



# OANY Views

## President's Message

Spring is just around the corner and our June bash will be here before you know it. Your Executive Board is working to put together the final arrangements for this year's event. I am proud to say that we had a fantastic turnout and meeting in February. I would like to thank Ken Donow from Zyloware and Erin Ennis from OCLI for sponsoring our meeting. I would also like to thank Dr. Joe Bacotti for his most informative lecture. A very special thank you is in order for Prof. Bob Russo and Prof. Kim Strickler for attending our meeting

and showing their support for OANY. I would also like to take this opportunity to welcome and thank the students from New York City College of Technology for

## President's Message

attending their first OANY meeting and for becoming members of our organization. We were fortunate enough to have 8 students in

attendance and join us for dinner. There were also many other students that signed up for membership. It is our hope that these students will continue to attend our meetings.

The students I spoke with all had very positive things to say about our meeting, our organization and the how we run it.

This month's meeting will have 2 sponsors, MH Optical Supplies and Eastern States Optical. I

would also like to welcome back Vicki Masliah as our guest speaker this evening. OANY is growing and

*(Message on page 5)*

The Opticians Alliance of New York meets the 3rd Thursday of the month.

Schedule, sponsors and speakers are subject to change

## 2016 Schedule

- March 17, 2016  
MH Optical  
Eastern States
- April 14th-17th  
Vision Expo East
- April 21, 2016  
Younger Optics  
Match Eyewear
- May 19, 2016  
Dynamic Labs  
and Zeiss
- June 16, 2016  
Maui Jim



Join us at our upcoming meeting on  
**Thursday, March 17, 2016**

at the Holiday Inn Plainview, exit 48 on the LIE



**Sponsor:** MH Optical Supplies & Eastern States Optical

**Speaker:** Vicki Masliah

**Presentation:** Night Vision

**CE Credit** 1 Ophthalmic or Contact Lens credit

## Continuing Education Speakers

Mark Cohen

Ray Dennis

Anthony Fulco

Eric Meyers

Robert Russo

Barry Santini

Dr. Joseph Bacotti

and many others

## General Information

- It is the responsibility of all members to sign in at the beginning of the meeting. This means sign-in on at least 2 sheets and sometimes 3. You will not receive credit for the continuing education course if you are not signed in. Our CE provider and that of the New York State Education Department prohibit issuance of credits to anyone who has not properly signed in or has not stayed for the complete course.
- If you have received a notice that your membership has to be renewed, please send in your check today. Better yet, if you're attending our upcoming meeting, bring your check with you. Remember when renewing your membership, it must be in the form of a separate check. If you're writing a check from your business, we kindly request that you *clearly print your name on your check* so we can properly credit you. We regret that if your dues is not paid and up to date, you will not receive your CE credits.
- Donated gifts for our raffle are greatly appreciated and will be acknowledged
- Check your e-mail daily or call any member of the Executive Board for updates to our schedule for our upcoming meeting.

## Dinner Menu and Schedule of Events for Our March Meeting

7:00 to 8:00PM Social hour, buffet dishes, meet with sponsor

(Cash bar until 7:30PM)

8:00 to 8:30PM Business meeting

8:30 to 10:00 PM Continuing education and raffle

Please note that no liquor can be ordered after 7:30 and no alcoholic beverages can be brought into the meeting room after 8:00

### Buffet Dishes

Grilled Vegetables

Chicken Strips

### Salad

Classic Caesar Salad

### Choice of Entree

Sliced Sirloin w/wild mushroom ragout

Fish (catch of the day)

Chicken Breast stuffed with spinach, Portobello w/Madeira demi glace

All served vegetables and chefs potato

### Dessert

Cake

Coffee & Tea

- Dinner is \$40 per person
- 50/50 raffle optional.
- Please bring exact cash or check for dinner.
- Can't make dinner? Come for the CE credits!



Kosher meals are available

- Contact David Cohen
- 2 weeks advance notice needed
- Credit card pre-paid
- Call 516-569-2335. Leave message

### OANY

P.O. Box 631

Oceanside, NY 11572

516-234-4040

Email: office@oany.org

Website: www.oany.org

### OANY Officers

**President:** Steven Lehrer  
**Vice President:** Paul Heller  
**Treasurer:** Charles Bonafede  
**Secretary:** Maribel Barajas  
**Directors:** Chuck Abramson  
 Mark Cohen  
 Arthur Rose  
 Alan Smith

#### Past Presidents:

**Judith Deucht**  
 2012-2014  
**Joseph Monestere**  
 2010-2012  
**Anthony Rebaldo**  
 2008-2010  
**Peter Bacotti**  
 2005-2008

#### Membership Committee:

Paul Heller

#### Event Committee:

Audrey Mazzeo  
 Annette DiMeo

#### Attendance Committee:

Lisa Greenwald  
 Robert Higgins Jr.

#### Newsletter Committee:

Editor: Mark Cohen  
 Publisher: Alan Smith

**Education Coordinator:** Peter Bacotti  
 516-671-6883

**Liaison for Education:** David Cohen  
**Advertising:** Andrew Cullen

**Official Photographer:** Drew Washton

### Regional

#### Office of Professional Discipline

250 Veterans Memorial Highway Room 3A-15  
 Hauppauge, NY 11788  
 Phone: 631-952-7422  
 Complaint Hot Line: 800-442-8106

### NYS Education Department

James Hinds

Acting Executive Secretary for the State Board  
 In Ophthalmic Dispensing  
 The New York State Education Department  
 89 Washington Ave. 2nd Floor  
 Albany, NY 12234  
 Phone: 518-474-3817 extension 180  
 Fax 518-402-5944

# MH OPTICAL SUPPLIES INC.

128 Leuning Street - South Hackensack, NJ 07606  
Phone 800-445-3090 [www.mhoptical.com](http://www.mhoptical.com) Fax 800-235-3050

## The Digital Surfacing Leader!

- All lenses digitally surfaced to exact Rx
- Five automated digital surfacing lines



## On-site Coating Labs!

- Granite Hard/Slick AR and ARP
- Crizal AR
- Zeiss Carat Advantage
- Flash Mirror Coating Blue, Silver, and Gold

## You have seen all the ads and heard all the info about digital lenses, are you ready for our facts?

Our Lab is family owned and independent.

We offer you digitally designed lenses from all major manufactures.

Very competitive pricing.

Authorized to surface digital designs from all major manufactures including Varilux, Definity, Zeiss, Seiko, Shamir and our own iForm lenses.

Serving the optical community for 75 years!

Can help you create your own brand for your business.

Nation-wide delivery options available.

## Local using Local Delivery Services!

**DIGITAL SURFACING  
FOR THE DIGITAL AGE**

**New Accounts Welcome!**



**LAZAL**  
EYEWEAR



**ESE** EASTERN STATES EYEWEAR

[eseyewear.com](http://eseyewear.com) 800.645.3710

   @eseyewear

## What Would You Do? Thinking Outside the Box

We are pleased to present this month's installment of "What Would You Do? Thinking Outside the Box." Each month we'll present an optically related topic in our newsletter and then publish the answer in our next newsletter. We'd like to thank Peter Bacotti for providing this month's topic. If you have an optical topic you'd like to discuss and would like to share it with us, please let us know so we can present it in future newsletters.



In last month's newsletter, we asked: When it comes to safety on the job, why is it important when taking in an Rx to do a lifestyle evaluation in order to determine the type of eyewear and lens material needed for the patient?

**The answer:** It is up to the dispenser to determine the proper eyewear and lens materials to ward off damage that may be caused in everyday events. It is also a good source of additional revenue. Each day 2000 workers have job related eye injuries requiring medical treatment. One-third are treated in hospital emergency rooms. Objects, like nails, staples or slivers of wood or metal penetrate the eyeball and result in a permanent loss of vision.

### Optical Topic #26

**This month's question:** How do we educate and help our patients understand the need to protect the eyes from blue light absorption problems?

## What would you do? Look for the answer next month

(Message from page 1)

moving in new directions. With growth, comes the need for more people to get involved and help us achieve our goals. If you are able to spare any time, please contact me or one of our board members for more information. I am looking forward to our March meeting and expect another great turnout.

*Steven Lehrer*

### Visit Our New and Re-Designed Website

Our new and re-designed website, [www.oany.org](http://www.oany.org) is now online and ready to be viewed. We undertook a complete rebuild of the site and shut it down for approximately 4 weeks while all the design changes were being made. There are several pages that are not yet functioning and will go online in the coming days and weeks. All members should have received an e-mail with a new user name and password. Please follow the instructions in that e-mail to register and update your profile. It will only take a few moments to do so. If you did not receive an e-mail please let us know when you attend our upcoming meeting.

For those who are not members, there is an application available online to join our organization. Become a member of the Opticians Alliance of New York and you are automatically a member of the Opticians Association of America (OAA). Join with the future of the profession by joining with us.

## Optical Brain Teaser

A recent survey found that 3 out of 4 consumers are unsure of the effects of blue light on their eyes. As the discussion regarding blue light protection continues in our industry, what Transitions lens color offers the most protection against blue light indoors:

- A) Transitions Signature VII
- B) Transitions XTRActive
- C) Transitions Vantage
- D) None of the above



**Attend our next meeting to find out the answer!**

**Charmant**  
GROUP

**Koos Van Witzenburg**

Territory Manager  
President's Club

**CHARMANT USA**

400 The American Road | Morris Plains | New Jersey | 07950-2400  
Phone: 800-272-2042 Ext. 4055 | Fax: 800-443-2238 | Cell: 516-984-0772  
Email: [kvanwitzenburg@charmant.com](mailto:kvanwitzenburg@charmant.com) | [www.charmant-usa.com](http://www.charmant-usa.com)





*Students from New York City College of Technology attended our February meeting. They were joined by Professor Kimberly Strickler, front left, OANY President Steven Lehrer, front right and Professor Robert Russo.*



*Brother's Jay Cohen, left and Mark Cohen, center are joined by Professor Robert Russo*



*Brother's Dr. Joseph Bacotti, left and Peter Bacotti. Dr. Bacotti presented our continuing education course at our February meeting*



*OANY President Steven Lehrer, left, presents certificate of achievement to Ken Donow from Zyloware. Our thanks to Zyloware for co-sponsoring our February meeting.*



*Erin Ennis from OCLI. Our Thanks to OCLI for co-sponsoring our February meeting*



*Seth Polan, left and Arthur Rose*



**Local**

**Family owned**

**Independent since 1990**

39 Cain Drive

Plainview, NY 11803

Phone: (516) 249-5175

Fax: (516) 249-5785

**Customer Service Customer Service Customer Service**

Expert Workmanship

User Friendly

Tom Ford Snap-In lenses

On Line Ordering

Quick Turnaround

**Great Customer Service**

*Thanks O A N Y ~ All the best in 2016*

*Congratulations to the  
Opticians Alliance of New York  
on its 10<sup>th</sup> Anniversary!*



**Match**<sup>®</sup>  
EYEWEAR

*Successfully Servicing New York  
& Long Island for 14 years*

*For more information contact:*

**MICHAEL GIANGRANDE**  
*Northeast Regional Manager*

Match Eyewear

☎ 516.877.0170

☎ 516.877.0160

☎ 516.551.4501



ADRIENNE VITTADINI



ADRIENNE VITTADINI  
STUDIO

AERD  
FLOAT MILAN

DANNY GOKEY

FLOAT  
KIDS

FLOAT  
TITANIUM

HELIUM

Match  
EYEWEAR



**LT**  
lighttec



STAINLESS STEEL - SCREWLESS - LIGHTWEIGHT

**MOREL**  
LUNETTES  
[www.morel-france.com](http://www.morel-france.com)  
toll free : 800 526 8838



## Credit Card Processing & Point of Sale Systems

Excellent Rates & Service

Since ✦ 1987

**CALL ROB APPEL FOR A FREE EMV TERMINAL TODAY!**



# ams

**AUTOMATED MERCHANT SERVICES**

269 HEMPSTEAD AVE MALVERNE, NY 11565

516-887-1797 | [WWW.AMSPROCESSING.COM](http://WWW.AMSPROCESSING.COM)



PLAINTALK

# You talked. We listened.

We listened when you asked for more consistent product quality, improved turntime, and better customer service at all levels. Here's what our new management team has implemented to serve you better:

- Invested in new equipment, better designed to meet the demands of our customers
- Expanded our facility to include more digital capacity, AR capacity, and an in-house stock lens division
- Streamlined the layout of the lab for improved efficiency and turn time
- Dedicated Varilux S Design™ digital line with specialized technicians
- Raised the bar on our customer care team to better serve you
- Multiple daily deliveries throughout the NY & NJ metro market, allowing you to better serve your patients

Call 21st Century Optics today at **800.221.4170** and let us prove to you the difference!

**21st Century Optics**  
4700 33rd St. | Long Island City, NY 11101  
800.221.4170  
[www.21stcenturyoptics.com](http://www.21stcenturyoptics.com)





# MICHAEL KORS



The launch of Michael Kors latest collection captures the glamorous and sophisticated lifestyle that defines the brand's identity. Inspired by Michael Kors' signature jet set sensibility, Michael's newest collection of sun and optical styles showcase a variety of designs, from cool cat-eye shapes to sporty aviators to vintage-inspired frames and more. The newest collection features custom-made materials that are inspired from the ready-to-wear collection—a true celebration of the luxury derived from Michael Kors' profound vision of women's fashion!

Contact your sales consultant or our customer service representative at 1-800-422-2020 to learn more about Luxottica's newest Michael Kors Collection.

**LUXOTTICA**





**With new lens materials and coatings  
EDGING HAS BECOME AN ART,  
AS WELL AS A SCIENCE.**

**Dynamic Labs manufactures a variety of  
blocking pads for a variety of problems.**

**Here are 4 of most popular pads.  
Let us help you find the pad that works best for you.**



### ProEdge™ II Pads

**PROEDGE** – The newest design for today's high performance lenses. This soft foam pad is paired with a special adhesive that was designed to work with many of the newest lens materials and coatings. Rolls of 1000

Reg.	SALE!	4+	8+
\$59.95	<b>\$54.95 ea</b>	<b>\$49.95</b>	<b>\$44.95</b>



### BigRed™ Tri-part Pads

**BIG RED** – This pad was designed to help prevent twisting as well as slipping. Two layers of foam with a firm layer in between adds extra stability. Rolls of 1000

Reg.	SALE!	4+	8+
\$59.95	<b>\$54.95 ea</b>	<b>\$49.95</b>	<b>\$44.95</b>



### SecureEdge™ Plus Pads

**SECUREEDGE Plus** – Specifically designed to work on the most slippery AR coated lenses. An extra secure adhesive gives an exceptional hold on AR coated lenses. Rolls of 1000

Reg.	SALE!	4+	8+
\$99.95	<b>\$94.95 ea</b>	<b>\$89.95</b>	<b>\$79.95</b>



### ProGrip™ Combo Pads

**ProGRIP** – Combines the high performance of ProEdge pads with the added advantage of a built in Dyna-Grip Anti-Slip disc all in one pad. Rolls of 500

Reg.	SALE!	4+	8+
\$129.95	<b>\$119.95 ea</b>	<b>\$109.95</b>	<b>\$99.95</b>

### Try DynaGrip Xtreme Anti-Slip Pads!

**Protect Your Most  
Expensive Lenses  
With The Most  
Secure Anti-Slip Disc  
Ever Designed.**

**AR coated lenses  
can cost hundreds of  
dollars. Protect your  
investment with  
a proven solution  
to slipping!**



### DynaGrip™ Xtreme Pads

**DYNAGRIP Anti-Slip discs** – used in conjunction with blocking pads will solve most slipping problems. Rolls of 500

Reg.	4+	8+
\$95.95	<b>\$89.95</b>	<b>\$84.95</b>

**BUY ON THE WEB USING YOUR BUYING GROUP OR DYNAMIC LABS ACCOUNT! CALL US FOR MORE INFO.**



SEE OUR SPECIAL FACEBOOK PROMOS at:  
[www.facebook.com/dynamiclabsny](http://www.facebook.com/dynamiclabsny)



30 Haynes Court  
Ronkonkoma, NY 11779

**1-888-339-6264**  
[www.dynamiclabs.net](http://www.dynamiclabs.net)

# **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 100.00

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](http://www.oany.org)
- Email notification of timely messages

Payment Enclosed \$ \_\_\_\_\_



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

# *Visibly Different* **Tri-Supreme-Hirsch** OPTICAL

### MISSION STATEMENT

*Tri-Supreme is a family of Optical Professionals with a customer-centric focus and a mission of helping people see the world around them better!*

## *We're here for you and we care*



Locally based on **Long Island** for the past 29 years



**Open 7 days a week** including **Saturday**  
**Customer Service Hours**



**Local delivery services** for same day and next day  
delivery (New York City Metropolitan Area)



Combining your Rx orders and finished lenses from  
our huge inventory of stock lenses will **save you**  
**money on shipping costs**



Authorized Laboratory for **Eyemed, VSP** and **VBA**



Laboratory price list updated monthly for the most  
**up-to-date availability**

**trisupreme.com**

Our website, trisupreme.com, offers unique and  
comprehensive lens availability for our accounts.

91 Carolyn Blvd. | Farmingdale, NY 11735 | 631.249.2020 | 800.321.1100 | [www.trisupreme.com](http://www.trisupreme.com)

**VARILUX**

**Crizal**

**Transitions**



Please deliver by Mar 14, 2016



# KENMARK

## JEFF BALLEEN

TERRITORY MANAGER

JEFFBALLEEN@KENMARKOPTICAL.COM

T: 800.627.2898 X2389 C: 631.241.2459

11851 PLANTSIDE DRIVE • LOUISVILLE, KY 40299

WWW.KENMARKOPTICAL.COM











