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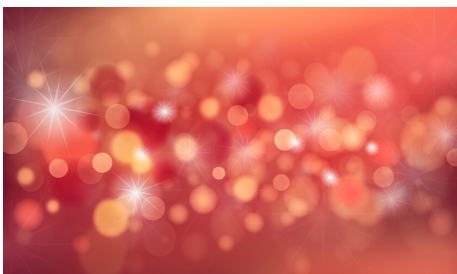
Central  
California  
Optometric  
Society

## VISIONOTES & QUOTES

the latest news for the Central Valley's optometric professionals

### FEATURED STORIES

*Last President's Message from Dr. Michael Mendoza*  
*Thinkaboutyoureyes.com*  
*Upcoming 2020 Events*



**JANUARY 2020**

*Central California Optometric Society*  
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# President's Message

Hello fellow CCOS board members, This will be my last letter to all of you as President of our society. As I sit here and reflect on the past two years, at the changes we have been able to make as a board, at the growth it has allowed us to gain as a society, I can't help but feel some sense of pride but mostly deep gratitude at having such amazing support from my fellow board members.

Many of you have heard and know this story (so you can skip down a couple paragraphs), but for those of you who don't, I write it in hopes to inspire you to take a position on our board and help us continue the momentum we have.

In 2007, upon first finishing optometry school at UC Berkeley and moving back home to Fresno, there was a fire in me for our profession. Having been involved with AOSA and attending the ACCCOS meetings every month, I had this grand idea that all societies were created equal. These meetings would have over 100 of our colleagues attend regularly, with dinner and CE provided. Well, to my surprise, I came to find out that wasn't exactly the case for our local society. In fact, at first I couldn't even find information on when or where the meetings were. I became less interested and in fact considered dropping my membership. That was until John Barron reached out to invite me to one of their quarterly meetings. Once I was able to attend, there were only 15 doctors in attendance and the only thing that was provided was a free dinner put on by one of the contact lens companies in exchange for a 30 minute infomercial. That was followed by a brief update on things going on in our profession. This was all a stark contrast to what I had become accustomed to.

At one particular meeting (the annual Board Meeting), I voiced my concerns as to why was it that we couldn't have meetings like other societies, meeting monthly and having CE provided. I felt that there was no reason that we shouldn't be able to provide the same to our CCOS members regardless of our size. I think the other board members got tired of my whining so when I got up to use the restroom, they voted me in as President-Elect having never held any position on the board. I would be lying if I said I wasn't both scared and stressed. Fortunately for me, Margie Recalde was the incoming President so I knew that if anyone could get things done, it was her. So much of what I learned prior to becoming President, I owe to her. I'd have these grand ideas but not a clue on how to put them into action, but Margie would. She has been a great mentor, I know not just for me, but for many of our board members. I owe her a debt of gratitude for helping put on our CE events even while trying to manage the waters of being a new practice owner.

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So now this is where we are, our membership has grown over the past four years by 20 percent thanks to the efforts of our membership committee; our meetings and events are no longer quarterly with over 12 hours of CE being provided yearly thanks to our events committee; we keep you all up to date with our monthly newsletter thanks to our communications committee. Our incoming board has also grown with more young ODs taking on roles of leadership and that is what is truly important in all of this! I am excited about the new members that will be joining our board as I feel that is what will help us to stay current and continue to strengthen our society with new ideas and a renewed passion of pushing our profession forward. Although much has been accomplished, there is still a lot more work to be done. I look forward to continue in supportive role as Chris Fisher takes the reigns and leads this next group of future leaders of our profession! Thank you and it has been a pleasure to have served as your President!

Michael Mendoza  
President of the Central California Optometric Society



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# COMMUNICATIONS MESSAGE

Hello CCOS,

I cannot believe it has been a full year since I have written a CCOS newsletter. I have had the amazing help of Diane and Pearl, who have worked tirelessly to continue the communications responsibilities throughout 2019. I am forever grateful for their help during a stressful time for my family and me.

As you all may know, my son Connor was born in January 2019. He was transferred to Valley Children's Hospital the day after he was born and had an emergency surgery. He stayed in the NICU for two weeks. Since then, he has had three major surgeries and six hospital stays in 2019.

We have had excellent care at Valley Children's and Connor considers it his home away from home. However, we are hoping that 2020 (Year of the Optometrist!) will keep us out of the hospital -- and Connor can focus on learning to walk, dropping food from his high chair for our dog Chuck, and getting into trouble (as any little boy should).

Kim Vuong

Your friendly neighborhood Communications Committee



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This important public awareness campaign is brought to you by the generous support of these **20 organizations**, **45 state associations** and over **22,000 eyecare professionals** listed on the **Think About Your Eyes** doctor locator.

More and more, our patients are relying on online research to educate themselves about anything and everything, including eye health. To make sure that our patients are navigating this era of "fake news" and misinformation safely, we have to arm them with information that is up to date and easily accessible. The American Optometric Association and Vision Council have teamed up with 20 eyecare organizations, 45 state associations and 22,000 eyecare professionals to create a reliable, informative public awareness campaign. Use this resource for your practice to keep your patients abreast of the most relevant eyecare information. Let's make 2020 the year of optometry and eye exams!

Nearly **50%** of parents with children under the age of **6** have never taken their child to the eye doctor.



**60%** of parents don't feel an eye exam is an essential part of a child's healthy checkup schedule.

**3**, the number of eye exams recommended for children by the age of **6**.

**1/2** parents falsely believe only children who need glasses or contacts need to see an eye doctor.

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# UPCOMING EVENTS

February 11th-CE dinner  
April 4th- Spring symposium  
June 11th- CE dinner  
August 29th- Fall symposium  
September 16th- CE dinner



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## HAPPY NEW YEAR!

Please join CCOS for its first event of 2020. Brian Park, COA Trustee, will join us for the installation of the new board. The Fresno VA residents will provide 1hr of COA CE credit (pending approval) to finish the evening. We look forward to seeing all our members in attendance.

PLEASE JOIN US FOR DINNER AND CE.

TUESDAY

**FEB 11**  
**6 PM**

WEDGEWOOD BANQUETS  
4584 W Jacquelyn Ave  
Fresno, CA 93722

**RSVP BY JANUARY 30TH**  
FREE for members and optometry  
students. \$50 for non-members.

## **1 HOUR CE** **BOARD MEMBER** **INSTALLATION**

THANK YOU TO OUR SPONSORS:  
**GOLD:** MACULOGIX, VALLEY EYE INSTITUTE  
**SILVER:** TEARCARE, SUN PHARMA  
**BRONZE:** BIOTISSUE, OPTOS, COOPERVISION

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# PHILANTHROPIC EVENT

There is another opportunity to give back to the community that gives back to us! On Saturday, March 28th, Tzu Chi will once again be putting on the Healthy Fresno event. The event will be held at the Fresno City College campus from 9am to 3pm. If we can get at least 4 volunteers, then we can split up the days into an AM (9am to 12pm) and a PM (12pm to 3pm) shift. PLEASE consider helping out at this event, it is greatly beneficial to those in need of eye care that have no other means. On average, you see a patient about every 15 minutes and all equipment is provided. Thank you in advance for your consideration.

Tzu Chi Healthy Fresno  
Saturday, March 28  
9am to 3pm  
Fresno City College Campus



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# CLASSIFIEDS

OPTOMETRIST- GOLDEN VISION GROUP, SILICON VALLEY, CA (POSTED NOVEMBER 2019)

We are actively looking for Full time Optometrist for our growing practices. We have several locations in Southern California and Northern California (Silicon Valley) that we need to fill. We have an immediate need specifically for our offices in the Silicon Valley area. Our company offers Top salary, 100% company paid medical benefits and other bonus opportunities. Please let me know if you would be able to help with any of the options mentioned. Feel free to reach out to me if you have any additional questions. Jennifer Pot 626-292-1293 ext. 1

Optometrist (Posted October 2019)

Optometrist needed at a correctional facility in Chowchilla. Up to four days per week available, days are flexible. Current rate of pay is \$65 hourly (\$520 for a standard day), which is expected to increase with a new state contract in 2020 (details TBD). Speaking from personal experience, correctional optometry, though challenging, can be quite rewarding. Please contact Jeff Burke at [jeffreyburkeod@gmail.com](mailto:jeffreyburkeod@gmail.com) for more information.

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# CLASSIFIEDS

Posted September 2019

## OPTOMETRIST – NO WEEKENDS – GREAT PAY – FLEX TIME

Our practice, Natural Vision™, is a group of Ophthalmologists and Optometrists in Fresno, CA committed to delivering the highest-quality patient care. For 2020, we're looking for a well-rounded optometrist who understands and appreciates both the medical and the optical side of the business, and who is willing to take the time to cater to our patients. Additionally, we're looking for a licensed optometrist to help our practice grow! We reward our doctors well and will provide competitive salary, commensurate with experience, as well as a health insurance reimbursement plan, performance bonuses, paid holidays and vacation, liability policy, credentialing and optometric association dues. Our new doctor will be supported by very experienced and knowledgeable technicians, opticians, and team members. Only Licensed Optometrists and those who will soon be licensed will be considered. We hope you are as excited to join us as we are to have you!

### WORK ENVIRONMENT

- Work alongside experienced ophthalmologists, as colleagues
- Practice full-scope optometry in a busy optical medical practice
- Learn to specialize in fields of desire, such as specialty contacts, ocular disease, low vision, myopic management

### LEADERSHIP SKILLS

- Learn to be self-leader
- Grow into being an optometric leader

### SCHEDULE

- Full-time, Part-time

Please submit all questions and CV to Ari Pazirandeh at [drpazi@gmail.com](mailto:drpazi@gmail.com).

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American Optometric Association

# FDA ENFORCEMENT ACTION DISRUPTS VISION TEST COMPANY



Chicago-based Visibly, formerly known as Opternative, is no longer making its online refractive vision test available on its website, reflecting an Aug. 8 notice by the Food and Drug Administration (FDA). Recall notices are issued by companies when told by the FDA a product is being offered in violation of federal law.

The Federal Drug Administration issued a warning to Opternative in 2017 demanding cessation of marketing its online product. Opternative continues to operate under apparent violation of federal law.

Furthermore, Opternative has partnered with 1-800-Contacts to enable patients to obtain contact lenses without an in-person exam. This new technology promises consumers convenience and affordability but also raises concerns for patient safety.

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