

Fall 2005



Excellent Education



New products



Good Food

Continuing a tradition of quality education

At the OAI 2005 spring conference Ed De Gennaro, Shelley Orren and David Juchims provided outstanding educational programs. All classes were ABO, CEC approved classes. The Saturday social evening was filled with good food, prizes and the opportunity to socialize with peers and area representatives.

*2006 looks to be even better. **The 2006 conference is included with your 2006 OAI membership dues.** This makes the cost of credits below \$9.00 each. We suggest you make your reservations now for April 1st & 2nd at the **Renaissance Savory Hotel** in Des Moines. Look for your registration information soon.*

Dates to Remember:

OAI Spring Conference

*April 1&2 2006
www.oaiowa.org*

Midwest Optical Conference

*2006 to be announced
www.opticalconference.com*

ABO–NCLE Exam

*November 20th 2005
www.abo.org 703.437.8780*

Letter from the President

Opticians Association of Iowa

Board of Directors

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Hi All,

This being my first letter as President of OAI, I first need to introduce myself. My name is Tom Gardner from 20/20 Vision Wear in Council Bluffs. I have been an Optician for 35 plus years. I have been ABO Certified since 1972 and have continued certification since. My wife's name is Linda. We have 3 children and 2 Grandchildren. I am asked often about what belonging to the OAI means and what does the organization do for its membership. The associations mission is to offer a variety of educational seminars geared toward the technical aspects of Opticianry, as well as exceptional education of product knowledge and people handling skills. We offer motivational seminars and lifestyle selling techniques as well. Our manufacturing and wholesale representatives give us great support in offering these seminars. *All employers in our field benefit from having well trained and knowledgeable Opticians on staff.* It's like my first boss used to say, "if you don't take good care of those folks out front, we ain't gonna have to worry bout takin' care of anything else".

I urge all members to get involved and help make your organization strong. This Board of Directors represents all members so give us a call or e-mail us with suggestions or questions.

See you all in April '06. Remember, this conference registration and Trade Show Reception is included with your 2006 dues.

Sincerely,

Tom

Be a leader in the OAI

Do you want to make a difference in the OAI?

New board members are always welcome. You can request to be added to the slate of nominations for the 2006 elections by calling any board member. Elections are held during the spring conference in Des Moines. Active membership will keep the association strong!!!

The OAI is the official publication of the

Opticians Association of Iowa

13030 NE 14th St.
Alleman, Iowa 50007

The OAI Board of Directors wishes to recognize

The OAI board would like to thank out going board members Melinda Hunter and Rhynonda Creger for their commitment to the OAI. They donated their expertise and *many hours* of time to the reorganization and operations of OAI.

Become a member today
Visit: www.oaiowa.org or call any OAI board member

Did you know...

- You do not need to be ABO certified to be a member of Opticians Association of Iowa
- Your registration at the OAI spring conference is included with 2006 dues
- Discounted registration at the Midwest Optical Conference
- You are listed in and receive a copy of the OAI Directory
- You receive a certificate of membership suitable for framing
- You get all the newsletters 2 times a year

Join today !!

Welcome New Members

Kaarin Reese
Ankeny Family Vision Center
311 N Ankeny Blvd.
Ankeny Iowa. 50021
515-964-1671

Randal Shipley
Shipley Optical
1920 Rue St. #3
Council Bluffs, Iowa 51503
712-323-3401

Shelly Ehler
Iowa Eye Center Optical
1650 First Ave. N.E.
Cedar Rapids, Iowa 52402
319-366-2020

Janel McLain
Creston Vision Clinic
1610 W. Townline Ste. 115
Creston, Iowa 50801
641-782-6549



"Glare never bothers me a bit"

Welcome Back

Brent Cooper
Ankeny Family Vision Center
311 N Ankeny Blvd.
Ankeny Iowa. 50021
515-964-1671

Marion Wagner
Creston Vision Clinic
1610 W. Townline Ste. 115
Creston, Iowa 50801
641-782-6549

Cheryl Latch
Iowa Eye Center Optical
1650 First Ave. N.E.
Cedar Rapids, Iowa 52402
319-366-2020

Joan Kick
McDonald Optical
2740 1st Ave NE
Cedar Rapids, Iowa 52403
377-866-9190

Danette Knight
Family Eyehealth Center
6004 SW 9th Street
Des Moines, Iowa 50315
515-287-0820

Job postings—Items for sale—Product

Membership to the OAI
Has benefits go to
WWW.OAIOWA.ORG

Three years ago the OAI board made a significant decision, voting to discontinue using the managing services of an executive director and have elected board of directors manage and oversee the organization. The business climate is in constant change and so are the needs of our members. To fulfill our Mission Statement we felt OAI needed change. Our first priority of the directors was to cut costs and evaluate the associations actual needs and responsibilities to the membership. The first priority was and will continue to be restructuring the business side for the future. The board has been working to stabilize the mechanics required to operate in a profitable and professional manner. Since the initial reorganization we now have a new newsletter format, financial data bases, new and larger mailing lists and an operations manual which will give more consistency in how the association operates.

For the future we feel education is vital. We are committed to increasing educational opportunities in the State of Iowa for professionals providing eyecare and dispensing eyewear. The challenge we have undertaken is to make all education affordable to professionals. Members in 2006 will be able to attend any educational meeting sponsored by the OAI in Iowa at no additional cost. Yes, \$55.00 membership dues covers all registration fees. This excludes hotel, gas and personal extras. In the past we have had excellent speakers, we wish to expand those opportunities as well as expand and reach out to areas that may not have had seminar programs in the past. We are looking forward to partnering with corporate members to help increase educational opportunities unavailable before.

Professional growth and development is only achieved by education and association with professionals in the industry. Education from live seminars is essential to quality education. Optical professionals willing to *challenge themselves to increase their own personal growth with knowledge*, will then give their patients the best possible care and service. Education also benefits the financial growth of an office by promoting appropriate products in a professional manner. *Education doesn't cost it pays!*

As the board continues to evaluate our needs, we appreciate all the feedback and patients shown by our membership.

The Opticians Association of Iowa is managed by volunteers who believe in the future of opticianry.

- Mission Statement -

The Opticians Association of Iowa exists to enhance your individual and professional growth and development. Together we provide a unified voice within and for those actively involved in opticianry in Iowa.

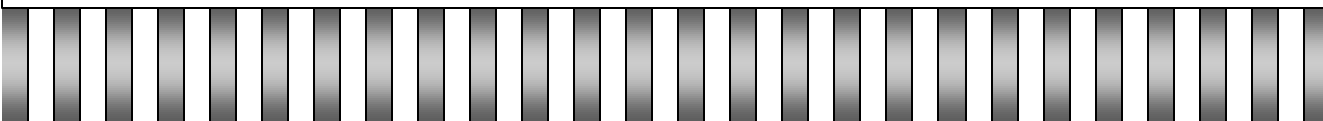
OAI Corporate Members 2005
Supporting Education and Growth of Opticianry

Eastern States Optical	1-800-645-3710	www.eseyewear.com
Essilor of America-Varilux	1-800-237-8725	www.essilor.com
Essilor of America-ELOA	1-800-792-6826	www.eloa.com
Clear Vision	1-800-645-3733	www.clearvision.com
Hoya Vision Care	1-866-812-8893	www.hoyavision.com
Siouxland Ophthalmic Labs	1-800-831-8583	www.opticallabs.com
Neostyle Eyewear	1-800-854-2782	www.neostyle.com
Marchon Eyewear	1-800-645-1300	www.marchon.com
Soderberg Inc.	1-800-733-4641	www.soseyes.com
B&B Optical	1-800-432-0842	www.bandboptical.com
Safilo U.S.A.	1-800-631-1188	www.safilo.com
Midwest Labs	1-800-247-2525	www.mwllabs.cc
Pech Optical Corp.	1-800-831-2352	www.pech.com
Charmant Group Inc.,USA	1-800-272-2042	www.charmant.com
Knight Laboratory, Inc.	1-800-247-0312	
Maui Jim	1-800-444-0248	www.mauijim.com

Lab Hints

Why is it important to include frame B and ED measurements when ordering?

Frames today come in a variety of shapes and sizes. When Rx data and frame information is entered into the software system, necessary thicknesses are calculated. When B and ED measurements are not supplied, they are estimated from the A: B measurement at 4mm less and ED measurement at 4mm greater. This rule of thumb was adapted many years ago when frame shapes and sizes were more consistent. Today, measurement differences can be 5, 10 even 20 mm's in small frames. If not supplied, the software will assume a much larger frame size, placing the thinnest point much further out on the finished lens (especially true in plus prescriptions). This will result in a thicker edge and unhappy patients! The more frame information you can supply, the more cosmetically appealing lenses you will receive.



Lens News

AR usage has shown a steady increase in the United States, but with one out of five patients currently purchasing AR, we are still way behind Europe (75%), Japan (90%) and Canada (40%). Everyone can benefit from AR allowing more light to the eye. Today, there are three levels of AR: value, premium, and super premium. Super premium AR's offer durability, cleanability, wearability, and reliability. A term you will often hear associated with super premium AR's is oleophobic. This oleophobic coating is the top layer of AR designed to repel oils, dust, and debris on lens surfaces for easier cleaning. They have answered many patients previous complaints about AR that it is hard to clean, easy to scratch and came off. Super premium AR lenses are actually more scratch resistant and easier to clean than standard lenses! Many optical chains and independent retailers sell up to 90 percent of lenses with AR by committing their business to AR with bundling and competitive pricing. Ask your lab how you can increase your sales, customer satisfaction and profits by positioning AR lenses for all patients in your practice.

The construction of the OAI web site is ongoing. The site has expanded and offers many links and information. If you have not visited our web site please do. If you have not visited in some time check out the changes!

www.oaiowa.org

Continuing Education

**The OAI will be adding additional study and reference materials to the OAI library.
If you have any suggestions for study materials to have added please notify a board member .
*OAI is dedicated to continual education of Opticians.***

OPTICIANS ASSOCIATION OF IOWA

**13030 NE 14th St
Alleman, Iowa 50007**

Save The Date !



**Save The Date!
April 1st & 2nd 2006
Opticians Association of Iowa
Spring Conference & Trade Show
Renaissance Savory Hotel
Des Moines, Iowa**

- Speakers
- Industry Exhibitors
- Continuing Education Credits
- Networking Opportunities
- Fun

Look for information soon in the mail or at
www.oaiowa.org

