



Optician's Alliance of New York

**Opticians Alliance of
New York Inc.**

Volume II, Issue VII

THURSDAY
March 22nd 2007

Milleridge Inn
Jericho NY

PRESIDENTS MESSAGE Peter Bacotti

There is an old saying that "word of mouth advertising is the best form of advertising". That saying goes a long way because every person who enters our establishment has the potential for sending other customers through that door. All we as employers and employees have to do is to let that original customer know that they have received the best merchandise and the best service that money can buy, to make that eyeglass wearer feel they are special and that their business is appreciated. I am not going into all the ways this can be accomplished. Needless to say, we have continuing education courses that have been and will be given on this subject. The point is that as much as we want those new customers coming through the door O.A.N.Y. wants not only new members to join our ranks but to get more members attending our meetings. Not that I am complaining, because I'm not. We have done very well signing up new members and have had very good attendance at our monthly meetings, but we could do better. Guess what, everyone must get the word out to his or her friends and colleagues letting them know interesting topics are discussed every month and O.A.N.Y. listens to what you the members want.

OANY is now in the process of pursuing new and different types of Continuing Education topics with a different New York approved Sponsor and should shortly have word as to their joining us. This will also work in our favor for the all day seminars being planned for the near future in other regions. David and Andy are actively working towards this end. They are also working on our summer fest and promise to keep us informed.

The February meeting provided us with a very good course on how to communicate with our patients and customers and was well presented by Dr. Mark Hertzberg. In fact there was so much interaction with those present the meeting ran longer than expected. It was too bad Dr Paul Berman from the Sports Vision Coalition didn't show up as expected, a lot of members were disappointed to not find out more about the fine job he has done. Dynamic Labs was DYNAMIC with the special deals Steve Adams offered for that night only. Thanks Dynamic for not only your support of O.A.N.Y. but for the great service and quality merchandise you offer.

Our next meeting is to be held on Thursday the 22nd of March and will feature 2 contact lens credits given by the renowned speaker Phyllis Rakow whom everyone loves to hear. This should prove to be a very interesting and educational meeting, so come on down.

Please remember to get there early and chat with your colleagues before the business and continuing education program.

That's Thursday the 22nd of March, starting at 7:00 PM.

See you then.

You're O.A.N.Y. President

Peter Bacotti

**MEET US AT
BOOTH
3872**



Visit us at Vision Expo!

TONITE

**PHYLLIS RAKOW
WITH
2 GREAT
CONTACT LENS
CONTINUING ED
CREDITS**

Tonight's Meeting

- Meeting Sponsored by
- American Medical Optics
- Speaker
- Phyllis Rakow
- Course Title :
- The Aging Eye
- 2 Continuing Ed Credits
- Continuing Education made possible by PD Ophthalmic Group NYSED Lic 032002-032005-11 in conjunction with OANY



Social Hour : 7:00– 8:00 pm
Meet with Sponsor
Open Pay Bar 7:PM to 7:45PM

Dinner: Appetizer
Melon Slices
Mixed Green Salad

Chaffing Dishes
Buffalo Wings

Choice of Entrée
Broiled Salmon
Loin of Pork
Sauerbraten

Dessert
Milleridge Cheesecake & Coffee

Price \$ 35.00 Per Person

OANY

PO Box 631 Oceanside
11572
516-705-6523

Office of Professional Discipline

1121 Walt Whitman Blvd.
Melville, NY 11747
631-425-7758
Attn: Jim Cuomo

NYS Education Department

Claudia Alexander
Executive Secretary for the State Board
In Ophthalmic Dispensing
The New York State Education Department
CEC, Room 3019, Albany, NY 12230
Tele# 518-474-6374 Fax 518-473-6995

OANY Officers

President: Peter Bacotti
516-248-5554
Vice President: David Cohen
516-569-2335
Treasurer: Arthur Rose
Secretary: Anthony Rebaldo
Directors: Joseph Monestere
Robert Higgins Jr.
Debra Ballen
Alex Forster

Executive Board
Robert Higgins Jr.
David Cohen
Andrew Cullen
Joe Monestere
Peter Bacotti
Arthur Rose
Anthony Rebaldo
Alex Forster
Debra Ballen

Education Coordinator: Peter Bacotti
516-248-5554

Newsletter Coordinator:
Business Manager Andrew Cullen
516-705-6523

E-Mail opticiansallianceofny@yahoo.com

Next Meeting Dates

Thursday
April 26th 2007
Thursday
May 24th 2007

Workplace Eye Health and Safety Month

Prevent Blindness America (PBA) has designated March as Workplace Eye Health and Safety month. PBA says 90% of all job-related eye injuries can be prevented by wearing the proper protection. The group has also created the Wise Owl Eye Safety Recognition program, which recognizes companies and individuals who have saved vision through dedication to eye protection.

The Opticians Alliance comes to Vision Expo East.

For the second year in a row the Opticians Alliance of New York will have a presence at the Vision Expo to be held this year at the Javits Convention Center located in New York City. We will be taking up residence at Booth 3872 so come on down and visit us and learn what we are doing for you. Any one interested in volunteering some of there time call Peter Bacotti and arrange it with him.



603 Chestnut Street, Garden City, N.Y. 11530
Phone: 516•357•9146 1•800•522•7795
Fax: 1•800•233•7270 www.barryoptical.com

- Extra Edge Software.** Now Place *Your* Rx Orders With Us Directly From Your Computer To *Ours*. Call For Details!!!
- Ultra-Lab** A Brand New Way to Fabricate Your Lenses. Accurate to 100th of a Diopter. Clear, More Optically Correct Lens
- Authorized **Varilux** Lab
- Quantum II** Anti Reflection Coating Done on Premises.
Package Priced With Varilux Panamic and Comfort



**Hirsch
Optical**CORP.

QUALITY OPHTHALMIC LENSES SINCE 1978

Tel - 800.344.0010 Fax - 800.442.3410

Customer Service
Monday through Friday

7:15AM - 6:00PM



JILLSTUART
eyewear

PERRY ELLIS

Elizabeth Arden

pierre cardin

TITMUS

BILLBLASS

THE
FLINTSTONES

SCOOBY-DOO!



Blues Clues
Dora The Explorer
Jimmy Neutron
Rocket Power
Rugrats
SpongeBob SquarePants
The Wild Thornberrys

Hirsch Optical



CHAD

Clear, Hard And Durable
In-House A/R Coating



- EZ RX Ordering - Fast & Easy!
- Accredited Seminars & In-Office Training
- Easy-to-Reach Volume Discounts
- Promotions & Package Deals
- Authorized VSP Contract Laboratory
- Authorized VBA Contract Laboratory
- Surfaced Lenses - All Manufacturers
- Stock Lenses - Low Prices - All Brands
- Varilux, Hoya, Zeiss & Shamir Distributor
- Transitions Platinum Elite Lab
- Custom Made Clip-Ons
- Ophthalmic Tools & Supplies
- Authorized BPI Distributor





HOYALUX
summit[™]cd
progressive lenses

The shortest corridor now has more impact!

Now available in Phoenix (Trivex[®]) and Phoenix Transitions[®]

HOYALUX Summit cd—for the smallest,
most fashionable frames

- Leading edge design with Reduced Vertical Progression
- 14 mm fitting height
- Perfect balance using Integrated View Area Concept
- Wide intermediate zone
- Full range of materials

Phoenix (Trivex) and Phoenix Transitions

- Lightest material available and more than 20% thinner than CR-39[®]
- Higher tensile strength and better optics than polycarbonate
- Passes "High Impact" requirement ANSI Z87.2-2003
- 100% UV protection
- Best choice for drill mount frames
- 2-year unlimited replacement warranty

To get more information about Summit cd, contact your HOYA Full Spectrum Laboratory, your HOYA sales representative, or call 1-866-812-8893.

Trivex and CR-39 are registered trademarks of PPG Industries, Inc.
Transitions is a registered trademark of Transitions Optical, Inc.

HOYA



Opticians Alliance of New York

Membership Application

Name _____

Address Home _____ Business _____

City Home _____ Business _____

Zip-code+4 _____ Home _____ Business _____

Preferred Address Home _____ Business _____

Telephone Home _____ Business _____

License Number _____

E-Mail Address _____

Membership in the Opticians Alliance of New York is for one year beginning with The Date you're application is accepted for membership and running one year hence

Membership fee is 75.00

Make checks payable to Opticians Alliance of New York

Mail Application to Opticians Alliance of New York

PO Box 631

Oceanside, NY 11572-0631

516-705-6523

Please indicate to which you belong

- American Board of Opticianry Certified (ABO)
- Contact Lens Society of America (CLSA)
- Fellow, National Academy of Opticianry (FNAO)
- Opticians Association of America (OAA)
- National Contact Lens Examiners (NCLE)
- NYSSO Which Chapter _____

What is the Opticians Alliance of New York doing for you?

- Providing access to free Continuing Education credits thru our regular monthly meetings
- Monthly Newsletter
- Web site www.oany.org
- Email notification of timely messages

Payment Enclosed \$ _____

SPOTLIGHT

By Judith Deucht



Mark Di Meo

This Month's column spotlights Mark DiMeo President and Owner of Mark Optical of Huntington. Mark was licensed 30 years ago after graduating from NYC Community College (which now is called New York Tech) and after practicing a number of years, started Mark Optical of Huntington a full service lab. Mark grew up on Long Island in Bethpage and there met his wife Annette who is active in the business with him. In fact if you call Mark Optical you will probably get Annette on the phone for this is one lab that stresses customer service and lives by it word. Twelve years of retail experience help us to realize the importance of communication between the lab and the dispenser and also the importance of having a good job delivered on time. We have build our reputation through the years by sending to the dispenser a high quality job, unsurpassed edging and a great customer service department.

CONGRATULATIONS

To Donna Heyer on the Birth of a baby boy, Anthony

IN THE NEWS

VCA and AARP Partner to Promote the Importance of Vision Care for Adults

VCA and AARP are pleased to announce a partnership to educate adults about the importance of regular vision care. It is estimated that six million Americans over the age of 40 have an uncorrected visual impairment. By the year 2020, this number will soar, which makes educating Americans about preventive vision care a national health priority.

“Because Americans over 40 are more likely to have glaucoma and macular degeneration, regular eye examinations are critical,” said ophthalmologist Elaine G. Hathaway, M.D. “An eye exam can also detect signs of other serious health conditions such as diabetes and hypertension.”

A recent survey¹ found that nearly 75 percent of Americans think that vision loss is a normal part of aging. “By working together with AARP, the premier association for mature Americans, we can educate older adults that this is not the case and that good vision can be maintained through regular, comprehensive eye examinations,” said Bill Thomas, VCA’s CEO and executive vice president.

The centerpiece of the VCA/AARP partnership will be a public service advertisement (PSA) campaign about the need for regular eye exams for those over 40. Specifically, the PSA informs consumers that “an eye doctor can see things you can’t,” and encourages older Americans to be proactive in maintaining healthy vision. The PSAs, endorsed by the Ad Council – the preeminent authority on PSAs, will be distributed to more than 10,000 print and broadcast media outlets. They will also be packaged in other formats, such as brochures and posters, to be distributed throughout VCA and AARP grassroots networks.

“By tapping into these extensive networks, we can educate millions about the necessary steps needed to ensure a lifetime of healthy vision,” said Tom Nelson, AARP chief operating officer. “This allows Americans over 50 to sustain their independence and quality of life.”

This PSA campaign builds upon VCA’s public health initiative *Check Yearly. See Clearly.* which aims to educate Americans about the importance of regular vision care. Last year, VCA embarked on a similar partnership with Reading Is Fundamental, a national non-profit children’s literacy organization, to educate parents on the link between healthy vision and learning. The PSAs reached more than 100 million Americans and won two advertising awards.



Match[®]
EYEWEAR

Mike Giangrande
Sales Manager

100 Voice Road • Carle Place, NY 11514
Tel: 516.877.0170 Ext: 269 • Fax: 516.877.0160
1-877-88MATCH • E-mail: mng@matcheyewear.com

VARILUX[®]
Crizal[®]
Airwear[®]

Donna M. Heyer
Essilor Brand Sales Consultant

Essilor Lenses
2400 118th Avenue North
St. Petersburg, FL 33716
main (727) 572-0844 ext 7353
(800) BEST PAL (237-8725)
fax (516) 596-1495
DHeyer@EssilorUSA.com


ESSILOR
essilorusa.com

TEL: (516) 887-1797
CELL: (516) 815-2355
FAX: (516) 593-8352

ROB APPEL

VICE PRESIDENT

AUTOMATED MERCHANT SERVICES
VISA/MASTER CARD
ELECTRONIC DRAFT • CAPTURE SYSTEMS

3 Leonard Drive • East Rockaway • New York 11518
Rappel@amsprocessing.com

PAGE ME FOR IMMEDIATE DELIVERY OF

D
A
V
E
S



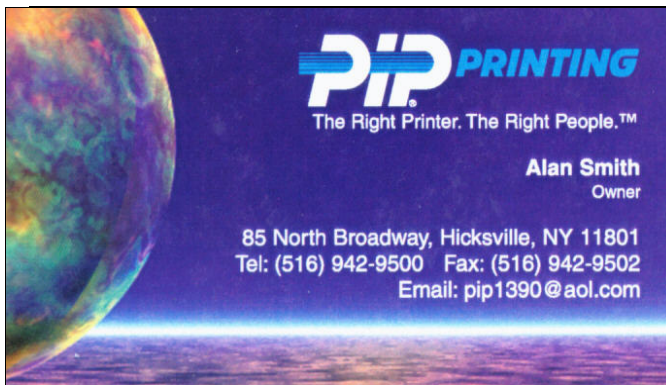
- Polarized Clip-Ons • Polarized Flip-Ups •
- Fitovers • Nose Pads
- Screws & Temple Tips
- Screw Drive Blades & Handles
- Drills & Taps
- Eyeglass Cords & Chains
- Cleaning Cloths
- KB CO Polarized Lenses
- Eyeglass Cases
- A/R Cleaners

DAVE NUSS
Pager # 516-553-1419

JOEL W. HARRIS, CPCU, ARM
*Special Insurance Programs
for the Optical Field*

◆

TEL: (516) 295-7202
FAX: (516) 295-0446
PO Box 384 Woodmere, NY 11598



PIP PRINTING
The Right Printer. The Right People.™

Alan Smith
Owner

85 North Broadway, Hicksville, NY 11801
Tel: (516) 942-9500 Fax: (516) 942-9502
Email: pip1390@aol.com

CHANGE OF ADDRESS FORM

Last Name _____ First Name _____

New Home Address _____ Tele Num _____

City/Town _____ State _____ Zip Code _____

E-Mail _____

Please Detach and mail to Opticians Alliance of New York
PO Box 631
Oceanside New York 11572-0631
Or email us your new information so that we may keep all the records current



Opticians Alliance of New York Inc.

PO Box 631
Oceanside, NY 11572

Phone: 516-705-6523

Email: opticiansallianceofny@yahoo.com

**Visit us on the web
at
[www OANY.org](http://www.OANY.org)**

FIRST CLASS MAIL

**Please Deliver Before Mar 19th
2007**

Please Patronize our Advertisers

There are job openings part time for opticians with our members. Also one of our members is looking for full time employment.

If you are interested in any of these positions Contact Andrew Cullen at the number below and all the information will be given to you 516-705-6523

SEIKO

TITANIUM

www.seikoeyewear.com

Jeffrey Lesner
Titanium Frame Consultant

800.284.9051

Seiko Optical Products of America, Inc.

Ext. 1120

575 Corporate Drive

Fax: 800.229.1560

Mahwah, NJ 07430

E-Mail: jlesner@seikoeyewear.com



Maui Jim Sunglasses

One Aloha Lane
Peoria, IL 61615

Phone: 1-800-444-0248, ext. 2706

Fax: 860-563-0946

Email: sgasuk@mauijim.com

Sheila Gasuk (Kila)

Account Executive

CS Orders: 888-628-4546

Fax Orders: 800-516-5160