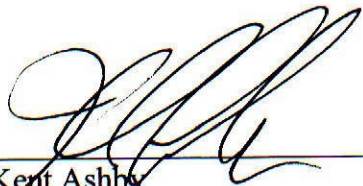


RESOLUTION OF THE BOARD OF THE COLLEGE OF OPTICIANS OF BRITISH COLUMBIA MADE THE 31ST OF MARCH 2006 AT VANCOUVER, BRITISH COLUMBIA.

RESOLVED THAT, in accordance with the authority established in Section 19 (1)(s) of the *Health Professions Act* and subject to the approval of the Lieutenant Governor in Council, the Board amend the Bylaws of the College of Opticians of British Columbia as indicated in the Schedule attached to this resolution.

Certified as a true copy,



Kent Ashby
Vice-Chair

Schedule

THE BYLAWS OF THE COLLEGE OF OPTICIANS OF BRITISH COLUMBIA under the authority of the *Health Professions Act* are amended as follows:

1. *Section 1 is amended by adding the following definitions:*

“advertisement” means the use of space or time in a public medium, or the use of a commercial publication such as a brochure or handbill, to communicate with the general public, or a segment thereof, for the purpose of promoting professional services or enhancing the image of the advertiser;

“marketing” includes:

- (a) an advertisement,
- (b) any publication or communication in any medium with any client, prospective client or the public generally in the nature of an advertisement, promotional activity or material, a listing in a directory, a public appearance or any other means by which professional services are promoted, and
- (c) contact with a prospective client initiated by or under the discretion of a registrant;

2. *Section 56 is amended*

(a) *in subsection (1), by striking out “advertisement” wherever it appears and substituting “advertisement or marketing”, and*

(b) *by adding the following subsections:*

- (2) Without limiting subsection (1), any advertisement or marketing with respect to a member’s practice must not refer to the availability of automated refraction unless the advertisement or marketing states in a size, manner and placement clearly visible that the automated refraction tests for visual acuity only and is not an eye health examination.
- (3) If, in relation to a member’s practice, an advertisement or marketing refers to the availability of automated refraction, and the registrant offers a reduction or elimination of the fee on fulfillment of any condition, the advertisement must state the fee or condition.