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**COLLEGE of OPTICIANS
OF BRITISH COLUMBIA**
a B.C. Health Regulator

COBC Board Election 2010

Dec 2010

It's time to vote for two of your own to the governing Board of the College of Opticians of BC.

This year, 4 candidates from the Vancouver Island district and 2 candidates from the Cariboo district have been nominated. Whichever candidate you vote for, keep in mind that the duty of a Board member is to serve and protect the public. Protecting the public sounds very important but what does it mean? Basically it means continuously working to ensure anyone licensed as an optician provides an excellent standard of patient care. It also means continuously educating the public on the standard of excellence they can expect only from an Licensed Optician.



Voting ballots were mailed last week. If you have not received a ballot yet, please call the College office at toll free 1-888-771-6755 or email reception@cobc.ca.

VOTE TODAY!

Cariboo (District 4) Candidate Profiles:

REITER, Maureen

I have lived in Quesnel for the past 33 years. I am married, have two children and one grandchild. My optical career spans over 20 years. I have worked my way up from sales associate to Licensed Optician and Contact Lens Fitter. I have managed my location for more than 10 years. As an optician, I have seen many changes in the industry and I was very excited when licensing became necessary. Not only did it regulate the industry, but it also protects the public. With all of the changes happening in our industry, it is important that Licensed Opticians be heard. I believe that as licensed Opticians it is our duty to report to the public. One of the challenges we face in Northern British Columbia is the lack of continuing education. One of my goals is to have more accessible continuing education.

I look forward to representing Electoral District 4 (Cariboo).

WINGHAM, Megan

I am passionate about my career as an Optician/Contact Lens Fitter and I give 100% to the people I serve every day - both my coworkers and clients. I am proud to be a professional in an industry with scrupulous standards and rigorous ethics. I will continue to make public health paramount and will forward the views of my Optical colleagues in a fair and balanced way.

Upon completion of the Dispensing Opticians and Contact Lens Fitter programs at Douglas College, I began my career in the bustle of downtown Vancouver in September of 2004. I

remained there until I relocated to Prince George to be with my fiancé in October 2008. I recently challenged the National Contact Lens Exam as I realized the value I bring to my clients and my employer. It was a huge challenge though one I undertook in earnest and the result has been greatly rewarding.

I am an active volunteer in my community and have a history of volunteerism. In 2006, I travelled to Zanzibar, Tanzania with the Third World Eye Care Society (TWECS) to perform eye exams and dispense eyeglasses. This was an incredibly rewarding experience and my time spent on the Indian Ocean taught me humility, compassion and solidified my desire to serve others.

I will be a valuable addition to the COBC Board as I am team-oriented, thoughtful, and passionate about my profession and the public I serve. I am overdue for a new challenge and this opportunity extends that to me. I look forward to advocating for the people and our profession in Northern BC.

Vancouver Island (District 2) Candidate Profiles:

BAUR, Daniela

I have worked as an eyewear consultant and optical lab technician since 2005. I completed the Optical Science Eyeglasses Diploma Program through the Northern Alberta Institute of Technology and became a Licensed Optician in 2008. Currently I am employed in an Optometrist office in Victoria.

I believe that patients deserve only the best and I work hard to help them make an educated decision when choosing their eyewear. I am responsible, dedicated, and determined to provide excellent customer service.

Life has changed a great deal over the past 15 years. The pace of life today is much faster than in the past. People are busier than ever and high-tech tools such as mobile phones, computers, PDAs and digital cameras have become essential. These devices offer significant and unique challenges for the visual requirements of today's eyewear customer. Opticians play an important role in vision care. They assist the visually impaired consumer to achieve the final goal - to see well and to look good.

The College of Opticians of BC is the bridge between the opticianry community and the consumer. Its role is to protect the public and sets the standards of qualification and skills to correspond to the ever changing needs. As a member of the Board I would like to contribute my energy and knowledge in discussing issues and finding solutions for the new challenges opticians face meeting the needs of a changing public. I will bring to the Board my passion, experience, and dedication to meeting the evolving needs of the consumer as well as assuring that we as professionals maintain the highest standards.

MOSHREFZADEH, Payam

I was born 1970 in Iran lived my childhood in Spain and went to high school in Canada

20 years experience in the optical and surfacing laboratory field

17 years as a licensed optician

3 years as a contact lens fitter

15 years of sight testing

Director at Nanaimo 1 Hour Optical Inc.

A humble 970 sq/ft little dispensing and surfacing boutique optical outlet, I have trained opticians

and lab techs

I no longer do sight testing or fit contact lenses

I feel that I have a lot to contribute to the board, since I had the pleasure of meeting a few of them at the recent AGM. I love the fact that we as opticians can have a direct impact on our own lively hood, and I want to be part of the team that takes our profession to loftier heights.

SHELLOWELL, John

Opticianry has been my livelihood since I started my apprenticeship in 1977 in Austria. After moving back to Canada, where I was born, I had my credentials translated and evaluated, allowing me to take the exam to be recognized as an optician in B.C.

The changes to our regulations triggered my decision to become more involved. First to do what was possible to prevent the proposed changes, then to have small corrections incorporated as to have less impact on our profession.

The regulations have come into effect and I believe together we have to make the best of the situation. The College of Opticians role has also changed and it has both the means and the vision to let the public know that we are the best at what we do. In my opinion this can be achieved through the highest standard of education, public information, professionalism and open dialogue among all involved. My experience both as an independent optician and working in an Optometry office, I believe, will help with the dialogue.

I would like to be part of ensuring that the right path is chosen going forward.

YARDLEY, Ron

44 years of experience as an Optician in Victoria
Member of Iris National Contact Lens Committee
Past Member of Iris National Marketing Committee
Licensed Optician/ Contact Lens Fitter
9 years as a 100% Franchise Owner

We need strong, experienced Members on the College.

The deregulation of Opticians and the Optical Business is a travesty. All the years that we worked to be recognized for our skills and dedication to the vision of our patients/customers and finally receive the designations "Licensed Optician" and "Licensed Contact Lens Fitter," made us proud as Opticians. To now see that removed a mere few months ago, is truly shocking to me personally.

Whether you work in a "Box Store," an Optometrists office, a "chain," a Dept Store Optical or if you are an "Independent" with your own location(s), remember we are all one.

Changes in Internet Sales of contact lenses and eyeglasses are putting the eyesight of British Columbian's at risk. How the College reacts to these changes in the optical Industry can determine the future of Opticians. As Licensed Opticians, we are a huge link in the chain of Vision Care. This link must be strengthened. The College must endeavor to work with the other Optical Stakeholders to ensure the public's safety.

The ability of our members to access CEC's must be improved. We must make CEC's available to ALL areas of the Province. It seems unfair that Members have to spend hundreds of \$\$ to get

CEC's at Mainland Venues, which could provided locally.

If elected as Vancouver Island representative I will be committed to ensure that the College is meeting the Public's Vision Needs and help promote the importance of going to a Licensed Optician.

We will help implement change that will increase our knowledge to help expand our scope of practice. To positively impact the eyecare needs of our patients/customers.

This is about the Vision of British Columbians and our mandate to help them see better as "Licensed Opticians," a designation I am proud off.

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