston.

Email resume to ispitzberg@aol.com, fax to 281 497 2919 or call 713 703 9853 (cell)

Posted 8-1-16

Lab Tech/Optician Needed

Looking for a lab tech and an optician for a mid to high end optical office located in the Memorial/ Voss area. Must have a great personality, professionalism and some experience for the positions applying for. Please send resume to drdngo@yahoo.com or fax to 713-722-0690.

Posted 7-7-16

OPTICIANS



Helping America See



Certified Opticians Association of Texas
5018 Antoine Dr. B-252
Houston, TX 77092-3357

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.

2016 BOARD of DIRECTORS

President: Mustafa Asif, ABOC
Vice Pres: Cindy Calixto
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Secretary: Kim Brown

COAT 2016 Calendar
November 15 - Europa Int.

