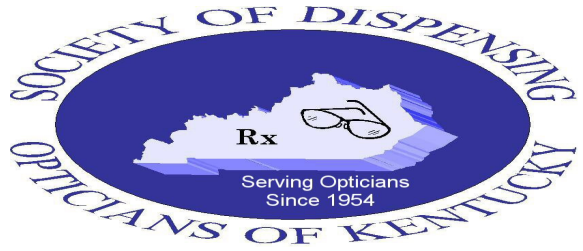


The
SDOK
Focal
Point
Newsletter

Edited By: Byron Brentlinger, LDO, HFOAA



February 2009

Membership Year Change

It is our pleasure to announce that the by-law change making the Society of Dispensing Opticians of Kentucky's membership year match the calendar year passed. The members present at the First Chance/ Last Chance meeting at the Hyatt in January voted to ratify the change by an overwhelming majority. The membership year change clears up all of the confusion about when members need to pay the renewal dues. Renewal dues are now due on January 1 of each year and a late fee will be assessed if not paid by March 31 of each year. That gives our members a full three months to arrange their dues payments. Your membership is now valid from January through December much like that of OAA and other organizations in our profession. We hope this is a helpful change that makes it easier for all of our members to remember when to renew their membership. This first year anyone who has paid their membership that shows valid through June 30, 2009 will actually be valid until December 31, 2009.

Thank you for making our Society strong in protecting our licensure. If there is anything that we, your Board of Directors, may assist you with, please do not hesitate to contact any of us. Your Board is committed to your service.

NEW BOARD MEMBERS

The elections for Board of Directors were held in October 2008 at the educational meeting at the Hyatt Regency in Lexington. The current Board of Directors is as follows:

Executive Director:	Curt Duff
Professional Secretary:	Cyndi Studer
President:	Melanie Abner
Vice President:	Mary Chandler
Treasurer:	Beth Beckham
Secretary:	Linda Gilliam
Director:	Byron Brentlinger
Director:	Cindy Castle
Director:	Kyle Ferguson
Sargent at Arms:	Matt Carey

What is OAA?

Established in 1926 as the guild of Prescription Opticians, OAA is the only national organization representing opticianry's business, professional, educational, legislative and regulatory interests. OAA's mission is to promote and expand opticianry by being the single unified voice of America's Opticians.

Under OAA's very broad umbrella, individuals providing eyeglasses or contact lenses to consumers, as well as owner/managers of retail optical firms, state opticianry societies and suppliers to professional opticianry find a common goal in advancing themselves.

Why OAA?

Through OAA, opticianry's professionals have a strong voice in shaping legislation and regulation at the national level, and an effective partner in activities at the state level. OAA fosters, supports and sponsors programs of competency certification, licensing and continuing education for professional development. OAA membership is a solid investment in the future of opticianry.

What's in it for me? Why join as an Honored Fellow? I already have a dual membership from being a member of my state society, right?

Your Honored Fellow membership offers many tangible benefits and a dedicated staff ready to serve you. Just a few of the benefits include:

- Subscription to the American Optician Newsletter
- Receive quarterly issues of the E-News Letter
- Ability to proudly display your Honored Fellow status initials (HFOAA) behind your name to show your devotion to your profession
- Discounts on educational resources and materials
- To support the only national organization for opticianry who monitors and reacts to legislative activity that could affect your license and livelihood
- As a member of your state society you receive a \$25 discount for your Honored Fellow status, which makes your Honored Fellow Membership annual dues only \$50!



A HUGE THANK YOU



The Board of Directors would like to thank our members for their cooperation in the institution of the bar coded membership cards. This method of signing in is proving to be a great success. We now have two conferences behind us using the cards and for the most part members brought their cards and registration went smoothly with minimal lines. Keep up the GOOD work members!!!!!!

**Our New Year is from January 1,
thru December 31 of each year
starting 2010**



We would like to start a Members e-mail address book. This address book would be used only by your Board of Directors to get important information out to all members, so please fill out and keep up to date the information on your renewal forms.

Up coming Meetings

Dates are as follows:

Louisville Spring Meeting June 7, 2009

SouthEastern July 31,2009 thru August 2,2009

ABO-NCLE-OAA Meeting in Cincinnati, Oh. TBA

Fall Meeting Lexington TBA

Dates and times subject to change



Opticians Association of America

Honored Fellow Membership Application

The criteria for HFOAA credentials have changed!

Now, any optician who is a member of their State Association can apply for the HFOAA status and proudly display these initials with their professional qualifications.

LAST NAME: _____ FIRST NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE #: _____ FAX#: _____

E-MAIL: _____

Credit Card Information:

Name on Card: _____ VISA M/C AMEX (circle one)

Card Number: _____ Exp. Date: _____

Please check one:

I am an Individual Member of OAA

I am a Firm Member of OAA

I am a current member of my State Association _____ (State Name)
and my State is a 'Dual Member' of OAA

Please fill out the application and mail with your \$50 payment to:

Opticians Association of America

441 Carlisle Drive

Herndon, VA 20170

OR

Include Credit Card Information and Fax to **703.437.0727**

If you have any questions please contact Catherine Langley, OAA, at 703.437.8780.



February, 2009

Dear Friends & Colleagues,

Hello Everyone! It is a New Year full of new advances in the Optical Industry. We have many educational opportunities planned for you this year. Please check with our web site www.gosdok.com for all upcoming meetings.

In October 2008 the board of directors asked if they could change the by-laws concerning our renewal dates. This was voted on and passed at the January, First Chance Last Chance Meeting. Your renewal will now go from January 1 till December 31,. This will now be of great help to you and your board of directors in a uniform way of keeping all memberships in line with the OAA and the state of Kentucky.

We have also extended the renewal time to April 1 of each year this extended time will allow you three (3) months to pay your SDOK membership dues.

I know you are now asking. "What if I renewed my membership in July of 2008? Do I need to renew again?" The answer is no you are current till January 2010.

I have just returned from the Leadership Conference held in New Orleans this year. The Opticians Association of America (OAA) sponsors the leadership meeting. It was a great meeting and very educational. I had the honor to meet with other states leaders and share ideas on how to make our state association stronger. I have learned so much from these meetings. You can feel the love and commitment to our profession. I am proud to be an optician, and your President of our great society. One of the new ideas I got from this meeting was a way to reach out to more of our members. I have opened a My Space account followed by a Face Book account. Please add us to your friend list on your accounts this way you can get new updates when you log on to your accounts. We will be posting New Letter Blogs and upcoming meetings along with photos from each meeting. If you have a question or concern please feel free to send an e-mail to me, or any member of the board of directors.

If you have not already done so, please consider showing your support to OAA by becoming an honored fellow. If you are a member of SDOK and a licensed optician you can qualify for honored fellow status by filling out the form in our newsletter and sending with the \$50.00 dues. The Opticians Association of America is the only national organization that looks out for the welfare of opticians legislatively. They protect our licenses as well as our profession. As you may know there are some people who would like to take our licenses away, and try to cheapen our profession with lower rates of pay.

The OAA also has for those of us out there without health insurance offers a plan to their members. Please contact Sandy Brown with any questions I know that she will be glad to help you.

I am very proud and excited to be your president! I look forward to this New Year with an open mind and heart. If you have any ideas to improve SDOK please let us know. We have one of the strongest state associations in this country. If you would like to volunteer please contact us. We are always looking for fresh new faces and ideas.

Sincerely,

Melanie A. Abner, LDO, HFOAA, President SDOK



Contact: Chris Allen, Executive Director
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Email: chris_allen14@att.net

MORE THAN 70 STATE LEADERS GATHER AT THE 24th OAA STATE LEADERSHIP CONFERENCE

Kentucky, **February 2009**, The mood was upbeat and optimistic at the recent 24th Annual State Leadership Conference hosted by the Opticians Association of America (OAA) in New Orleans, LA. The conference is the only event that attracts such a large group of state leaders to learn from one another, make new connections within the industry and obtain the latest techniques in association management. Vision-Ease Lens, Shamir Insight, Inc., Alcon, Signature Eyewear, the Luxottica Group, Marchon Eyewear, Elmo Spellman and Gaye Wilson sponsored this year's State Leadership Conference.

Under the theme "**The Future is Now**," the leaders from over 20 states and Canada attended educational seminars and topic specific breakout sessions that addressed subjects from growing membership numbers and legislative affairs to hosting meetings and communication synergy.

The Kentucky delegation who, attended consisted of Curt Duff, Sandra Brown, Linda Gilliam, Cindy Castle, Melanie Abner, Robert and Mary Milam, and Byron and Marilyn Brentlinger.

In addition to learning from presenters, the over 70 state leaders immersed themselves in networking events to help build better synergy throughout North America. These interactive social events were designed to help create a strong grassroots network within the industry, so that the attendees would continue to communicate and share ideas with one another regularly to ensure success in their home states.

Tom Hicks, President of the Opticians Association of America said, "This conference develops and builds stronger relationships between state leaders, which enables state associations to effectively face and overcome the many challenges our industry is and will face in the future." The Society of Dispensing Opticians of Kentucky board members could not agree more.

Established in 1926, the Opticians Association of America (OAA) serves as the only national organization representing opticianry's business, professional, educational, legislative and regulatory interests. For more information about the organization please contact the OAA office at 4064 E Fir Hill Drive, Lakeland, TN 38002, 901.388.2423, chris_allen14@att.net, or www.oaa.org.