

# ANNUAL REPORT

2010



**ALBERTA OPTICIANS ASSOCIATION**  
Your Vision, Our Focus





# annual report 2010

This 2010 annual report highlights programs and initiatives of the Alberta Opticians Association's fiscal year January to December 2010

## Table of Contents

<b>3</b>	President's Report	<b>12</b>	Accreditation
<b>4</b>	Registrar's Report	<b>Association Services</b>	
<b>6</b>	Council of Directors	<b>13</b>	Education
<b>7</b>	Achievements	<b>14</b>	Continuing Education
<b>8</b>	Public Members' Message	14	Government Relations
<b>Regulatory Services</b>		<b>15</b>	Member Services
<b>10</b>	Complaints	15	Communications
10	Practice Review	<b>16</b>	Finance & Audit
<b>11</b>	Field Supervision		

## Mission Statement

The Alberta Opticians Association (AOA)

The Alberta Opticians Association is a self-regulating body authorized by the Opticians Act, serving to protect and educate Albertans concerning ophthalmic appliances, ophthalmic dispensing, vision counseling and optical prescriptions.



# PRESIDENT REPORT

David McGowan, President

I am pleased to submit my first report to the Alberta Government as the president of the Alberta Opticians Association. The following is a review of the activities from the past year. We participated in a national public awareness campaign to educate the Canadian public and specifically the Alberta public on what Opticians do so that they can make an informed decision on their eye care choices. The campaign was the result of collaboration between provincial regulatory bodies and associations and educational institutes. The timing of this was particularly important as the government of British Columbia had made substantive changes to the way that the general public access healthcare. British Columbia has given their Opticians the right to refract and fill the resultant vision test; this has given their citizens a greater and more cost effective way to access vision care. Nationally the AOA was also involved in negotiating an educational partnership agreement that would help other provinces deliver the NAIT optical sciences program across Canada.

We continue to deliver quality continuing competency opportunities to Alberta Opticians and I am proud to say that our Opticians have responded with an even greater commitment to seminars that educate them and allow them to expand their knowledge base. They have told us to give them information that is not product driven but rather knowledge based so that they can deliver the quality healthcare that Albertans deserve and demand. We have produced part one of a three part code of conduct course geared at ensuring that Alberta Opticians are properly prepared for their new role under the Health Professions Act. We want to ensure that Alberta Opticians know and understand this role and what changes affect them. We also desire that all our Opticians know how to properly respond to Albertans to ensure that they receive the best care that we can give them.

We have developed and delivered a prior learning assessment that will allow us to evaluate foreign qualifications. This will allow us to properly evaluate these credentials and with the help of NAIT, who has created bridging modules, allow us to integrate properly educated and trained potential immigrants into Alberta's work force. With the anticipated shortfall of qualified workers in the province this framework could be crucial in keeping the Alberta economy firing on all cylinders.

It is our goal that under HPA Alberta Opticians will continue to fulfill their role in the healthcare family and be ready and able to take on a larger role in providing the province with the quality healthcare they expect.



# EXECUTIVE DIRECTOR / REGISTRAR REPORT

## **Maureen Hussey, Executive Director/Registrar**

We spent the past year clearing things up and completing projects which were begun in the ambitious previous year. Some changes came to us but not the one that we have been waiting for and getting ready for. I hate to say it but we are still not under the Health Professions Act. I am told that it is waiting to be put on the agenda for the legislature and has been for quite some time. All I can tell you is that I have done everything I can and it is now a waiting game. Every time there is a shakeup in the Government or in Health Care things are delayed and if you follow at all you will know that shakeups are frequent. I have laid out for you some of the things we have been focused on this year.

### **New Minister of Health**

We have a new minister of Health again Gene Zwozdesky.

### **New Office Staff**

We hired Dave Dupuis part time in the office to fill a number of roles. He is the new Complaints Director but we have added the duties of Practice Advisor and Privacy Officer as well as Volunteer Coordinator to his position. As you can tell from the titles he has a lot to learn but has been picking up the various roles quickly. He started just when we were dealing with the Halloween Contact lenses as well as some of the bolder kiosks and stores selling contact lenses year round. It is our belief that this practice has been halted everywhere in Alberta. If you know of some place that is selling contact lenses and or eyeglasses without licensed practitioners please report them to the office. Even if you have told us about them before, we may need to follow up. The exception would be the internet providers. We have been struggling to deal with this sudden increase of illegal activity. Our most success is in approaching the advertising medium to have the ads removed. This also needs to be reported if we are to deal with it. It is important that all of our members are aware of the rules in Alberta. Even though there have been changes elsewhere, these changes may not affect us.

## **DATABASE AND WEBSITE UPGRADES**

### **Searchable Roster**

The new function on our website is the Roster which is searchable in several ways.

### **On Line Registration**

Not all of our members registered online which is to be expected since we didn't give much notice or train anyone in advance. Even with that 94 members took advantage of this service. As expected we ran into a few issues but were able to settle them easily so next year we should be good to go. We also need to work out having the step three available in an online format. In total 754 members registered before December 1<sup>st</sup>. As usual for the procrastinators on December 1<sup>st</sup> we had 98 registrations.

### **Prior Learning Assessment and Recognition (PLAR)**

We have been working on a new system to judge the suitability of applicants to become registered in Alberta. In addition to the traditional path of NAIT training and National Examination we have Mutual Recognition to accept Licensed Opticians from other provinces. Both of these courses are still applicable but what about those who have training and education which is not in our traditional model? This can include



## EXECUTIVE DIRECTOR / REGISTRAR REPORT

those who come from other countries. We have developed a system of Prior Learning Assessment and Recognition which is both comprehensive and reliable. This consists of an application including documents and letters of reference. Once we have a belief that a candidate has the potential to succeed they are allowed to challenge an online "Gap Analysis". This analysis covers all areas of Opticianry and is designed to show us where a candidate has gaps in their knowledge or training. If these areas become evident we can assign bridging to bring the candidate up to the levels expected of Canadian Opticians. Another step in the process is the interview and two of our retired members are now being trained to lead the interviews. Both of them made us look very good at the National Training session and both seemed particularly suited to this sort of involvement.

### **Retired Members**

There are many opportunities for a retiring member to participate in the profession while still embracing the retiree status. Participating on committees and in various peer review and training projects are just a few. We recognize a career of information is yours to pass on and you should be given those opportunities. We are working on developing these methods and if you have ideas where you could participate let us know.

We have also been looking at how the economy and the retiring baby boomers will affect our profession. We have looked at reports on healthcare and critical shortages that are unavoidable. We have done our best to prepare for shortages by building a comprehensive way for foreign workers to enter our profession but have determined that the shortage of Opticians may not be able to be filled by foreign workers alone. With that in mind we have designed a way for retired opticians to continue to participate in their profession more conveniently.

### **This is only for those who are 65 years old.**

- **Option one** is that they may continue to register as non-practicing for two years at no charge. This will avoid reinstatement fees should you change your mind. When registered as non-practicing you of course may not practice and will be required to sign an undertaking that all non-practicing members must sign.
- **Option two** is that they may continue to register as practicing at half the fees. This will allow a retired member to fill in part time hours, holidays or just continue to practice full time at a reduced fee. All continuing education must be kept current and errors and omissions insurance must be in place while practicing.

As you can see we have accomplished many and varied things over the year. Each of the Council members has been hard at work and you should get reports on the communication plan, encouraging student success and the convention around the AGM. Each of these projects are mainly council driven but they have also participated on all of the projects listed in this report. All of the projects start with an idea and the ideas come from council participation.



# COUNCIL OF DIRECTORS

## 2010 Council of Directors

David McGowan, PRESIDENT

Scott Smith, GOVERNMENT LIAISON

Rick Miller, VICE PRESIDENT

Mary-Lynne Wagener, COMMUNICATIONS

Nola Hornung, MEMBER SERVICES

Anthony Chan, EDUCATION

Lyle Olsen, ACCREDITATION

Judy Hierlihy, PUBLIC MEMBER

Mel Findell, FINANCE & AUDIT

Dr. Sibylla Lane, PUBLIC MEMBER

Vicki Yamamoto, MEMBER SERVICES

---

As a self-regulating body for Opticians in Alberta, the Alberta Opticians Association (AOA) is governed by a Council of Directors comprised of elected and appointed Directors chosen from the AOA regulated membership. Of the 11 members, two are appointed by the Government known as Public Members.

Elected Council members are Registered Opticians of the Alberta Opticians Association in good standing. Each Council member is elected for a two-year term commencing at the AGM of each year.

The Council is responsible for ensuring that the duties and objectives of the AOA are met. The Council forecasts the long-term needs of the public in order to guide educational priorities and practice standards for Opticians in Alberta.

In the course of performing duties under current legislation, the Council is required to promote and enhance collaborative relations with Government, other provincial entities including other regulatory bodies, and post-secondary institutions.

The Council is also required to promote and enhance inter-professional collaborative practice between its registrants and persons practicing other health professions, as well as to promote and enhance the ability of its registrants to respond and adapt to changes in practice environments, advances in technology and other emerging issues.



# ACHIEVEMENTS

## Grants

We completed all of the requirements for the Foreign Qualification Grant that we received in 2009. Some of the money was received and spent in the 2009 year and some in the 2010 year. We also received a grant to update the Data elements that the government requires of us. This money was spent for the purpose that it was received and all the paperwork has been completed. We have applied for and received a new Grant to promote Occupational Health and Safety with the membership. This grant is available to every health profession in Alberta. Some of you will be participating in focus groups and workshops to expand the competencies and all will receive the final product.

## The Health Information Act

As of September 1, 2010 we have been covered under the Health Information Act HIA. For the release of information the HIA talks about a circle of care. Within the circle of care opticians, optometrists and ophthalmologists are considered to be custodians of the information. Within the circle of care custodians may freely exchange information when it has to do with the care of a patient, without getting special consent. We do have a consent form available to you on the website which may be used should another licensed practitioner request it. It does not have to be used within the circle of care but another custodian may request it. This of course also includes the requirement that the information must be released to the patient. What it does not include is the release of information outside of the circle of care. Not only are you not required to release information requested by an unlicensed and or unregulated (internet) provider but it is prohibited to do so without expressed consent from the client. A speaker from the Privacy Commissioners office, will be at the educational seminars in May 2011, to give information and answer your questions on the HIA and PIPA which are the relevant acts that affect Opticians in their practice. She is also familiar with PIPEDA and FOIP which are privacy acts which touch us occasionally.

## Student Award Program

Each year the Alberta Opticians Association recognizes and celebrates our student achievement by providing students with recognition and monetary rewards. Without contributions from our sponsors the Student Award Program would not be the success and staple it has become over recent years. Sponsorship is provided not only by the Alberta Opticians Association but is generously given by our vendors who believe in celebrating our students and recognizing our profession.

### 2010 Awards Recipients:

- Carmel Piper - Highest Achievement on the Practical Licensing Exam Contact Lens
- Nicole Servold - Highest Achievement on the Practical Licensing Exam Eyeglass
- Kendra McCaskill - Highest Achievement on the Practical Licensing Exam Eyeglass
- Beverley Rempel - First Year Ophthalmic Dispensing
- Tracey Sereda - Second Year Ophthalmic Dispensing
- Melissa Frandsen - First Year Advanced Practice
- Melanie Bax - Second Year Contact Lens

### Award Sponsors:

Johnson & Johnson Vision Care, Essilor, Walmart Canada Corp, Alcon Canada, Bausch and Lomb Canada, Alberta Opticians Association





# PUBLIC MEMBER MESSAGE

## PUBLIC MEMBERS

**Judy Hierlihy and Dr. Sibylla Lane, PhD, FCGA**

It is with sincere respect for the significant accomplishments of the Council of the Alberta Opticians Association (AOA) over the past year that we, the public members to the Alberta Opticians Association, submit the following report on our activities as Public Members. We have felt privileged and honoured to work with such a dynamic group of professionals who are truly committed to creating a standard of excellence for optician services within the province of Alberta.

By way of introduction, we were appointed by the Government of Alberta to the Alberta Opticians Association as Public Members in the winter of 2008. Judy Hierlihy was appointed based on past work as a healthcare professional, a volunteer and a board member. Dr Sibylla Lane was appointed based on her record of volunteer work, her qualifications as an accountant, senior manager, and academic qualifications in Strategy and Management Information Systems. Our contributions to the Association have also been based on strong backgrounds and experience in governance and operations within a variety of not-for-profit organizations.

In our volunteer capacity as Public Members, our focus on Council has been to actively support the AOA within three key areas. Specifically, these were related to the development and attainment of its strategic directions as a health profession; to ensure the interests of the AOA membership were balanced with those of the public; and to actively participate in the governance of the AOA through contributions to decisions and discussions surrounding AOA accountabilities and professional responsibilities.

We have had the opportunity to contribute to the development and attainment of the AOA's strategic directions as a health profession by:

- Regularly attending meetings and any planned retreats and actively participating in a variety of discussions that included seeking clarification on issues being faced by the AOA and contributing to strategies to raise the profile of the Association and public awareness,
- Acquiring an improved understanding of the Optician profession and workings of the AOA Council,
- Challenging the Association regarding its practices based on current trends and innovative health initiatives within the field, and
- Contributing to evaluations of the workings of staff and the Board.

With respect to balancing the values and interests of the AOA membership with those of the public, we have leveraged our diverse background and experience to:

- Enhance the AOA's ability to balance member and public interests by helping the Association to act fairly, to adhere to statutory or legal requirements, and to develop and foster appropriate professional standards to minimize any risk to the public.



# PUBLIC MEMBER MESSAGE

We have also actively participated in the governance of the AOA through contributions to decisions and discussions surrounding Council accountabilities and professional responsibilities by:

- Providing direction to and contributing to the development of professional practice regulations including standards for member registration and by-laws,
- Supporting the establishment of standards of practice,
- Ongoing involvement in the development of continuing competency,
- Contributing to the development of the Association's code of ethics, and
- Actively participating in various working groups and advisory committees including the Executive Committee, the Finance and Audit Committee, and the Government Liaison Committee.

In the year ahead, we look forward to providing continued support to the Alberta Opticians Association in its efforts to effectively regulate its members and comply with its mandate to protect the public through ongoing advocacy within the provincial government for the AOA to be fully enveloped under the Health Professions Act.



# REGULATORY SERVICES

## COMPLAINTS

### Dave Dupuis, Complaint Director

Complaints Summary 2010	
Complaints	43
Referred to Optometry	1
Mediated and resolved	18
Dismissed based on business policies, not professional conduct issues	5
Pending, awaiting information	3
Non-regulated distribution locations of cosmetic contact lenses	16

Throughout 2010, we have had a variety of complaints that are typical to the past years with the exception of non-licensed retail shops dispensing cosmetic contact lenses. The majority of these issues would arise during the Halloween season and required correspondence usually including the Opticians Act, the London Drugs Appeal and a letter explaining the laws in Alberta. The Letter also requested cease and desists from any future sales of the provincially regulated products from typically shops of tattoo parlours, novelty shops, Hair salons, etc. Most involved in past non-licensed cosmetic contact lens sales had no idea that the products are provincially regulated as the wholesale suppliers don't tell Albertans about that, hiding behind federal regulations. One referral was made to the College of Optometrists.

The eighteen complaints mediated and resolved via telephone and email communication can be broken down to the following; four resolved by the complainant receiving a refund, Ten resolved by telephone and email communication which is often a simple misunderstanding and easily rectified, four regarding release of RX, usually to accommodate online sales and pertaining to pupillary distance measurements. Although we don't typically appreciate including PD's with RX's, if the patient has a file in your establishment and requests their RX including their PD, that information is required to be included. The five complaints regarding business practices or policies were not related to the conduct of an optician but to the actual business' policies, which we do not regulate. We have three categorized as awaiting information; we have not progressed to hearings and don't know at this point if they will. We require more information before the investigations would progress towards a more formal disciplines process.

## PRACTICE REVIEW COMMITTEE

### Lyle Olsen, Chair

This past year on your council has once again been an enjoyable experience. A highlight for me would have been the opportunity to attend last year's convention at the River Cree casino. Being from Calgary it was the first time being in Edmonton for a convention and it certainly did not disappoint. Once again I was involved on the registration committee, accreditation and practice review. It is interesting how each situation that we look at on registration committee can be so very different. I would like to thank Maureen for her hard work on this committee before each and every committee meeting. Going forward under the new HPA will put the Practice Review Committee hard at work determining how the practice audits will be done. I look forward to our Buck Lake retreat in hoping that we can finally get the wheels rolling in this area.



# REGULATORY SERVICES

## FIELD SUPERVISION

### Karla Charland, Field Supervisor

As field supervisor for the Alberta Opticians Association, I am responsible for verifying supervision of the students and their logged hours, maintaining updates on student’s changes without the year, contacting and communicating with supervisors and students, answering practicum questions, marking the student’s practicum and compiling and preparing reports of interviews.

Myself and four other field supervisor auditors monitored the students from around the province by conducting an on-site visit or telephone interviews with the student and supervisor.

Field Supervision Interviews		
50	Yr 1 Eyeglass	Onsite Visits
17	Yr 1 Eyeglass	Telephone Interviews
20	Yr 1 Contact Lens	Onsite Visits
2	Yr 1 Contact Lens	Telephone Interviews
54	Yr 2 Eyeglass	Onsite Visits
14	Yr 2 Eyeglass	Telephone Interviews

We had a number of comments and suggestions from both eyeglass and contact lens students. A significant number of students in the eyeglass program felt the math was difficult and would appreciate more time being spent on the math and giving them examples of math questions. A few students indicated the felt the practicum work was overwhelming. A suggestion was made to introduce the use of the tolerance chart on the case history sheets. All comments regarding the labs were excellent and students felt it was beneficial.

The contact lens students felt strongly about implementing a once a month class like the eyeglass students receive now. They feel the one contact lens lab does not facilitate the necessary time and course material they need covered. A few students indicated they wanted more feedback from the group discussions.

Finally, one supervisor wanted to know is there a scholarship program for the optical science program?From most of the discussions with eyeglass students the major concern for them was insufficient help and time from their preceptors. Comments went from the supervisor was simply too busy to help them, lack of interest in what student was doing, supervisors who took the course too long ago, a personality conflict with their supervisor and finally the most common complaint was the store was short staffed.

The issues for the contact lens students ranged from the same lack of help and time from their preceptor to equipment issues and personal conflicts. As I prepare for the very busy June NACOR exam I would like to thank Jeannie Barr and her staff for arranging the use of the NAIT facility and equipment. Finally to Maureen and the AOA staff thank you for all you continued support and help.



# REGULATORY SERVICES

## ACCREDITATION

### Lyle Olsen, Chair

As we look back on 2010 did we see any surprises? Wasn't it supposed to be a better year? The news always seems to point to the recession being over, yet I get more and more clients in my office telling me about lost jobs, cut backs, and even possibly losing their homes than I ever had before. As I speak to other merchants in the mall that I work, many of them just aren't making it. More and more of them tell me that December, which should have been their biggest sales month of the year, was the worst December that they have had in over a decade. A couple of little Mom & Pop stores near me decided that they should just pack it in because they couldn't make their rent and still have enough income to live on. They had their dreams shattered. Many times during conversations they felt it would be better just to work for someone else and just give up the headaches.

Like it or not peoples shopping patterns are changing. We now have the big box stores who seem to sell everything these days. The outlet malls are gaining more and more popularity. Strip malls in city quadrants are doing more & more business. And now internet shopping. A few years ago it would be fairly common clients would bring us a frame that they claimed they purchased on E-Bay. You know the one who bought the same frame you have on your board priced at \$250.00 for only \$60.00, or the one that their Uncle gave them that still has the glue from the price tag on it. Yeah that one that doesn't have a case. Today they walk into our stores and boast about the pair that they purchased on the Internet for next to nothing. They ask us to adjust them, repair them, and in some instances measure for them and even problem solve for them. Are you kidding me? Recent ads for FREE EYEGASSES indeed are attacking our very existence. Where will the next few years take us? I guess we will just have to wait to find out.

Anyway, to keep you up to date on what I have been doing on your council this past year. Most of my input has been on Registration Committee and Accreditation. This means we look at various requests from membership regarding specific registration concerns, and accrediting seminars, etc. The busiest time for this is of course around renewal time, and naturally leading up to convention. The highlight of the year was the Buck Lake retreat. Who knew that we could work so hard for three straight days and still enjoy our time together? In closing I hope that 2011 brings us all a very healthy and prosperous turnaround.



# ASSOCIATION SERVICES

## EDUCATION COMMITTEE

### **Rick Miller, Education Chair**

Well another year has flown by in the blink of an eye. It has been a busy one for council members. September started us out with our yearly strategic planning session. We went over a lot of ground that including, the budget which looks good, strategic planning, international applicants, education, convention planning, and much more.

Under the Health Professions Act we will be able to use specialist titles so we reviewed those and what we came up with was; geriatric specialist, paediatric eyeglass and paediatric contact lens specialist, irregular cornea specialist, dry eye specialist, low vision specialist, prosthetic eye specialist, and refracting specialist. We started to determine what skillsets and equipment would be required to become a specialist and decide there would need to be some new continuing education courses designed for some of these categories.

We also discussed the students and practical exams and this year we will be running more practice practical sessions for the eyeglass and contact lens students, but are also anticipating that there might be some merit to a "train the trainer" session to do hands on teaching with the licensed opticians who are training our students. In order to offer these courses and incentives it takes a lot of work and brainstorming and many hands make light work so I am imploring the membership to help step up to the plate and volunteer some of their valuable time to further the profession.

Another idea we came up with was a four-city tour to assist Opticians with module one of the Code of Conduct course. I assisted Maureen when she went to Lethbridge, its always great to have Association functions in the south, and it was a resounding success, despite very short notice in the newsletter we had a great turnout! I had a lot of positive feedback, I think the general consensus was that a round table forum is the best way to complete the code of conduct, people understood it much better and drew on each others experiences.

Also in our effort to reach the membership at a grass roots level we decided to do "Appy's with the AOA" I hosted a session at Boston Pizza in November and despite a raging blizzard in Lethbridge we had 21 Opticians turn out and receive one continuing education credit and appetizers compliments of the AOA and a chance to enjoy their favourite beverage, the hockey game and a good talk session. I always find these informal sessions to be very productive and people tend to be more relaxed and willing to share in an informal setting, and when you get a group of opticians together talk always turns to shop, and some of the best exchanges of ideas come about. So hopefully we will have more of these grass roots sessions in 2011.

Again I have had another great year volunteering on the council and I appreciate all the hard work of my fellow directors, the office staff, and the volunteers and members who have helped make 2010 a success. Thanks also to my fellow council members who decided to elect me vice president.



# ASSOCIATION SERVICES

## CONTINUING COMPETENCY PROGRAM

### Anthony Chan, Director

We kicked off the Code of Conduct personally conducted workshops in Lethbridge. These have all gone well but the Lethbridge people were subjected to the growing pains and I want to thank them all for the suggestions to make it better for the following groups and for their avid participation. We made a video so I don't have to present in person to 900 people 20 at a time. This is just one aspect of the requirements for your continuing competency program. Are you ready for the end of the three year continuing education cycle that is coming up on June 30, 2011? That means not only do you have to be finished the first mandatory module of the code of conduct course but you must also be finished acquiring your required 20 or 35 credits. Registration will not be allowed in 2012 if your continuing competency has not been completed in 2011.

It's been an interesting year for my 2010-2011 year on the AOA board. At our 2010 AGM in Edmonton at the River Cree I've been approached by many of my fellow colleagues in the industry. There were many issues that a number of opticians wished to discuss with me. Others just wanted to introduce themselves to me and chat. Both situations were a very pleasant experience for me. I had more people talking to me during this AGM weekend than the other AGM years combined.

One of the things that I've discussed with opticians during the AGM and through casual conversation is that we need to stop fighting among ourselves and be more of a coherent group of professionals. We cannot let minor issues endanger our professional future and our future livelihood. Also, as a professional industry be more vocal and visible to the general public. We must show people that we are professionals and that we are not "doctor", "sales associate", "technician", or "that eye guy/girl". I've attended the AOA quarterly Board meetings in Calgary and also gone to the AOA Buck Lake Work Retreat. At the Work Retreat, we discussed many issues that affected our industry on many different levels and aspects. Topics ranging from opticians being finally put under Alberta Health Act to Specialty Designations to government initiatives.

## GOVERNMENT RELATIONS

### Scott Smith, Government Liaison

It has been an interesting and rewarding year being part of the college formerly the Association. A lot of changes have come to be and it is very rewarding to see these changes come to fruition. Our financial position is much improved we are now part of the HPA we own our own building; we even had a vote this year for counsel positions.

We are moving forward with trying to improve our definition of dispense as well as bringing some of our outstanding members back under the association/college umbrella. I am very excited to see where this journey will lead us and I am positive that the college and the council will steer this organization in the right direction and that opticians are positioned to be more effective and respected than ever, we will move opticianary forward and make it the professional career that we all desire for it to be.



# ASSOCIATION SERVICES

## MEMBER SERVICES COMMITTEE

### **Vicki Yamamoto, Director**

I have been an optician for many years and my short time on the Board has made me realize that I was one of those Opticians who would attend meetings and the convention and complain that the speakers were “always the same year after year, or the topics covered were not as interesting as I would have liked.” Hence my position on the Board. Although my participation with the AOA has been limited, I have had the privilege of being involved in the process of selecting a delegation of speakers for our upcoming Convention, May 2011.

In trying to provide interesting speakers and topics I realized that it should not be the sole responsibility of the few board members, but it is essential that each and every one of our members get involved. We do our best to provide what we think is best for our members however; sometimes a fresh outlook or different view may provide us with the insight to improve our Convention Speakers.

It seems there are only small group individuals who are able to devote their time to serve on council. We encourage members to get involved in some of the smaller and infrequent committees that require a much smaller time commitment. We would like to see our members help in organizing our conventions, get more involved and add their name to our Volunteer roster.

## COMMUNICATIONS COMMITTEE

### **Mary-Lynne Wagener, Chair**

For the fiscal year 2010 the Communications Steering Committee, representing associations and boards from several Provinces, embarked on a long-term public awareness campaign/strategy. This strategy included marketing to Canada’s Healthcare Industry including drug stores, pharmacies, hospitals, to identify stakeholders willing to display marketing literature. Options considered to build awareness included mail outs to target audiences and blanket drops at doors selected via postal codes and demographics. To help establish this campaign, the Steering Committee hired OutsideIn. OutsideIn, a communications and marketing company, continues to work to set our public awareness campaign in motion during the fiscal year 2011.

The three identified goals in the next phase of our national awareness campaign for the next fiscal year include:

- Sustaining public awareness
- Increasing Optician engagement
- Developing the “Big Idea” strategy

Our target will be to work with OutSideIn to implement the national strategy and ensure the aforementioned goals/deliverables are met.



# FINANCE & AUDIT

## **FINANCE AND AUDIT COMMITTEE**

### **Mel Findell, Chair**

The audited numbers have not been released as of the preparation of this report, but I am pleased to announce that the AOA ended the year with positive cash flow of approximately \$96,000.00

The fixed term loan on the AOA office comes up for renewal toward the end of April. Maureen and I have been in negotiations with the Royal Bank regarding converting the loan on the office to a revolving line of credit. The purpose of that is to reduce interest expense \$15k and cash flow \$24K (per yr/est.)

The key to good credit is to not to maximize the use of it, but to have the maximum credit available when it is needed.



# FINANCE & AUDIT

## ALBERTA OPTICIANS ASSOCIATION

### FINANCIAL STATEMENTS

DECEMBER 31, 2010

Contents	Page
Auditor's Report	
Statement of Financial Position	1
Statement of Operations	2
Statement of Net Assets	3
Statement of Cash Flow	4
Notes to Financial Statements	5

To the Members of the Alberta Opticians Association:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian generally accepted accounting principles. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Council of Directors and Audit Committee are composed primarily of directors who are neither management nor employees of the Association. The Council is responsible for overseeing management in the performance of its financial reporting responsibilities, and for approving the financial information included in the annual report. The Audit Committee has the responsibility of meeting with management, and external auditors to discuss the internal controls over the financial reporting process, auditing matters and financial reporting issues. The Committee is also responsible for recommending the appointment of the Association's external auditors.

Meyers Norris Penny LLP, an independent firm of Chartered Accountants, is appointed by the members to audit the financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Committee and management to discuss their audit findings.

March 21, 2011

Signed "Maureen Hussey"  
Executive Director

## INDEPENDENT AUDITORS' REPORT

---

To the Members of the Alberta Opticians Association:

We have audited the accompanying financial statements of the Alberta Opticians Association (the "Association"), which comprise the statement of financial position as at December 31, 2010, and statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

*Management's Responsibility for the Financial Statements*

Management is responsible for the preparation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

*Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the presentation of the financial statements.

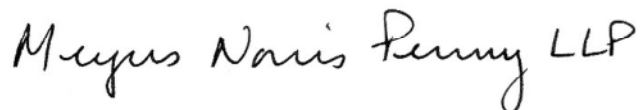
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

*Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Alberta Opticians Association as at December 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Edmonton, Alberta

March 21, 2011



Chartered Accountants

**Alberta Opticians Association**  
**Statement of Financial Position**

*As at December 31, 2010*

	<b>2010</b>	<b>2009</b>
<b>Assets</b>		
<b>Current</b>		
Cash and term deposits	538,926	500,024
Accounts receivable	25,096	11,646
Inventory	1,680	1,680
Prepaid expenses	4,917	14,897
	<b>570,619</b>	<b>528,247</b>
<b>Capital assets (Note 3)</b>	<b>505,136</b>	<b>518,809</b>
<b>Intangible assets (Note 4)</b>	<b>2,211</b>	<b>796</b>
	<b>1,077,966</b>	<b>1,047,852</b>
<b>Liabilities</b>		
<b>Current</b>		
Bank indebtedness	-	36,789
Accounts payable and accruals	68,684	46,817
Deferred membership fee revenue (Note 6)	560,235	518,178
Current portion of long-term debt (Note 7)	296,603	12,320
	<b>925,522</b>	<b>614,104</b>
<b>Long-term debt (Note 7)</b>	<b>-</b>	<b>296,603</b>
<b>Deferred grant revenue (Note 8)</b>	<b>-</b>	<b>40,496</b>
	<b>925,522</b>	<b>951,203</b>
<b>Commitments (Note 9)</b>		
<b>Net Assets</b>		
Unrestricted	(61,749)	(114,482)
Invested in capital assets	210,743	210,681
Discipline contingency fund	3,450	450
	<b>152,444</b>	<b>96,649</b>
	<b>1,077,966</b>	<b>1,047,852</b>

Approved on behalf of the Council

Signed "David McGowan"  
Council member

Signed "Sibylla Lane"  
Council member

*The accompanying notes are an integral part of these financial statements*

# Alberta Opticians Association Statement of Operations

*For the year ended December 31, 2010*

	<b>2010</b>	<b>2009</b>
<b>Revenue</b>		
Advertising	8,050	9,442
Application fees	26,754	23,414
Continuing education and convention programs	15,240	23,165
Convention	73,909	3,400
Discipline contingency fund revenue	3,000	450
Examination and field supervision	74,647	60,050
Grant revenue (Note 8)	57,471	67,279
Interest	776	442
Membership fees	574,981	523,086
Sundry revenue	695	10
	<b>835,523</b>	<b>710,738</b>
<b>Expenses</b>		
Advertising	30,202	34,943
Amortization	27,827	18,076
Council expenses	31,521	30,349
Education awards	1,800	1,000
Equipment lease	9,831	17,430
Examination expenses	18,965	19,390
Insurance	3,171	3,283
Interest and bank charges	16,817	14,049
Interest on long-term debt	16,228	12,380
Meetings and convention	106,752	60,815
Membership fees	36,960	12,427
Office	143,137	97,444
Professional conduct matters	14,900	11,981
Professional fees	20,626	37,281
Rent	-	11,926
Salaries and benefits	240,127	221,856
Sub-contracts	45,306	39,650
Telephone	7,998	6,606
Utilities	7,559	11,423
	<b>779,727</b>	<b>662,309</b>
<b>Excess of revenue over expenses</b>	<b>55,796</b>	<b>48,429</b>

*The accompanying notes are an integral part of these financial statements*

## Alberta Opticians Association Statement of Changes in Net Assets

*For the year ended December 31, 2010*

	<i>Unrestricted</i>	<i>Invested in capital assets</i>	<i>AOA Discipline contingency fund</i>	<b>2010</b>	<i>2009</i>
<b>Net assets beginning of year</b>	(114,482)	210,681	450	<b>96,649</b>	48,220
<b>Excess of revenue over expenses</b>	96,850	(44,055)	3,000	<b>55,796</b>	48,429
<b>Net investment in capital assets</b>	(44,117)	44,117	-	-	-
<b>Net assets, end of year</b>	<b>(61,749)</b>	<b>210,743</b>	<b>3,450</b>	<b>152,445</b>	96,649

*The accompanying notes are an integral part of these financial statements*

# Alberta Opticians Association

## Statement of Cash Flows

*For the year ended December 31, 2010*

	<b>2010</b>	<b>2009</b>
<b>Cash provided by (used for) the following activities</b>		
<b>Operating activities</b>		
Grant revenue	16,975	107,775
Membership fees and other revenue	712,995	612,322
Interest received	776	442
Cash paid to employees and suppliers	(703,825)	(639,394)
Interest paid	(16,228)	(12,380)
Cash received from exam and training fees	92,887	83,665
	<b>103,580</b>	<b>152,430</b>
<b>Financing activities</b>		
Advances of long-term debt	-	350,000
Repayment of long-term debt	(12,320)	(41,076)
	<b>(12,320)</b>	<b>308,924</b>
<b>Investing activities</b>		
Additions to intangible assets	(1,530)	-
Purchase of capital assets	(14,039)	(509,882)
	<b>(15,569)</b>	<b>(509,882)</b>
<b>Increase (decrease) in cash resources</b>	<b>75,691</b>	<b>(48,528)</b>
<b>Cash resources, beginning of year</b>	<b>463,235</b>	<b>511,763</b>
<b>Cash resources, end of year</b>	<b>538,926</b>	<b>463,235</b>
<b>Cash resources are composed of:</b>		
Cash and term deposits	538,926	500,024
Bank indebtedness	-	(36,789)
	<b>538,926</b>	<b>463,235</b>

*The accompanying notes are an integral part of these financial statements*

# Alberta Opticians Association

## Notes to the Financial Statements

For the year ended December 31, 2010

---

### 1. Purpose of organization

The Alberta Opticians Association (the "Association") is a self-governing professional organization established by the Opticians Act of Alberta. The Association is a not-for-profit organization, as such described in Section 149(1)(l) of the Income Tax Act, and therefore is not subject to income taxes.

### 2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles using the following significant accounting policies:

#### **Revenue recognition**

The Association follows the deferral method of accounting for membership fees and other unrestricted revenue. Restricted revenue is recognized in the year in which the related expenses are incurred. Revenue is only recognized when received or receivable and collection is reasonably assured.

#### **Cash and term deposits**

Cash and term deposits include balances with banks and short-term investments that are cashable or with maturities of three months or less.

#### **Inventory**

Inventory is recorded at the lower of cost or replacement cost.

#### **Capital assets**

Capital assets are recorded at cost. The cost for contributed capital assets is considered to be fair value at the date of contribution.

Amortization is provided using both the straight line and declining balance methods at rates intended to amortize the cost of assets over their estimated useful lives. In the year of acquisition, amortization is taken at one-half of the following rates. No amortization is taken in the year of disposal.

	<b>Method</b>	<b>Rate</b>
Buildings	straight-line	25 years
Computer equipment	declining balance	30 %
Computer software	declining balance	30 %
Office equipment	declining balance	20 %
Examination equipment	declining balance	20 %

#### **Intangible assets**

Costs incurred to develop and secure the Association's logo and slogan are capitalized and amortized using the straight-line method over 10 years.

#### **Measurement uncertainty**

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported on the statement of operations in the periods in which they become known.

**2. Significant accounting policies** *(Continued from previous page)*

**Financial instruments**

**Held for trading:**

The Association has classified the following financial assets and liabilities as held for trading: cash and term deposits and bank indebtedness.

These instruments are initially recognized at their fair value. Any gain/loss arising as a result of the difference between the carrying amount and fair value is recognized in excess of revenues over expenses. Fair value is approximated by the instrument's initial cost in a transaction between unrelated parties. Transactions to purchase or sell these items are recorded on the trade date, and transaction costs are immediately recognized in excess of revenues over expenses.

Held for trading financial instruments are subsequently measured at their fair value, without any deduction for transaction costs incurred on sale or other disposal. Gains and losses arising from changes in fair value are recognized immediately in excess of revenues over expenses.

**Loans and receivables:**

The Association has classified the following financial assets as loans and receivables: accounts receivable. These assets are initially recognized at their fair value. Fair value is approximated by the instrument's initial cost in a transaction between unrelated parties. Transactions to purchase or sell these items are recorded on the trade date. Total interest income, calculated using the effective interest rate method, is recognized in excess of revenues over expenses.

Loans and receivables are subsequently measured at their amortized cost, using the effective interest method. Under this method, estimated future cash receipts are exactly discounted over the asset's expected life, or other appropriate period, to its net carrying value. Amortized cost is the amount at which the financial asset is measured at initial recognition less principal repayments, plus or minus the cumulative amortization using the effective interest method of any difference between that initial amount and the maturity amount, and less any reduction for impairment or uncollectability. Gains and losses arising from changes in fair value are recognized in excess of revenues over expenses upon derecognition or impairment.

**Other financial liabilities:**

The Association has classified the following financial liabilities as other financial liabilities: accounts payable and accruals and long-term debt. These liabilities are initially recognized at their fair value. Fair value is approximated by the instrument's initial cost in a transaction between unrelated parties. Transactions to purchase or sell these items are recorded on the trade date. Total interest expense, calculated using the effective interest rate method, is recognized in excess of revenues over expenses.

Other financial liabilities are subsequently measured at amortized cost using the effective interest method. Under this method, estimated future cash payments are exactly discounted over the liability's expected life, or other appropriate period, to its net carry value. Amortized cost is the amount at which the financial liability is measured at initial recognition less principal repayments, and plus or minus the cumulative amortization using the effective interest method of any difference between that initial amount and the maturity amount. Gains and losses arising from changes in fair value are recognized in excess of revenues over expenses upon derecognition or impairment.

**Financial asset impairment:**

The Association assesses impairment of all its financial assets, except those classified as held for trading. Impairment is measured as the difference between the asset's carrying value and its fair value. Any impairment which is not considered temporary is included in excess of revenues over expenses.

# Alberta Opticians Association

## Notes to the Financial Statements

*For the year ended December 31, 2010*

**2. Significant accounting policies** *(Continued from previous page)*

**Recent Accounting Pronouncements**

**Private sector not-for-profit organizations**

In October 2010, the Accounting Standards Board (AcSB) approved the accounting standards for private sector not-for-profit organizations (NFPOs) to be included in Part III of the CICA Handbook-Accounting ("Handbook"). Part III will comprise:

- The existing "4400 series" of standards dealing with the unique circumstances of NFPOs, currently in Part V of the Handbook; and
- The new accounting standards for private enterprises in Part II of the Handbook, to the extent that they would apply to NFPOs.

Effective for fiscal years beginning on or after January 1, 2012, private sector NFPOs will have the option to adopt either Part III of the Handbook or International Financial Reporting Standards (IFRS). Earlier adoption is permitted. The Association expects to adopt Part III of the Handbook as its new financial reporting standards. The Association does not expect the adoption of Part III of the Handbook to have a material impact on its financial statements.

**3. Capital assets**

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2010 Net book value</i>	<i>2009 Net book value</i>
Buildings	507,372	30,036	477,336	497,225
Computer equipment	78,562	63,449	15,113	13,184
Computer software	20,191	13,512	6,679	1,848
Office equipment	57,194	52,767	4,427	5,369
Examination equipment	3,818	2,237	1,581	1,183
	667,137	162,001	505,136	518,809

**4. Intangible assets**

	<i>2010</i>	<i>2009</i>
Intangible assets	2,485	955
Accumulated amortization	(274)	(159)
	2,211	796

Amortization of \$115 (2009 - \$64) related to intangible assets is included in current year expenses.

**5. Bank indebtedness**

Bank indebtedness consists of deposits on hand with banks, net of outstanding cheques. The Association also has an approved operating line of credit to a maximum of \$50,000 with interest at prime plus 2.1% upon which it had drawn \$nil (2009 - \$nil) at year-end.

**6. Deferred membership fee revenue**

Deferred membership fee revenue consists of membership registration fees collected for the following year.

**Alberta Opticians Association**  
**Notes to the Financial Statements**

*For the year ended December 31, 2010*

**7. Long-term debt**

	2010	2009
Royal Bank of Canada mortgage due in monthly payments of \$2,379 including interest fixed at 5.35%, up for renewal March 2011	<b>296,603</b>	308,923
Less: current portion	<b>296,603</b>	12,320
	-	296,603

The Association intends to pay the outstanding balance of the mortgage when it comes up for renewal in March 2011.

Long-term debt is subject to a financial covenant with respect to debt service coverage. As at December 31, 2010, the Association is in compliance with this covenant. It is management's opinion that the Association is likely to continue to be in compliance with all long-term debt covenants throughout the 12 months subsequent to December 31, 2010.

Security for Royal Bank of Canada indebtedness is as follows:

- a general security agreement signed by the Association constituting a first ranking security interest in all personal property of the Association
- collateral mortgage signed by the Association constituting a first fixed mortgage charge on the property
- assignment of fire and other perils insurance.

**8. Grant revenue**

Grant revenue includes \$52,471 (2009 - \$67,249) from a grant for a Foreign Qualification and Recognition program. As of December 31, 2010 \$nil (2009 - \$40,496) of the amount received was unspent and deferred until the following year.

**9. Commitments**

The Association has entered into a lease for photocopier equipment that expires June 30, 2015. Future minimum lease payments are as follows:

2011	9,522
2012	9,522
2013	9,522
2014	9,522
2015	3,968
	42,056

**10. Financial instruments**

The Association as part of its operations carries a number of financial instruments. It is management's opinion that the Association is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

***Risk management policy***

The Association, as part of operations, has established avoidance of undue concentrations of risk and requirements for collateral to mitigate credit risk, as risk management objectives. In seeking to meet these objectives, the Association follows a risk management policy approved by Council of Directors. Investment risk is managed by the Council of Directors on a periodic basis.

***Fair value of financial instruments***

The carrying amount of cash and term deposits, accounts receivable, bank indebtedness, accounts payable and accruals and long-term debt is approximated by their fair value due to their short-term nature or interest rates which approximate market interest rates.

***Interest rate risk***

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. Changes in market interest rates may have an effect on the cash flows associated with some financial assets and liabilities, known as cash flow risk, and on the fair value of other financial assets or liabilities, known as price risk.

The Association's long term debt has a fixed rate of 5.35% and the Association's credit facility has an interest rate of prime plus 2.10%.

***Liquidity risk***

Liquidity risk is the risk that the Association will encounter difficulty in meeting obligations associated with financial liabilities. The Association enters into transactions to purchase goods and services on credit, borrows funds from financial institutions or other creditors, and leases office equipment from various creditors for which repayment is required at various maturity dates. Liquidity risk is measured by reviewing the Association's future net cash flows for the possibility of a negative net cash flow. The Association manages the liquidity risk resulting from accounts payable through the preparation and monitoring of budgets, and maintaining cashable term deposits.

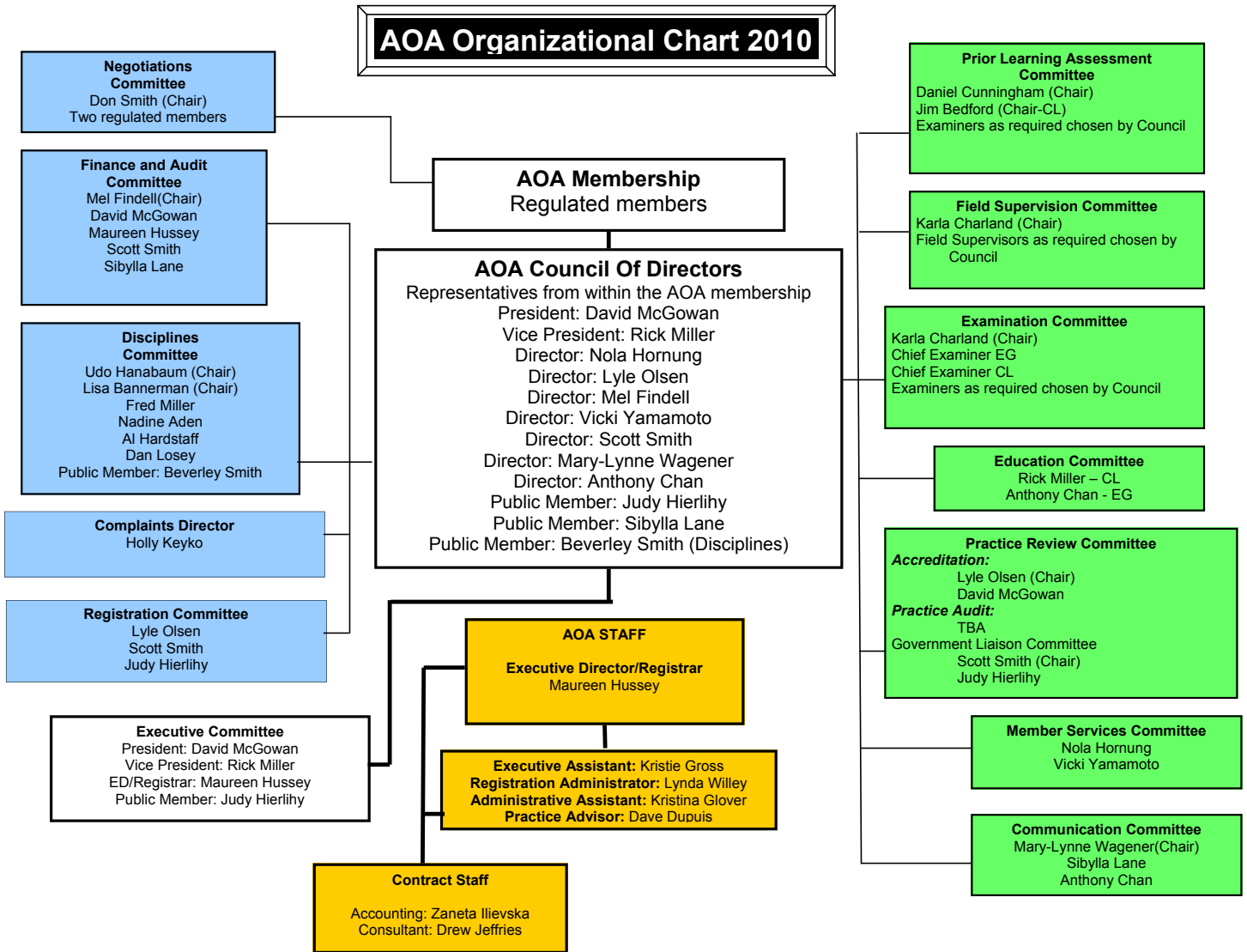
**11. Capital management**

The Association sets the amount of capital in proportion to risk and manages the capital structure and makes adjustments to it in light of changes to economic conditions and the risk characteristics of the underlying assets, as well as with consideration of externally imposed capital requirements as discussed in note 6.

The Association's objectives when managing capital are to ensure the membership fees and other revenue are sufficient to cover all expenditures in the year. A discipline contingency fund has been established to fund unforeseen expenses associated with discipline activities.



# COMMITTEES







ALBERTA OPTICIANS  
ASSOCIATION

Your Vision, Our Focus

# Alberta Opticians Association

201, 2528 Ellwood Dr SW, Edmonton, AB T6X 0A9

[Address](#)

(780) 429-2694

[Telephone](#)

1-800-263-6026

[Toll Free](#)

(780) 426-5576

[Fax](#)

[coa@opticians.ab.ca](mailto:coa@opticians.ab.ca)

[Email](#)

[www.opticians.ab.ca](http://www.opticians.ab.ca)

[URL](#)