Changes at AADO

I would like to introduce MARY E. TEED, AADO’S NEW EXECUTIVE DIRECTOR. Mary spoke with many of you at the AADO Prescott Conference. She is happy to be aboard and eager to be of service to the members and non-members of AADO. Mary’s AADO office contact information remains the same.

The AADO Yavapai Chapter’s educational conference held in Prescott, AZ was a big success with approximately 76 members in attendance. Thanks to David Lipkin of Walman Instruments for taking charge of a last minute change in speakers. Dean Zammiello had a family emergency and was unable to present his 3 hours of ABO courses. David stepped up and presented Dean’s courses and did a fine job.

A special thanks to Tim Koch, David Lipkin and Dean Zammiello who always bring us the latest topics and news of our industry. AADO also says thanks to all the Yavapai Opticians who worked hard to make this conference such a success.

AADO’s 2016 Fall Educational Conference and Exhibit Hall will be on Sunday, November 13, 2016 at the Radisson Suites Tucson. We will have registration on the AADO website for this conference. We are excited to have Dr. Ed DeGennaro and David Lipkin as our speakers. I will update the website as information becomes available.

Gary Scheer, President    Mary E. Teed, Executive Director

Thanks for your Membership!
Great speakers and great prizes. Lots of fun. Lunch was fabulous. The 50/50 winner took home $250.00. What more could anyone ask for?

Thank you to all who labored to make this day wonderful!
Dr. Ed DeGennaro is a noted authority on practical optics, dispensing, sales, management and training. He lectures extensively at national, state and local optical meetings, and has presented in Europe, Canada and Puerto Rico. Formerly a Professor and Program Head of the Opticianry Program, and the Dean of the School of Health Sciences at J. Sargeant Reynolds Community College in Richmond, Virginia. He currently operates Infocus Consulting and is also the Director of Professional Content for First Vision Media Group, the Editor-in-Chief of the American Optician and a member of the Vision Expo Advisory Committee.

**2016 AADO Fall Educational Conference Schedule**

### A Special Thanks to AADO Speakers and Sponsors

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:00-7:45</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>7:45-8:00</td>
<td>Welcome and Introduction</td>
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<tr>
<td>8:00-9:00</td>
<td>1 hour ABO “How Important are the PAL Measurements you Take?”</td>
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<tr>
<td>9:00-10:00</td>
<td>1 hour ABO “Practical Applications of Spectacle Lens Formulas”</td>
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<tr>
<td>10:00-10:30</td>
<td>Break</td>
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<tr>
<td>10:30-11:30</td>
<td>1 hour ABO “Do You Have What it Takes to be an Optical Manager?”</td>
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<tr>
<td>11:30-12:30</td>
<td>1 hour ABO “Visualizing the Finished Eyeglasses”</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 NCLE To Be Announced</td>
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<tr>
<td>3:30-4:30</td>
<td>1 hour ABO/NCLE or “Rules and Regulations”</td>
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AADO
2016 Fall Educational Conference and Exhibit Hall
Sunday, November 13, 2016

Radisson Suites Tucson
6555 East Speedway Blvd., Tucson, AZ  85710
Reservations (520) 721-7100
Book your room by Oct. 26 to get the $99.00 rate.
Hotel reservations on a first come, first served basis and is subject to sell out.

CONFERENCE REGISTRATION

ONLINE REGISTRATION AVAILABLE AT: www.aado.info

PLEASE, No On-Site Registration

EARLY REGISTRATION ENDS NOVEMBER 1, 2016

Please print
Last Name ______________________________ First______________________________________
Home Address ________________________________ City ________________ State _____ Zip____________
Phone Number (____) __________ E-Mail _____________________       Employer___________________________

CONFERENCE REGISTRATION FEE INCLUDES:
Continental Breakfast, CEC’s, Luncheon and Exhibit Hall Admittance, Door Prizes

<table>
<thead>
<tr>
<th>AADO MEMBERS (Please check)</th>
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<tbody>
<tr>
<td>Conference Registration</td>
<td>$85.00 $</td>
</tr>
<tr>
<td>Continuing Education Credit</td>
<td>No Charge for AADO members** $</td>
</tr>
<tr>
<td>Late Fee if paid after 11/01/2016</td>
<td>$25.00 $</td>
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<tr>
<td>TOTAL PAID</td>
<td>$</td>
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** NON-AADO MEMBERS
Registration is required @ $85.00 plus $20.00 per CEC

AADo 12 MONTH 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
Guest Lunch $25.00

METHOD OF PAYMENT        Early Registration Ends November 1, 2016
Personal check (written to AADO), money order or credit cards are accepted. (Please do not send cash.)

CREDIT CARD:  VISA  MASTERCARD            Please circle one

Email Address (Required to use credit card)

Card Number ____________________________ Exp Date _______ 3 or 4 digit security code @ back of card __________
Name on Card ____________________________ Address and zip code for card_____________________________

Mail Registration to:      Mary E. Teed, Executive Director
AADO
440 N. Alvernon Way   Tucson, AZ. 85711
Phone (520) 327-6215
When online eyewear retailing was launched about eight years ago by companies such as FramesDirect.com and ZenniOptical.com, traditional brick-and-mortar optical retailers went into a tailspin trying to assess the potential impact of this new mode of eyewear selection, sales and delivery. Over the years, dozens of companies have launched similar websites, but after all this time, the percentage of eyewear sales, both plano and Rx, has been very low, just below 4%, according to the latest numbers from The Vision Council.

I believe that eyewear consumers appreciate and enjoy the “hands-on” experience they receive by visiting an eye care professional’s office and that most will opt for that experience over that of an Internet retailer. What can shift this paradigm substantially is if consumers are not free to make that decision? What if managed vision care companies develop programs so large that portions of their subscribers obtain eyewear online? With nearly 75% of eyewear sales somehow touched by managed vision care plans that could be a game changer.

Approximately one year ago, VSP launched Eyeconic.com for VSP subscribers to buy eyeglasses online. This means that their VSP doctor loses the opportunity to sell that patient eyeglasses and the profit on that sale. VSP will provide that doctor a dispensing fee for checking and adjusting the eyewear, but that fee is substantially lower than the doctor’s office would realize.

What if other managed vision care providers do the same thing? What if they heavily incentivize eyewear purchased online? What if a managed vision care company sells a 2,000-employee company a vision plan that only allows their workers to obtain eyeglasses online? What if state’s social assistance programs decide they can save money by requiring their recipients to buy eyeglasses through an online channel?

The potential risk to brick-and-mortar retailers from online eyeglass sellers at this point isn’t derived from the consumer; it originates with companies and policies that may restrict the consumer’s choices. We’ve already seen restricted choices from managed vision care companies mandating optical retailers to use their lab services. The reaction from the ECP community was legislation in state houses around the country to countermand this.

Will eyewear buyers be forced to buy online? It remains to be seen.

From Dr. Ed DeGennaro in the ‘vision care product news’ (VCPN) June 2016
REPORT VIOLATIONS BY ONLINE RETAILERS

AADO members or any optical employee who can document any online retailer filling an Rx before verification, past an expiration date, substitutions or any other inappropriate practice, report these violations.

The Arizona Association of Dispensing Opticians (AADO) - the American Optometric Association (AOA) and the Arizona Optometric Association (AZOA) is continuing to collect this data at StopillegalCLs@aoa.org and send evidence to drhanian@completevisioncare.com

AADO, Questions Call
Gary Scheer, President
(520) 327-6215
Gary@alvernonoptical.com

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)

Only ABO, NCLE or Board approved courses are acceptable.
INTRODUCING

Smart Blue Filter™

Blue Light protection in a clear lens and at no additional cost.

Your patients are not thinking about Harmful Blue Light.

Good thing you are.

Combining with Crizal® No-Glare lenses for the most comprehensive eye protection.

Harmful Blue Light is all around us. Exposure happens outdoors from the sun and, increasingly, indoors from LED lighting and digital devices. Smart Blue Filter feature is available in select premium lenses from Essilor.

Available With:

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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.

VISA and Mastercard accepted online only. www.aado.info