A MESSAGE FROM THE PRESIDENT

VERA J. KOHLER CPOA

This is a special edition of the Para-Eyes. We have a crazy schedule due to the fact that the AOA Optometry’s Meeting will be held in Philadelphia in June.

The PPA board held a meeting in Altoona Pa. on January 18, 2014. It was very productive. A special thanks to all that attended.

Our Constitution and By Laws stipulates that we notify the (you) general membership of the elections of officers and budget for the next year prior to the scheduled Spring Meeting. Normally that meeting would be in May, but has been scheduled earlier to accommodate the AOA meeting. Please review all of the information provided in this edition especially the elections of officers. Consider holding a position as a board member or a committee member. You would be surprised at how little time it takes to make a difference in being evolved in the association. It is a rewarding experience and if you are as lucky as I have been you will find that you have a lot of “friends in PA”.

PPA’S goal is to provide quality education and to promote paraoptometry/optometry. The consensus of the board was to give a donation to POA to support VCI. Which will allow POA to distribute the monies as needed. PPA will also be promoting a “Past Presidents Incentive Award”. The information is provided in this newsletter.

I am looking forward to seeing you in St College at the Nittany Lion Inn for March education.

Hope everyone is enjoying our crazy winter weather. Stay warm and think spring!!!

Yours in Paraoptometry,

Vera J Kohler
During the Business Meeting we will be holding election of officers for 2015.

**Vice President Continuing Education**- Duties- Arrange topics and speakers for educational meetings. Submit educational materials to Commission on Paraoptometric Certification for approval. Oversee the recording of continuing education hours and awards, also recourse library and economic task force. Attend meetings and report to the president/board.

**Secretary/Treasurer**- Duties – Keep accurate records of the proceedings of all board of directors and general membership meetings, submit the minutes to the president for approval within two weeks of the meeting, Attend all PPA board meetings and general membership meetings. As treasurer- perform all duties assigned by the president. Be custodial of funds, legal and fiscal documents and securities received in the name of the association. Present a written, detailed financial report to the general membership. Collect and deposit all monies and dues for the association. Keep a complete and correct list of all members.

**Vice President of Communication/ Public Relation**- Edit, publish and distribute the associations newsletter. Attend all PPA Board meetings. The V.P. of Public Relation chairs the Paraoptometric of the year award, and promotes the Girl Scout Patch Program. Attend all PPA board and general membership meetings. Purchase gifts as defined in the guidelines as instructed by the president.

If you are interested in serving on the PPA board, contact **Camille Seganos, CPOA** (814) 266-7611camilivanili@yahoo.com, chair of the nominating committee or **Roberta Beers, CPOT** (814) 868-0895 rmbeers@zoominternet.net. You can send in your letter of intent or you can also run from the floor during the election of officers.

Things you need to know about serving on the PPA Board:

1. The Pennsylvania Paraoptometric Association board meets 3 to 4 times a year.
2. There is a board meeting in January (weather permitting), Spring Education meeting, August/September and one in the event we have fall education
3. Board members will report to the president with a written report prior to the meetings and submit a report for the Para Eyes.
4. Board members are reimbursed up to $125.00 per meeting

Helpful attributes of those considering serving on the PPA Board

- Have served or serving on your local Society
- Served on a community organization
- Having knowledge of PPA
- Organizational skills
- Leadership abilities
Letters of Intent:

To the members of the Pennsylvania Paraoptometric Association:

My name is April Stewart, CPO; please accept my letter of intent for the position of Vice-President of Continuing Education for Pennsylvania Paraoptometric Association. I am currently holding this position.

I have been the office manager at Wagner Family Eyecare for Dr. David Wagner for 9 years. I am married to my husband Tom. I have 1 son, Joshua, who is 22. I also have 2 step-children, Andrea is 33 and Mike is 31. We have 5 grandchildren, 2 girls and 3 boys. I live in Knox, PA and have a small Chihuahua, her name is Nikita.

I attended Dubois Business College and received my Associates Degree in Computer Applications and Management, graduating in 1995. I worked at UMPC Northwest and for a few local primary care doctors doing a variety of duties from front desk, filing to scheduling and billing. When Dr. Wagner hired me I had no experience in the optometric field. I learned quickly and now am the office manager, biller, optician and you name it, and I do it.

We recently added a new optometrist to our staff, Dr. Stephen Reinsel. We have grown considerably in the past few years. We are a total of 6 employees. As you know I am the office manager, Diane Kiser is the front desk receptionist, Susie Hlawati and Elizabeth Fish, CPO are medical assistants, Jennifer Mason is our optician. Shelly Manson is the newest member of our office and she will be doing front desk/receptionist duties as well.

I am proud to be a part of the PPA and I hope to bring my experiences to this organization so that we may continue to grow.

Sincerely,
April M. Stewart

Dear nominating committee and the Pennsylvania Paraoptometric members,

My name is Cindy Whitman; please accept my letter of intent for Secretary/Treasurer for the Pennsylvania Paraoptometric Association.

I have been employed at Eye Care Professional for eight years. My duties include pretesting, visual fields, fundus photos, pachemetry, frame styling and scheduling patients.

I have served as the chair on the Economic Task Force and I am currently serving as Secretary/Treasurer for PPA.

If elected, it is my intent to do the duties as outlined in our Constitution and Bylaws and Officer and Committee Guide Book.

Yours in Paraoptometry,
Cindy Whitman, CPO

Leadership:
A leader is one who knows the way, goes the way, and shows the way." ~ John C. Maxwell
### PURPOSED BUDGET 2015 WORKSHEET

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**PAST PRESIDENTS INCENTIVE AWARD**

A drawing will be held at the Spring General Membership Meeting for the Paraoptometric’s that attended. The winner of the drawing will receive a voucher for free education at the next education provided by PPA. The Paraoptometric must attend the meeting and be a member in good standing of PPA. Board members are not eligible.
The Pennsylvania Paraoptometric Association in conjunction with Pennsylvania Optometric Association is proud to be holding education in State College at the Nittney Lion Inn, Saturday, **March 22, 2014**. This year we have two extraordinary speakers, Jill Luebbert, CPOT and Susan Henault. Both are well known speakers, Jill is well known in many states and serves on the AOAPS Board as Trustee. Susan is one of our Pennsylvania Paraoptometrics who has spoken for PPA and several local societies. We are sure you will enjoy them.

**March 22, 2014 Education Conference Schedule**

From 8-9 am
Track 1 – Jill Luebbert- Performing Reliable Visual Fields-1 hour - see attached course description
Track 2 – Sue Henault – Customer Service: A Critical Differentiation- 1 hour– see attached course description
12:45 – 1:45 Business meeting
From 2 – 3 pm
Track 1 – Jill Luebbert – Technicians Role in Medicare Compliance- 1 hour - see attached course description
Track 2 – Sue Henault – Best Strategies for Successful Dispensing: the Key to Patient Satisfaction- 1 hour - see attached course description
From 3:15-5:15 pm
Track 1 – Jill Luebbert – Contact Lens Workshop – 2 hours – see attached course description

From 3:15-4:15 pm
Track 2 – Sue Henault – Developing the Ideal Staff – 1 hour - see attached course description
From 4:30-5:30 pm
Track 2 – Multiple Pairs – 1 hour - see attached course description

**Best Strategies for Successful Dispensing: The Key to Patient Satisfaction (1 Hour)**

In a nutshell, this seminar is designed to help reduce or even eliminate pesky, patient remakes by reviewing the strategies of dispensing that will enable you to (against all odds ;-) to “get it right the first time”. Because no technique is full-proof, also covered in this program are a series of trouble-shooting concepts that will increase patients’ confidence in your skills, and therefore reduce the need to “remake” eyeglasses, just to give a customer the sense of satisfaction they desire.

**Customer Service: A Critical Differentiation (1 Hour—Management)**

Because many opticians and technicians never receive formal training in customer service, this seminar is perfect for those who could use some pointers to becoming more polished professionals. It is structured to help eye care professionals become more customer focused in their day to day dealings with patients and with each other. This course provides optical staff with practical and relevant suggestions that will lead them to a much more fulfilling career within the eye care industry.

**Developing the Ideal Staff (1 Hour—Management)**

Many eye care management professionals never receive formal training, so this seminar is perfect for veteran opticians who now find themselves in the role of office manager. It is specifically designed to help optical managers become more effective leaders. A successful manager starts by surrounding himself or herself with the best possible team of players, so this course spells out the human resource “do’s and don’ts” of hiring. Another (often neglected) key responsibility of managers is to set the vision for their team and then fully equip employees to attain those goals. This course provides managers with practical and relevant tools to help them lead hourly personnel toward exceptional performance and teamwork.

**Multiple Pairs - The Natural Outcome of Balancing Prescribing with Selling (1 Hour)**

After explaining why patients NEED and WANT multiple pairs of eyewear, this class gives a practice overview of how to go about "solving patients' visual problems", instead of "selling" to them. The fact is that seldom will one basic pair of spectacles satisfy all the visual needs and problems that a patient has. Do your patients the great service of showing them how much their vision will benefit from having different glasses for different situations.

**Technicians Role in Medicare Compliance (1hr) Course Description:** We all know that ‘if it isn’t recorded, it didn’t happen’. This course will guide us through the steps of accurate recording to justify billing. Whether you perform the tests or chair-side scribe for the doctor, this course will help you become proficient in the necessary aspects of proper charting. Understand the importance of performing proper pretest exam procedures. To be knowledgeable on established guidelines for proper billing. Appreciate complete charting documentation.

**A Contact Lens Workshop Outline Course Description:**

Contact lenses have come a long way. Join us as we discuss the contact lens. We will learn about where contact lenses come from, discuss the differences in contact lenses and learn how to instruct patients in the placement, removal, care and handling of soft contact lenses. We will discuss the solutions option for the contact lens wearer. This is a hands-on workshop. Appreciate the history of contact lenses. Be able to identify soft contact lenses. Be able to identify “hard” contact lenses. Instruct patients on placement and removal techniques for soft contact lenses. Instruct patients on placement and removal techniques for gas permeable contact lenses. Educate patients on proper care systems for soft contact lenses. Educate patients on proper care systems for gas permeable contact lenses.
Performing Reliable Visual Fields
Visual field testing is an integral part of the vision assessment process. Performing the procedures accurately is critical. This course will guide the technician through the steps of performing accurate and repeatable visual fields. Understand the terminology used in visual fields. Be knowledgeable of specific visual fields tests. Be able to accurately prepare the instrumentation for visual fields test. Guide the patient through a reliable testing procedure.

** Change in course

The registration forms have been mailed, if you didn't receive it check with your Doctor or contact the POA office.

March 2014 - POA/PPA Spring Congress
June 2014 - AOA Optometry’s Meeting in Philadelphia, PA

Don't forget to join our group on (Pennsylvania Paraoptometric Association) It’s a great place to share ideas/photos and keep in touch with the other PPA members. Also, Pennsylvania Optometric Association, Paraoptometric to read about your benefits
Many of you already know the AOA Paraoptometric Section is now the Paraoptometric Recourse Center. We as Paraoptometrics will now be a committee under the American Optometric Association. One of the benefits for you and your Doctor is our membership is FREE as long as you are employed by the AOA Doctor. You will need your Doctors membership number and his/her date of birth to start the process to become a member.

Unlock your Staff’s Potential

New Paraoptometric Resource Center
Now included at no additional cost in your AOA membership

- Improve practice efficiency and patient care while increasing staff retention and creating a competitive advantage. Your AOA membership now includes access to the Paraoptometric Resource Center.
- Extensive selection of skill-building tools and complimentary resources
- AOA member discount pricing for fee-based materials
- Paraoptometric online courses, study guides, educational seminars

Build confidence and patient referrals.

Enroll your staff today!

How to Enroll your Staff:
- Log-in to www.aoa.org
- Under the optometrist tab, click on My Profile/My AOA
- Click on the “Manage Staff” tab
- Enter information for each staff person (non-OD)

You will need:
- Legal name of staff(as appears on Driver’s license)
- Date of Birth
- Unique email address for each Staff person

Have Questions? Need Help? Contact: PRC@aoa.org
1-800-365-2219, ext.4108
One thought: A well trained staff is an investment in the practice
Why Doctors should invest in your staff –
  • Greater staff commitment
  • Staff Retention
  • Make a greater difference in the lives of your patients
  • Boost their knowledge and build their skills

1. What motivates you to be a member of the Pennsylvania Paraoptometric Association?

2. How have you benefited personally?

3. Has being a member increased your quality of work / your understanding / your knowledge? How?

4. How do you feel a doctor could motivate his staff to join the Pennsylvania Paraoptometric Association?

5. What is your favorite thing about being involved?

6. Does the doctor you work for benefit from your involvement with Pennsylvania Paraoptometric Association, how?

7. How has your involvement increased your ability to be productive at your office?

8. Please add anything you feel may have been overlooked.

Send your responds to rmbeers@zoominternet.net, and they will be featured in upcoming newsletters.

Make a difference “Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”~ Joel A. Barker
Winter eye protection rules

Simply because we don’t feel the warmth of the sun in winter, does not mean we need to stop protecting our eyes from the sun’s harmful rays. The site www.redeyerelief.com provides some ways to protect your eyes during winter months. One way is to opt for sunglasses that block 99 percent to 100 percent of ultraviolet (UV)-A and UV-B rays and eliminate cosmetic lenses. Also choose larger lenses or wrap-around lenses and combine sunglasses with wide brim hat for even more eye protection. Remind your patients that winter eye protection is just as important as summer eye protection. The Sun Initiative provides education on UV protection to help educate your patients.

Sunglasses with darker lenses protect your eyes from the sun more than lighter tinted lenses. WRONG! Ultraviolet protection is related to lens color, As long as the lenses are labeled “100 percent UV protection,” you can wear whatever lens color you desire.
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Order Form

☐ PPA Paraoptometric Reference Manual

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PPA Pin

☐ PPA Pin

$7.00

Name_________________________________________ Phone___________________________
Address______________________________________________________________________

Checks payable to: Pennsylvania Paraoptometric Association

Send to: Theola Amundson, CPOT
118 Scotland Ave.
Punxsutawney PA, 15767