2014 Fall Educational Conference and Exhibit Hall

AADO cordially invites you to join fellow opticians and our fabulous sponsors and exhibitors for a day of education, fun, prizes, food and all the latest in eyewear, lens, vision care and accessories.

Please reserve your space soon to guarantee a place at this year’s event featuring Guest Speaker, Raymond Dennis who is joining us for one day only on Sunday, November 2, 2014 at the Hilton Chandler Phoenix Hotel.

All of the details are in this issue of “Eyewire” and on our website where you can log on for even more details at www.aado.info.

With your support, we can continue to bring you continuing education events of this quality, so please join us and bring a friend or two.
AADO
ARIZONA ASSOCIATION OF DISPENSING OPTICIANS
2014 Fall Educational Conference
Sunday, November 2, 2014

Hilton Phoenix Chandler, 2929 W. Frye Road, Chandler, AZ.
(480) 899-7400

AADO CONFERENCE REGISTRATION

ONLINE REGISTRATION NOW AVAILABLE AT: www.aado.info

PLEASE, No On-Site Registration

Please print

Last Name ______________________________ First_____________________________________________

Home Address __________________________________City_____________________________State______

Zip ________________    E-Mail________________________  Phone #(______)______________________

Employer __________________________________________________________________________

CONFERENCE REGISTRATION FEE INCLUDES:
Continental Breakfast, CEC’s, Luncheon & Exhibit Hall

AADO MEMBERS (Please check)

_____ Conference Registration   $85.00   $__________
_____ Continuing Education Credits  N/C           N/C
_____ Late Fee if paid after 10/25/2014   $25.00   $__________

TOTAL PAID  $__________

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NON-AADO MEMBERS

Please contact AADO @ 520-327-6215 for registration information

Additional lunch tickets are available for purchase @ $25.00 each for non-registered guests and additional exhibitor guests.

Only conference registered attendees with an assigned name badge will be allowed a seat in the classroom.

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AADO MEMBERSHIP (Please check)

(If you have not had the opportunity to renew your AADO membership, or wish to start your AADO membership, please check the appropriate box below and send your payment with your AADO conference registration fees.)

Is this a:  Renewal Membership __________  New Membership __________

_____ Regular Membership (licensed)$70.00   _____ Associate Membership (non-licensed) $50.00

METHOD OF PAYMENT

Personal check (written to AADO), money order or credit cards are accepted. (Please do not send cash.)

CREDIT CARD:  VISA  MASTERCARD   (Please circle one)

Card Number ___________________________________________Expiration Date _______ Security Code______

Signature ___________________________ Date _______________________

Mail or Fax Registration to:  Arizona Association of Dispensing Opticians (AADO)
440 N. Alvernon Way  Tucson, AZ 85711
Phone (520) 327-6215 / Fax (520) 327-0368 Email: aado@qwestoffice.net
AADO Fall Educational Conference

Sunday, November 2, 2014

AADO Is Proud To Present Our Guest Presenter Sponsored By Essilor

Professor Raymond Dennis received his Masters of Arts degree in Education from Saint Joseph College in West Hartford, Conn., his Bachelor of Science degree in Community Health from Saint Joseph’s College in Patchogue, New York, and his Associate of Applied Science degree in Ophthalmic Dispensing from New York City Community College in Brooklyn, New York. Ray is certified by the National Contact Lens Examiners and the American Board of Opticianry. He is also credentialed as a Certified Ophthalmic Technician by the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO). He is a member of numerous professional organizations including the Connecticut Opticians Association, the Contact Lens Society of America, is an Honored Fellow of the Opticians Association of America, and is a Fellow of the National Academy of Opticianry.

2014 AADO Fall Educational Conference Schedule (subject to change)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:00-8:00</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>8:00-8:10</td>
<td>Welcome and Introduction</td>
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<tr>
<td>8:10-9:10</td>
<td>1 hour ABO “Eyewear Essentials; More Choices”</td>
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<tr>
<td>9:10-10:10</td>
<td>1 hour NCLE “An Introduction To Keratoconus”</td>
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<tr>
<td>10:10-10:30</td>
<td>20 Minute Break</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>1 hour ABO “An Opticians Guide To Lens Materials”</td>
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<tr>
<td>11:30-12:30</td>
<td>1 hour ABO “Do You See What We See?”</td>
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<tr>
<td>12:30-2:30</td>
<td>Lunch and Exhibit Hall (Drawings and Prizes!)</td>
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<tr>
<td>2:30-3:30</td>
<td>1 hour dual ABO/NCLE “The Cornea and Diseases of the Outer Eye”</td>
</tr>
<tr>
<td>3:30-4:30</td>
<td>1 hour ABO “Understanding The New Multicultural Consumer”</td>
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Hotel Information

Hilton Phoenix Chandler
2929 W. Frye Road
Chandler, AZ. 480-899-7400

Reserve your room early. Book your room prior to October 20 to get the low AADO room rate of $109.00 (plus tax) Available while supplies last!
THE OMNI-CHANNEL CONSUMER

Frank Giammanco

VCPN June 2014

They’re online before, during, and after the purchase. They shop you and read critiques about you. They check out your social media pages, and they notice if you don’t have them. They do as much of this from their mobile devices as is possible. And when it’s time to open their wallets, they’ll come to your store but they will still expect you to know more about what they’re purchasing than they do. And...they want all these experiences to be seamless, consistent, and totally in sync with your brand.

This is the rapidly emerging new breed which does not distinguish between digital shopping and brick-and-mortar called the omni-channel consumer—a formidable customer.

They are formidable in the fact that they’re many steps ahead of the average retailer in their behavior. The vast majority still purchase from traditional brick-and-mortar stores, but they constantly gather intelligence while doing it. A typical omni-channel buyer will check her mobile device right in front of the retail shelf, searching for product reviews, price comparisons, and features and benefits. And when they’re armed with this information, they will very likely march up to a salesperson and engage them with well-informed questions.

According to a survey conducted by eMarketer Inc. regarding consumer behavior, of the 60% who did mobile online shopping research, 57% of them went on to buy the product in-store. And while the practice of “showrooming,” viewing a product in-store and then looking for better prices online, is prevalent among 40% of U.S. consumers, price differentiation is becoming less a factor in the purchasing decision.

The shopping and purchasing experiences are, clearly, by no means exclusively digital or exclusively destination, and these consumers are more apt to patronize retailers who are a hybrid of the two.

Hence, in the optical marketplace, e-tailers like Warby Parker have come to recognize that they cannot live by computer alone, which is why Warby has very publicly opened retail stores and will continue to do so. As it has ventured into this new territory, Warby has been scrupulous about keeping the branding experience consistent regardless of which retail channel the consumer pursues.

This is the lesson for those optical people who sell vision care products and services in a brick-and-mortar but rail against the online scourge. The consumer has determined that online is not the enemy, but that you could be if you choose to buck the trend. They’ll go to the guy down the block who participates in digital retailing while still operating a sharp, contemporary retail store—both of which fit together like hand in glove.

In the end, if the consumer votes for it, it will prevail.
Yavapai Opticians, Northern Chapter of AADO, 17th Annual Summer Educational Seminar

Linda Atwood shared her knowledge on “Advanced Technology Lenses” and “Legendary Customer Service” followed by “Transitions Signature VII” by Courtney Hoverson.

Once again we were privileged with a presentation by Tim Koch, and AADO favorite presenter. He educated us with updates on both RGP and soft contact lenses. A special thank you to Walman Optical and Xcel contact lenses for their sponsorship, making it possible for Tim to join us.

A very informative and interesting update on “Delivering Quality Patient Care” was given by David Lipkin. We also ended our day with David’s 2014 update on Arizona’s Rules and Regulations. As always, we appreciate Lori Scott from the State Board joining us and being available to answer questions.

On behalf of Yavapai Opticians and AADO, we extend our sincere appreciation to Dave and Vicki Kathe, owners of Aspen Optical in Mesa for their interest and generosity without which this event would not be possible.

Dean Zammiello, representing Aspen Optical, sponsored a reception at a local restaurant on Saturday evening. Plenty of great food and drinks and a great time was had by all. Thanks to all of the opticians in attendance and please join us again in Phoenix on Sunday, November 2 for AADO’s Fall Educational Conference and Exhibit Hall!
Preparing for the ABO or NCLE Exam?

AADO will soon be offering the complete ABO/NCLE training program materials from Optical Training Institute for rent to those studying for ABO/NCLE certification and/or Arizona licensing.

You could purchase this program for almost $500 or you can rent for 30 days from AADO. Members pay only a low fee of $30.00. Non AADO members will be billed $60.00 for 30 day rentals. Check the AADO website or call Donna 520-327-6215 for more information.
AADO receives numerous calls from members and non members alike asking for clarification on Arizona State Board of Dispensing Opticians Continuing Education requirements. We are happy to pass on this reminder: Post this at your desk, on your fridge or keep it with your CEC’s.

Each licensee shall submit documentation to the Board verifying that the licensee has completed 12 hours or more of continuing education, within each three year period. Of the twelve hours of education, each licensee shall obtain at least:

1. Four hours in eyeglass fitting and dispensing; (ABO)
2. Three hours in contact lens fitting and dispensing; (NCLE)
3. One hour in state or national opticianry standards.
   
* (plus four other hours for a total of 12 hours)

Only ABO, NCLE or Board approved courses are acceptable.

Rules and Regulations for Arizona Opticians’ license renewal exam

We have recently updated and enhanced our Rules and Regulations test on the AADO website.

Please visit www.aado.info to take this fun course to get your credit before the end of the year!

Learning Objective – Upon completion of this course the participant should have a good understanding of the Arizona State Rules and Regulations that regulate his or her Arizona Dispensing Optician’s license.

Continuing Education Credit – This course is approved for one (1) hour of continuing education credit through the Arizona State Board of Dispensing Opticians. It satisfies the requirement of the one (1) hour continuing education requirement of Rules and Regulations for Arizona Opticians’ license renewal.
Do You Look Like $1,200?

Some mornings as I’m getting ready for work I look in the mirror quickly as I’m walking out the door and ask myself this question: “Am I ready to present myself like someone from whom I would make a $1,200 purchase?”

It’s easy for us to think about things from our own view and not through the eyes of our patients. I frequently assist patients in making decisions to spend as much as $1,300+ on one pair of eyewear. This is not an insignificant amount of money, at least not in my view. While I know I have the knowledge, experience and expertise to help someone make the best choices in frame and lens options I believe I need to “look the part” and present what I know in a way the patient can accept and understand. This is not just about what outfit I’ve chosen for the day; although that is certainly a part of it. The tone and manner in which I present my knowledge and myself to patients is key.

By Mindi Lewis, MA, ABOC, FNAO
Managing Editor, Opticians Handbook, CE Plus

Arizona State Board of Dispensing Opticians

Practical Examination Dates for 2014

Practical Examinations are administered in March and September each year. 2014 exam dates are March 5 and Sept. 3 (subject to board approval) Deadlines to submit the application for the examination are 45 days prior to the examination date. The practical examination is given at 1400 W. Washington, Phoenix, AZ. in Room B-1.

Great minds discuss ideas;
Average minds discuss events;
Small minds discuss people.

–ELEANOR ROOSEVELT
Cash or Charge...........Or?

I grew up in retail. I can remember working the cash register and evolving from asking “cash or check” to “cash, check, or charge” as everyone started carrying American Express, Master Charge (now Master Card) and Bank Americard (now Visa). Becoming a cashless society we have almost evolved out of writing checks, except to pay our charge card bills. How frustrating is it now at the grocery store to be behind someone who still insists on writing a paper check, holding everyone up, while they not only write it, but 45 forms of ID must be checked as well as obtaining approval from the entire management team from corporate?

Technology marches on and we have a plethora of new payment options that seemed impossible a few years ago, with more due just around the corner. As last year’s data breach at Target made clear, not taking security seriously, can seriously cost you.............and your customers. To recap, thieves stole some 40 million credit and debit card numbers between November 27 and December 15, 2013, costing banks and credit unions some $200 million in reissuing almost 22 million cards, and $100 for Target to thoroughly update their credit card security systems.

Today, we have PayPal, the online payment system owned by eBay since 2002 with 143 million active users. While there is little need for PayPal in a brick and mortar environment, it is a very useful ecommerce payment gateway for those eye care practices selling online. PayPal is so successful that even Amazon is expanding their Amazon Payments system to enable users to pay subscription fees and phone bills through their secure gateway. Then there is Bitcoin, the online virtual currency. Created in 2009. There are currently 12 million Bitcoins in circulation with a creation rate of 25 every ten minutes. Each Bitcoin is worth roughly $600 at this writing. Mason Eyewear is one of the first online eyewear companies using Bitcoin.

The world is looking to mobile devices as the next big thing in payment options. While Near Field Communication (NFC), which works with mobile phones at a distance of 10cm (4 inches) or less has never become widely adopted (partially due to the fact that banks charge higher fees for mobile payments, companies like Apple are looking to create their own payment system that ties to the 575 million registered iTunes users and Apple’s adoption of a fingerprint reader for all their phones moving forward. Even PayPal is working on a fingerprint authorization system for mobile purchases.

Should Apple or Google create a successful mobile payment option, there will be virtually unlimited potential since we take our mobile phones everywhere. We will pay for parking, coffee, or even our eyewear by swiping our mobile phone in front of a reader or agreeing through a mobile gateway to pay our bill from our mobile phone. There are a lot of rumors as to what Apple will incorporate into their newest iPhones and iOS 8 system. It doesn’t matter if you are a fan of iPhones or carry one or not. iPhone users tend to be better off financially and earlier adopters of new technology, so a lot of companies are looking to working with Apple to create such a system.

Whatever the future holds for payment options, the phrase “cash or charge” is going the way of 10¢ cigar.

BY DANIEL FELDMAN, The Optical Vision Site
Eye Read Too: Eye Foods, A Food Plan For Healthy Eyes

JUNE 22, 2014 by Cathy, The Optical Vision Site

If you have not already purchased or read this book, I am recommending it again. This is a great book called eye-foods by Laurie Capogna OD and Barbara Pelletier OD. The official title is Eye Foods A food Plan for Healthy Eyes. This book is fantastic and so easy to read, understand and follow.

Chapter One: It starts out with common eye-diseases, risk factors and then goes on to describe how to control with diet.

Chapter Two is Eye Nutrients with a brief and layman description if eye nutrients and what they do with dietary Reference Intakes.

Chapter 3 is Eyefoods; This chapter details eye foods, what they do weekly target, what eye nutrients they have and an overview. Also provided are Meal ideas.

Chapter 4 is Lifestyle and General Health- UV, Smoking, body mass, physical activity, AMD and Cardio.

Chapter 5- The eyefoods plan.

There is more.. the gist of it, this is the start of a great wellness program for you, the office and your patients. It is on Amazon Eyefoods: A Food Plan for Healthy Eyes. In addition, it gives you interesting tidbits to promote eye health to your patients on Facebook and other social media platforms.

AADO is proud to congratulate Stacia Decker on her promotion to President of Alvernon Optical. Stacia has been with Alvernon Optical for 33 years and most recently has served as Senior Vice President of Retail. She will oversee all operations for the 53 year old family-owned company consisting of 6 locations in Tucson and Green Valley as well as an optical laboratory.

Decker is a licensed optician, AADO board member and past president. Stacia also served as board member of the Arizona State Board of Dispensing Opticians for 10 years. Stacia holds a BS in Business Management from the University of Phoenix. She serves the Tucson community as a member of the Rotary Club of Tucson. Thank you Stacia for your continuing contribution to the profession of Opticianry!
ONLINE SERVICES

The AADO website job board has been completely redone with a whole new look and great new features. You can post and pay for your job ad or resume posting right on line. Join AADO and receive an email every time a new job is posted. Maybe a friend is looking for a job and you can forward the listing to them as well.

The cost is only $25.00 for a whole month!

Sign on to www.aado.info or contact Donna at (520) 327-6215

Want to place a display ad either in our paper version of the Eyewire or on our website? Check out our great rates for this service and try either or both options for the most exposure.

2014 Rates

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<th>Rate</th>
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<tr>
<td>Full Page</td>
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<tr>
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<tr>
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<td>$ 20.00</td>
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Are you one of the many Arizona opticians needing to fulfill the Rules and Regulations course requirement for your upcoming license renewal this year?

Did you know that as a member of AADO you are eligible to take this course online for free? It’s easy! All AADO members are provided a pin which will gain you access to the online course. Non-members pay a low $25.00.

Log on to the new AADO website at: www.aado.info and you are on your way to a fun and easy way to get your rules and regs CEC. Your certificate will be emailed to you within 48 hours of passing the test!

If you do not know your pin number, contact Donna at (520) 327-6215 and she will provide you with your number.
MEMBERSHIP APPLICATION

Arizona Association of Dispensing Opticians
440 N. Alvernon Way Tucson, AZ. 85711
(520) 327-6215 / (520) 327-0368 Fax
Or…..Join online www.aado.info

Name________________________________________________________________________________
Mailing Address________________________________________________________________________
City________________________________     State_______________________     Zip___________
Phone#_(___)___________________    Fax________________________
Please provide your email address_________________________________________________________
Business / Employer Name_______________________________________________________________
Business Address____________________________________    Phone#__________________________

Type of Membership applied for: (Circle one) Regular membership (Licensed), Associate Member (Non-Licensed). Membership dues ($70.00 for Regular Member; $50.00 for Associate) must accompany this form. Make checks payable to AADO and mail with this completed form to the address above.
Please log on to our website to pay via credit card or fill in the information below. VISA and Mastercard only.

Card Number___________________________________   Exp Date_____________  Security Code______
Applicant Signature______________________________________________ Date___________________