

Never Taking Our Vision For Granted



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

The President's Corner

I would like to take this opportunity to wish everyone a Happy and Healthy New Year. I hope that you all had an enjoyable holiday. A special thank you to our December sponsor IOT and Steve Ferry. I would also like to thank our speaker Barb Malobabich. We appreciate you taking the time to join us and give an informative seminar. Our January meeting is shaping up to be quite special with another round table discussion. Let's be sure to have a large

turnout to lend support for this meeting. Several members of your OANY board will be involved in 2 upcoming

“Several members of your OANY board will be involved in 2 upcoming Zoom meetings.”

Zoom meetings. One will be with UOA member Tom Hicks, that I have had the pleasure of meeting when I attended some

past OAA meetings. Tom has been gracious enough to meet with us with a UOA update. Another upcoming Zoom meeting that will be taking place will be with the head of Ophthalmic Dispensing for New York State. I am looking forward to both these meetings and getting what I hope will be some interesting updates. As always, my goal is to keep you updated on all issues. Hard to believe but it's already January and we are well into OANY's

(Continued on page 4)



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

Jan. 15, 2025	Round Table
Feb. 19, 2025	Herb Fletcher
Mar. 19, 2024	Rodenstock
Apr. 23, 2024	Change in Date
May 21, 2025	Save the Date
Jun. 18, 2025	Save the Date

JOIN US AT OUR UPCOMING MEETING AT
DOMENICO'S RESTAURANT, LEVITTOWN, NY
ON WEDNESDAY, JANUARY 15, 2025

Participants: OANY Members and Sales Consultants
 Presentation: **Round Table:** How to Create a Customer-Centric Practice
 CE Credit: 1 Ophthalmic Dispensing or Business Credit
 Meeting Room: We will meet in the back room this month

Inside Our Jan. Issue

Jan. Menu P.2
 OANY News P.4
 Pictures Dec. Meeting P.5
 Prize Winners P.8
 The Old Geezer P.11
 Legislative Report P.11
 More OANY News P.15

Dinner Options and Schedule For Our January 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
- Stuffed Mushrooms

Salad Choice

- Caesar or Garden

Entrée Choices

- Spaghetti and Meatballs*
- Chicken Parmigiana
- Eggplant Rollatini
- Rigatoni Ala Vodka*
- Salmon

*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 |
| Treasurer: | Paul Heller |
| Directors: | David Cohen |
| | Madeline Koenig |
| | Anthony Rebaldo |
| | Alan Smith |
| Directors at Large: | Phil Feldman |
| | Barry Santini |
| Past Presidents: | |
| | Paul Heller |
| | 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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OANY News



Our Condolences

Our condolences go out to OANY member Rick Miller and his family. We were saddened to hear about the passing of his brother, Brad.

Holiday Gifts and Prizes



For those members who attended our December meeting, you may have been one of the lucky winners of a holiday gift or prize that we raffled off. We are pleased to list the winners below. Congratulations to all. You can also see pictures of some of our winners on page 8.

- | | | | |
|-------------------|-------------------|-------------------|----------------|
| • Phil Feldman | Yamaha Sound Bar | • Chuck Abramson | Gift Basket |
| • Stacey Forur | Yamaha Sound Bar | • Hal Heller | Gift Basket |
| • Wendy Hollander | Yamaha Sound Bar | • Joe Monestere | Tea Maker |
| • Devin Morton | Yamaha Sound Bar | • Anthony Rebaldo | Cookie Assort. |
| • Drew Washton | Box of Chocolates | • Tom Polizzi | Cookie Assort. |
| • Diane Salter | Cookie Tower | • Maddie Koenig | Cookie Assort. |
| • Haydee Foos | Cookie Tower | • Howard Kris | Candy Assort. |
| • Ken Mittel | Candle Set | • Judy Deucht | Smores Maker |

See More OANY News on Page 15

(Continued from page 1)

20th anniversary. Your board members are working hard to come up with something special to celebrate this milestone. We are currently lining up more sponsors and speakers for the coming months. If anyone has any ideas on something they would be interested in having as a continuing education seminar, please let me know. I look forward to seeing everyone at the January meeting. As always, thank you for your continued support of OANY.

Steven Lehrer

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MEMBERS ONLY

Pictures From Our Dec Meeting

Our OANU Members Who Join us for the Education and Camaraderie



Mike Marrone, left, Steven Lehrer



Phil Feldman



Peter Bacotti



Stacey Forur



Joe Monestere



Paul Heller

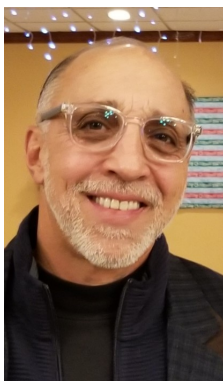


Tom Polizzi



Judy Deucht

Thank you to our sponsor and our speaker from IOT



Thank you to **Steve Ferry** and **IOT** for sponsoring our December meeting.



Thank you to **Barb Malobabich** From **IOT** for presenting our continuing education course in December, "Social Media and the ECP."



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Congratulations to our Prize Winners



Winners of the Yamaha Sound Bar
Wendy Hollander, left, Devin Morton.
2 Other winners not pictured,
Phil Feldman, Stacey Forur.



Winner of the box of Chocolates
Drew Washton



Winners of the Cookie Tower
Diane Salter. Not pictured Haydee Foos.



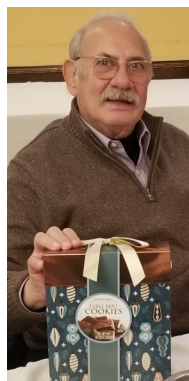
Winners of the Gift Basket
Chuck Abramson.
Not pictured Hal Heller



Gifts that were raffled off



Winner of the Tea Maker
Joe Monestere



Winners of the Cookie Assortment
Tom Polizzi, left and Anthony Rebaldo.
2 other winners not pictured,
Maddie Koenig, Howard Kris.



Winner of the Smores Maker
Judy Deucht



Winner of the Candle Set
Ken Mittel

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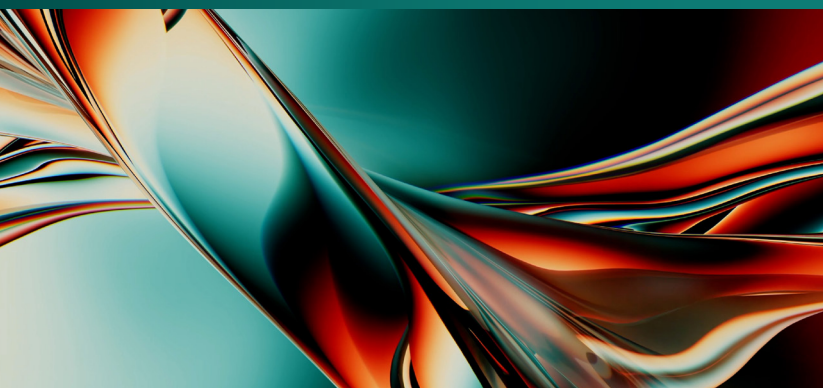
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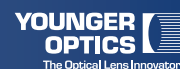
BRIGHT SUN OUTDOORS // Dark Brown

SUNNY IN THE VEHICLE // Copper

OVERCAST/LOW LIGHT // Olive green for higher contrast

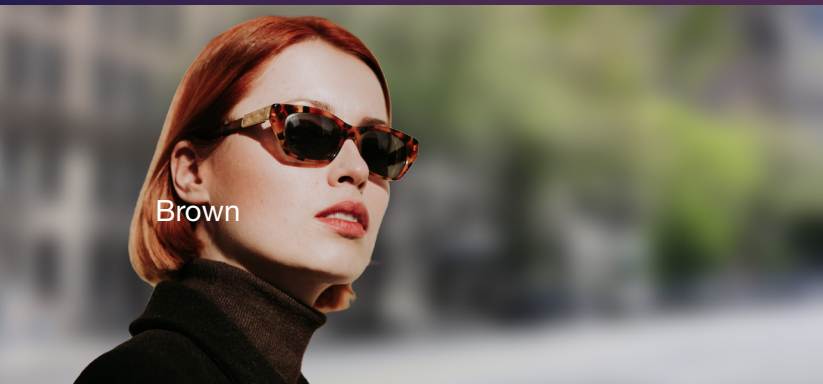


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Common Sense

By The Old Geezer (AKA Peter Bacotti)



What is *Common Sense*? Who has *Common Sense*? Do we need *Common Sense*? Are we born with this mysterious phenomenon or do we acquire it

over a span of years? What, What, What. Everybody should have some Common Sense soon after the age of reason is reached, that means even Opticians. Common Sense should be a thing that is refined over the years of our lives and should play a big part in our everyday lives. How many times have you heard the phrase use a little common sense? Quite a few I am sure, and I am sure you have used it with others more than once. In addition, there is something else that goes hand in hand with *COMMON SENSE* and that is to *ASSUME*. As my good Boss always likes to say, "assume and you make an ass out of you and me." You know what, he is right. Whether in business or in our everyday life we must make sure of what we say and what we do before saying or doing the first thing on our mind. Believe me it saves a lot of money and embarrassment. An example, let us say we have plans to buy a new car and want to find the car of our dreams. Common sense tells us not to assume this dream car is the one advertised as such without first doing our homework. Looks are important, but then so are type, comfort, expense, and all else that pertains to the purchase and use of the vehicle. Not

the things the dealer is trying to pressure us with that do not amount to a row of beans to what our needs are. Another example would be how we deal with people, that means common sense tells us to first shut our mouths and listen to what the person or customer has to say before our foot reaches our mouth. This example also shows us besides common sense and assuming that we are dealing with *PSYCHOLOGY 101* as well. We must always wait until the patient - customer tells us everything that is on their mind, complaint or compliment BEFORE we answer them. It is not unusual for this person to want to just vent without having any problems. When they are done we find they just want reinforcement from us about what they said. Have you ever sized up a prospective customer and assumed they could not afford or want a certain style frame or type of lens or coating. How about common sense and psychology telling us not to assume but presenting it as what should be the perfect pair of glasses for them. We can always work backwards if the customer wants less. Sometimes it does not hurt to ask another Optician, receptionist, or another customer what they think of the frame and offer their opinion. It is a no-brainer that everyone involved walks away feeling they were included in a decision that makes them special and appreciated. If we do not find out before making sunglasses what the customer has decided on for a color and you assume another color, Oh Boy. How about where and when they use them, polarized, photochromatic,

maybe anti reflective coated. How about material? Common sense at this point tells us that the questions and lifestyle evaluation you did before starting the actual sale will dictate what type of glasses we would recommend for the customer. NEVER assume one pair of glasses handles all scenarios or push extra sales without using our optical psychology to explain why they should be included for those special needs. I have found from experience gained over the years that setting the stage for those second, third, or extra pair will work best in some cases after the first glasses are dispensed and worn for a few days. It gives the customer a chance to see why you recommended that other pair. This also gives them a chance to make sure the prescription works the way it should before the expense of having more glasses made. I guess we could go on and on with this and I know everyone has their own common sense and psychological adventures to remember. I do not think we forget the results of these tribulations and fables, I hope. If you do forget I feel sorry for you, the results are always the same. Money lost, time lost, and embarrassments. I am just trying to tell you the old cliché measure twice cut once (the boss again). DO NOT ASSUME, USE COMMON SENSE, AND USE GOOD OLD PSYCHOLOGY. Now using my common sense and assuming I am done with this work of art (My own psychological feelings), I will say good night Gracie *till the next time.

Legislative Report and Other Important News in Our Industry

By Anthony Rebaldo, Legislative Committee

- The United Opticians Association (UOA) formally announced the appointment of Bob Alexander, ABOM, NCLEM, as its director of education. With over a decade of experience in the optical industry, including significant roles with Hoya and Maui Jim, two well-known eye care brands, Bob brings a wealth of knowledge and expertise to the UOA.
- The Vision Council sent a letter to urge congress to address expiring tax provisions impacting optical industry. By extending the section 199a (pass-through) deduction, maintaining the current corporate tax rate and estate tax exemption and reinstating the immediate deduction for research and development to help compete in the global marketplace, innovate products and services and grow their companies.





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More OANY News

Good and Welfare



As part of our mission statement, OANY is committed to donating to charities, fellow Opticians who can't make ends meet as well as other organizations such as our recent contribution to the Guide Dog Foundation.

For those members who attended our December meeting, when you donated \$3 to the Good and Welfare fund at the sign-in desk, you received an extra raffle ticket toward our holiday raffle. We are happy to say we raised \$78 for our fund. We would like to thank OANY members who made this contribution. By doing so, you help OANY continue our charity work.

New Member



We would like to welcome the following new OANY member:

- Barbara Mann Hopewell Junction, NY

We hope to see you at our Mid-Hudson Valley Chapter meetings.

Help Us Help You



Your OANY board members are always interested in hearing from our fellow members. Help us help you. Do you have a question or comment you'd like us to know about? Have a question about our website, newsletter or e-mail blasts? Would you like to join the OANY board or help out in any other capacity? We'd love to hear from you! Just speak to any board member (board members are listed on page 2 of this newsletter) or we can address your question or comment at our monthly meetings. We look forward to hearing from you.



Winner of our 50/50 Raffle

We would like to congratulate Tom Polizzi. He was the winner of our 50/50 raffle at our December meeting.



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- As an added benefit when you join our organization, your first year's membership is 14 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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The Opticians Alliance of New York
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