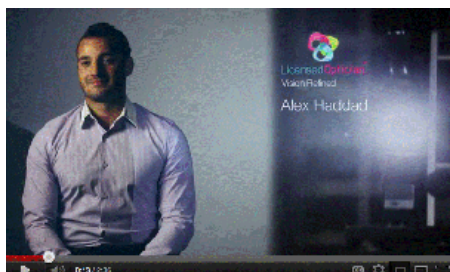


Hi,

Welcome to the February 2012 edition of the OAC Newsletter En.Vision™. This is the fourth edition of the En.Vision™ newsletter launched by the OAC and we want to hear your feedback. What do you think of the newsletter? Is there something you would like to see included in future newsletters? Please email your feedback to canada@opticians.ca

I am a Licensed Optician - Alex Haddad



In this video, Alex Haddad from Toronto, ON, speaks about the essential role of Licensed Opticians in the eye care system. As with any healthcare profession, we're sure you're often asked about your role as an optician and the services you provide.

Why are you essential as a Licensed Optician? You're the one that makes a difference in people's lives. When your healthcare consumer visits an optometrist, it is for one appointment, but if think about it, your patient will spend at least the next year living with the eyewear you dispensed him/her. As a Licensed Optician, you take the time to truly understand healthcare consumers' daily vision needs such as what one does for living, lifestyle and hobbies, and combine this information with their technical and visual needs to offer the best solution to enhance their vision. Your technical precision creates lenses that are exactly correct to ensure people will see their best and better than ever.

Eyesight is too important to trust to just anyone. It is critical that healthcare consumers deal only with regulated eye care professionals who will ensure that their eyes, and their vision, remain healthy and protected. Only regulated Licensed Opticians are guaranteed to be highly trained, follow a standard of care, ethical and accountable. You have a role in educating healthcare consumers about your essential role and services.

View the video online at:

http://www.youtube.com/watch?v=F_TaRE5BSXw&context=C337f5ebAD0EgsToPDskJfXYgC360Z6iRn_56WUspV

OAC Partners With JOBS 4 ECP'S

The OAC is pleased to announce the partnership with JOBS 4 ECP'S, as one of their preferred vendors. JOBS 4 ECP'S will now power the new "career" section on the OAC website at www.opticians.ca.

"As a long time Optician who has seen the eye care recruiting needs from all different sectors of the optical industry, this is an exciting opportunity to partner with Opticians across Canada" says Trudi Charest, President & Founder of JOBS 4 ECP'S. This partnership will offer a direct feed to the OAC website of live – real time job openings from the JOBS 4 ECP'S website.

JOBS 4 ECP'S
CANADA'S EYE CARE JOB SITE



JOBS 4 ECP'S was launched on July 1, 2011 as a specialist jobsite dedicated to Eye Care Professionals in Canada. Since the launch, the response from the Eye Care industry has been tremendous with over 50,000 visitors to the website and over 600 Eye Care jobs posted. JOBS 4 ECP'S is quickly becoming the "destination" for eye care recruiting in Canada.

OAC members receive a special discount to post advertisements on the JOBS 4 ECP's website. OAC Members should contact the OAC office at 1-800-847-3155 or email memberservices@opticians.ca for the discount code to be used on the JOBS 4 ECP's website.



'LIKE US' on Facebook and receive 1 FREE TOKEN towards doing online CE credits.

This promotion is available to OAC members only and runs until March 31, 2012.

<http://www.facebook.com/pages/Opticians-Association-of-Canada/215512795151373#!/pages/Opticians-Association-of-Canada/215512795151373>



Save The Date
Vision Canada 2012
November 16, 17 & 18, 2012

Location:
Delta Meadowvale Hotel and Conference Centre
Mississauga, ON
www.vision-canada.ca



The Opticians Association of Canada is a proud sponsor of the Licensed Optician campaign.
www.licensedoptician.ca



3 To Save A Tree

3 more months until the OAC's goal of delivering En.Vision™ via email to all members! Receiving this newsletter by Canada Post? Please send us your email to canada@opticians.ca



Infant Frames Needed By SEVA Canada

Sara Moshurchak, Licensed Sight Testing Optician & President of Granville EYELAND Framemakers in

B.C. is asking Opticians for their help.

"My favorite charity – SEVA Canada (www.seva.ca) is in desperate need of infant frames that they can send to Third World countries. They have plenty of adult and child/teen frames. It's the wee-little baby ones they need. Any connections you can forward to me by email are greatly appreciated. Thanks!"

Sara, smoshurchak@granville-eyeland.com



RMA List of Benefits Grows

As a member of the OAC, you can join the Retail Merchants Association (RMA) for the discounted price of \$25.00 (reg. \$185.00) and take

advantage of all RMA Benefits & Savings. The list of RMA Benefits & Savings continues to grow, with the most recent being preferred rates with TD Merchant Services – *A member just saved \$357 per month to transfer to TD!* Also, don't forget the ESSO fuel discount of 3.5 cents per litre on all fuel for all vehicles in your family.

For more information, visit the OAC website at www.opticians.ca, call 1-800-847-3155 or email memberservices@opticians.ca



Open an Untapped Facet of Your Business

If you have thought about adding to your business by seeking to secure safety contracts with industries in your area, the OAC Canadian Safety Eyewear (CSE) program is for you! Through the OAC CSE program you will be able to provide industries in your area with the best prices on safety frames and lenses. The OAC provides you with a marketing kit, including catalogues, price lists and a sample introductory letter for approaching potential industries; all of the administration, invoicing and payments are done through the OAC and you collect your dispensing and fit fees directly from the OAC! We can also provide you with a sample tray of 12 of our most popular safety eyewear frames for you to show to industries you wish to approach.

For further information, visit the OAC website at www.opticians.ca, call 1-800-847-3155 or email memberservices@opticians.ca



Save with Pivotal Payments

OAC members can save significant Visa/MasterCard Processing Fees with Pivotal Payments. Pivotal Payments is a long established full service Merchant Services Provider that provide credit & debit card processing, gift/loyalty/stored value card programs and terminal management solutions in both Canada and the USA.

As an OAC member you receive the most competitive Visa/MasterCard rates 20 basis points (or less) above cost, Interac® debit pricing not to exceed \$0.07 per transaction, Point of Sale (P.O.S.) Terminals from \$20.00 per month, long term guarantees and more.

For more information, visit the OAC website at www.opticians.ca or contact Doug Middlebrook (Authorized Agent of Pivotal Payments Agent) at 416-407-4557 or dmiddlebrook@pivotalpayments.com.

New OAC Online CE Module

Module 10.126 - Topography Aided Contact Lens Design

Author: Randy Kojima, FAAO, FOAA, Director of Technical Affairs for Precision Technology

Take A Peek: The industry has continuously evolved with improvements in material wettability, oxygen permeability and overall stability. Computer controlled lathes and automated molding systems have greatly improved product accuracy and designs. But has technology improved how we prescribe contact lenses?

This module discovers the corneal topographer and how it quickly and efficiently displays thousands of data points across the entire corneal surface. The reader will complete this module with a thorough understanding of the complex algorithm within the instrument's software that interprets the readings and determines the optimal contact lens parameters for both basic soft contact lenses and custom GP's.

Accreditation Details: BC/AB/MB/NS/NL – 2 CL, SK/NB/PEI/ON – 1 CL

Interested in reading the full module? Go to the OAC Member Portal (<http://oacnet.ca/aoc/index.asp>)



Omega 3s, Vitamin A Slow Eye Disease

February 13, CHICAGO—Combining omega-3 essential fatty acids (EFAs) with vitamin A boosted eye health for people who suffer from retinitis pigmentosa, a retinal disease that causes decreased night vision, loss of peripheral vision and, in advanced cases, loss of central vision. Researchers found mean annual rates of decline in distance and retinal visual acuities in adults with retinitis pigmentosa receiving 15,000 IU/d of vitamin A are slower over four to six years among those consuming a diet rich in omega-3s.

READ THE FULL ARTICLE – <http://www.naturalproductsinsider.com/news/2012/02/omega-3s-vitamin-a-slow-eye-disease.aspx>