

AZOA



FOCAL POINT

THE NEWSLETTER OF THE ARIZONA OPTOMETRIC ASSOCIATION

HELP US HELP OUR COMMUNITIES

As we enter 2012, many of our Arizona community members continue to struggle with basic needs. You can help by donating your time to our VISION USA program.

With the assistance of community organizations who do our screening -- Salvation Army, Scottsdale HealthCare Outreach Division, Arizona Women's Education and Employment (AWEE), Wellcare Foundation, school nurses and the Lions Clubs-- we are able to provide vision care to our less fortunate citizens. Last year in Arizona, we were able to provide care for several hundred Arizonans with this program.

Our volunteer doctors donate the complete eye examinations and we are able to provide the glasses, when needed, at a cost of only \$20.00. We are able to do this with the assistance of our local labs that process the glasses at no charge and frame manufacturers who furnish new frames to us for use in the program.

Please consider joining our member optometrists who participate in this yearly program. If interested, please contact the AZOA office at (602) 279-0055 or kate@azoa.org. ■

CALL FOR 2012 AZOA AWARDS

It's that time of year - time to nominate an outstanding OD and Young OD. Nominations are accepted from the entire membership, and any AZOA member in good standing is eligible for nomination. Please note that all nominations are confidential. Final selections will be made by the committees and voting block as defined in AZOA policy.

Please consider the following criteria when making your nominations:

OD of the Year - This professional service award recognizes an individual for outstanding participation and contributions to organized optometry in his or her community. It is intended that this award be used to indicate one person whose cumulative service up to the time of presentation exemplifies the tradition of unselfish service for the betterment of his or her profession and community.

Nominees should be evaluated on the following criteria: 1. Public Service to the country or state, education, community, religious or service

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JAN - MAR 2012

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PRESIDENT'S MESSAGE: BY DR. GILBERT WONG



I began practicing optometry in 1984 which was the dawn of the diagnostic era. Many naysayers predicted that diagnostics would be the death knell of optometry, that optometry was a drugless profession. Fast forward to 1993 and to the advent of topical pharmaceutical agents. Again, there was a chorus that said optometrists had no business practicing

medicine, and that if someone wanted to prescribe, they should go to medical school and become a real doctor. The year 2000 saw the arrival of oral pharmaceutical agents. The critics were vocal in their disgust, stating that vision training and the twenty one point exam were what optometry was all about, and that we were abandoning our heritage.

Well, it is now 2012 and my practice is stronger than ever. I no longer have to send my patients out to the OMD's for Primary Care. Optometry did not die as predicted by the Doomsday contingent.

Optometry is undergoing a radical change, and change because it is an unknown factor causes fear. The Doomsday contingent is still with us and they are still spreading their doomsday prophecies.

Our leaders are chosen to represent us at the local, state and national level. We trust that they will make the right decisions. The decisions are not easy ones to make, and the mark of a true leader is that he is not afraid to make difficult decisions.

There are procedures in place to ensure the continuity of an organization. The leadership is elected by the members to guide the organization. If one does not agree with the direction the organization is going, then one can change the leadership.

Many years ago, it was felt that the AOA board needed some

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2011 - 2012 Board of Directors

Officers

Dr. Gilbert Wong
President

Dr. Chris Parot
President-Elect

Dr. Frank Akers
Vice President

Dr. Cheryl Schmitt
Secretary/Treasurer

Dr. Shannon Steinhauser
Immediate Past-President

Directors

Dr. Jon Bundy
Dr. Dave Coulson
Dr. Todd Smith
Dr. Lilien Vogl

Staff

Dr. Stacey Meier
Executive Director

Kate Diedrickson
Communications Manager

Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us:

1702 E Highland Avenue, #213, Phoenix, AZ 85016
Ph: (602) 279-0055 Toll-Free: (800) 346-2020
Fax: (602) 264-6356 Email: azoa@azoa.org

www.azoa.org

AZOA Executive Director's Corner:

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The profession of Optometry is in a period of rapid change and membership organizations across the country are seeing enrollment numbers dropping. With that said, the AzOA membership is stable and our financial situation is solid. Would I like to see our membership grow, of course. Do I think every optometrist in Arizona should belong, absolutely. The AzOA/AOA do things that no other optometric association can, or aspire to do. Our members are proud doctors, who see the big picture, and volunteer their time, talents and money, helping the athletes at the Special Olympics, providing free eye exams and glasses to low income people with the Vision USA program, monitor legislative activity and attend proceedings at the state Capitol, and try to secure a bright future for our profession of optometry. We offer our members virtually everything needed to effectively balance patient care and the business side of optometry. From practice entry, to management, growth, and succession planning, the value of membership in the AzOA/AOA is clear. If you have not looked at the AOA website in a while, you are not taking advantage of everything we have to offer.

Planning for our Annual Spring Congress in Tucson is being finalized. It is once again being held May 18-20 at the beautiful and relaxing Hilton El Conquistador resort. We are excited to have Dr. Gary Gerber, Dr. Blair Lonsberry and Dr. Robert Wooldridge lecturing on topics including; glaucoma, neuro-optometry, systemic/ocular disease and practice management. Also, new this year, there will be presentations from the Tucson VAMC resident doctors. Please make your plans now to attend and welcome our incoming president, Dr. Chris Parot. ■

Stacey Meier, OD, AZOA Executive Director

fresh ideas, a new direction. Dr. Kevin Alexander ran from the floor in the House of Delegates. With the support of the House of Delegates, Dr. Alexander was able to defeat the AOA slate and win a seat on the board.

We are a small profession, and we can not be fractured and splintered. If you have any concerns, then please call me and we can meet for lunch or at your convenience. Together, we can work things out, but to stand to the side and hurl accusations is counterproductive. Change can occur, but it must come from within. ■

Gilbert Wong, OD, AZOA President

CALL FOR 2012 AZOA AWARDS

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organization, charitable cause; 2. Service to the vision welfare of the public with sight-saving groups, legislative activities, participation in a health care program, participation in public service programs such as screenings; 3. Service to the profession of optometry; and 4. Service to AOA or AzOA.

Young OD of Year - This professional service award recognizes an individual for outstanding participation and contributions to organized optometry in his or her community. It is intended that this award be used to indicate one person whose cumulative service up to the time of presentation exemplifies the tradition of unselfish service for the betterment of his or her profession and community. Eligible nominees include any AzOA member in good standing in active optometric practice for less than ten years.

Nominees for "Young OD of the Year" should be selected for: 1. Their special leadership; 2. Innovative thinking; 3. Organizational skills; and 4. Substantive contributions and efforts in the community.

To submit a nomination, please contact the AZOA office via email: kate@azoa.org, fax: 602.264.6356, or via regular mail: 1702 E Highland Ave, Ste. 213, Phoenix, AZ 85016. ■

ALL NOMINATIONS ARE DUE MARCH 5, 2012

LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

For the fourth year in a row, we have a bill introduced and moving through the AZ Legislature that improves the practice of Optometry. We are currently 3-0 and are trying hard to continue the success that we have had at the Capitol.

Senate Bill 1224 has Senator Linda Gray as its primary sponsor and several other legislators signed onto the bill as sponsors: Senators Linda Lopez, Al Melvin, Michele Reagan, Steve Yarbrough, Steve Gallardo, David Lujan, Rick Murphy, David Schapira, Steve Smith and Don Shooter with Representatives Richard Miranda, Carl Seel, David Smith, Debbie Lesko and Nancy McLain. There are several other legislators that are supportive of this bill, but not signed on as sponsors.

SB 1224 would require insurance provider panels, Like the Arizona Foundation, to include Optometrists if they provide medical eye services. This bill would also end the practice of some insurance companies, like United Health Care, of requiring ODs but not OMDs to join their vision plan before they can be providers on the medical plan. This bill, if signed into law, will make access to ODs much easier for patients across the State.

At the time of writing of this article the bill is moving through the Senate. Emails, faxes and phone calls from ODs across the state to the legislators are very helpful. It is our grassroots that set us apart from the large insurance companies and their 'pack' of lobbyists. We have opposition with a lot of influence and money, but OD participation is the essential element in counteracting this opposition.

Thanks to the following for sending emails and calling their State Senator: Elesha Starkey, Steven Kantor, Jim Frank, Heather Thompson, Stephanie Mastores, Tara Miller, Cheryl Schmidt, Bart Pemberton, Jeff Martin, John Fornara, Gail Bass, Mike Lamb, Chad Carlsson, Larry Holle, Jared Anderson, Todd Smith, Lindsey Clyde, Michelle Kohls, Justin Kohls, Chris Parot, James Parks, Susan Reckell, Tracy Crane, Justin Jones, Cathy Hollenbach, Brent Hartzell, Rob Pinkert, Christina

Olivetti-London, Monica Damos, Roger Juarez, Christine Sorenson, Gary Morgan, Robert Harper, Jon Bundy, Chris Marmo, John Crisagis, Stacey Meier, Joel Ackerman, Christine Bartoletti, Loc Phan, Bob Mulgrew, David Rockwell, Bill Schiff, Greg Stipek, Tami Lang, Maury Kessler, Leslie Weintraub, Mike Sachen, Ryan Wiggins, Manisha Geiger, Dina Hamideh, Michael Duong, Brett Gramlich, Tom Determan, Dave Coulson, & all of you that I am unaware of because you didn't copy me on your letters.

A special appreciation to the following ODs that attended the Committee Hearing, which required rescheduling patients, finding child care and more: Stacey Meier, Caroline Greigo, Jon Bundy (and wife Stacy), Todd Smith, Gilbert Wong. If you want to see the video of the testimony or details regarding the bill, you can go to www.azleg.gov and type 1224 into the search box at the top-right corner. This will take you to the bill summary, at the bottom of that page are the archived videos. Look at video from 2-9-12 starting around 3:30pm. ■



SAVE THE DATE:

**The AZOA's 3rd Annual:
"OPTOMETRY DAY AT THE CAPITOL"**

Tues., March 20th, 2012

**Serving corndogs and fresh-squeezed
lemonade from 11AM-1PM on
the Capitol Lawn.**

**Volunteers are needed. Set up (9am-11am)
& clean up (1pm-3pm)**

**Please contact Annette at [drhanian@
completevisioncare.com](mailto:drhanian@completevisioncare.com)**

HOW A BILL BECOMES LAW IN ARIZONA

This is a general and very brief description of the major steps of the legislative process a bill must go through before it is enacted into law. As you read through these steps, keep in mind that it is easier to stop a bill at anyone of these levels than it is to get a bill moving to the next stage.

An Arizona Bill is introduced in the House by a Member, a group of Members, a Standing Committee or a Majority of a Committee, after being written in proper form by the Legislative Council. A bill cannot be introduced by anyone other than a member of the legislature. An individual citizen or organization cannot introduce legislation. Our Association seeks out a legislator that is willing to put their name to the bill and support it. They put their reputation on the line for a bill we encourage. Also, the legislator's reputation and relationships with their colleagues and the political climate can affect whether a bill moves through the stages.

Bill is branded (assigned a number).

First Read and referred by the Speaker to appropriate Standing Committees and to the Chief Clerk for printing and distribution.

Committees consider Bill (may include hearings, expert testimony, statements from citizenry). Committee reports and recommendations to Whole House. Committee on Rules determines if Bill is constitutional and in proper form. The democrats and republican have caucus meetings to discuss issues related to the bills introduced and to plan a strategy for votes.

Committee on Rules places Bill on Active Calendar and Speaker sets order in which measures will be considered.

Third Reading-Roll Call: Every Member present must vote (unless excused and no Member may vote for another Member). If passed by Senate (either in identical form or amended by adding or deleting material), Bill is sent back to House...Third Reading --Names called alphabetically and unless excused, each Senator present must vote on each measure.

Committee of the Whole: Entire membership of Senate acts as one committee. Debate, amendments and recommendations on Bills on Calendar.

Committee on Rules' agenda becomes the calendar for Committee of the Whole and after 5 days President designates which measures are to be placed on Active Calendar of the Committee of the Whole.

Second Reading-- President refers Bill to appropriate Standing committees. Committees consider Bill (May include hearings, expert testimony, statements from citizenry). Reports recommendations to entire Senate. House Bill is First Read in the Senate and laid over one day. If passed by House, Bill goes on to the Senate. Committee of the Whole. Informal session of entire House membership acting as one committee. Debate, amendment, Recommendations on Bills on Calendar.

If Bill is identical to measure originally passed by House, goes to Governor.

If Bill comes back to House in different form (amended either by addition or deletion of material) Bill may be accepted in new form and sent to Governor.

Bill is sent to Conference Committee made up of Representatives appointed by the Speaker and Senators appointed by the President -- each with own idea of how Bill should Conference committee "mends" Bill by accepting original version, by adding new material, by deleting language or in some way compromising disagreements. A Conference Committee Report is sent back to each House for adoption and after Final Passage, Bill is sent on to Governor.

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Hi! My name is David Lipkin, and I'm the new account manager for the Walman Instrument Group serving Arizona, Las Vegas and New Mexico. Walman is one of the nation's leading distributors of ophthalmic instrumentation from manufacturers you know. Haag-Streit, Heine, Keeler, Kowa, Marco, Reichert, Reliance, Sonomed, Topcon, Welch Allyn and many others all trust Walman to sell and service their products. I'm looking forward to meeting you soon, and discovering more about how I might be of service to you and your practice. Should you have any immediate service needs, please contact me at:

David Lipkin
Walman Instrument Group
20235 N. Cave Creek Rd. #104-275
Phoenix, AZ. 85024
1-800-222-8095
dlipkin@walman.com
www.walmaninstruments.com

"We don't just sell instruments. We deliver peace of mind."

Good & Welfare

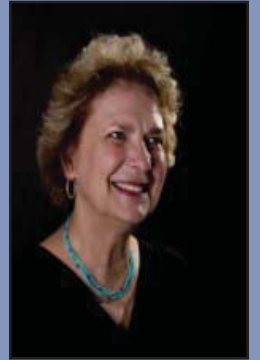
If you have any Good & Welfare notices that you would like published in upcoming Focal Point issues, please contact Kate at the AZOA office at:

602.279.0055 or via email: kate@azoa.org

In Memoriam

Lynn Rinehart

Lynn Rinehart is now making photographs from a slightly higher vantage point, Heaven. After a valiant battle she succumbed to pancreatic cancer January 28th at her home surrounded by her loving family. Lynn will always be remembered as a caring,



compassionate, loving mother, grandmother and wife. She is preceded in death by her parents Dean and Marvis Moeller and sister Lorna Moeller. She left behind two loving children Scott Holdcraft and Rene Schneider along with 2 grandchildren Kara and TJ Schneider and her husband John. They were married for 26 wonderful years Lynn is also survived by her siblings Gary Moeller and Gere Ortleib. The family invited friends to join them in a celebration of Lynn's life at the home of Judy and Nelson Butler (14802 N. 81st Lane, Peoria) February 4th at 2:00 p.m. In lieu of flowers please make a donation to Grace Hospice.

<http://www.gracehospiceaz.com/donate>

CLASSIFIEDS

OD WANTED

■ Looking for OD fill in March 16 & 19 in North Scottsdale 9:30-5:30. Please email millereyecare@cox.net for details

■ Part time Optometrist (may move to FT) needed for offices located in Peoria and Central Phoenix inside Lens Crafters. If interested please email resume or any other questions to emaileyedoc@gmail.com

■ Tucson: Seeking Full Time O.D. to work with owner optometrist in a busy, state of the art full scope practice. Our facility is 3,000 SF in a newly renovated ranch style house. It has 4 exam lanes, large pre-test and break room area and a beautiful optical with on-site lens fabrication. We also provide 10 staff members to assist our doctors. Instrumentation includes, Cirrus OCT, Humphrey 740i visual fields, Optos, topography and the new, amazing Marco 1500 refracting system. Doctor needs to be comfortable treating glaucoma, post-op LASIK and cataract patients, punctal plugs and fitting all types of contact lenses. We utilize the OfficeMate EMR system. Residency training is preferred, but not necessary. If you are interested, visit our website at affinityeyecaregroup.com, or contact Robert Mulgrew, O.D. at bob@drmulgrew.com, or 520-990-6955

■ Northwest Valley Private Practice Optometrist Looking for a Fill-In Doctor for Maternity Coverage. Prefer Monday - Friday but part-time negotiable. Possibility for permanent part-time position. Approximate dates: July 23rd 2012 - October 15th, 2012. Needs to be TPA certified and have their own malpractice insurance. Residency training and VSP credentialed preferred but not necessary. Ophthalmology office with OCT, VF, and EMR. High volume medically oriented practice. Please email CV to ajzusto@aol.com or fax 480-922-5571

■ 2 FULL-TIME OPTOMETRISTS

NEEDED IN THE EAST AND WEST VALLEY: We are an Optometrist-owned company. We offer a high guaranteed salary, commissions and a full benefit package. We are the largest employer of ODs in the state. Our offices are well-equipped and managed with a professional, trained staff. All offices use EMR's and we practice to the extent that our license allows. For information call Mark Peller, O.D., @ 602-524-4397 or email mpeller@cox.net

■ FULL-TIME OPTOMETRISTS NEEDED IN PHOENIX: We are an Optometrist-owned company. We offer a high guaranteed salary, commissions and a full benefit package. We are the largest employer of ODs in the state. Our offices are well-equipped and managed with a professional, trained staff. All offices use EMR's and we practice to the extent that our license allows. For information call Mark Peller, O.D., @ 602-524-4397 or email mpeller@cox.net

■ North Scottsdale private ophthalmology office seeking part-time Optometrist to work 12 - 20 hours weekly. Days flexible M - F. Fax resume to 480-947-4751 or e-mail beverly@tozereyecenter.com

■ Motivated/friendly Optometrist needed for part time at a retail setting. Flexible days/hours in West Phoenix. Interested, please call Charles, at 480-593-8847---623-486-0089

■ Phoenix: PT Doctors needed to help out in the EyeMaster's Practice-one in the East Valley and one in the West Valley. Must be therapeutically licensed. Spanish-speaking a plus. Compensation negotiable with bonus. Contact Dr. Tom Sowash at 303.882.8235 or email at Tsowash@me.com

■ Private Practice Optometrist looking for a fill-in Doctor for Maternity Coverage. Looking for 4 days a week, Tuesday through Friday. Approximate dates would be March 20, 2012 - June 12, 2012. Needs to be TPA certified and have their own

malpractice insurance. VSP certified preferred but not necessary. Please fax or email CV to 480-461-0331 or eyes2004@cox.net

■ Maternity coverage needed with opportunity for a permanent part-time position. Fill-ins needed for 5 days/week starting mid-February 2012 for 8 weeks or more. Fun retail environment located in Glendale. Guaranteed base pay and bonus. Please email if interested in covering partial or all of the maternity coverage! mbanzuelaod@gmail.com

OD AVAILABLE

■ Active duty Navy optometrist leaving the service and relocating to the Phoenix metropolitan area. Available for full time or permanent part time employment starting around June 2012. For more information, please contact me (Tawny K. Walrath, OD, FAAO) at EyeDrTawny@gmail.com or at (626) 379-4840.

■ Updated January 2012: Professional Locum Tenens Coverage for your professional practice. Vacation, illness, "mental-health days", etc. Even last-minute! Regular PT also considered. 30+ yrs experience including 16 yrs with a large hospital/medical center.

Range: Northern AZ as far south as (and including) Phoenix metro area.

Phone 1-800-734-5804 or 1-206-498-0636, or email drpaulkanter@gmail.com

OTHER OPPORTUNITIES

■ OCT/Retinal Photos

OCT and/or Retinal Photos performed in our office for your patients. Avoid referring your patients to other providers by allowing us to perform the technical part of OCT/Retinal photos and returning your patient to you. Flexible scheduling times to best accommodate your patients. Contact Shirley at Drs. Maynard and

CLASSIFIEDS

Heffelfinger, 602-264-4104

■ Medical Assistant/Eye Technician for nonprofit agency Part time (to begin)

Arizona Foundation for Eye Health (AFEH) is seeking a bi-lingual technician to work with patients with diabetes taking digital retinal photos. Ideal candidate will have either a medical assistant certification or have worked in a clinical setting with an eye doctor.

AFEH is willing to train for the position

Following are job requirements:

1. Word and excel computer literate
2. Bi-lingual/Spanish/English and able to write in both languages.
3. Clean and neat appearance
4. Friendly and a patient personality
5. Provide references
6. Willing to travel within Arizona for out of town clinics.
7. Well organized
8. Team player

Salary commensurate with experience.

To apply for this position send resume to:

abby@azeyefoundation.org

PRACTICE FOR SALE

■ Need someone to take over my practice!

Obtained a research position at the University of Rome, Italy and need someone to take over my practice in Cave Creek, AZ beginning Feb 11, 2012

Would like the interested doctor to take over existing 2000 sq ft lease at the Stage Coach Village, Cave Creek

Option to buy existing equipment or bring your own.

All existing Arizona patients (1500) will be referred to the new doctor- no

charge for patient charts

If interested please contact Dr. Edward Kondrot

drkondrot@healingtheeye.com

www.healingtheeye.com

480-595-3181

■ Peoria, Arizona practice for sale. 35 year general practice, emphasis on specialty contact lenses. 2 fully equipped exam rooms plus pretesting equipment. Contact at Rinehart@extremezone.com

EQUIPMENT FOR SALE

■ Office waiting room furniture: 8 chairs gray cloth and 4 chairs red cloth. All chairs are solid wood frames. \$30 ea or \$300 for all 12 Please call 480-620-6065

EQUIPMENT WANTED

■ Looking to purchase used Corneal Topographer for reasonable price. Please contact Michael Duong, OD at 408-218-2595. Email: friendlyod@gmail.com

***To place a classified ad,
please email the AZOA
at kate@azoa.org***

The current AZ State Board of Optometry Board Members are:

President

Brian Mach, O.D.

Maricopa Medical Center Eye Clinic
2525 E. Roosevelt
Phoenix, AZ 85008

First Term Optometrist Member

7/1/09-6/30/13

Predecessor: Christina M. Sorenson, O.D.

Vice President

Rick Krug, Public Member

TG's Incorporated
4402 E. Huntington Dr., Suite 300
Flagstaff, AZ 86001

Second Term Public Member

7/1/11-6/30/15

Predecessor: Reappointed

John Chrisagis, O.D.

Tempe Eyecare Associates
7511 S. McClintock Dr.
Tempe, AZ 85283

First Term Optometrist Member

7/1/08-6/30/12

Predecessor: Stacey Meier, O.D.

Marla Husz, O.D.

Drs. Edmonds & Husz
4730 E. Pima St.

Tucson, AZ 85712

First Term Optometrist Member

7/1/09-6/30/13

Predecessor: Donald Jarnagin, O.D.

Michael Lamb, O.D.

Barnet Dulaney Perkins Eye Center
5250 E. Southern Ave.

Mesa, AZ 85206

First Term Optometrist Member

7/1/11-6/30/15

Predecessor: Caroline Griego, O.D.

Mark Peller, O.D.

Nationwide Vision

220 N. McKemy

Chandler, AZ 85226

First Term Optometrist Member

7/19/11-6/30/15



WHAT IS THE OPTOMETRIC RECOGNITION AWARD PROGRAM?

The Optometric Recognition Award (ORA) program is designed to recognize and motivate doctors of optometry in continuing their education with the objective of improving the quality of optometric care.

The initial award requirements are satisfactory completion of 150 credit hours of continuing education over the three consecutive year period prior to the award year. However, the award requirements may be completed in less time. Transcript quality courses offered by an accredited institution of higher learning will be given double credit hours for ORA purposes upon successful completion of the course and exam. Verification from the provider is required.

The enrollment fee is \$40 to cover direct costs for the ORA Award Certificate and office procedures.

Five categories, designed to cover a variety of learning experiences, are approved for the Award.

CATEGORY 1	Requires a minimum of 90 hours for courses taken from AOA Approved Providers. All 150 hours may be taken in Category 1.
CATEGORY 2	For courses taken from non-approved providers (that is, not on the AOA list of Approved Providers), and has a maximum limit of 30 hours for the three years.
CATEGORY 3	For optometric formal and informal teaching; limit – 30 hours.
CATEGORY 4	For writing and presenting papers, publications, books and lectures; limit – 25 hours.
CATEGORY 5	For non-supervised individual optometric continuing education; limit – 25 hours.

All enrollees will receive an easy-to-use record-keeping form for logging their hours.

When 150 or more hours have been accumulated and all requirements met, upon submitting the Award Request Form, you will receive an ORA Award Certificate, suitable for display. A Recognition Ceremony is held annually at Optometry's Meeting® House of Delegates.

All qualifiers may continue in the program on a year-to-year basis for \$20 each year.

Participation in the ORA program will help you in meeting the challenge of the growing need to provide quality vision care for your patients.

To enroll, just complete the application below and mail it with your check today!

OPTOMETRIC RECOGNITION AWARD PROGRAM APPLICATION

Please enter my registration for the Optometric Recognition Initial Award. Enclosed is my non-refundable check for \$40 payable to the American Optometric Association (designate check "ORA"). Send to American Optometric Association, c/o ORA, 243 North Lindbergh Blvd., Floor 1, St. Louis, MO 63141.

(PLEASE TYPE OR PRINT)

Name _____
Street _____
City/State/ZIP _____

Payments to AOA are not deductible as charitable contributions for Federal Income Tax purposes, but may be deductible under other provisions of the Internal Revenue Code.

Paperwork needs to be received in the AOA St. Louis office no later than **March 31, 2012**. Continuing education hours credited for the 2012 Award must be earned in the 2011 calendar year.

Additional ORA program information and/or forms can be found on the AOA Web site at <http://www.aoa.org/x8223.xml>.

Optometry Cares®—The AOA Foundation and the American Optometric Association (AOA) are pleased to announce the 9th annual funding of the Healthy Eyes Healthy People® (HEHP) State Association Grants. The 2012 HEHP grants are made possible through a generous grant from Luxottica. Over the course of the past eight years, the HEHP sponsors have contributed a total of \$1,152,000 for more than 300 HEHP grants, which have gone directly to state association community outreach projects. These projects have served to educate the public and allied groups on the importance of vision care and have improved the lives of thousands of patients.

In the past, the AOA has elected to directly link HEHP grants to federally-defined Healthy People® objectives. However, in an effort to challenge the ineffectual status quo, no change in vision objectives for children from HP 2010, and encourage the growth of community-based solutions to tackle undiagnosed children’s vision disorders, this year’s HEHP grants will focus directly on Healthy People® 2020 (HP 2020) children’s vision objectives.

Potential grantees should be aware that despite the current efforts to provide vision care for children, there is considerable evidence of disparities in both the access and utilization of professional vision care among children. Sadly, appropriate assurance of access to early and timely comprehensive vision care services by a professional eye care provider is often being sidetracked by low sensitivity vision screenings that produce an inordinate number of “false negatives” and /or symptomatic children simply not being referred to professional eye care services directly.

The AOA believes that this public health emergency in children’s vision and eye health must be resolved and that targeted efforts and new data from carefully selected 2012 HEHP grant applicants will be helpful in steering a course of action to more fully address the vision and eye health needs of America’s children.

To be responsive to this Funding Opportunity Announcement (FOA), applicants should address one of the following two objectives*:

- V-1 Increase the proportion of children age 5 years and under who have visited (had an eye examination by) an eye care provider in the preceding 12 months.
- V-2 Reduce visual impairment in children and adolescents.

*Note: greater consideration will be provided to those grants that involve UV (Sun) protection.

While complete guidance has been developed for the objective (V-2) originally included within the federally-defined HP 2010 vision objectives and continued for HP 2020, the AOA has developed initial guidance for meeting the alternate (V-1) objective and has posted further materials on the AOA’s 2012 HEHP Web site at: www.aoa.org/x15198.xml

In order to address the alternate (V-1) objective, successful grantees should develop and clearly describe methods they will use to increase access to comprehensive vision and eye health care for children and design ways to provide non-identified data; including but not limited to, patient demographics, vision and eye health diagnosis and treatment. Additionally, any secondary prevention efforts that aim to find vision and eye health problems early so that action can be taken to minimize the risk of progression of eye diseases or vision disorders, should include a detailed description of program elements that target and use sufficient and sensitive methodologies.

The overwhelming thrust behind the alternate (V-1) objective is to ensure that all children identified as “at-risk” for a vision-related problem receive appropriate diagnosis afforded through a comprehensive eye exam and increased access to needed treatment and follow-up care. In addition, program elements should aim to address traditional hurdles at-risk children face in directly accessing a comprehensive eye examination, including diagnosis, treatment and follow-up care. Applicants should be responsive to the fact that 83% of children from families at or below 200% of the federal poverty level have unmet vision and eye health care needs.

The AOA continues to work with U.S. agencies to strengthen their resolve to establish a more comprehensive approach to children’s vision and eye health protections. Your thoughtful proposals will continue to be helpful in this regard.

States may apply for more than one grant and each grant is worth up to \$5,000.

ACTION REQUESTED:

SUBMIT YOUR HEHP GRANT APPLICATION BY March 9, 2012. Go to the following link for the 2012 grant application form:

www.aoa.org/x14734.xml

Membership Notice:

Dues invoices for 2012 were mailed to AZOA Members. Please note the following:

Dues Amount:

AZOA Dues **were not** increased in 2012. Dues for the AOA (the portion paid to the national office) were increased by 4.36%.

Tax Deductibility:

Contributions or gifts to the American Optometric Association (AOA) and the Arizona Optometric Association (AzOA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. The AOA estimates that the non-deductible portion of your AOA 2012 dues – the portion allocable to lobbying – is 9.00%. The AZOA portion is estimated to be 8%. You should contact your own accountant to confirm your specific situation.

Do you have questions about your membership? Need to change or confirm your contact information? Want to refer a colleague to the AZOA? Please contact us.

Volunteers Needed:

It is that time again to start planning for the 2012 Opening Eyes program at Special Olympics Summer Games. This year the screenings are taking place on Saturday, April 28th at Mesa Community College from approximately 7:30am-2:30pm. Mesa Community College's address is 1833 West Southern Ave, Mesa, AZ 85202. As last year, we will be in the Zuni room and have use of the hallway again. Volunteers will need to be there by 6:30am for set up and training. They want us to start taking athletes an hour earlier this year in order to get more through our screening process.

Please email Kate at kate@azoa.org if you are able to volunteer at the 2012 Special Olympics on Saturday, April 28th.

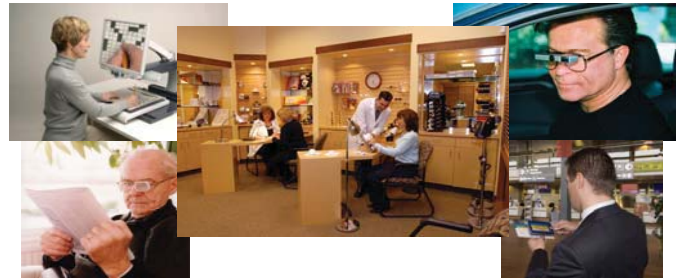
Thank you in advance for donating your time and assisting us with this wonderful opportunity. We cannot do it without you!

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SAVE THE DATE:

AZOA's 2012 Spring & Fall Congress

**Spring: May 18-20, Tucson, AZ
Hilton Tucson El Conquistador Resort**

**Fall: Dec 7-9, Sedona, AZ
Hilton Sedona Resort**



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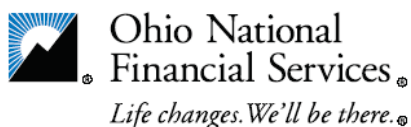
To learn more, contact:

Bruce Weinstein

Premier Southwest Planning Group, LLC

(480) 621-3646

14500 N. Northsight Blvd., Suite #101, Scottsdale, AZ 85260



1 – Premier Southwest Planning Group, LLC, offers participation limits up to \$30,000/month with other disability coverage in force.

2 – Includes 10% Association and 10% Select Occupation Discount for being an optometrist.

* Subject to full underwriting.

HOW A BILL BECOMES LAW IN ARIZONA

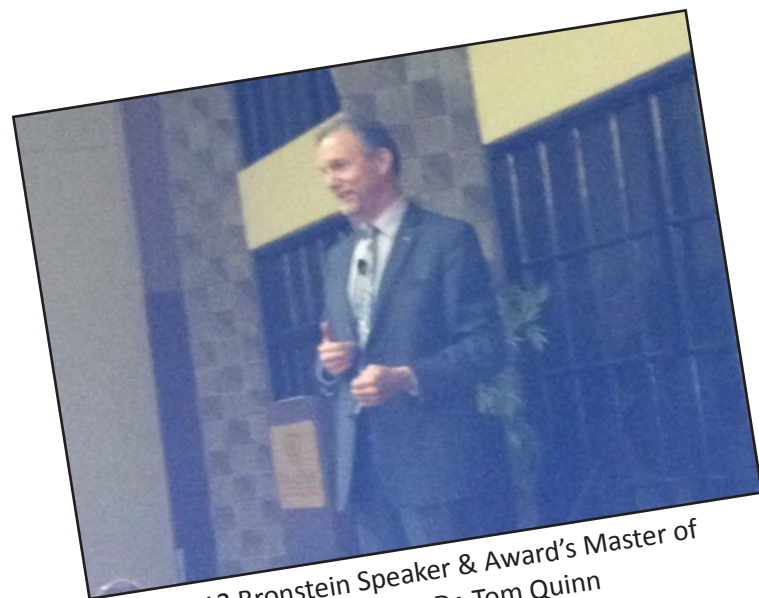
CONTINUED FROM PAGE 5

After Bill is received by Governor having been passed by both House and Senate, the Governor may sign Bill or allow Bill to become law without his signature if he/she takes no action during next five days (or ten days after adjournment). Then Bill becomes law - a part of the Arizona Revised Statutes.

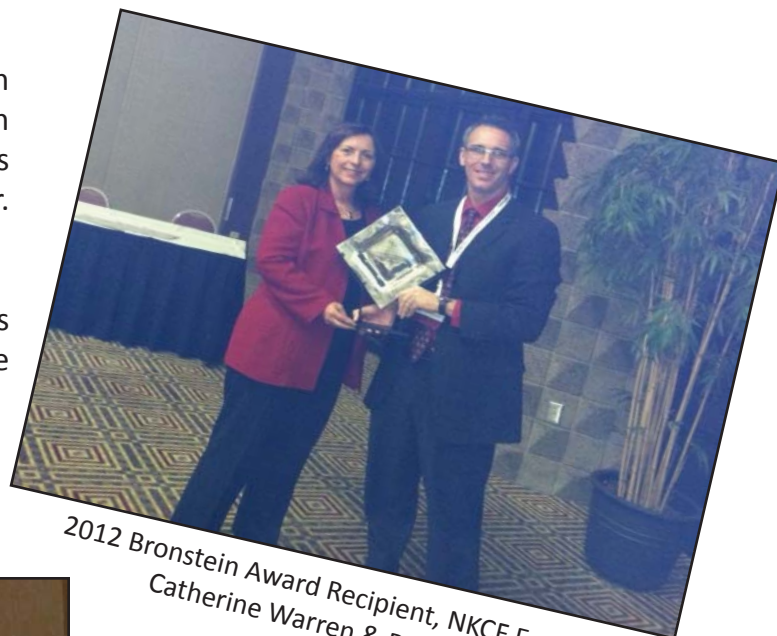
The Governor may veto Bill, but must return Bill to House stating his reasons. The House and Senate may override the Governor's veto by a two thirds vote (or three-fourths, if an emergency measure). Arizona Revised Statutes Bill may be rejected and sent to a Conference Committee pass.

As you can see, it is much easier to "kill" a bill than to "pass" a bill. There are numerous stages at which a bill can have its progression through these stages halted. Sometimes, we can use this in our favor. Sometimes, it will work against us.

An average of 1400 bills are submitted by legislators each session. An average of 320 are signed by the Governor each session.



2012 Bronstein Speaker & Award's Master of Ceremonies, Dr. Tom Quinn



2012 Bronstein Award Recipient, NKCF Exec Dir, Catherine Warren & Dr. Frank Akers



Drs. Stacey Meier, Joe Ellis, Dori Carlson, Gilbert Wong, Chris Parot and The Oregon Duck at GWCO Congress 2011!



Dr. Frank Akers & 2012 Bronstein Award Recipient, Dr. Stuart Grant

Arizona Optometric Association

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Ph: (602) 279-0055 Toll-Free: (800) 346-2020

Fax: (602) 264-6356 Email: azoa@azoa.org

www.azoa.org

SAVE THE DATE FOR 2012 SPRING CONGRESS!
MAY 18-20, 2012



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