



BOARD OF TRUSTEE REPORTS

Board of Trustees Report
Movses D'Janbatian, OD, President
February 2012- December 2012

Board of Trustees Meetings and Assignments:

- Attended all Board meetings and conference calls
- Served on Executive Committee for expedited review of time sensitive matters
- Reviewed duties, responsibilities and materials regarding Board participation
- Introduced speakers and served as course monitor for COA continuing education seminars
- Attended Optowest in Indian Wells
- Attended Monterey Fall Symposium
- Attended Great Western Council of Optometry meeting at Portland, OR
- Attended AOA Congress and House of Delegates in Chicago, IL
- Attended President's Council and Leadership Conference at S.C.C.O.

Cal-OPAC (member)

- Attended Cal-OPAC meetings and conference calls
- Reviewed and approved contributions grid for legislators

Regulations and Legislative Committee (member)

- Reviewed duties and responsibilities
- Attended meetings and conference calls concerning legislative and regulatory issues
- Served on Executive committee for expedited reviews of time sensitive issues
- Attended Keyperson Day in Sacramento
- Attended AOA Legislative Day in Washington, DC

Public Vision League (member)

- Reviewed duties and responsibilities
- Attended meetings and conference calls to review and approve litigative issues concerning optometry in California
- Reviewed and approved budget and fiscal soundness of PVL assets

Liaison to Societies (San Fernando Valley Optometric Society)

- Attended Board of Director's meetings
- Attended membership meeting
- Installed incoming officers

Special Assignments

- Attended COA sponsored events and as invited guest at SCCO
- Attended graduation ceremonies at SCCO and UCBCO
- Addressed the entering class of 2016 at Western University School of Optometry
- Attended Town Hall meeting at Greater Los Angeles area
- Attended and served as Advisory Director for VWI
- Met twice with VSP Executive Directors and Chair concerning Stand Alone Vision Plans
- Attended California Health Benefits Exchange Board meeting in Sacramento
- Participated in a TV taping concerning Health Access issues with Sen. Hernandez
- Chaired the Executive Committee for Independent Expenditure for Jennifer Ong's campaign
- Obtained Glaucoma Certification

It has been an honor, privilege and pleasure to serve as COA president. And, I will continue to serve, advocate and promote our association's goals and to fulfill our strategic plan. Thank you.

BOARD OF TRUSTEES REPORT
Fred Dubick, OD, MBA, FAAO
President Elect
2012

Respectfully Submitted: December 2012

Board of Trustees meetings and assignments:

- Attended Board Meetings and conference calls.
- Served on Executive Committee for expedited review of time sensitive matters.
- Reviewed duties, responsibilities and materials regarding Board participation
- Introduced speakers and served as course monitor for COA continuing educational seminars.
- Attended annual AOA Congress and House of Delegates in Chicago.
- Attended COA President's Council and Leadership Conference in Fullerton
- Attended Great Western Council of Optometry meeting, Portland, OR
- Attended OptoWest in Indian Wells, CA.
- Attended Monterey Fall Symposium.
- Attended AOA President's Council in St. Louis (Jan 2013)

Public Vision League (member)

- Reviewed duties and responsibilities
- Attended telephonic and face to face meetings to review issues that directly or indirectly affect optometrists in California.
- Review fiscal soundness of PVL

Legislative Committee (member)

- Reviewed duties and responsibilities
- Served on Executive Committee for expedited review of time sensitive matters.
- Attended telephonic a face to face meetings to review legislative issues that directly or indirectly affect optometrists in California.
- Attended Keyperson Day in Sacramento
- Attended Legislative Day in Washington, DC

Editorial Board California Optometry Magazine (member)

- Reviewed duties and responsibilities
- Attended telephonic meeting to plan publication calendar
- Assisted in the facilitation of committee decisions
- Contact as needed regarding committee activity with COA staff liaison
- Review and edit each CO Magazine Publication

Vision West Advisory Board (member)

- Attended meetings and consulted as necessary

- Authored column on the “business of practice” for OptiCenter Magazine

Liaison to Local Societies & Schools

- Orange County Optometric Society (OCOS)
- Alameda/ Contra Costa Counties Optometric Society ACCCOS
- UCBSO

State Board of Optometry (SBO)

- Appointed by Governor Brown in August 2012 to SBO
- Attended all meetings
- Attended required SBO and Department of Consumer Affairs Orientation Programs in Sacramento

American Optometric Association Political Action Committee (AOA-PAC)

- Board Member for Region I (CA and HI)
- Attended all Board Meetings
- Supervised Local State Representatives

**Board of Trustees Report
Dr. Steven Sage Hider, OD
February 2011 – December 2012**

Thank you for the opportunity to serve as trustee to the California Optometric Association for the 2011-2013 term. I have learned a lot and feel I have had the ability to contribute to the protection and growth of our profession.

Board of Trustees meetings and duties:

- Attended all Board of Trustees meetings
- Participated in strategic planning meetings to develop a comprehensive plan for the association
- Participated in the selection of our new executive director hired December 2011
- Attended OptoWest in 2011 and 2012 in Palm Desert
- Attended Monterey Symposium in 2011 and 2012 in Monterey
- Attended COA's Presidents Council and Leadership Conference in 2011 and 2012
- Attended Legislative Day in 2011 and 2012 in Sacramento and met with my area legislator to discuss issues pertaining to the practice of optometry
- Attended 2012 AOA Legislative Congress in Washington DC and met with federal legislators
- Attended 2012 AOA Congress and House of Delegates in Chicago to represent the concerns of California doctors and to ensure the COA has a voice at the AOA

Presidents Council and Leadership Conference – Chair, 2011

- Developed a successful meeting with staff and volunteers to educate our upcoming leaders
- Facilitated the meeting to address concerns these leaders brought to the COA leadership and developed an action plan for the association
- Continued on committee for the 2012 conference to ensure a continuity of the program and help the current Chair

Liaison to Membership Committee – 2011

- Participated in conference calls to facilitate communication between the committee and the Board of Trustees

Liaison to the Education Committee – 2012

- Participated in conference calls and electronic communications to develop the educational program for OptoWest and Monterey Symposium
- Introduced speakers and served as course monitor for COA continuing educational seminars
- Met with vendors at OptoWest and Monterey Symposium to encourage their continued support of optometry

Liaison to Local Societies

- Attended continuing education and general membership meeting when possible
- Communicated with societies concerning Presidents Council and Leadership Conference, House of Delegates and Legislative Days
- Facilitated Town Hall meetings to address concerns of our member doctors and relay these discussions to the Board of Trustees

I have enjoyed my past two years as a trustee for the California Optometric Association. I feel that I have been able to contribute to the Association and plan to continue my service to the profession of optometry as a trustee for the 2013-2014 term. We are California's eye care specialists.

Sincerely,

Dr. Sage Hider, OD
COA Trustee

COA BOT Report for 2012

Steve Langsford, OD - Trustee

COA Board of Trustees Meetings

Participated in all in-person Board Meetings

Participated in all Conference Calls

COA Events

Attended House of Delegates in Sacramento

Attended Legislative Day in Sacramento – mentored 1st-time Keypersons (doctors and students), spoke with legislators and/or their staff members

Worked at OptoWest – introduced speakers, checked attendees in/out, answered questions, etc.

Helped organize and was the Master of Ceremonies for the Presidents' Council & Leadership Conference

Worked at Monterey Symposium – introduced speakers, checked attendees in/out, answered questions, etc.

Attended fund-raisers for Jennifer Ong, OD, Ed Hernandez, OD, and Assemblyman Das Williams

COA Committees

Membership Committee – Liaison (in-person and conference call meetings)

Presidents' Council & Leadership Conference – Co-Chair (conference calls)

OptoWest/House of Delegates Task Force – Member (conference calls)

COA Liaison

Participated in conference calls and at CE events for the Inland Empire, San Gabriel Valley, and Tri-County Optometric Societies

Participated in Town Hall Meetings for the Inland Empire, Monterey Bay, San Gabriel Valley, and Tri-County Optometric Societies

AOA Activities

AOA Congressional Advocacy Conference in Washington, DC – Keyperson – mentored 1st-time Keypersons (doctors and students), spoke with legislators and/or their staff members

AOA House of Delegates in Chicago – Delegate

AOA PAC – Representative for California

- In-person presentations to IEOS, MBOS, SGVOS, TCOS
- Sent materials to, and arranged for a presentation by, the KCOS President

It has been an honor and a privilege to be a Trustee of the California Optometric Association and I look forward to working with my colleagues, legislators, and any other interested parties as we move our profession forward.

2013 House of Delegates Report
Derron Lee, O.D.

Submitted January 2013

Board of Trustees meetings and assignments:

- Attended Board Meetings and conference calls.
- Reviewed duties, responsibilities and materials regarding Board participation
- Co-chaired COA President's council
- Attended Monterey Fall Symposium.
- Attended COA Keyperson Day - Sacramento

Committee Assignments and Miscellaneous:

- Attended Communications Committee Meetings and Conference calls
- Gave presentation: Optometry Panel Discussion – UC Berkeley Private Practice Club

Liaisons to Societies

Humbolt Optometric Society

- Communicated with society president

Monterey Bay Optometric Society

- Communicated with society president and president-elect

COA BOARD OF TRUSTEES
TRUSTEE REPORT

Stevin Minie, O.D.
February 2010 – February 2013

Board of Trustees Functions Attended:

- All Board Meetings and Conference Calls 2010-2012
- COA Keyperson Day, Sacramento, 2010-2012
- OptoWest, Indian Wells, 2010-2012
- Monterey Symposium 2010-2012
- COA President's Council, Indian Wells 2010, San Francisco 2011, Fullerton 2012
- COA / VSP Meeting, Rancho Cordova, May 2012
- Nominating Committee Task Force, review and restructure, 2012
- AOA Optometry's Meeting, Salt Lake City, 2011
- LSCOA-Pac Assembly Candidate Interviews, Ontario, 2010

Finance Committee:

- All Meetings and Conference Calls, 2011-2012
- Quarterly Review of Budgets and Investments
- Regular Contact with Treasurer Jim Dallas O.D., and COA Staff Liaison Rose Smoot

Trustee Notes: Time spent was largely on reviewing financials and learning details of the historical and current finances of COA. This committee is critical in formation of budgets for upcoming years.

Health Care Delivery Systems Committee:

- Board Liaison to Committee 2012
- All Monthly Conference Calls

Trustee Notes: This committee was clearly in the thick of the fray in 2012. Significant work is ongoing with the advent of the California Health Benefit Exchange. Committee also works directly with State agencies and health insurance companies.

President's Council / Leadership Conference Committee:

- Co-Chair, 2010
- Member, 2011
- Speaker, 2010, 2011
- Various Conference Calls, Day of Meeting Activities

Trustee Notes: Both 2010 and 2011 events were successful based on reviews. Changes were implemented in both years to increase continuity on committee, and to facilitate member attendance.

Cal-OPAC

- Board Liaison to Committee, 2010-2011
- All Conference Calls

Trustee Notes: Committee works with COA lobbyists to review, modify, and authorize campaign donation matrix. Emphasis is on those favorable to optometry and consistent building of legislative alliances.

Strategic Planning:

- Committee of entire Board of Trustees and Senior Staff
- Creation of Strategic Plan 2011 – 2014
- Two Day Session March 2011, Sacramento / Review November 2011, Monterey

Trustee Notes: This was a special session of the BOT which successfully resulted in a concrete strategic plan to carry us forward through four years. The finished document has been referred to continuously.

Liaison to Local Societies:

- San Diego County Optometric Society (SDCOS)
 - Liaison Assignment 2012 Email / Phone contact with President
 - General Meeting Speaker, September 2012, San Diego
- Rio Hondo Optometric Society (RHOS)
 - Liaison Assignment 2012 Email / Phone contact with President
 - General Meeting Speaker, May 2012, La Mirada
 - Town Hall Meeting Facilitator (with OCOS) October 2012, Buena Park
- Central California Optometric Society (CCOS)
 - Liaison Assignment 2010-2011 Email / Phone contact with President
 - General Meeting Speaker, May 2010 and October 2012, Fresno
- Tulare Kings County Optometric Society (TKCOS)
 - Liaison Assignment 2010-2011 Email / Phone contact with President
 - In Person contact, PCLC 2011, San Francisco
- San Fernando Valley Optometric Society (SFVOS)
 - Liaison Assignment 2010-2011 Email / Phone contact with President
 - Numerous Board Meetings Attended, San Fernando Valley
 - General Meeting Speaker for AOA PAC, September 2011, Van Nuys
- Santa Clara County Optometric Society (SCCOS)
 - Liaison Assignment 2010 Email / Phone contact with President
 - General Meeting Speaker, November 2010, San Jose

Impression: It has truly been an honor to serve on the Board of Trustees. The chance to truly affect this profession, and the growth that results, is a rare opportunity. The challenge of balancing COA responsibility, private practice management, and family life has made me more focused and decisive. I look forward to continued work with the Board in advancing California optometry.

CALIFORNIA OPTOMETRIC ASSOCIATION

BOARD OF TRUSTEES REPORT

John G. Rosten, O.D.

January 2012 – December 2012

Board of Trustees Meetings and Assignments:

- Attended board meetings and participated in board conference calls
- Served as a member of the Finance Committee
- Attended COA House of Delegates
- Attended COA Legislative Day
- Attended President's Council / Leadership Conference
- Attended Monterey Symposium

Cal-OPAC Board of Directors

- Served as a member of the Cal-OPAC Board of Directors

Liaison to Societies

Golden Empire Optometric Society (GEOS)

- Served as COA Trustee Liaison
- Presented a COA update on issues and items of interest to the membership

Los Angeles County Optometric Society (LACOS)

- Served as COA Trustee Liaison
- Had occasional contact with the Society President
- Contributed several articles for the LACOS newsletter

Bay Area Optometric Council (BAOC)

- Served as COA Trustee Liaison
- Attended quarterly council meetings
- Presented COA updates on issues and items of interest to the council

Special Assignments

- Attended the Congressional Advocacy Conference in Washington, D.C.
- Served as an invited guest speaker for the Western Regional Conference of optometric students held in Berkeley, California

- Attended a fundraising event for Senator Ed Hernandez, OD in Covina, CA

My service as a member of the COA Board of Trustees has been a very positive experience. I look forward to continuing my work on the COA Board to allow our profession to move forward.

Respectfully Submitted: December 2012

BOARD OF TRUSTEES REPORT
Barry A Weissman, OD, PhD, FAAO (Dip CCL)
February 2012 – December 2012

Respectfully Submitted: December 1, 2012

Board of Trustees meetings and assignments:

- Attended all Board Meetings and conference calls
- Reviewed annual duties, responsibilities and materials regarding Board participation
- Participated in COA Strategic Planning meeting and subsequently implemented one specific goal at the PCLC
- Attended Presidents' Council Leadership Conference
- Attended Monterey Fall Symposium
- Attended OptoWest and served as Proctor

California Vision Foundation (CVF):

- Reviewed duties and responsibilities
- Attended all meetings and conference calls
- Present to assist in facilitation of committee decision
- Contact as needed regarding committee activity with COA staff liaison

Comment: The Foundation continues to struggle to enhance it's mission in a time where all charitable organizations are under financial stress due to the general economy.

Finance Committee

- Attended meetings and conference calls

LSCOA-Pac Board Liaison

- Reviewed duties and responsibilities
- Attended all meetings and conference calls
- Present to facilitate committee discussion and advise

Comment: We are clearly having an impact in Sacramento by our strong legislative efforts. Our efforts are enhanced by the active presence of one Senator familiar with our profession's current status and aspirations, and (at the time of writing) a possible Assembly person as well drawn from our ranks. These efforts not only assist us in future efforts but allow us to have a "seat at the table" as health care evolves in California.

Liaisons to Societies

Redwood Empire Optometric Society

San Joaquin Optometric Society

Santa Clara County Optometric Society

- Regular contact with Society Presidents on many issues as they arose, including email and telephone (conference) calls
- Installed officers of SBOS

Special assignments

WUHS School of Optometry visit February 24, 2012

Panel Participant, UCLA Career Center Jumpstart Optometry Program February 28, 2012

Installed officers SCCOS May 17, 2012

Student Research Judge, SCCO May 23, 2012

Conclusion:

I have been honored to have the opportunity and the privilege to serve as one of your COA Trustees for the past year. I have tried to faithfully discharge my duties and also represent my constituent-colleagues to the best of my abilities. My ongoing goal is that I may use my experience to advocate and promote our profession and specifically further our association's goals. I thank you all for your continued support.

Barry Weissman

BOARD OF TRUSTEES REPORT
Page A. Yarwood, O.D., M.S., F.A.A.O.
February 2012 – December 2012

Respectfully Submitted: November 2012

Board of Trustees meetings and assignments:

- Attended Board Meetings and conference calls.
- Yearly reviewed duties, responsibilities and materials regarding Board participation
- Participated current COA strategic plan development
- Attended Monterey Fall Symposium.
- Attended COA House of Delegates
- Attended COA Legislative Day
- Attended President's Council
- Attended OptoWest in Palm Springs
- Attended and Co-Chaired AOA Congressional Congress and Keyperson Program
- Leadership development with the American Health Care Association
- Attended AOA House of Delegates
- Attended and addressed constituency during the ACCCOS Town Hall and General Membership Meeting.

Public Vision League (PVL)

- Attended all meetings and conference calls
- Assisted and execution of program development

Comments: With the support of COA and excellent leadership of Chair, Dr. Tony Carnevali, the Committee has been encouraged to participate and the development of key legislative strategies.

COA Legislative Committee

- Attended all meetings and conference calls
- Assisted in development of key legislative strategies

San Francisco Optometric Society (SFOS)

- Regular contact with Society President
- Chaired Society President's Conference Call
- Served as COA Trustee Liaison

Sacramento Valley Optometric Society (SVOS)

- Regular contact with Society President
- Chaired Society President's Conference Call
- Regular contact regarding ongoing status of legislative issues
- Served as COA Trustee liaison

Imperial Valley Optometric Society (IVOS)

- Contact with Society President
- Contact with Society President regarding ongoing status of legislative issues

University of California, Berkeley, School of Optometry

- Ongoing contact with Faculty
- Meet with faculty to discuss current educational and legislative issues
- Attended and addressed students during annual Western Regional Conference AOSA

Special Assignments

- Attended AOA Annual House of Delegates and Annual Congress.
- Attended AOA Keyperson Day – during Capital Hill visits, met with staff from Congress member Pete Stark, Anna Eshoo, and Mike Thompson offices to discuss AOA sponsored legislation.
- Served as contact resource for U.C.B.S.O. website which pre-optometry students may contact to shadow and serve as mentees.
- Participated in U.C.B.S.O. Partnership meeting for optometry students interested in organized optometry.
- Served as member to the Vision West Advisory Board.
- Hosted a fund raiser for Jennifer Ong for Assembly race for 10th Assembly District.
- Attended fund raiser for Rob Bonta for Assembly race for 16th Assembly District-elected.
- Attended fund raiser for Loni Hancock.
- Assisted in the development of California's AOA-PAC legislative team.
- Served on AOA Federal Legislative Action Committee.
- Participated in the COA sponsored Castroville "Eye Health Fair" for school children and adults.
- Appointed to AOA Federal Legislation Action Committee.
- Attended fundraiser for Congressman Pete Stack as liaison to AOA.
- Meet with Bay Area Lions Club leadership to discuss potential partnership goals.
- Assisted Dr. Jennifer Ong for Assembly campaign.

I have been honored to have the opportunity and privilege to serve as your COA's Immediate Past President. My goal has been that I may use my experience to advocate and promote our association's goals as laid out in the organizational goals and assist in the implementation of our strategic plan.