

Winter 2010-2011



2011 Spring conference
is included in
membership dues!

Spring Conference 2010

Continuing the successful partnership with the Iowa Optometric Assistant's Association (IOAA), the spring 2010 OAI conference was one of the most successful conferences in recent years! Thank you to everyone who attended and contributed to another year of education, networking and fun!

Again, nationally known speakers were on hand to offer the best in continuing education. Carol Schartner from Transitions Optical, Mark Christy with ELOA, Jill Luebert and Ed De Gennaro provided their expertise in the optical industry with classes focusing on what is new in technology to helpful direction in running a successful dispensary. Thank you to the IOAA for once again hosting lunch for our members. Held at the Renaissance Savory Hotel in Des Moines, Saturday afternoon and evening the trade show was well attended and many attendee's went home with great door prizes including a 32" flat screen TV! A big thanks to all the vendors who help support our yearly conference.

Sunday morning started with an OAI breakfast meeting and was followed by a roundtable discussion with Randy Moffatt (past OAI president) from McFarland Clinic Eye Centers spotlighting current industry trends. Ed De Gennaro also presented an ABO pre-study course for those wishing to take the next step in their optical career.

Plans for the 2011 conference are underway with Laurie from Vision Ease and Jeff Le Plante from Signet Armorlite as confirmed speakers. Make your plans to attend the 2011 conference now! It's the only conference that will give you national speakers, terrific food, and excellent company included with your paid 2011 dues! Membership application forms can be found on our website at www.oaiowa.org.



Mark your calendar
for 2011!

April 2nd and 3rd, 2011
Des Moines, IA



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2002 1st Ave N
Fort Dodge, IA 50501

www.oaiowa.org

Letter from the President

Hello everyone,

As I looked around during the trade show event this past conference, I couldn't help but smile. Not only because I was able to include my family in the evening but because of the great industry to which we all belong. All of us get so involved in our daily duties, it is nice to be able to spend relaxed time together sharing ideas and having fun! Plus, with the behind the scenes effort that is put forth by the board members, it is satisfying to see your plans come to fruition and successful.

I have been involved with the OAI for over six years and have truly enjoyed my time working with people from every facet of our industry. It has presented me the opportunity to meet some great people and form relationships that I may never have otherwise. I am looking forward to continuing my roll in the OAI and the new experiences I will encounter.

At this time, I am asking for new people in our industry to volunteer to join the board and help continue the tradition. Jill Morrison will be stepping down off the board in April 2011 after contributing five years of her time. Tom Gardner has been a familiar face for many, many years but will also be leaving the board in spring 2012 when he retires. (Congrats Tom!)

We need at least two people to fill Jill's vacancy and another spot that has been vacant since 2009 as well as someone to step into Tom's shoes when he leaves in 2012. Member support is crucial to the existence of the OAI and we need you! Please consider volunteering to be an OAI Board member. Contact any current board member if you are interested. Trust me, it is one decision you will never regret!

Take care and see you in April!
Jennie

Opticians Association of Iowa

Board of Directors

President

Jennie Tupper
Midwest Labs
1812 N. 7th Street
Indianola, Iowa 50125
PH: 1-800-247-2525
E-mail: jtupper@novamed.com

Past President

Tom Gardner
20/20 Vision Wear LTD

Treasurer

Charles Ericson
Visual Eyes
324 South Ankeny Blvd.
Ankeny, Iowa 50023
PH: 1-515.964.8929
E-mail: ericfe@aol.com

Director

Mike Hanrahan
Hy-Vee Optical
115 South 29th St.
Fort Dodge, IA 50501
PH: 1-515-573-7401
E-mail: hyveevision@frontiernet.net

Director

Jill Morrison
Pech Optical
2717 Murray St
Sioux City, Iowa 51111
PH: 1-800-831-2352
E-mail: idocrm@wctatel.net

Director

Tom Gardner
20/20 Vision Wear LTD
130 West Broadway
Council Bluffs, Iowa 51503
E-mail:
admin@2020visionwear.omhcoxmail.com
PH : 1-712-325-4999
Fax: 1-712-256-4073

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Registration forms for the 2011 Spring conference at www.oaiowa.org!

Become a member today!

Visit: www.oaiowa.org or call any OAI board member



Did you know...

- *You do not need to be ABO certified to be a member of Opticians Association of Iowa*
- *Your registration at the OAI spring conference is included with 2011 dues*
- *You receive discounted registration at the Midwest Optical Conference*
- *You are listed in and receive a copy of the OAI Directory*
- *You receive a certificate of membership suitable for framing*

Join today !!

Spring Training for Selling Sunwear

While we are now in the football season rather than baseball, I felt this article would still be relevant and I wanted to honor and acknowledge the passing of optical's "Greats"- Michael DiSanto.

As many readers are aware, the late Michael DiSanto was one of our industry's best-known and most respected optical trainers and educators. Like all good teachers, Mike knew how to capture and hold his students' attention. He did this by skillfully mixing his vast knowledge of ophthalmic optics with common sense advice and humor.

The following essay about selling eyewear was originally written by Mike for L&T. Now that the 2010 baseball season is underway, it is timely to be reprised. Most importantly, though, Mike's time-tested advice for doctors and dispenser is well worth revisiting and remembering. – Andrew Karp

For the professional baseball teams spring training is seven weeks long, but for you the professional sunglass salesperson spring training is only a few hundred words– so here we go.

Sunwear sales routinely “strike out” as a part of the usual eye exam visit. According to industry statistics, at best, sunwear only accounts for 20 percent of all eyeglass sales. Four out of five eyeglass wearers do not own prescription sunwear. Now let's be honest, that's bush league.

Strike one: Even the routine eye exam isn't really routine. It happens once every two-and-a-half years.

Strike two: Even though your stated mission is to provide your patients with the highest quality optics in pursuit of total eyecare, industry statistics show that the vast majority of patients only own one pair of glasses.

Strike three: Most patients come and go through the professional practice without ever discussing sunwear with anyone. Striking out is bad enough, but when you stand there and take three straight pitches without even swinging– that's pathetic.

Practitioners who worry about the profitability of their business have to address the reality that they allow 80 percent of that business to walk out the door. The time to change is now. The pro teams have broken for camp and once again hope springs eternal. Now is the “next year” we were waiting for last year. (I'm an Indian's fan, so trust me I know what I'm talking about.) What will change this year to allow your practice to contend for the world series of successful growth? Now is the time to shuffle the line up, make a few trades and bring up the promising rookies. Under no circumstances can you afford to be shut out by another season of weak sunwear sales.

As your temporary batting coach I would like to share three tips that will help you avoid sunwear strikeouts this season.

Tip one: Straight from Kevin Costner's classic baseball movie *Field of Dreams*: “If you build it they will come.” He built it and they all came. In your case, I would recommend that you follow this adage. “If you show it they will know it. If they try it they just might buy it.” When it comes to sunwear you have to talk and demonstrate sunwear for everyone. If you don't, well, we already know that most will leave without it. The main reason sunwear sales are down is because you are not taking enough swings. Never swing and you will never get a hit.

Tip two: Play as a team. Professional teams have specialized role players and you should too. To win more than lose, a great team needs good starters, middle relievers and a closer. If anyone fails the whole team fails. In the professional office, reception serves as the starter. They must initiate the process by using lifestyle questionnaires and pamphlets to direct the patient to a wide variety of options. The doctor is the middle reliever that keeps the process going by recommending a few specific options like sunwear. The dispenser is the closer. With an educated and motivated patient they can easily explain, demonstrate and close out the sale. Asking the dispenser to sell sunwear without the help of a starter and reliever is about as effective as asking the closer to overcome a 10 run deficit in the final inning. It doesn't work.

Tip three: Unless you are the Yankees of the 50's and 60's, it is not recommended to wait until the end of the game to sell sunwear. A common and fatal error on the part of the dispenser is to expend all their energy with the primary pair. They wait until the end, quote the price of the

primary pair- and with the patient's head reeling from the price (it doesn't matter what the price is- they always reel after hearing it)- they ask if the patient would like to double up on the cost by buying a second pair. This almost never works. Begin the sale with your starter suggesting the possibility of the second pair up front.

Next time you have a patient who throws a hanging curveball of an opportunity at you, square up and swing. Instead of the crack of the bat smacking the ball on the sweet spot, you will hear the sweet "ching" in your register of a second pair connection as you drive a pair of sunglasses directly into your bottom-line. The odds of the Indians winning the World Series this year are a disappointing 75 to 1, but your odds of selling sunwear if you follow my tips are more like 1 to 1. That's not a "field of dreams," but a sure thing.

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I also asked John Cox, board member and head optician at Vision Clinic in Des Moines to share some of his tips on selling extras. I have seen John in action and trust me, he knows what he is talking about!

Selling Extras

- I. Anti-Reflective/Non-Glare Lenses
 - A. When adding the sale up put the AR 3rd on the list. Then as your customer starts looking over the prices, Just tell them that you will explain the different charges.
 - B. That is when you explain about the Frame, Lenses, and the AR and all the benefits of everything they getting Specially the benefits of AR. And be able to demonstrate the AR.
 - C. After the explanation and answered any questions they may have. Just wait a moment for them to say OK, or ask them if it is go.
- II. Transition Lenses
 - A. Now this is a different type of sale . Because people still remember what transition were like 10, 15 years ago. So you will have a quick YES or NO
 - B. The key to getting them to consider transition lenses again. You need to know your product and have some good POP to help you show how much it has improved and the benefits that they get with Transitions.
 - C. Remember you can also offer this at the end of the sale. when you are writing up the order
- III. Conclusion
 - A. Always offer the extras
 - B. Always offer the extras to everyone
 - C. Always offer the extras to everyone no matter what the price is.
 - D. Just remember if you don't offer the extras to everyone the answer will always be NO
 - E. So if you offer the extras to everyone you have 50% chance of everyone saying YES

OPTICIANS ASSOCIATION OF IOWA

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Fort Dodge, IA 50501

Save The Date !

April 2nd and 3rd, 2011
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Spring Conference & Trade Show
Renaissance Savory Hotel
Des Moines, Iowa

- Speakers
- Industry Exhibitors
- Continuing Education Credits
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-

**Don't forget, the conference is included with
your 2011 membership dues!
Membership application forms available today
at www.oaiowa.org!**

