



## Two is the New One: Increasing Multiple Pair Sales

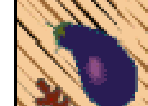
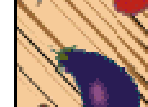
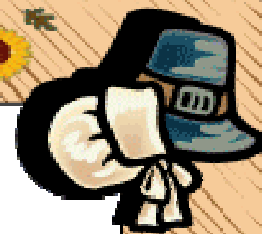
**Speaker:**  
**Jill Burrowes**



Registration: 6:00 pm  
Dinner: 6:30 pm  
ABO Credit: 7:00 pm (1 Hr)

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

**Date:** Tuesday, November 15, 2016  
**Venue:** Studio Movie Grill – City Centre Plaza  
**Address:** 822 Town & Country Blvd.  
Houston, Texas 77024  
**Phone:** 713-461-4449



## About the Speaker

As a second-generation optical professional, Jill began her career at an independent optometric practice while still in high school. Previously ABO certified, she has worked as an optician, practice manager, and sales representative for both contact lens and frame manufacturers before joining Europa ten years ago. It was the unwavering support of the independent practitioner and commitment to their success that made Europa the perfect place for Jill.

In her current role as Director of Sales, Jill works with alliance group partners, professional organizations, and independent ECPs across the country. As an ABO-certified speaker, Jill enjoys presenting on industry topics, sales strategies, and leadership techniques. She considers it a privilege to be part of Europa leadership, contributing to its growth, and celebrating the success of its customers. Jill and her husband of twenty two years have four children ranging from 1st grade to college.

## About the Company

Still 100% owned and operated by its founding family, Europa Eyewear has been providing superior quality eyewear to the independent ECP since 1977. Customer driven policies such as lifetime warranties, exchanges without expiration dates, and guaranteed sell through are just a few of the ways Europa differs significantly from other vendors. By choosing to focus on the best components and materials available rather than licensing others' brand names, Europa is able to provide superior fit, comfort and style at many different price points. As a long time sponsor of national opticians' associations such as O.A.A. and ABO/NCLE, Europa Eyewear is proud to support the growth of professional opticianry in the great state of Texas!

**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, November 15, 2016**

**Your COAT President  
Mustafa Asif,**



**Follow us  
on Twitter**

**@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 September at Dave & Buster's presented by Shamir Lens. Thanks to Shamir Lens and the entire team of reps who were great hosts for the night. The full house enjoyed as Robert Rivera talked about The Freeform Revolution. COAT appreciates all the support that we get from different manufacturers and we should support them in any way we can. Robert was a great speaker and he had the crowd focused all night. Karen Stotz from Shamir also presented and had useful information for all the opticians in attendance.

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. We have some excellent CE opportunities coming up next 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.

On November 19, 2016, COAT is a cosponsor for Eye Stroll for Vision at the Houston Zoo. Please show your support by attending the walk with your families. We are looking forward to 2017 and have some exciting events planned so we can grow as a community of opticians.



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).



# 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](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**  
**5018 Antoine Dr B-252, Houston, Texas 77092-3357**

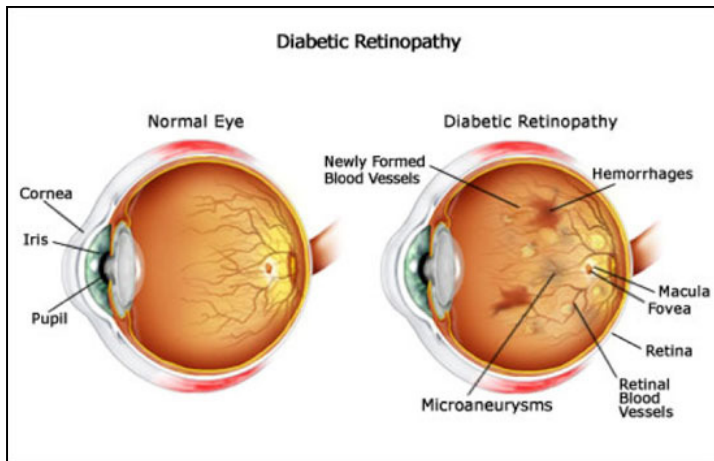
Prices are subject to change without notice. No refunds or exchanges. COAT is a 501( C )(6) non profit organization.

# For Your Eyes Sake - The Case Against Diabetes

By Linda Hardy, LDO, CPOT, COA

If your office is like mine, you see a large number of diabetic patients. Most patients diagnosed with diabetes understand the disease can affect many parts of the body; but most patients do not realize the extent that diabetes can affect their eyes by causing severe visual problems including permanent vision loss.

Diabetic eye disease is a group of conditions that affect people with diabetes. These conditions include diabetic retinopathy (non-proliferative and proliferative), diabetic macular edema, glaucoma, and cataracts. All of these conditions can cause vision loss. Diabetic retinopathy is damage to the tiny vessels in the retina due to chronically high blood sugar. In this condition, blood vessels leak fluid or hemorrhage. This can cause a patient to have changes in their clarity of vision. In more advanced stages of diabetic retinopathy, abnormal blood vessels proliferate on the surface of the retina. This typically causes scarring of the retina and permanent vision loss. Patients with type 1, type 2, and gestational diabetes are at risk.



Diabetic macular edema (DME) is the build-up of fluid in the macula. The macula is important for sharp, central vision. DME is the most common cause of vision loss in diabetics. Almost 50% of all patients diagnosed with diabetic retinopathy will have diabetic macular edema also.

Clouding of the lens (cataracts) tend to happen at an earlier age in diabetics. The treatment for diabetic cataracts are the same as all other cataracts, but the healing process after the surgery may be longer.

Glaucoma is also a concern for diabetics. Glaucoma is a disease that damages the optic nerve due to the increase in intra-ocular pressure. Diabetes nearly doubles the risk of glaucoma.

Protecting a patient's vision that has diabetes starts with regular dilated eye exams. A diabetic patient should have an exam at least yearly. People with diabetic retinopathy should be seen more frequently. Research has shown that patients who control their blood glucose levels are less likely to develop diabetic retinopathy. This also helps reduce the likelihood of kidney disease and diabetic nerve diseases. Additionally if diabetic patients control their blood pressure and cholesterol levels it can reduce the risk of vision loss. There are many types of treatments for DME. Injection therapy of anti-vascular endothelial growth factor (VEGF) drugs has become very popular in the past few years. Anti-VEGF drugs are injected into the gel to block protein. VEGF can stimulate abnormal blood vessels to grow and leak fluid. Blocking VEGF can reverse abnormal blood vessel growth and decrease fluid in the retina. These drugs are Avastin, Lucentis, and Eylea.

Another treatment is focal/grid macular laser surgery. Burns are made with the laser to leaking blood vessels in areas of edema near the center of the macula. These laser burns slow the leaking fluid, which reduces swelling in the retina.

Corticosteroids, either injected or implanted into the eye, may be used alone or in combination with other treatments. This treatment releases a sustained dose of corticosteroids to suppress DME. This treatment can cause a higher risk of cataracts and glaucoma. These patients should be regularly monitored for pressure in the eye.

Proliferative diabetic retinopathy is treated with laser surgery called pan retinal photocoagulation. This treatment involves making several tiny laser burns to areas of the retina. These cause the abnormal blood vessels to shrink.

Vitrectomy is the surgical removal of the vitreous gel in the center of the eye. This is a surgery to treat severe bleeding in the vitreous.

Even with all of these amazing treatments there is still the possibility of vision loss. At that point a low vision evaluation maybe required.

Try to educate your patients on how diabetes effects their eyes, and how to help delay diabetic eye disease. Also stay abreast of the latest in treatments.




Always be positive with your patients; there is constant research being done on the prevention of diabetes and new treatments. Having educated patients and keeping a positive attitude can help greatly with patient care.


For Your Eyes Sake - The Case Against Diabetes by Linda Hardy, LDO, CPOT, COA Reprinted with permission, The Opticians Handbook, 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.



We appreciate all the members of the Texas opticians fraternity, who support COAT and attend the meetings on a regular basis. Help us increase membership by inviting more opticians to our association and become annual members. Thank 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 Optician Needed - Cypress, Texas

Optician needed for busy Cypress optometric practice. This is a full time position with benefits including health insurance, 401K, bonus, disability, paid vacation. Saturdays are required. ABO certification would be a plus, but not required. ABO certification training given and test paid if not certified. Experienced opticians only, please. Must be people-person, outgoing, and achievement-driven. This is an excellent opportunity for the right candidate. Work with a team to create a high-tech, service-driven experience for our patients. Email resume to [jobs@strongvisionctr.com](mailto:jobs@strongvisionctr.com) or fax to 281-373-3089.

Posted 11-01-16

### Full Time Optician Needed – Baytown, Texas

An established optometry office in Baytown is looking for an experienced optician with at least 1 year of experience in the optical field. This position will be full time, Monday through Friday with no weekends. Some of the job duties will include, frame styling, adjustments, file claims with vision insurance companies, inspect and verify glasses, and assist customers. Benefits include bonuses, holidays and paid vacation. Pay will be based on experience.

Please email your resume to [jobs@tsobaytown.com](mailto:jobs@tsobaytown.com)

Posted 10-20-16



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

### Experienced Lab Manager/ Optician – Pearland, Texas

Experienced Lab Manager/Optician- Pearland, TX, Upscale private practice just outside of the Pearland Town Center is seeking an experienced full-time lab technician with optical experience. We are seeking an lab tech who has knowledge in edging lenses, including drill mounts, latest frame fashions, great sales ability, lens technology, vision plans, insurance filing, making appointments, and pretesting. We are seeking a team member with a very positive attitude and friendly personality. Must work Saturday 9a-2p. For more information on the practice: [www.yourcustomeyes.com](http://www.yourcustomeyes.com)

Posted 10-20-16

### Full Time Super-Tech / Optician. La Porte, Texas

Optometric practice seeks experienced full time SUPER TECH/OPTICIAN. Applicant needs to be outgoing, personable, and excellent customer service skills. In addition the applicant must be dependable, knowledge of computer programs, well organized and able to multi-task and cross train in all areas of the office. Salary based on skills, retirement program, paid vacation, and holidays. NO WEEKENDS

Please email resume to: [Jessica@fraziereyecenter.com](mailto:Jessica@fraziereyecenter.com)

Frazier Eye Center 9500 Spencer Hwy. La Porte, TX 77571 Please Call – 281-476-5107

Posted 9-16-16



**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**

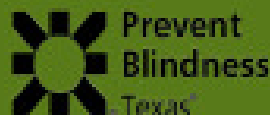
**ALL participants who register online AND donate and/or raise \$25 or more  
by November 1, 2016 will receive a FREE T-shirt!**

**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**





## Optician – West University Area

Upscale West University Optometric practice seeks experienced full time OPTICIAN. Applicant needs to be outgoing, personable, and possess excellent customer service and great interpersonal skills. In addition the applicant must be dependable, well organized and able to multi-task and cross train in all areas of the office with emphasis on optical sales. We offer a very competitive package with an hourly pay, bonus and benefits, paid vacation and Sundays and Mondays off. Please forward your resumes to [focus@visionoptique.com](mailto:focus@visionoptique.com)

Posted 9-5-2016



Martha Dela Torre, Julieth Martinez and Edward Mendoza along with other COAT members attended the meeting and enjoyed a great evening of learning.



COAT Treasurer Bonnie Rosenbaum enjoying dinner with COAT members and long time supporters Tony and Sally Kolodny.



COAT Board of Directors along with the Shamir Lens Reps after the meeting on September 1st. Opticians in the Houston area would like to Thank You for providing us with valuable education about Freeform Lenses.



**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.



### 2017 COAT CALENDAR

Jan 17 - Alcon/ABB Concise/  
 Maui Jim  
 Mar 21 - Eye Care Express  
 May 16 - Luxottica  
 July 18 - TBA  
 September 19 - TBA  
 November 21 - TBA

### 2016 - 2017 COAT BOARD of DIRECTORS

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