

OANY Views

- Join us for live monthly meetings on the 3rd Wednesday of the month and receive continuing education credits
- Socialize and network with your fellow Opticians and enjoy the camaraderie
- Special discounts from selected sponsors for members only

President's Corner

The wind-down to the summer break has begun. With only 2 more meetings left, OANY has made some great strides this year. Your board members continue to work hard making OANY an even better organization to belong to.

We ask that you please help us by taking a moment to pay your dues on time and to let us know what you may need and are looking for from our organization.
As crazy as this might sound we are currently celebrating our 20th

anniversary as an organization. What seemed like a shot in the dark, has grown to become a powerful

"What you may need and are looking for from our organization"

organization and a voice in the opticianry field.
Unfortunately, there seems at times we are fighting a difficult fight to make our field more

professional and add to our worth. Rest assured: we will continue this battle. I would like to thank both our sponsors and speaker for making our April meeting a very successful one. Special thank you go out to Sheri Halpin Brand Ambassador for Thelios Eyewear for taking the time to show us her great selection of frames and to Jared Buchansky, Regional Sales Manager for the Northeast. It was great speaking to Jared and

(Continued on page 11)

Never Taking Our Vision For Granted

Our Mission

The Opticians Alliance of New York is an independent, not for profit organization, established to promote continuing competency and betterment of the optical health professional and to provide a standard of excellence in the optical health care for the consumer.

Tentative 2025 Schedule

May 21, 2025	ClearVision
Jun. 18, 2025	Save the Date
Jun. 29, 2025	Dave & Busters
Sep. 17, 2025	Save the Date
Oct. 15, 2025	Save the Date
Nov. 19, 2025	Save the Date
Dog 17 2025	Sava the Date

JOIN US AT OUR UPCOMING MEETING AT DOMENICO'S RESTAURANT, LEVITTOWN, NY ON WEDNESDAY, MAY 21, 2025

Sponsor: ClearVision
Speaker: David Friedfeld

Presentation: The Future of Opticianry

CE Credit: 1 Ophthalmic Dispensing Credit

Meeting Room: We will meet in the back room this month

Inside Our May Issue

May Menu	P.2
OANY News	P.4
Pictures Apr. Meeting	P.5
More OANY News	P.8
The Old Geezer	P.11
Guide Dog Foundation Legislative Report	

Dinner Options and Schedule For Our May Meeting

Schedule of Events

7:00 to 8:00PM Social hour, 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

Appetizers

Bruschetta

Mozzarella Sticks

Salad Choice

Caesar or Garden

Entrée Choices

Broiled Salmon

Chicken Parmigiana

Eggplant Rollatini

Rigatoni Ala Vodka*

Spaghetti and Meatballs*

Veal Marsala

*All served with Penne Pasta or Sautéed Broccoli except Rigatoni Ala Vodka and Spaghetti and Meatballs

Dessert

Cake

Coffee, Tea, Soda

- Dinner is \$45 per person
- 50/50 raffle optional.
- Please bring exact cash or check for dinner.
- Can't make dinner? Come for the CE credits!

General Information

- The Opticians Alliance of New York meets the 3rd Wednesday of the month. Schedule, sponsors, and speakers are subject to change.
- 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, you can pay by either check or credit card. 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.

OANY

P.O. Box 631 Oceanside, NY 11572 516-234-4040

Email: office@oany.org Website: www.oany.org

OANY Officers 2024-2025

President: Steven Lehrer **Vice President Mark Cohen** Secretary: **Judith Deucht Paul Heller** Treasurer: **Directors: David Cohen Madeline Koenig**

Anthony Rebaldo Alan Smith

Directors at Large: Phil Feldman

Barry Santini

Paul Heller

Past Presidents:

2022-2024 2016-2019 **Anthony Fulco** 2021-2022 Steven Lehrer 2014-2016 **Judith Deucht** 2012-2014

Joseph Monestere 2010-2012

Anthony Rebaldo

2008-2010 **Peter Bacotti** 2005-2008 2019-2021

Newsletter

E-Mail Blast: **Mark Cohen** Official Photographer: **Drew Washton**

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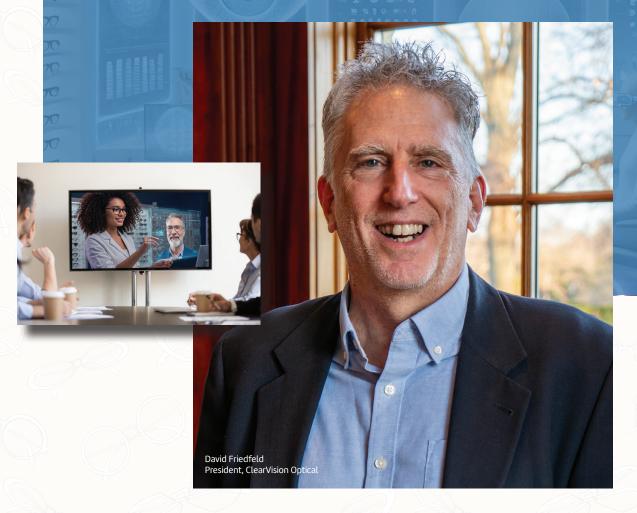
Phone: 518-474-3817 extension 180

Fax 518-402-5944



The Future of Opticianry

Presented by David Friedfeld, President of ClearVision Optical
Domenicos Restaurant • Levittown, NY
May 21, 2025 • 6:30pm



Opticianry is evolving faster than ever.

Staying ahead means understanding where the industry is headed next.

Join Us and explore the trends shaping the future of the profession and how you can make them opportunities! Get actionable insights to grow your career, expand your role, and build a business that thrives in a changing landscape.

Cany News

Earn 4 Continuing Education Credits on Sunday, June 29, 2025

Save the Date



On Sunday, June 29, 2025, OANY will once again be presenting a 4 hour CE program at Dave & Busters in **Nassau County** at the **Westbury** location. Dave & Busters is located on Old Country Rd. Breakfast will be served to those who attend. Tentative sponsors are Drill Specialty, Warby Parker, Talk Fusion and Content Cart. Barry Santini will be presenting and other speakers and course names will be announced shortly. Registration is a must and you will receive a registration link shortly. Stay in touch by watching for our e-mail blasts and our newsletter. We look forward to seeing you on June 29th.



Sitting Fee

At our monthly meetings our members receive their continuing education credits and have the option to have dinner. For those who choose not to have dinner a \$10 fee is imposed. However, starting with our May meeting the fee will increase to \$15. This is necessary because of overall increased costs.



Winner of our 50/50 Raffle

We would like to congratulate Drew Washton. He was the winner of our 50/50 raffle at our April meeting.

See mor e OANY news on Page 8





Tictures From Our Apr. Meeting

Our OANY Members Who Join us for the Education and Camaraderie



Vinnie Russell



Jeff Stein



Obineche Nwade



Robin Fiekowsky



Scott Kornfeld



Michael Kwartner



Paul Heller

Thank you to our sponsor and our speaker



Thank you to

Jared Buchansky and
Sheri Halpin
from Thelios Eyewear
for sponsoring our April
meeting.



Thank you to

Drew Paul

for presenting our

continuing education

course in April, "I Don't

Sell Glasses and

Neither Do You."

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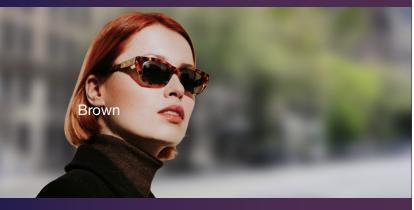


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More Oany News



Wedding Bells

We would like to congratulate OANY member Paul Heller and his wife, Valarie on the marriage of their son, AJ to Toniann on May 3rd. Congratulations to all.



New Members

We would like to welcome the following new OANY members:

- Lanette Robertson, Tuxedo Park, NY
- Savannah Gordon, Wallkill, NY
- Kyle Richmond, Saugerties, NY

Thank you for joining OANY.



Gift Card Winners

At our April meeting, we were pleased to raffle off \$25 Visa gift cards to the following OANY members:

- Paul Glaser
- Eddie Kent

Congratulations to both Paul and Eddie.



Vuarnet Sunglass Winner

We would like to thank Thelios Eyewear for sponsoring our April meeting. They were also generous to raffle off a pair of Vuarnet sunglasses. We would like to Congratulate OANY member Robin Fiekowsky. She was the winner of the sunglasses.



Our Condolences

We were saddened to hear about the passing of former OANY member Neil Gleicher. Our condolences go out to his family.



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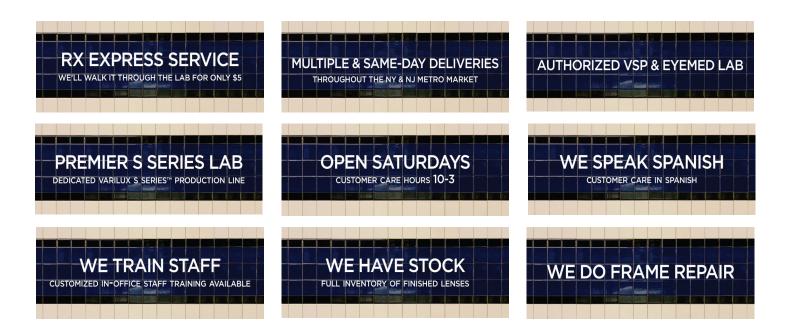
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Customer Satisfaction

By The Old Geezer (AKA Peter Bacotti)



What is customer satisfaction and what does it mean to us the optical dispenser. Once the

customer steps into the optical shop it is up to us to make them feel at home. However, it is up to us to have the customer leave satisfied and we have to be confident in our ability to recommend the proper pair of glasses or pairs of glasses for their needs and prescription. Customer satisfaction encompasses more than just any frame or lenses. It does not mean selling something because of price or profit as the case may be. It does mean starting out with a lifestyle evaluation of the patient's vocation and avocation needs.

The next step is to analyze the prescription to be able to select the correct type of lenses to best suit those needs as to material and fabrication of that customers Rx. It does not matter customer age, sex, multifocal, or single vision. Yes even single vision, whether aspheric, relax vision for near, transitions (what type and color), blue filter, anti-glare coatings (which one) or high index and anything else I might have left out. That also means sunglasses, color, polarized, what material, and gradient, anti-glare coated both sides or only back coated. How about prism,

should it be split between eyes or put all on one lens? Is it a first-time prism prescription and is there a significant amount of prism that you might want to use a Fresnel prism first to make sure it works?

Moving on, is the customer on the verge of reading help or old enough to need that full reading addition in the glasses? If on the cusp of near needs, we should be considering that reading type of lens, which is a bump in power in different steps. This is great for the emerging presbyope and younger individuals with convergence problems or computer syndrome. It will also let the person adapt more easily to progressive lenses more easily when the time comes to use them. Now we have to deal with a customer who has graduated to progressive lenses. We should understand that customer satisfaction is not because we used one brand of progressive lenses over another. In today's world, every major lens manufacturer has a complete line of progressive lenses that are as good as the next manufacturer. The defining answer is what level of progressive you sell your customer. From plain, none digitally to both side's digital as well as other enhancements where price is the factor and usage come into play. Is a short design lens better for the type and size of the frame; is driving progressive, sport progressives, computer progressives or other type needed. Customer satisfaction means

addressing and solving all the customers' needs.

There is no reason the customer cannot pick a frame they like-love for their glasses, but again we must be the final word as to size and fit of that frame. First, the frame must fit properly to stay up where the centers belong without sliding down all the time. Bridge size and fit are important as well as the temple fit, meaning maybe adjustable nose pads and temples that can be adjusted or sized to keep the frame up where it belongs. Of cause do not forget you need enough B measurement for segment heights.

These are but some of the basics and no means an all-inclusive list of what the completed product will turn out to be. What it comes down to for all this to work and give complete customer satisfaction is one thing that is from psychology 101. In order to have customer satisfaction the customer has to be satisfied with you first. Are they satisfied and convinced you are giving them what will be the best pair of glasses ever to wear? I hope so. You sell yourself and must make these customers believe you are the best. That customer comes back to you because of you and what we did for them, that is the pat on the back we should all be looking for and getting. It is what keeps me going. Build it and they will come.

Thanks once again for reading my ramblings.

(Continued from page 1)

talking about the time I was working with his dad. Another special thank you goes out to Drew Paul from Shamir for giving us another excellent seminar and for being so supportive to OANY and our mission.

We continue to work on our new website and hope to be beta testing it out in the near future. I am also hoping to share some exciting news with everyone in the near future. Please stay tuned for updates. I am looking forward to seeing everyone at our May meeting and welcoming David Friedfeld, President of Clear Vision, who will be giving us a new and exciting seminar. Please join me May 21 for this event. I hope everyone enjoyed the holidays and hope to see you soon.

Steven Lehrer



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Guide Dog Foundation Dinner

By Alan Smith, Director, OANY Board

On April 24th, I had the pleasure of attending the Guide Dog Foundation dinner "Dogs on the Cat Walk." It was a pleasure being among all the volunteers and philanthropic people involved with the organization and it was very entertaining as well. They raised a lot of money at this event to help fund their operation. Models and their escorted dogs wore different and cute outfits. Sometimes I



didn't really notice the dogs. Anyway, it was for a great cause and I am glad we chose them to be one of our organizations to sponsor. These dogs help veterans and people with vision loss make it through their daily activities.

The big news was that the Smithtown location on Long Island, was named the world headquarters. Hopefully in the next couple of years, they will be able to raise enough money to construct the additional building next to the current one.

If any of our OANY members want to volunteer to help or participate in their various functions go to their website, https://www.guidedog.org/ for a list of all the positions needed and the events coming up.

Next year, it would be nice for us to be better represented and have an entire table, like Marchon. Below are some of the pictures from the event.









Legislative Report and Other Important News in Our Industry

By Anthony Rebaldo, Legislative Committee

• Eyecare industry leaders are having a meeting at the White House to discuss tariff implications to vision care and challenges posed by current trade policies and how the tariffs would increase cost regarding class 1 medical devices which is essential for children, older patients, veterans and low-income patients. Eyeglass items effected are plastic eyeglass frames, over-the-counter reading glasses, complete eyeglasses, safety glasses, and goggles that have been imported from China would be subjected to a combined tariff rate of approximately 64% and sunglasses also imported from China be taxed at 63.5%. Additionally, a variety of eyeglass cases, lens processing equipment and other optical machinery originating from China could face combined duty rates between 80% and 90%. The objective is to have convergations and identify practical solutions on the



80% and 90%. The objective is to have conversations and identify practical solutions on these issues with the White House.

• Prevent blindness opposes house bill 3444 which would remove the erythromycin ointment mandate for newborns in West Virginia. The bill's repeal of specific code sections raises concerns about informed parental consent and potential misinformation.



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months starting with the date your application is accepted for membership. Thereafter, membership is for 1 year and is renewed on your anniversary date. Your anniversary date is

14 months after your application is accepted for membership.

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Website: oany.org

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