

EYE TIMES



The latest news and updates from the Opticians Association of Washington

FEBRUARY 2021

Resignation Announcement of Our Executive Director

It is with deep sadness that we are announcing the resignation of our Executive Director, Donna Hatch.

Mrs. Hatch submitted her letter of resignation to the OAW Board during our virtual meeting on Jan 06, 2021 and it has been accepted. Her last day of service will be March 01, 2021.

The Executive Director position is one of great responsibility requiring many hours of work to keep our organization running smoothly. This has been a paid position that is supported by our annual Spring and Fall conventions. Unfortunately, due to COVID-19, the OAW has lost a significant revenue stream and we can no longer afford to pay an Executive Director. The duties and responsibilities will be split between the OAW Board members in the interim until we can reorganize and find a sustainable path forward.

With this in mind, the OAW board is seeking members to join our committees and help ensure the continued smooth operation of our professional organization. Please reach out to any OAW board member to be paired with a committee that you would be most interested in working with.

Donna has been the OAW Executive Director for over twenty years and her contributions to our organization have been invaluable. Please join us in offering her our enduring gratitude for all she has done for opticianry in Washington State and in helping raise our profile nationally.

Sincerely,
The OAW Board
President Jeff Zeitler, LDO
VP Lee Lavigne, LDO
2nd VP Ma'ayan Shuval, LDO
Past President David Reed, LDO, HFOAA

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A Letter From the OAW President

by Jeff Zeitler, President

Dear Members of the Opticians Association of Washington,

Thank you all for your continued membership. Currently, we are facing challenging times that require us to reevaluate how we will continue to support opticianry in Washington State moving forward. The OAW board of directors is fully united in getting this work done.

An increase in membership will give all opticians a bigger voice in the fight to maintain our licensure. The last remaining opticianry program at Highline is struggling to increase enrollment. There is a real concern that corporate optical may attempt to have our licensure pulled. It is vital that we increase our membership, and therefore our voice and ability to fight to maintain our licenses.

It is imperative that we increase our membership and we look forward to a new, streamlined organization, while maintaining our original mission.

Making Membership More Accessible

The OAW is committed to promoting the professional stature of opticianry through educational opportunities, legislative activity, and national communications. The diversity of our members are what drive that mission. Our membership committee is developing new and exciting opportunities and options to make membership easier and more accessible to optical professionals.

The OAW will be integrating a subscription membership option that will allow a member to opt in for membership dues to be divided into twelve monthly automatic payments. This will allow members to enjoy the benefits of membership without having to pay the full membership fee up front.

Our goal is to grow membership so that we can continue our mission and protect your licensure and livelihood. We look forward to engaging with new members and welcoming back previous members to make the OAW a strong and thriving optical professional organization.

Stronger Together

The Importance of Membership

by Lee Lavigne, Vice President

I want to offer you my most sincere and heartfelt thank you for being a member of The Opticians Association of Washington. It was not just your financial contribution, but your ideas that helped us survive 2020 as a professional community.

Your Association has adapted to serve our community during a most challenging time. We moved our Spring and Fall conventions to digital formats making education more accessible for all optical professionals across Washington State and the country. In addition to our conventions as a source of continuing education, we added two free CE credits per month to OAW members through our local chapters. We started a monthly virtual Happy Hour to bring our community together to network and share ideas as well as some cocktail recipes. We improved our website www.oaw.org to be an even better resource for all optical professionals in the State. We could not have made these improvements without you and your contributions to the OAW.

You may have noticed the recurring theme of community in this letter. It is with intention. Our profession is a noble one, but it is under siege. We must be ambassadors to our fellow opticians and optical professionals to help them understand the value of licensure and education in our profession. Reach out to them. Help them see the value of being part of a vibrant and active professional organization. Together we are stronger and more prosperous.

If we do not come together as a professional community, we are in jeopardy of losing our licensure which will directly impact our fair compensation for our knowledge and skills. It is imperative that we start working with our colleagues to help them understand the extreme negative consequences to our livelihoods of not working together. Losing our licensure would drive down wages for everyone, licensed or not.

Thank you for your patronage of the OAW in 2021. We are honored to serve you, our community members and are excited for what our futures hold.

OAW Chapter News

by Nicole Flanagan

OAW chapters are getting ready to start our monthly virtual chapter meetings in March. We will be offering up to two credits a month: one ABO and/or one NCLE credit. Each chapter leader will be "hosting" a meeting, but they will all be open to anyone within the state or in the optical industry.

We are looking for any new LDO's who are interested in starting a chapter in their area. If you are interested, please reach out to me at nflanagan0981@gmail.com.

I'd be happy to help you start one. If you want to connect with the chapter that is in your area, I'll help you connect with the current chapter leader.

If you have any ideas to help enhance the individual chapters, please reach out to the chapter leader in your area.

Follow the the OAW on Facebook to find out about upcoming chapter meetings near you!

 **@OpticiansAssociationofWashington**

Spokane Chapter - Jamie Barton

jambar27@gmail.com

Vancouver Chapter - Nicole Flanagan

nflanagan0981@gmail.com

South Seattle Chapter - Vicki Belcher

busylido@gmail.com

Tacoma Chapter - Jeff Zeitler

jeff.zeitler@gmail.com

Snohomish Chapter - Alisha Pronzato

alisha.pronzato@gmail.com

Tri-Citie Chapters - Heidi Adams

heidi.lido@gmail.com

Mount Vernon/Bellingham Chapter - Chrissy Friberg

chrissyfriberg84@gmail.com

East Side (Bellevue/Issaquah/Redmond) - Maayan Shuval

maayanshuval@gmail.com



2021 SPRING CONVENTION!

April 10 & 11, 2021
ZOOM-FROM ANYWHERE!

\$75 for OAW members
\$125 for non-members

Includes 4 ABO & 4 NCLE

Speakers:



Jane Buckland
FNAO, FCLSA(H), NCLE(AC)



Phernell Walker
MBA, ABOM

Contact:
oawboard@gmail.com

Updated: The OAW 2020 Board of Directors

Jeffrey Zeitler, LDO
President

Lee Lavigne, LDO
Vice President, Board, Membership Committee Chair

Maayan Shuval, LDO
Second Vice President, Board

David Reed, LDO, HFOAA
Past President, Treasurer

Kelly Shaw, LDO, HFOAA
Secretary

Diane Charles, LDO, HFOAA
Parliamentarian

Heidi Adams, LDO
Board, Education Finance Chair

Lori Fender, LDO
Board, Social Media Committee Chair, Newsletter Editor

Nicole Flanagan, LDO
Board



JEFFREY ZEITLER- Jeffrey is the current President of the Opticians Association of Washington. He has served on the board since 2016 including one term as Membership chair. He has been active with several other committees including Legislative as his focus is in protecting licensure in Washington State. Jeff graduated from Seattle Central College, School of Opticianry in 2012 and began his optical career. He brings his experiences from working for independent ECPs, labs, and his current position at a corporate optical to his position as President. He is passionate about being an optician and loves meeting and working with people to help them look and see their best.



MAAYAN SHUVAL - Maayan has been a licensed dispensing optician since 2016 though started in the industry as an apprentice in 2012. She took a detour from apprenticeship to go to Seattle Central's Opticianry Program in 2014. Maayan's greeted passion within the optical industry has been assisting and supporting independent eyewear companies and promoting fun as well as engaging eyewear with her patients in a private practice in Kirkland. Maayan's greatest honor has been having a frame named after her by Spectacle Eyeworks. Outside of the optical industry Maayan is known as the Disney Lady. She goes to Disneyland 2-3 times a year. Spreading a little bit of magic is the biggest joy.

Nominate Your 2021 OAW Board Members

Criteria for Nominations:

- OAW Member in good standing
- Licensed Dispensing Optician or Apprentice Registered with the DOH or Student Enrolled in Accredited Program

Board Positions Available:

Member (4), 2nd Vice President (1), Apprentice (1)

Please send the name, email, phone number, and board position (Member, 2nd VP, Apprentice) of each member you are nominating. Also, please include a brief synopsis of why this candidate should be considered for the 2021 OAW Board of Directors. Nominations must be received by March, 10, 2021.

Email: OAWboard@gmail.com



LEE LAVIGNE - Lee began his optical career in 1996 in central Texas with Walmart Vision Center. He relocated to Washington in 2010 and earned his LDO in 2015. During his twenty-four years in the industry he has worked for corporate and independent optical offices and has been an optician, lab technician, office manager, and independent frame representative. Having worked in a non-licensed state, Lee has seen the value that education and licensing brings to our profession and the public that we serve. He has also witnessed the detrimental effects that come when there are no requirements for education whatsoever. Lee loves being an optician and takes great pride in helping people see their world as best as they can. He is honored to be an OAW Board member and looks forward to giving back to the community that has helped him grow as a professional more than he ever imagined it could.

Nominate the 2021 Optician of the Year

2021 Optician Of The Year Criteria:

1. Must be a member of the Opticians Association of Washington in good standing
2. Must have been a member in good standing for the last two years
3. This individual has gone above and beyond the job description given for their committee assignment
4. Does not have to be a board or committee member, but will have worked with a committee to better the Opticians Association of Washington
5. Is not an executive board member for the Opticians Association of Washington

The awards committee is made up of the last 3 award winners.

Nominations will be accepted from all members of the Opticians Association of Washington in good standing. Nominations should be received by March 10, 2021.

Email: OAWboard@gmail.com



Opticians are eligible for the COVID-19 vaccine.

Please visit the Washington Department of Health COVID-19 page for more information.



Mask Up, Washington.

Benefits of Joining the OAW Board

Expand Your Network; When you serve on a board with leaders who are passionate about making new connections, you will be able to expand your existing community of friends and colleagues, adding influential people with different backgrounds and insights.

Grow Your Personal Brand; A board role shows leaders in your industry that you are a front runner in your field and well-equipped to help shape the future of an organization.

Support Initiatives That Resonate with You; Many individuals join a board as a way to give back. Nonprofit boards can provide an excellent opportunity to positively affect change or support organizations working towards a cause they are passionate about.

Intellectual Challenge; For leaders who are always curious to learn more things, board duties will provide a rewarding intellectual challenge.

Makes You Better at Your Current Job; Simply listening to others in your meetings will provide you cross-functional information on ways to approach problems and find new solutions.

Take Time to Take Care of Yourself

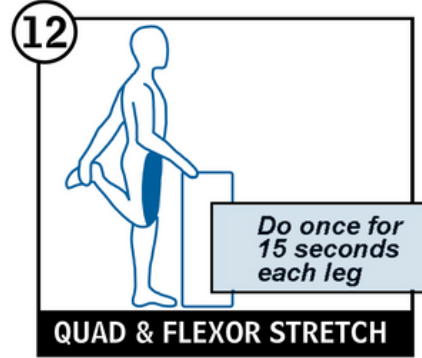
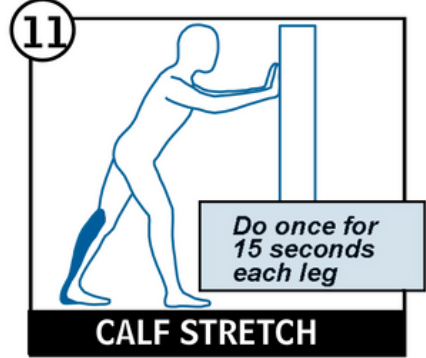
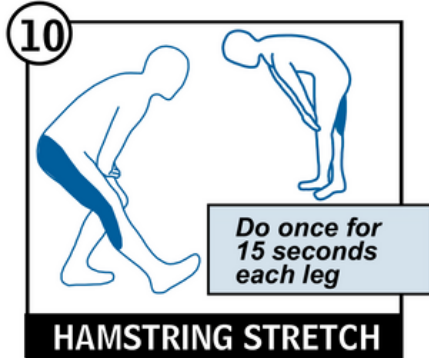
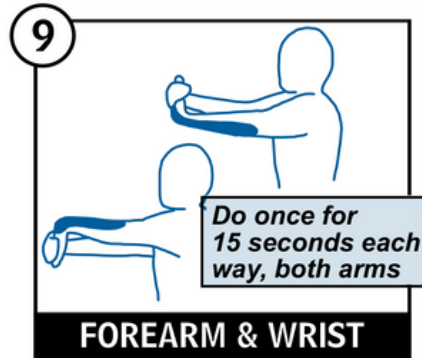
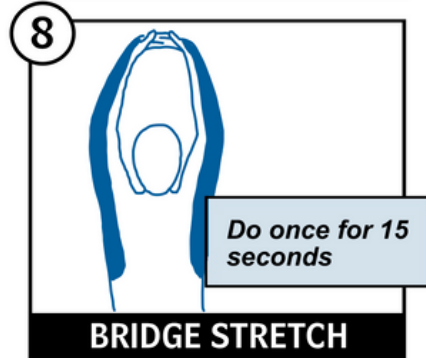
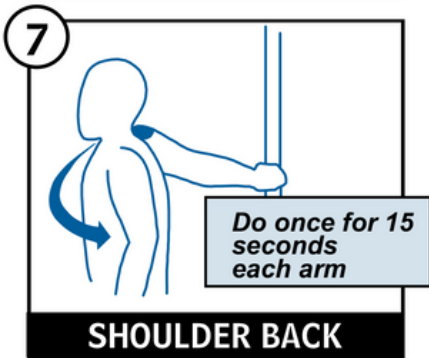
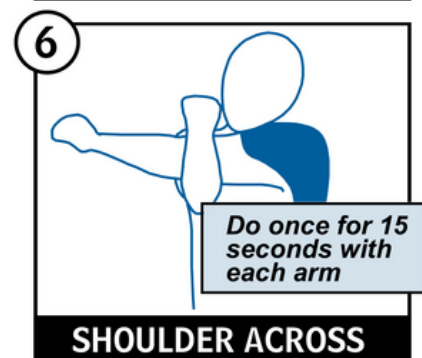
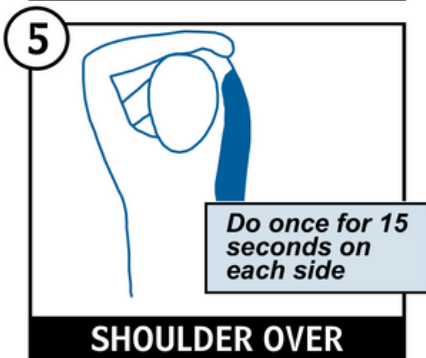
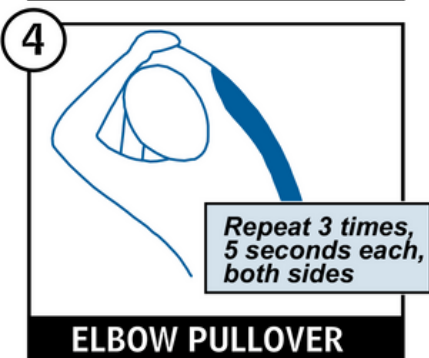
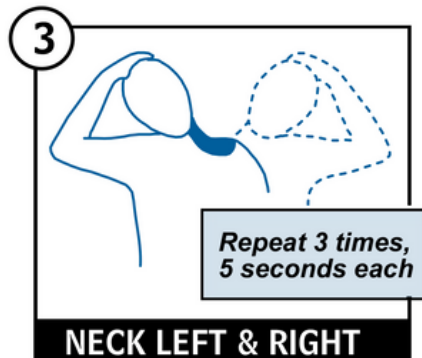
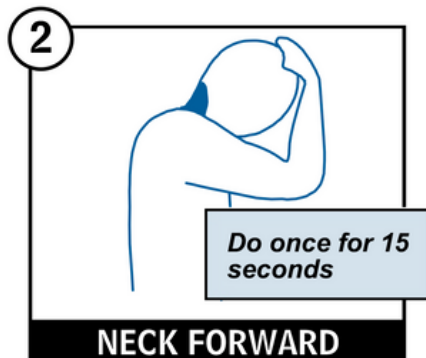
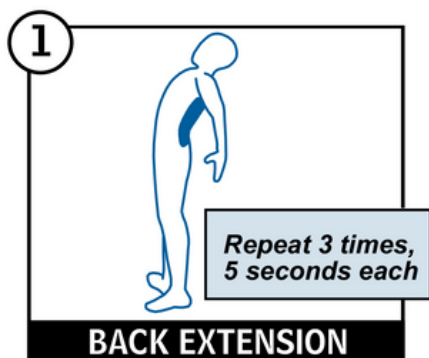
We know times have been tough this last year. Many offices are taking on new protocols, and developing new ways to provide vision care to their patients.

During these turbulent times, we may forget to take time to pause for a moment to make sure we are taking care of ourselves.

The job of an optician seems simple, but we know we do so much more than just select, fit, and dispense eyewear. We often wear all the hats, this demand takes a toll on our minds and our bodies.

Remember to take time to breathe, eat, and stretch your body to prevent pain down the road. Here is a handy guide for some simple stretches that opticians (and any healthcare worker) can do to prevent long-term injury and discomfort.

Do these quick stretches regularly to reduce fatigue and avoid injury:





**Building a Better Life Through Vision Care
for Those Who Need it Most**

The Vision of Hope Foundation was formed to promote opticianry education; develop future opticianry leaders and perform international, national, and community-based vision related mission work. The programs of the Vision of Hope foundation are funded through voluntarily contributions from individuals and corporations with the vision care industry people just like you.

**Help Vision of Hope
by Shopping on Amazon**

CLICK HERE

Highline Apprentice Program is on Hold Until Further Notice

The Licensed Dispensing Optician program is on hold until further notice. Students who enroll in classes at this time will not be guaranteed a certificate or degree. Those who enroll can use the course to study for the NCLE and ABO exams.



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**Mapping a Course for Growth
with Prescription Sports
Eyewear**

**CLICK HERE TO
COMPLETE THIS CE COURSE**



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PROJECT**

20/20



NEW WEBSITE COMING SOON

**We are currently working on
a new and improved website
to better serve our members.**

**Please be patient while we go through
this transition in the coming weeks.**

We apologize for any inconvenience.

THANK YOU!