



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

As we make our way through the middle of winter, your OANY Board has been working very hard to make some upcoming changes. Although these changes aren't things that will take place immediately, we are working very hard to make things better.

One of our first priorities has been to upgrade our Bylaws. These Bylaws were put into place 20 years ago when OANY first started. Even though many of these Bylaws still apply, we were desperate in need

to update them. A couple of weeks ago Mark, Anthony and I had the opportunity to speak with Tom Hicks from the

"We had a very enlightening discussion and were able to give her some of the concerns facing our members regarding our license."

UOA regarding our Bylaws. He gave us many suggestions to get everything updated. These Bylaws will be presented to the Board

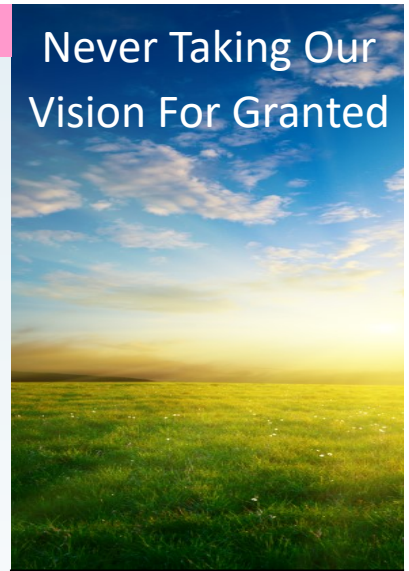
on February 12th and hopefully give us more clarity making OANY a better organization. We hope to give you more information at our February meeting.

We are also working hard with our Hudson Valley Chapter to have a clearer and much better working relationship.

It is my understanding that there will be a UOA meeting in June that both Mark and I are planning on attending. Mark, Anthony and I also had the opportunity last

(Continued on page 4)

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

Feb. 19, 2025	Barry Santini
Mar. 19, 2024	Rodenstock
Apr. 23, 2024	Change in Date
May 21, 2025	Save the Date
Jun. 18, 2025	Save the Date
Sep. 17, 2025	Save the Date
Oct 15, 2025	Save the Date

JOIN US AT OUR UPCOMING MEETING AT
DOMENICO'S RESTAURANT, LEVITTOWN, NY
ON WEDNESDAY, FEBRUARY 19, 2025

Speaker: Barry Santini
 Presentation: A Guide for Optimal Centering
 CE Credit: 1 Ophthalmic Dispensing Credit
 Meeting Room: We will meet in the back room this month

Inside Our Feb. Issue

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Dinner Options and Schedule For Our February 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

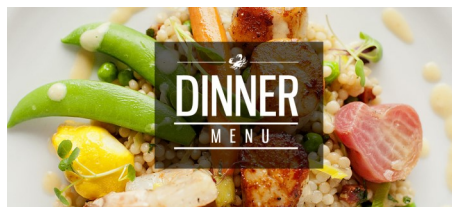
- Broiled Salmon**
- Chicken Parmigiana**
- Eggplant Rollatini**
- Rigatoni Ala Vodka***
- Spaghetti and Meatballs***
- Veal Marsala**

***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

- | | |
|--|---|
| <ul style="list-style-type: none"> • 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 | <p>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 <i>clearly print your name on your check</i> 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.</p> <ul style="list-style-type: none"> • 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

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| | Madeline Koenig |
| | Anthony Rebaldo |
| | Alan Smith |
| Directors at Large: | Phil Feldman |
| | Barry Santini |

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| | 2021-2022 |
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| | Peter Bacotti |
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Newsletter

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

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OANY News

Zoom Meeting With Stephanie Maes



On January 30th, several members of your OANY board, participated in a Zoom conference call with Stephanie Maes, who is the new Executive Secretary for the State Board in Ophthalmic Dispensing. Important topics that were discussed were limitation of continuing education courses online, license verification and reporting those without a license. We'll be discussing the details of these important topics at our upcoming meeting so you'll definitely want to attend.

Gift Card Winners



At our January meeting, we were pleased to award gift cards to the following OANY members:

- Scott Kornfeld
- Michael Kwartner

Congratulations to both Scott and Michael.



Winner of our 50/50 Raffle

We would like to congratulate Victor Weinstein. He was the winner of our 50/50 raffle at our January meeting.

(Continued from page 1)

week to speak with Stephanie Maes from the State Board. We had a very enlightening discussion and were able to give her some of the concerns facing our members regarding our license. She is looking into some of the questions we asked and hopefully we will be getting some clarity on these issues.

I want to thank our January panel consisting of Paul, Barry, Lisa, Peter and Mark. As always, we had a great discussion on how everyone runs their business and were able to have another Continuing Education credit.

I just want to add that anyone interested in attending our Board meeting for an inside look at how we make decisions and handle things, is more than welcome to attend. Please let us know if you would like to attend one of these meetings in the future.

I hope everyone is doing well and staying healthy. We are working to finalize our speaker for the February meeting, and I look forward to seeing everyone there.

Steven Lehrer

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MEMBERS ONLY

Pictures From Our Jan Meeting

Our OANU Members Who Join us for the Education and Camaraderie



Ralph Barocas



Tina Cosma



*Lisa Flynn left,
Haydee Foos*



Rick Tinson



Victor Weinstein



Scott Kornfeld



Mike Sabia, left, Paul Glaser



Stuart Becker, left, Tom Polizzi



Fred Rapps

Thank you to our round table panel

Thank you to our round table members, pictured below, for a most enlightening discussion on "How to Create a Customer-Centric Practice."



Alan Smith



Peter Bacotti



Mark Cohen



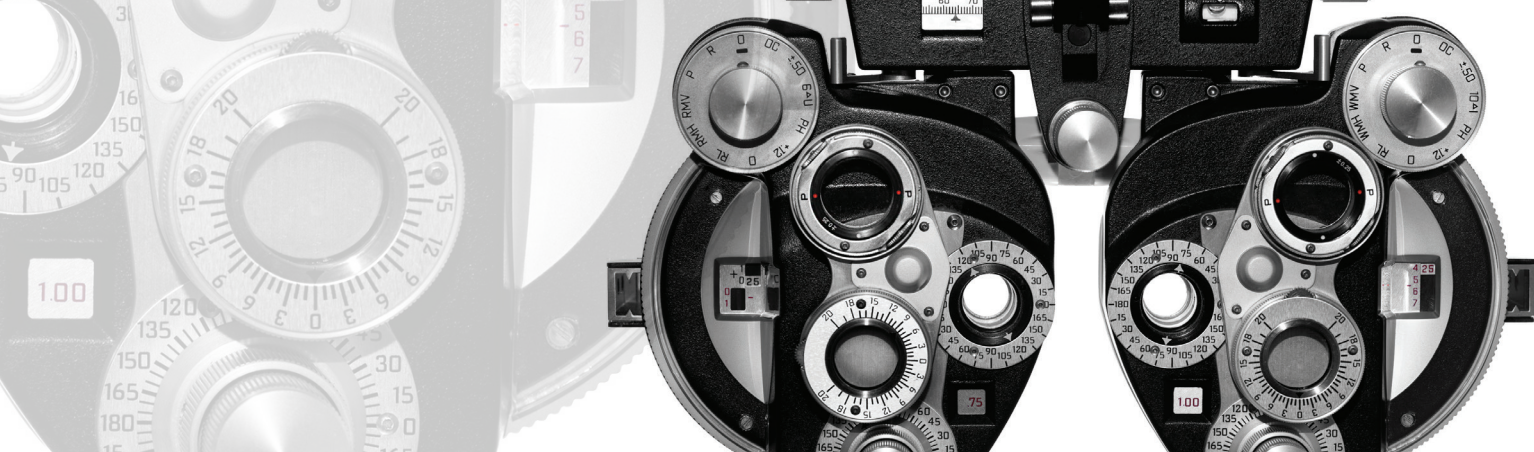
Paul Heller



Barry Santini



Lisa Tinson



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Editors Note: The following “Your Tip“ articles have been reprinted from the January issues of **INVISION Magazine**. We’d like to thank Peter Bacotti for sharing this with us.



YOUR TIP FOR JANUARY 17
Keep Your Signs Positive

WHY? Sure, you have rules that need to be followed, says Jeffrey Gitomer, but with a bit of thought, it's easy to present those rules in a way that doesn't offend.

HOW? As an example, Gitomer points out those nasty parking signs that say "Parking for patrons of Smith Vision only. Violators will be towed." Instead: "Visitors of Smith Vision are welcome to park here. If you're not a customer of Smith Vision, you're welcome to park elsewhere."



YOUR TIP FOR JANUARY 22

Harness the Power of a Great Compliment.

WHY? A compliment does wonders to establish a rapport with a customer, says Rick Segel, author of the *“Retail Business Kit for Dummies.”*

HOW? If you wait on somebody with a great personality, why not tell them how much fun it has been to serve them? Alternative, if you're waiting on the most demanding customer around, why not tell them that you appreciate someone who knows what he likes?



Legislative Report and Other Important News in Our Industry

By Anthony Rebaldo, Legislative Committee

- Top consumer concerns for 2025 are economic stress relief. 73% of indebted consumers feel better about managing their finances. Consumers who participate in loyalty programs are expected to increase their engagement. 10% increase projected with platforms evolving into entertainment and shopping hubs. Consumers will continue to expect personalized experiences while demanding stronger privacy protections. 60% of consumers are expected to disengage from "cancel culture" with interest in brand activism steadily declining.
- The US optical industry grows to 68.3 billion, in which glasses lenses led the prescription category by 17.2 billion and plano sunglasses dominated the non-prescription category at 17.8 billion in sales. This is a reflected shift toward more conservative consumer behavior and budget-friendly eyewear. It has been known that contact lenses and plano sunglasses purchases online rose from 32% to 39%. Looking ahead for 2025 budget-conscious purchasing is expected to continue to influence the market mix.



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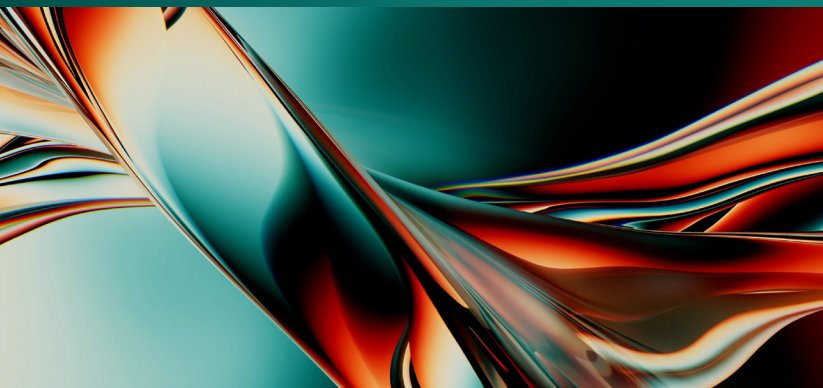
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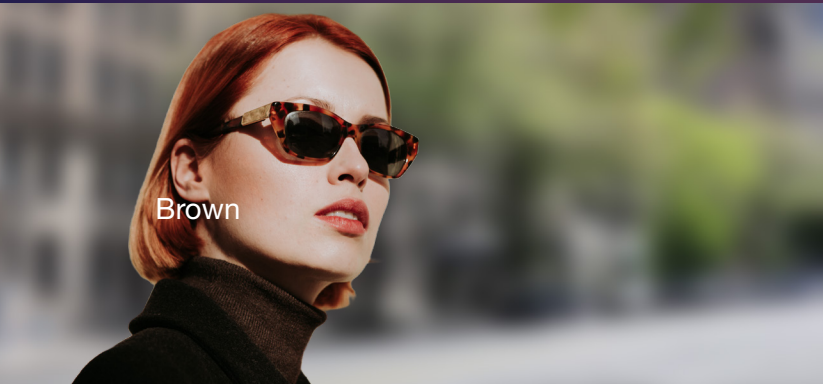


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O.L.D.

By The Old Geezer (AKA Peter Bacotti)



Oh well, here I am again with a frown on my face. It turns out that the other day a patient was having a problem and was having trouble explaining why to the Optician and could not get her to understand. What

does the Optician do but say to wait a few minutes and I will get the OLD Optician to look and see what is going on. The Optician comes to me and tells me she needs help to find out the patient's problem. I turned around and said are you talking to me, and the Optician said yes I told the patient the old man would help. I said OH, where is the old man. I did straighten out the problem, which was just adjusting the frame the way the patient felt they felt were better.

Hey, who is old. I still remember to get up each morning and remember to go to bed at night only once a week or so forgetting to shut off the light first. OK, I am at that point, got up and shut the light and went back to bed, except once. That was my shortcoming; I woke up during the night when I did not get up turned it off to visit that other room and saw how light it was. Yes I thought it was morning and time to get ready for work, went to the bathroom showered, shaved, and combed what is left of my hair. Then I went and dressed for work and went outside, hey give me credit, by the time I was in the car I knew something was wrong. I thought maybe the sky was overcast and it might rain so I went back into the house for my umbrella. I always like to be early for work.

I guess that was not too bad though, because I remembered the time, who said I was getting forgetful, when I got to work and after about two hours called one of my coworkers. Why, because nobody else was at work and I did not know why, it was not April fool's day. However, it was Sunday, and the establishment is not open on Sundays. No problem I just finished edging the jobs from the day before took my lunch break and cleaned the store before closing for the day, I still do not understand why I wasn't paid for the day. I showed up for work.

Anyway, I figured out that getting old is not for sissy's, I just asked my good friend of many years, so he says, why, and he said maybe when I reach your age in 2 years I will know the answer to that. I said I cannot wait two years, and he said while you wait how about changing your socks, so they match and put your shirt on the right side out. I did not know there was a right way out. He said "I hope you have shorts on right side out." I looked down said wait a minute undid my pants and checked. Yup they were Ok the way they were, and I zipped up my pants right after being reminded by my friend.

You know what, getting old is just a head game. You ask why, well I had to go to the grocery store, yes I remembered why and knew I needed to buy food for the cat. I got the food left the store and went home. I opened the can of cat food and called here kitty, here kitty. Do you know the cat never came to eat? I showed him though I did not change the food or water for 5 days. It began to smell and my friend who visited me then said get rid of it NOW, the cat died 5 years ago. It was then that I knew why I went to the supermarket five days ago; it was not for the cat it was for me. Now what do I do. I have a case of cat food and no people food in the house. I decided to call my friend and invite him over for dinner; he could have his choice of tender morsels, fine feast chicken, or one of the other flavors. He was busy that evening and I had to eat alone, even had leftovers for the next night. Anyway, I still work on those days I find the store and remember the day, I even think the people like me. Do you know how I know; they keep telling me these stories about the days when they could not always remember the name of the right lens to use but always said it first saying I just remembered before I could tell them. That always happens when I am taking in an order and trying to think of the name of the lens.

All said and done I do not remember what this is all about, if there is somebody out there reading this please let me know so I can remember it for the next time.



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