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A MESSAGE FROM OUR PRESIDENT SANDRA BOZICH, O.D.



Dear Society members.

The California Optometric Association has designated September, October and November as Membership recruitment months. We should all remember to promote the COA to our colleagues who are non-members and convince them to join. When I talk to others about COA, here are some points I try to make:

1. All of us benefit from membership, not just private practice ODs. The COA is taking an increasingly political stance since there is more and more pressure facing our profession than ever before. COA is gearing up to lobby our legislators to pass a therapeutic drug enhancement bill and will be fighting that battle for ALL of the profession, not just members. Additionally, COA works very hard at opening health care panels for ALL ODs, not just members. Those who are not members are getting a free ride.
2. COA/SCCOS membership offers no-cost CE 8 months of the year, including the BAOC meeting in October. This can total up to 18 credits a year, over half of our legal requirement for each licensing period.
3. It does not require any additional time to become a member. Personally, I think it is more enjoyable to participate fully but let's be honest, not everyone wants to or has the time to become highly involved. Just having more dues paying members is very important. They don't have to do a thing except send the check.
4. COA is OUR organization, comprised of US. We can make it be and do what we want and need. If you feel COA is not meeting your needs, there is no better way to solve that problem than to let those in office know your thoughts.
5. There are many dues tiers and dues reduction programs if the cost is "too high". And remember, the cost of NOT being a member is far greater than anything monetary if our profession ceases to exist.

As COA goes forward with the scope expansion effort, it is important that they represent the MAJORITY of the profession. Right now we have approximately 49% of all licensed California ODs as COA members. This month, let's all try to talk to one or two docs who are not currently members to recruit them.

Thanks for listening.

Sandy

You cannot depend on your eyes when your imagination is out of focus.

-Mark Twain, *A Connecticut Yankee in King Arthur's Court*
US humorist, novelist, short story author, & wit (1835 - 1910)

SCCOS GENERAL MEMBERSHIP MEETING

WHEN: November 16, 2006
6:30 Cocktails and Camaraderie
7:00 Dinner and CE Event
General Meeting Immediately Following

WHERE: David's Restaurant (Banquet Room)
5131 Stars and Stripes Drive, Santa Clara, (408) 986-1666
Next to the Santa Clara Golf Club

SPEAKER: **Walter "Pete" Hanlin, ABOM, LDO.**

Since entering the ophthalmic industry in 1989, Pete has managed both laboratory and dispensing operations in private and retail environments. Pete joined Essilor in 2002, and currently serves as the Training & Development Manager.

TOPIC: **Perception of Value and the Ophthalmic Consumer**
1 hour of CE pending

MEAL CHOICES: Sea Bass or Chicken Florentine or Vegetable Lasagna
COST: Members: included as a membership benefit
Non-members: \$45 (RSVP and pay at the door)

Please RSVP with Philip Ong, O.D. by 5 p.m. on Monday, November 13, 2006
afoc2020@yahoo.com or (409) 997-2020
Include NAME, CA LICENSE, and MEAL PREFERENCE

CALENDAR OF EVENTS

First Tuesdays of the Month

SCCOS Board Meeting

First Thursdays of the Month

Young OD Meeting

Third Thursdays of the Month

General Meetings and CE

November 10-12, 2006

COA Monterey Symposium 2006
Monterey Conference Center and Marriot Hotel
www.montereysymposium.com

December 2, 2006

SCCOS Holiday Party

December 7-10, 2006

American Academy of Optometry meeting
Denver, CO
www.aaopt.org

The Alameda Contra Costa Counties Optometric Society
proudly presents its
"Centennial Celebration, Installation and CE Event"
Sunday, April 15, 2007
8:30am—1:30 p.m.
Castlewood Country Club
707 Country Club Circle
Pleasanton, CA 94566

Including "can't miss" CE with nationally acclaimed keynote speaker, Dr. Lou Catania, who will provide three hours of COPE approved CE on the topics of Wavefront and Contact Lenses. There will be continental breakfast and a three course lunch, along with a raffle to win prizes and an opportunity to meet with our corporate sponsors, including Alcon, Allergan, Essilor, Con-Cise/PEN. Music will be provided by Bob Schoen, O.D. and his band. In addition, we will be holding a special ceremony to honor some true trailblazers of our society.
More information to follow.



Santa Clara County Optometric Society

THE OSCARS of OPTOMETRY

Holiday Party

Saturday, December 2, 2006

6:30 – 11:30 pm

Sheraton Hotel, Palo Alto

625 El Camino Real, Palo Alto, CA 94301

650-328-2800

DINNER SELECTIONS

Pacific Salmon Papillote on Brik with Saffron Rice and Citrus Beurre Blanc

Roast Beef Tenderloin served with Yukon Gold Potatoes, Haricot Vert and Truffle Cognac Sauce

Vegetarian by Request

PROGRAM

Cocktail Hour, Dinner, Special Oscar Awards Program, Raffle, Dancing

Silent Auction Fundraiser: Movie-Themed Gift Baskets

Dress: Elegant (Black Tie Optional)

\$65 if postmarked by November 17th, \$75 after November 17th.

Name(s) of Guests / Dinner Selection:

1) _____ 3) _____

2) _____ 4) _____

_____ I am unable to attend The Oscars of Optometry Holiday Party.

Please accept my donation of \$_____ to the SCCOS Fundraiser.

Proceeds to benefit Guide Dogs for the Blind.

Please RSVP and send checks to:

Mountain View Optometry

Attn: Linda Hur

495 Castro Street, Mountain View, Ca 94041

Questions? Please call 650-967-6649 or email drhur@mvo.com or drbell@mvo.com

SCCOS SOCIETY PROJECT OF 2007

Please help with the SCCOS Society Project of 2007 benefiting

Guide Dogs for the Blind

Guide Dogs for the Blind is a non-profit organization which provides guide dogs and instruction in their use, free of charge, to visually impaired people. Through generous donations and volunteer support, Guide Dogs for the Blind allows visually impaired people to gain more independence and confidence in pursuing their goals.



How Can I Help? This year, the Holiday Party and Society Project committees will be working together to prepare a fantastic event! The Holiday Party will be on Saturday, December 2, and the theme is Oscar Night. We are asking SCCOS member practices to make gift baskets, with an Oscar Night theme, for which we will have a silent auction at the Holiday Party. All the money raised will go to *Guide Dogs for the Blind*. Completed gift baskets can be picked up from your practice.

Please *donate and/or bid* on the wonderful gifts baskets! If you cannot make it to the Holiday Party, we will also be accepting *monetary donations*. Checks (made out to *Guide Dogs for the Blind*) will be collected at the November general meeting, or can be mailed directly with your Holiday Party registration forms to:

Mountain View Optometry

Attn: Linda Hur

495 Castro St Mountain View, CA 94041

This will be the only Society Project for 2007, so don't miss out on this wonderful opportunity to help a good cause.

Let's make our Holiday Party and Society Project on December 2 a successful event!

Please email Debbi Fan debbifan@gmail.com for more information or questions

SPECIAL REQUEST TO ALL “YOUNG ODS”

The annual meeting for the House of Delegates for COA will be held in Sacramento on February 2–3, 2007. This is an incredible opportunity, especially for “Young ODS,” to see first-hand how the COA runs and participate in decisions being made that will directly affect your career. If you are interested in attending, or simply want more information on what it means to be a delegate, email Sandy Bozich at sandrajbozichod@sbcglobal.net.

SAVE ON OPTOWEST 2007 REGISTRATION

The COA recently announced that if you register for Optowest 2007 while attending the Monterey Symposium, you may receive up to \$100 off of your CE registration fees. Please see the COA table in the Exhibit Hall at the Monterey Symposium for more information.

LOW VISION KIT

The portable SCCOS low vision kit is available to all our members who pay the one-time fee of \$25. If you would like to borrow it, please contact Dr. Mai Nguyen at mnguyen624@yahoo.com or call her at (408) 269-6861.

SCCOS WELCOMES OUR NEWEST MEMBERS!

Shirley Hong
Alpadevi Shroff



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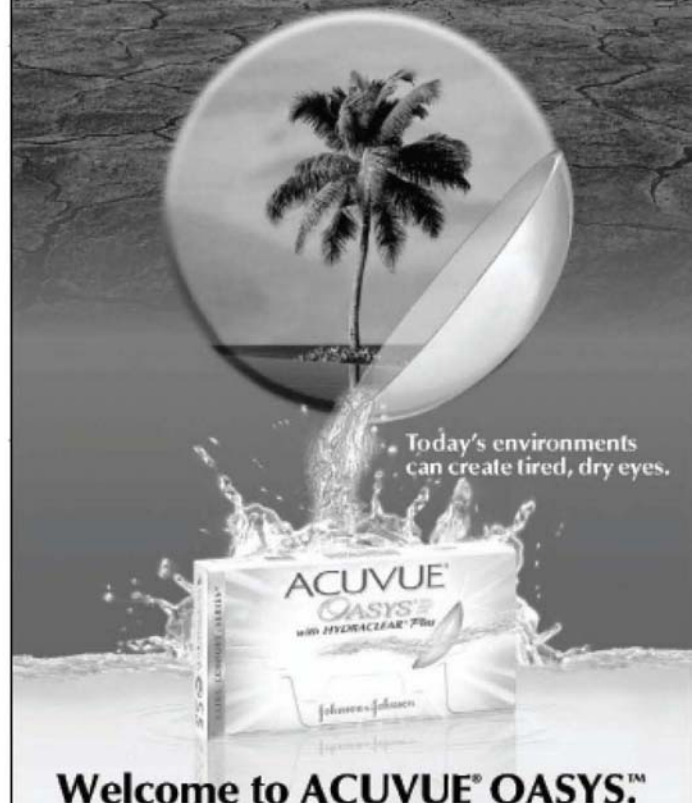
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