



LUXOTICA[®] **G R O U P**

Presents

2X-RX

Speaker:

Greg Chrzanowski

Central US Regional Sales Director

Date: Tuesday, May 16, 2017
Venue: Houston Hilton– Westchase
Address: 9999 Westheimer Road.
Houston, TX 77042
713-974-1000

Registration: 6:00 pm
Dinner: 6:45 pm
ABO Credit: 7:30 pm (1 Hr)

Reps Attending:

**Mark Mixon, Amanda Fruge, Kire Janev,
Jeanine Solomon, Cheryl Lavender, Nicole Rainey,
Diane Glover, Colleen Neal, Debra Straney**

About the Sponsor:

Luxottica is the global leader in the design, manufacture and distribution of fashion, luxury and sports eyewear with high technical and stylistic quality. Luxottica has a worldwide footprint that covers and serves more than 150 countries. Product design, development and manufacturing takes place in Luxottica's six production facilities in Italy, three factories in China, one in Brazil and one facility in the United States devoted to sports and performance eyewear. 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.



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 Tuesday, May 16, 2017

**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 March at Fratelli's Ristorante presented by Eye Care Express Lab. Our Speaker Phernell Walker talked about the importance of educating our self with today's fashion trends and how to present different lens choices to give that patient a complete customized solution. He presented the question, Are your patients more up to date than you? He was an excellent presenter and the members who attended thoroughly enjoyed the night, in addition to the great food. COAT appreciates all the support that we get from different manufacturers and we should support them in any way we can. One June 15th, COAT is helping organize a Hands-On Workshop. Details are on the next 4 pages. It's a great opportunity to learn from some of the industry's very best. Please register today.

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 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, or www.oaa.org.



**RSVP by May 14, 2017
Register Online Today!
www.coat.tv**

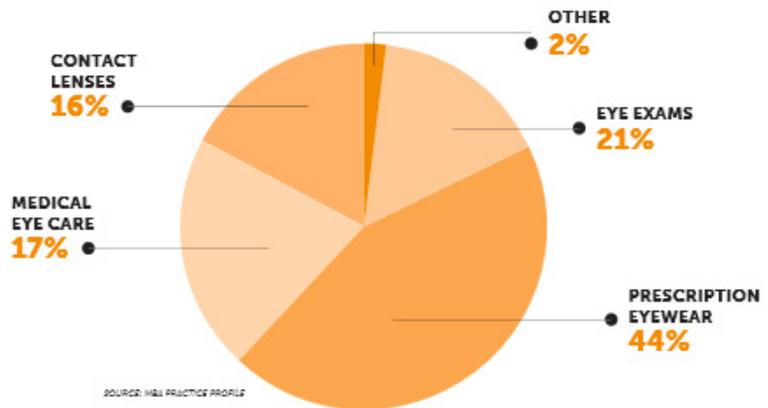


DESIGN & MANAGE A THRIVING OPTICAL

HANDS-ON WORKSHOP

In most optometric offices, eyeglass sales typically produce 40–50 percent of total practice revenue and is the largest single source of revenue. When lens products and frame inventory is strategic, the optical can be a profit center. On the contrary, when there is no form of inventory management in place, some of the important choices required for success are not made consciously.

OPTOMETRIC PRACTICE SOURCES OF REVENUE



This workshop helps doctors and office managers evaluate the financial health of their optical and provides sales training, optical merchandising tactics, and strategic marketing tips proven to increase sales and team performance in your optical.

WHO SHOULD ATTEND?

- Doctors
- Practice Administrators
- Managers
- Opticians

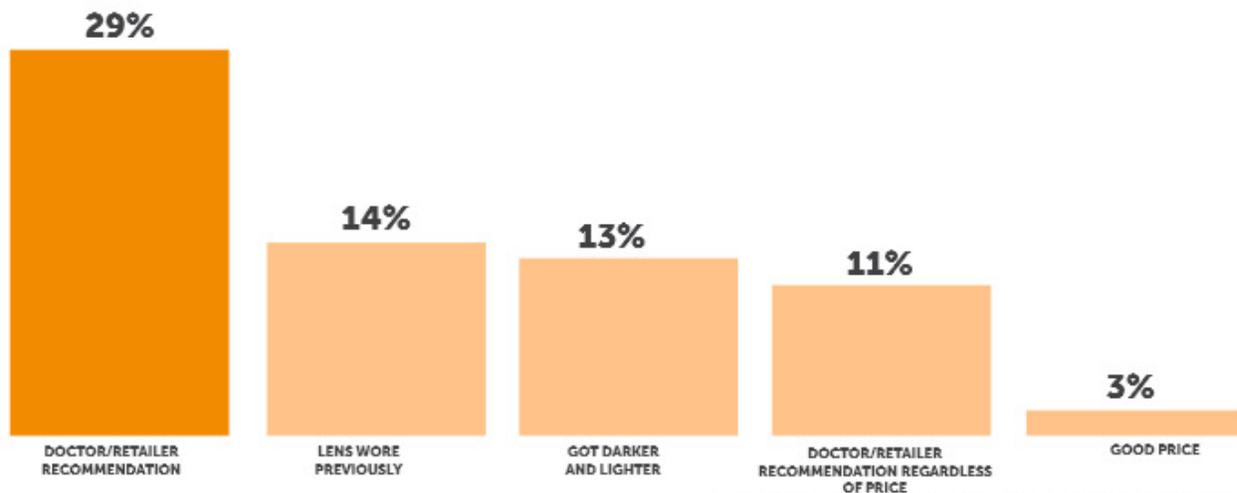
WHAT WILL I LEARN?

- Optical Merchandising
- Frame Board Management
- Assortment Planning
- Budgeting
- Sales Training
- Event Planning & Promotions
- Traditional & Digital Marketing

Sponsored by an unrestricted educational grant from:



MOST IMPORTANT REASON FOR LENS CHOICE



SOURCE: THE VISION COUNCIL RESEARCH, 2011 MOST IMPORTANT REASON FOR LENS CHOICE

WORKSHOP EDUCATION

The Seven Fundamentals of Merchandising

Approved for: 1 COPE-PM & 1 ABO Credit

Speaker: Doug Martln

In this presentation attendees will learn the seven techniques used to create effective retail merchandising displays. Attendees will see a variety of photographs to demonstrated how to make strong, compelling merchandising statements because you never get a second chance to make a first impression! Optical displays need to be compelling and interesting to, yet simple and concise to stop the eye of the consumer. This presentation will teach you how to accomplish this skill and implement it in your practice.

Optical Budgeting and Frame Board Management

Approved for: 1 COPE-PM & 1 ABO Credit

Speaker: Doug Martln

Creating and managing inventory is an ongoing process the all administrators, managers and opticians need to understand and embrace. Attendees will learn how to develop, implement and maintain a comprehensive frame board management system. Learn to think like a retailer. Learn how to use data to build an assortment plan based on the concept of "Good, Better, Best." Learn to analyze your inventory so you know what vendors are productive to maximize your inventory turn and profitability.

Beyond Clear – Five Latest Innovations In Photochromic Lens Technology

Approved for: 1 ABO Credit

Speaker: Doug Martln

Despite incredible advances in technology and availability, many eye care professionals still perceive the performance of photochromic lenses as they did 5, 10, or even 15 years ago. Advances in visible light activation, variable polarization, production processes, and testing methods have led to an expansion in photochromic availability in lens materials, designs, and colors as well as unique capabilities unheard of just a few years ago.

Stop Selling and Help Your Patients Buy

Approved for: 1 COPE-PM & 1 ABO Credit

Speaker: Samantha Toth, ABOC

Patients don't like to be sold, but they love to buy! The motivation behind why patients buy eyewear and contact lenses is important to understand in order to recommend the best vision solutions without being "salesy." Why should they purchase from you versus going online to a possible cheaper alternative? This course provides insight into why people buy, but also illustrates their purchasing fears that hold them back from premium eyewear lens options. Discussion will also include recommendation strategies designed to overcome patient purchasing fears and how to increase word-of-mouth testimonials about your practice.

Planning a Successful Optical Event

Approved for: 1 COPE-PM & 1 ABO Credit

Speaker: Samantha Toth, ABOC

Optical events are a great way to promote your practice, bring in new patients, launch a new product or brand, and increase your sales. Events also help to strengthen your position as a leading source for eyewear in your community. There's a lot that goes into the planning of a successful optical event. Complete with timeline and checklists, this course will provide the information you need and the skills required for proper planning, promotion, and staff training to help you reach and exceed the goals at your next optical event.

How to Get the Most Out of Your Marketing

Approved for: 1 COPE-PM & 1 ABO Credit

Speaker: Samantha Toth, ABOC

Owners and managers now have more choices than ever to market their businesses. From social media and online advertising with Google AdWords, Facebook, and Yelp, to community events and local publications, how can you be sure your marketing message is reaching the right people? When a patient is in the practice, is your staff properly trained on how talk about specific promotions or events. This course highlights the fundamentals of effective and strategic marketing and provides industry specific ideas and tools you can use to get the most out of your marketing.

WORKSHOP LEADERS



Doug Martin

The lure of retail stores is nothing new to Doug Martin. Doug has over 35 years of merchandising and management experience, with 18 years in the retail industry. Doug started his career on the loading docks and Neiman Marcus and

worked his way up to managing stores for this high-end luxury retailer. He has also worked for I. Magnin and finished his retail career with Macy where he had responsibility for 18 stores in five different states. Doug perfected his skills in merchandising, marketing, selling, and inventory management while in the retail industry.

In 1999, Doug entered the optical industry where he served as President of a two office, five doctor practice. Under his leadership he developed that practice into a market leader with 16 locations and 25 doctors over the next ten years.

Doug joined PECAA in 2012 as the Director of Membership. He helped PECAA expand its membership into new markets by working with existing members, regional leaders, and vendor partners to identify new opportunities.

Doug also developed an optical workshop and since that time, has helped independent practices both domestically and internationally to improve the "look" and "financial performance" of their optical boutiques.

Most recently, Doug updated his workshop and partnered with Samantha Toth at Innereactive. Working together, their unique backgrounds and complementary skills result in a training workshop you and your staff don't want to miss.



Samantha Toth, ABOC

Samantha is a professional speaker and marketing consultant for Innereactive Media, located in Grand Rapids, Michigan. She grew up in an optical practice with multiple family members in the industry. An ABO certified optician herself, Samantha

worked as a dispensing optician for eight years, as well as managed an independent optometric practice. During this time, she realized there were very few people, or marketing companies, that understood the unique marketing needs of the optical industry.

With a strong passion for marketing and design, Samantha pursued and completed her bachelor's degree at Michigan State University. In 2003, she started Innereactive Media, a full service marketing company that specializes in the optical industry. In 2009, Samantha's company launched Innexus®, an all-in-one, don't-do-it-yourself website, social media, and marketing solution. Designed by certified eye care professionals with extensive experience in optometry and ophthalmology, three programs help eye care professionals generate new patients online, stay connected on social media, and reactivate patients with unlimited email, text, and voice calls.

Samantha is an ABO, NCLE, AOA, and COPE approved speaker and she lectures across the country teaching optometrists and opticians best practices for marketing their practices. Her niche expertise led her to be named one of "Most Influential Women in Optical," and in 2016 her company won the Michigan 50 Companies to Watch award. Since 2003, she and her company have helped laboratories, frame and lens manufacturers, and eye care practices across the country reach their full sales and marketing potential.

WHAT PEOPLE ARE SAYING ABOUT DOUG

"We had two staff members attend Doug's workshop and they both raved about it. We are hearing 'Doug-isms' now and we love it!"

"Exceeded my expectation and awakened my passion again!"

"On Monday morning after we returned from the workshop, our optician rearranged our optical and it looks great!"

"We have a lot of ideas to work on that will take some time but we are excited!"

"Excellent program! I have information overload."

WHAT PEOPLE ARE SAYING ABOUT SAMANTHA

"Samantha was able to captivate a crowd of optometrists and frame lens dispensers with the power of her words and incredible gift of enthusiasm, knowledge and humor. It's understandable why she is so highly thought of in our industry."

"That was the best lecture I've ever heard and I can't wait to apply it to my office!"

"Samantha is one of the most energetic and dynamic speakers I have ever seen. Two thumbs up!"

"Samantha's courses brought light to the reality of the industry that we do not always see. She provided creative ideas I can't wait to implement and get started in our practice!"

CERTIFIED OPTICIANS ASSOCIATION OF TEXAS

JUNE 15TH, 2017 | 8:30 AM

MARRIOTT WEST LOOP BY THE GALLERIA | 1750 WEST LOOP SOUTH
HOUSTON, TX 77027

AGENDA

This workshop includes six hours of COPE and ABO approved continuing education and a one-hour vendor sponsored messaging opportunity during lunch.

8:30 ^{AM} – 9 ^{AM}	Check-in
9 ^{AM} – 10 ^{AM}	"The Seven Fundamentals of Merchandising"
10 ^{AM} – 11 ^{AM}	"Optical Budgeting and Frame Board Management"
11 ^{AM} – 11:15 ^{AM}	Break
11:15 ^{AM} – 12:15 ^{PM}	"Beyond Clear – Five Latest Innovations in Photochromic Lens Technology"
12:15 ^{PM} – 1:15 ^{PM}	Lunch (provided by Transitions)
1:15 ^{PM} – 2:15 ^{PM}	"Stop Selling and Help Your Patients Buy"
2:15 ^{PM} – 3:15 ^{PM}	"Planning a Successful Optical Event"
3:15 ^{PM} – 3:30 ^{PM}	Break
3:30 ^{PM} – 4:30 ^{PM}	"How to get the most out of your Marketing"
4:30 ^{PM} – 4:45 ^{PM}	Closing and questions

To register please email Name, Phone Number and Office Name to
Kim Brown - coatsecretary@yahoo.com

Avoiding Facial Displacement

By Palmer R. Cook, OD

Facial Inset and its neighbor, Facial Outset, are appearance challenges as plain as the eyewear on your patients' faces, and you can help. There was a time when frames with extremely large and square eyewires were all the fashion. Runs of TV detective/mystery programs of the 1970s such as "McMillan and Wife," "Baretta," "Colombo," "Charlie's Angels" and "Kojak" are fertile grounds for reviewing this odd period in the history of fashion eyewear. The principals preserved their iconic look by appearing "sans eyewear," but victims, villains, suspects and bystanders appeared, when eyewear was deemed appropriate, with those oversized specs. It was rare that lenses of stronger powers were used on-camera for reasons we all understand, and this created misunderstandings and disappointment in eyecare providers' offices.

"That's just not the frame I selected," patients would complain during those years when they saw their mid-range and higher lenses in a 54 x 54 mm frame. Today's higher index materials that reduce edge thickness were simply not available, and patients tended to ignore cautions about appearance and thickness until an epiphany of dismay arose at the time of dispensing. Actually a -6.00 or so in a 54 x 54 frame coupled with a double gradient tint (dark rose or blue at top and bottom and fading downward and upward respectively toward the center was considered chic in those years) could leave patients needing only a cape to resemble the Phantom of the Opera.

Today's lighter weight, higher index materials coupled with our ability to produce aspheric, digital lenses have eased some of the problems of using large lenses. Yet neither selecting a different material nor using aspheric curvatures can correct the issue of facial displacement, which is primarily a problem for prescriptions in excess of about 6 diopters. Facial displacement for myopic patients means that there is an "inset" of the lateral edge of the face that is cosmetically undesirable (Fig. 1 and Fig. 2). For hyperopic patients an "outset" can occur (Fig. 1a and Fig. 2a).

FACIAL INSET

For a light ray passing through the optical center of a minus lens, there is no prismatic effect. For light rays passing through the lens at any point other than the optical center, the ray will be bent away from the optical center (Fig. 2). That amount of bending can be measured in prism diopters. One prism diopter would deflect the light ray by 1 cm if it intersected a screen 1 meter from the lens. If the lens power is known, it is simple to calculate the prism effect of the lens at any distance from the optical center by multiplying the lens' power by the distance in centimeters from the optical center.

For example, your patient with a -5.00DS lens will experience 5Δ of prism when looking 1 cm away from the optical center. (The symbol for prism diopter is Δ). If the lens is in front of the right eye, looking to the right through a point 1 cm from the optical center will give 5Δ of base out (BO) prism effect. It is called BO because the thickest part of a minus lens is away from the lens center, and that thickest part is outward, away from his nose. Of course, if the line of sight looked 2 cm away from the lens center, the amount of prism would be 10Δ according to Prentice's Law (5.00D x 2 cm = 10Δ). Excessive decentration due to the patient's PD being much narrower than the frame PD increases facial inset.

Facial inset occurs due to Base Out prism in the lateral periphery of a lens. When looking at someone wearing minus lenses, your line-of-sight enters into their lens, and it is deflected inward by the BO prism in the outer portion of the lens (Fig. 2). This makes the side of the spectacle wearer's face to appear to be shifted inward. The result is called facial inset.

The lateral edge of the face is usually about 15 mm behind the apex of the cornea. If the patient's vertex distance is about 13 mm, and if the frame has no wrap, the distance from the peripheral lens to the side of the patient's face would fall in the neighborhood of approximately 28 mm behind the lens. It might be a little further back, looking at the person straight on, and perhaps not quite so far back if you are viewing from an angle. The amount of inward displacement is caused by the amount of BO prism at the outer edge of the lens and the distance from the lens to the edge of the face. Using a lens material of higher or lower index will have no significant effect on facial inset. Likewise, using an aspheric lens will not significantly reduce the problem.

The best ways to reduce facial inset are to control the amount of lateral prism at the outer edge of the lens, and to reduce the distance from the back of the lens to the patient's face. On strong minus lenses, you may achieve a somewhat better result by having the lab roll and polish the lens edges. This will also improve the appearance of the thick lateral edge of the lens.

FACIAL OUTSET

Problems of facial outset (Fig. 2a) are rarer than facial inset. Several years ago, I happened to notice a newscaster/weatherman, on a small local station with an acute case of facial outset. This fellow had a moon-shaped face and a fairly strong plus Rx. His face ballooned to the lateral edges of his lenses. He was a genial sort of guy with a nice presentation personality; perhaps he had failed to heed his optician's advice. Maybe he thought that by using an overlarge rectangular frame, he would reduce the apparent size of his face. But his plus power, wide frame, narrow PDs and long vertex distance were a combination that yielded an unfavorable outcome. He even had AR lenses, which are particularly important when appearing in front of the cameras, although AR does not improve facial displacement. (All this made me wonder why I couldn't recall seeing this effect previously. My conclusion is that if it's possible to do something, someone will do it whether it's a good idea or not.)

Before low density lens materials were available, people, especially those with strong plus prescriptions, often requested lighter weight glasses. Then poly came along with a density of 1.20 and later Trivex arrived with an even lighter at 1.11, so the weight of strong plus lenses became much less of an issue. One could still have a relalens by using a higher index lens material. Finally, digitally-produced aspheric lenses now allow us to make even thinner lenses. Unfortunately, even with the low density, higher index, thinnest practical lens digital designs, the bottom line, a good cosmetic outcome, is not always achieved.

DECENTRATION

When lenses are produced, your lab places the optical centers (OCs) inward to center them on the pupil. The amount the OC is moved inward from the geometric center of the eyewire is called "decentration." Keeping lens decentration to a minimum reduces lens weight and thickness. When helping with frame selection, always compare the patient's monocular PDs with the PDs of the frame under consideration. If the frame is a 52□20 just add the numbers and divide by 2. The result will be the frame's monocular PD (i.e., $[52 + 20]/2 = 36$). If your patient's monocular PDs are OD 31, OS 30, (usually written 31/30) then the right lens must be decentered in 5 mm ($36 - 31 = 5$), and the left lens must be decentered in 6 mm ($36 - 30 = 6$). A general rule is to achieve a 1, 2 or 3-mm decentration at most. If you are dealing with strong lenses and trying to avoid facial inset (or outset, which occurs with strong plus lenses) the rule is "the less decentration the better."

POWER RELATES TO FACIAL DISPLACEMENT

You can predict the prismatic effect that causes facial displacement if you know the power of the lens in the 180 meridian and the distance from the OC to the outer edge of the lens. To find the power in the 180 meridian for any lens use Table 1. Combine the cylinder power, if any, with the sphere power (Ex. -2.00 -3.00 x 070). Use Table 1 and locate axis 070 to find that an x 070 cylinder will contribute 88.3 percent of its power to the 180 meridian. Multiply 88.3 percent by the power of the cyl (-3.00 x .883 = -2.65) and combine the result with the sphere power (-2.00) to find the power in the 180 meridian is -4.65. If the distance from the OC to the outer edge of the lens is 1.8 cm, the patient will have 8.37ΔBO prism. Holding an 8ΔBO trial prism at about where the patient's outer lens margin will be can give you an idea of how much facial inset to expect. (The trial prism should be held with the base outward.)

The advantage of wrap when facial inset (or outset) is concerned lies in the movement of the outer edge of lens closer to the face. As mentioned above, 1Δ of prism deflects light 1cm at a distance of 1m, however if the screen were moved to half a meter, the deflection would be cut in half. This principle holds true for making the outer edge of the lens closer to the face, even though from a practical standpoint, the movement would be only a few millimeters closer.

THE FRAME

If you see your patient falling in love with a frame that will require excessive decentration, step in before Cupid's arrow flies. A firm statement that the frame is not suitable for the prescription should be given. Phrase it however you wish, but optics can be unforgiving, and an unfavorable outcome will reflect upon your whole office. Avoid saying, "Your eyes are set too close together, and you are too nearsighted (or too farsighted) for that frame to work." Tact and kindness should be used, but you are the professional, and the patient has no way of understanding the issues. It is always the outcome that is long remembered, and that should always be the best one possible for the patient you are helping.

Another frame issue that reduces facial inset and outset is related to lens shape. As a general rule, a rectangular lens shape exacerbates facial inset and outset. By using an oval-shaped frame style (Fig. 3), you are eliminating some, or perhaps much of the lens area that causes the facial displacement.

Even if your patient has a head shaped like a basketball, the overall width of the frame should be about as wide as the patient's face at its widest point. This is fundamental to achieving the best cosmetic outcome. In these cases, using a frame constructed so that the actual distance between the outermost edges of the lenses is significantly less than the overall width of the frame itself (like the oval frame in Fig. 3) will reduce both facial inset and outset. This is apparent in Fig. 3. Some frames achieve this by using a turnback temple arrangement; others (non-metallic frames usually) use a front with a wider eyewire laterally, and a few combine both techniques. All of this tends to make plus lenses thinner with less unwanted magnification; for minus lenses the edge thickness is reduced. For both plus and minus lenses, the lens volume and therefore the weight, is reduced.

WRAP

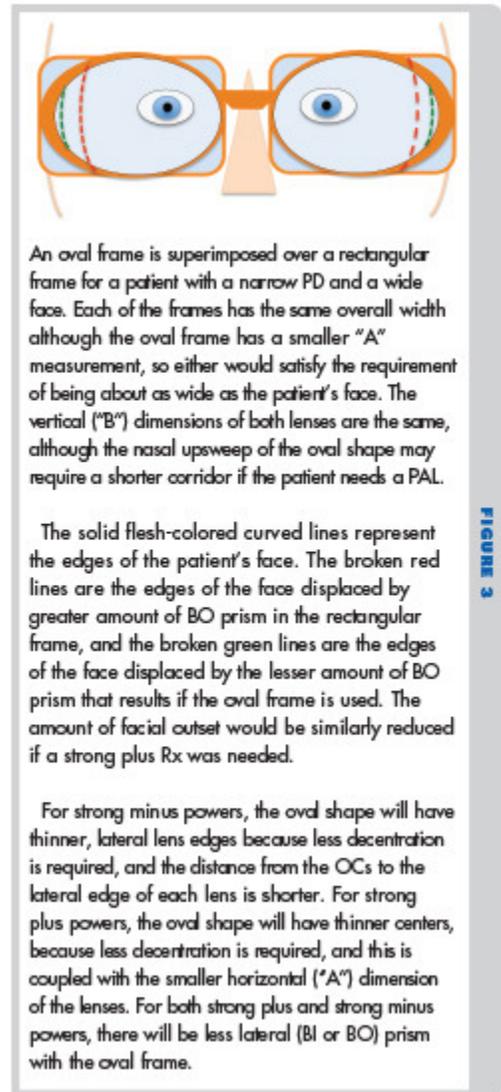
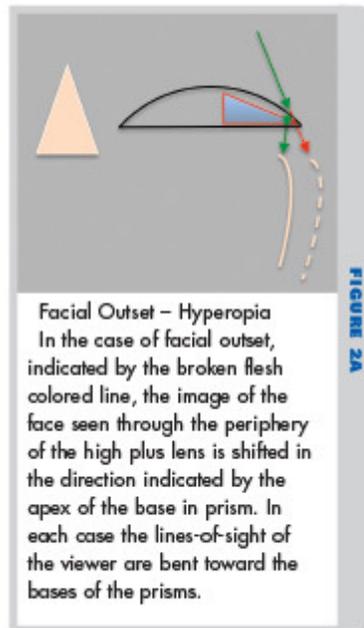
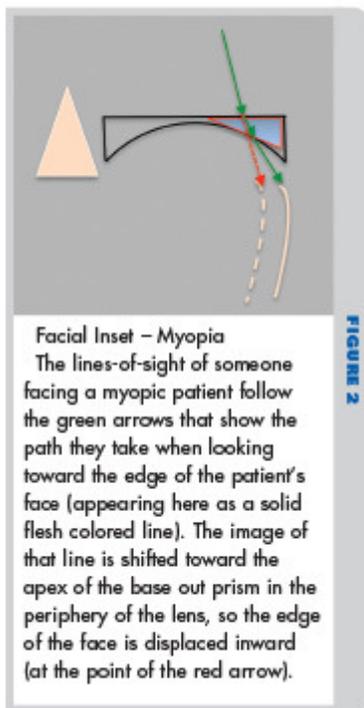
Wrap (sometimes called face form) refers to curving the frame to more closely match the natural curvature of the face. It can be cosmetically desirable to use wrap to reduce facial displacement; however this can create a prism effect which should be neutralized and a need for increasing the PDs because the lenses are rotated around a vertical axis and angled closer to the face. An average wrap for most frames is about 6 degrees to 8 degrees. Over 8 to 10 degrees can affect lens performance unless compensations are made. Ask your lab consultants what they recommend as the outer limits of sphere and cylinder power for wrap frames, and respect their recommendation.

SIDESTEPING THE PROBLEM

Patients with facial displacement issues have all of the other problems related to higher-powered lenses. These include increased chromatic aberration, prism distortion, lens weight and comfort issues, and smaller sweet spots. They may tell you, "I tried contact lenses, but..." Those contact lens-related comments should be given careful attention. If patients' reasons for avoiding contacts are due to visual performance, they need to know that contact lens technology has improved significantly and should be considered again. A refractive error of -10.00 -425 x 150 with a 2.50 add can offer an overwhelming challenge if contacts alone are used. Using contacts to correct most of the sphere power coupled with an overcorrection in spectacle lenses may give better results than if either contacts alone or glasses alone are used.

OUTCOMES

Appearance is important. How your patients look in their new eyewear can be nearly as important to them as how they see. And to their friends, family and co-workers, the cosmetic outcome may be the primary basis for evaluating your skill and expertise. Facial displacement is primarily a problem for prescriptions in excess of about 6 diopters, but achieving a more attractive appearance for those patients can build great respect and recognition for your practice.



Avoiding Facial Displacement by Palmer R. Cook, OD Reprinted 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.

March Highlights



A huge Thank You to Phernell Walker, our speaker of the night and Eye Care Express Lab. He was on point all night and kept the crowd interested with his great personality and innovative style of teaching. We hope to see you again in the future with COAT.

We can accredit these beautiful smiles to (From Left to Right) Franki Star, Houston Area Rep with Kering Eyewear, Annual Member King Loo and COAT Treasurer Bonnie Rosenbaum.



We would like to appreciate Mr Ty and also Simone from Eye Care Express Lab for their support over many years. COAT and its members have been fortunate to have such generous sponsors each year. Thank You again for being awesome.

From Left to Right COAT President Mustafa Asif, Our Speaker Phernell Walker, and Ty Dinh from Eye Care Express Lab.



COAT would like to thank all the attendees for the night. It was a great night of learning and networking with opticians in the greater Houston area. See you on May 16th everyone...



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

Job Bank

Full Time, Opticians Position – Old Katy

We are looking to add to our great team! We are located in the heart of Old Katy and have an established practice with wonderful patients. We are looking for a knowledgeable optician who will be responsible for explaining lens options, frame styling and taking correct frame measurements, adjusting frames, troubleshooting, entering glasses bills, and helping to answer the phones or be a team player when needed. We have great hours 8:30-5:30 and only work one Saturday / month. Experience is required. Please email your resume to: chumley_b@yahoo.com

Full Time Optician – Houston TX

Upscale private optometry practice in Montrose / River Oaks seeks energetic, experienced optician to join our team. Competitive base pay, bonus and benefits offered. FT employees enjoy health and dental insurance as well as paid time off. Job duties include frame styling, adjustments, scheduling appointments, insurance filing and verification, patient pretesting, etc. Comfort with computers and electronic records is a must. If interested, please email resume to eyecontact@eyecontact.com, or call 713-520-6600 and ask to speak with Steve.

Full Time Optician – Houston TX

Eye Elegance is an independent optical boutique in Houston, Texas looking for 1 motivated f/t optician. Candidates should have at least 3 years experience in luxury eyewear sales and posses excellent opticianary, written and verbal communication skills. Familiarity with the latest lens and frame technologies is essential.

We offer a very competitive salary, health, dental and life insurance, along with a 401k with company match and profit-sharing.

E-mail resume to mail@eyeelegance.com or fax 713-322-5591

Contact Lens Tech/Berkeley Eye/No Weekends or evenings! (The Woodlands)

Competitive salary & benefits based on skill set and depth of experience.

Monthly incentive based on contact lens sales. Berkeley Eye Center a Houston leader in Vision Care for over 50 years seeks experienced contact lens technician for full time position at The Woodlands location. This Monday-Friday position will take the lead in our contact lens department

- Maintains patients contact lens records.
- Assists in testing for near and far acuity.
- Maintains inventory of contact lenses, orders and stocks trials.
- Manages all contact lens orders.
- Obtains and records patient's requests in a timely manner.
- Instructs patients on proper care and use of contact lenses.
- Maintaining open communication with all patients and their contact lens ordering and maintaining inventory and working with our doctors to ensure our patients find the contact lenses that work best for them.
- Strong hands on experience with specialty contacts, ordering and dispensing, including keratoconus, scleral lenses, and specialty gas perm lenses. Ideal candidates have 7+ years of well-rounded Contact Lens experience, excellent customer service skills and the ability to assist with frame styling and dispensing in the optical department as needed.

Berkeley Eye Center is the only Vision Care provider to be recognized by the Houston Chronicle as a "Top Place to Work" every year since 2011. 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 tremendous opportunities to develop professionally. In addition we offer a competitive salary and benefits package. Our benefit plan for full-time staff includes: Health Insurance. Dental Insurance. Free Basic Vision Care for you and your immediate family. Substantial Discounts on Optical Products and Surgical Procedures. Free Life Insurance and Long-Term Disability. 401(k). Flex Benefits. Health Savings Account Contributions. Paid Holidays & Paid Time Off Growth Opportunities
David Burnett Director of Human Resources Berkeley Eye Center 281-348-4617 (direct)/281-348-4690 (fax) careers@berkeleyeye.com

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Full Time Optician Needed – Sugar Land

Optometric office in Sugar Land is looking for a full time Optician with edging and lab experience and an Optometric Assistant. Candidate must be friendly, professional, hard-working, detail-oriented, and have a positive attitude. Candidate must also have excellent communication and customer service skills. At least 1-2 years of experience in an optometric practice is preferred, but we are willing to train the right individual.

Office Hours: Tuesday-Friday: 9am-6pm; Saturday: 9am-2pm; closed Mondays

Please email your resume to eyetoeyecare@gmail.com



RSVP by May 14, 2017
Register Online Today!
www.coat.tv

Full Time Optician Needed – Northwest Houston

Optician/Optometric Assistant needed to join a multi-doctor private practice in the Lakewood area of NW Houston. Experience along with excellent communication, PR, math, frame styling, insurance, and pre-testing skills required. Must also be knowledgeable of ophthalmic products and materials. Email resume to lwvision@sbcglobal.net.



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.

OPTICIANS



Helping America See



2017 COAT CALENDAR

July 18th—TBA
September 19th—TBA
November 21st—TBA

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