

# OBC IN'SIGHT'

## Successful Education Days

Several Education Days have been held throughout the province in October and November. The turn out, the speakers, the lectures, the venue and the food were impressive no matter what part of the province.

The OBC invited the COBC to hold its Annual General Meeting and host their live election at the November 1<sup>st</sup> event in Vancouver and the live elections were also held at the Kamloops and Kelowna events.

Remember, these incredible events can only be brought to you, with your support as

a member, the support of volunteers and of course our sponsors. We would like to thank the following sponsors:

Essilor  
Transitions  
Coopervision  
Bausch & Lomb  
Eyelogic  
Walmart  
Hoya Vision

We must not forget to mention how much support we receive from the College of Opticians of BC, Douglas College and the OAC.



## Survey

**For Those Who  
Attended  
The Education Day In  
Burnaby On  
November 1, 2009**

*Survey URL:*

<http://survey.constantcontact.com/survey/a07e2nznizxg3j19q3p/start>

Email [info@opticians.bc.ca](mailto:info@opticians.bc.ca) with any questions.

## Licensed Optician – your new brand!

**Licensed Optician - Vision Refined** is a national professional identity that has brought us into the forefront of our profession.

Make sure you check out the website:

**[www.licensedoptician.ca](http://www.licensedoptician.ca)**

...and use the tools and information to help promote your profession and your business.

The "Branding Project" has not only been presented in Vancouver but was presented in Kelowna and Kamloops with the help of Marie Kalt of the OBC and Cathy Cobb. The island has been "branded" including Victoria and Nanaimo, thanks to the help of Catherine Ramsey of the OBC. The project was very well received in all areas. The more informed the stronger we are. For those of us who attended, we certainly walked away with a feeling of importance.

## OBC Outreach: Canadian Blood Services

It's time to roll up your sleeves, because OBC has officially become a *Partners for Life* group with Canadian Blood Services! This means that we will work together as a group to reach our donation pledge of 50 units of whole blood or platelets by January 31, 2010 in order to help contribute to Canada's blood supply.

The need for blood is crucial - someone in Canada will need blood every minute of every day of the year. Donating is easy as clinics are located throughout the Province.

We are challenging YOU!!!

Help us reach our goal. Invite your family, friends, customers and suppliers to donate on behalf of Opticians!

Here's what to do:

Ready, Set...Give!



1. Send a mass email to your family, friends, customers, suppliers
2. Have them sign up at [www.blood.ca/joinpartnersforlife](http://www.blood.ca/joinpartnersforlife)
3. Use the OBC Partner ID **OPTI010653** (4 letters, 6 numbers)
4. Watch our progress on [www.blood.ca](http://www.blood.ca)
5. AND....anyone who registers between now and January will have their name put into a draw for a Red iPod, courtesy of Police Eyewear!

Learn how your donation can impact someone's life by reading blood recipient stories at [www.thankyourdonor.ca](http://www.thankyourdonor.ca), or by watching video testimonials at [www.youtube.com/18882D18882DONATE](http://www.youtube.com/18882D18882DONATE).

Wondering if you're eligible to donate blood? Visit [www.blood.ca/eligibility](http://www.blood.ca/eligibility).

[www.blood.ca/joinpartnersforlife](http://www.blood.ca/joinpartnersforlife)

## Final Thoughts...

I must say I will miss 2009. What a great opportunity this past year has been for us to get back to the basics and focus on what is most important: customer service. The OBC has been working hard to give you, our members, better service as well.

We are committed to bringing you many new and exciting events for 2010. In January, we will be launching our Facebook and Twitter accounts, our website is getting an overhaul and we will also be hosting a series of education events and networking dinners around BC. Our most exciting endeavour is a series of outreach projects. The Canadian Blood Service project is our first - remember "givers gain". So give, give, give the gift of life this holiday season!

I had the pleasure to meet with our new Health Minister, Kevin Falcon in November to discuss Sight Testing. Minister Falcon supports giving consumers more choice and has a reputation for taking on tough political issues and delivering. He was well briefed on Optician's issues. The OBC is preparing some further action on an MLA level and will be asking all Sight Testing Opticians to get together to learn about the next steps.

We have a full agenda on our plates for 2010 - it's going to be an active year for the OBC! We look forward to seeing you at the upcoming events. If you would like to get involved, give us a call.

**Happy Dispensing + Happy Holidays!**

-Sara Moshurchak, President, OBC