



Dear Colleague,

**We miss you!** Please join us by renewing your enrollment in the OEP Foundation. The role of an extension program is to facilitate interactions and foster innovations involving education, experience, research, and a dynamic network of individuals. As part of the “Extension Program” you demonstrate a commitment to professional growth and development – not just your own, but our colleagues’ as well. Together, we form an active network based on these values. Our shared commitment to developing the unique potentials of optometric care sustains this network.

In recent months I was reminded of a poem by Maya Angelou. One section of the poem conveys a thought I’ve often had about our profession and one I’ve adopted as a theme for my life’s work that I would like to pass on to you —

*“In minor ways we differ, in major we’re the same....  
I note the obvious differences between each sort and type,  
but we are more alike, my friends, than we are unlike.  
We are more alike, my friends, than we are unlike.”  
~Maya Angelou*

The Board and Staff of OEPF join me in encouraging you to take advantage of the many opportunities that your enrollment provides. We ask you to do a few things upon opening this thank you package:



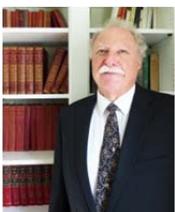
1) **Join us in ICBO One!** Download the ICBO One global app from your app store. As an OEP Clinical Associate, you received an email (at the email address provided with your enrollment) giving you directions for joining this new online community—the “Facebook of Behavioral Optometry!” – where you can connect with thousands of your colleagues worldwide! If you have any problems please email the ICBO One App Director, Dr. Matt Kushin at: [profkushin@gmail.com](mailto:profkushin@gmail.com)

This *\*NEW\** enrollment benefit is made possible through the collaboration of OEP and our current ICBO partner organizations, ACBO, BABO, BOAF, COMOF, COVT&R, and SIODEC as well as our global sponsors, HOYA Vision Care Europe, EyeCarrot, Vivid Vision, and GoodLite Company. This community will only continue to grow so join now and get connected!

2) Please **check your practice listing** on the global “Find an OD” feature on the OEP website ([www.oepf.org/page/map](http://www.oepf.org/page/map)) and contact us if it needs to be updated. This is an enrollment benefit and we are dedicated to keeping this referral source up to date and accurate.

Included in this welcome package you will also find your *\*NEW\** OEP Clinical Associate Enrollment Certificate. Each year, as you renew your enrollment, you will receive a date sticker to apply to this certificate. And, as a small token of our appreciation, we are including a complimentary copy of our 2017 Optometrists Change Lives™ calendar which includes a page of coupons for additional savings on materials exclusively for OEP Clinical Associates. We hope you’ll enjoy displaying this attractive collection of success stories in your office.

We welcome your comments and input regarding any of the OEP publications and programs. Thank you for all you do!



Sincerely,

Robin Lewis, OD  
President, OEPF

# OEP FOUNDATION—LIFE CHANGING EDUCATION!

As many of you know, in 2015 we consolidated operations into one new location in Maryland. We are coming up on the one year anniversary of the OEP National Education Center grand opening! If you haven't been to visit yet, please do. Sign up for a course, arrange a study group meeting, or just stop by and say hello!

## 2016 IN REVIEW

- ✓ One of our main goals for 2016 was the **digitizing of the OEP archives**. We have made significant progress on this project and your donations to the 1928 Society have helped tremendously! The archives include published materials, photographs, and audio recordings. The project consists of three main stages—1) Cataloging, 2) Scanning, and then 3) Curating. We started with the “OEP Monthly Papers” from 1940-41 and are currently on 1964-65 for cataloging and scanning.
- ✓ In July 2016 we joined our ICBO partners (ACBO, BABO, BOAF, COVT&R, COMOF, and SIODEC) in rolling out a fabulous **new enrollment benefit, the ICBO One app!** This app currently connects OEP Clinical Associates with members from 6 partner organizations around the world—totaling THOUSANDS of colleagues together in one place sharing, learning, and coming together to strengthen behavioral optometry worldwide!
- ✓ In 2016 we did a test run of our **newest Clinical Curriculum course—VT4**—that appears on the 2017 education schedule in both the US and Australia! This course covers those patients that don't “fit the grid” developmentally...this could be the youngest patients age-wise as well as your TBI/ABI patients, special needs patients, etc. We are thrilled to bring you this addition to the OEP Clinical Curriculum!
- ✓ **We welcomed our newest board member**, John Stevenson, to the OEP Board of Directors in June 2016. John is currently Chairman of the British Association of Behavioural Optometrists (BABO) in the UK and practices in Newcastle-Under Lyme, England. We also welcomed in our new President, Dr. Robin Lewis, of Chandler, Arizona.

## GOALS FOR 2017

We have some exciting projects lined up for 2017. Please consider making a donation along with your enrollment this year to help bring these to fruition!

- ✓ **Digitizing the OEP archives** This will be a NEW enrollment benefit item but will be released periodically due to the sheer volume of material. We expect the first portions to be curated and released during the 2017 benefit year!
- ✓ **Connecting with colleagues worldwide** through the ICBO One app is an exciting opportunity to bring the profession together. We have some exciting things planned for the app such as Q&A's with industry professionals, release of study group materials, contests, reference lists, and more. Please be sure to download the app and participate!
- ✓ **Online education.** 2017 will bring you the first online education opportunities from the OEP Foundation! We are replacing the “Foundation” course with a new Vision Therapist Training Program which is a hybrid course of online modules and workshop experiences. Watch for announcements this winter!
- ✓ **New website** features will start to roll out in Mid- 2017. We have allocated funding toward website upgrades in 2017 including a better store experience.

# OEP Foundation 2017 Enrollment Benefits Chart

A full description of what is included in each type appears on the enrollment form included

Enrollment Type	Early Bird Rate (by October 1 <sup>st</sup> )	Standard Rate (after October 1 <sup>st</sup> )
Individual Standard	\$375	\$385
Individual First Time	\$200	\$200
Retired	\$100	\$100
Practice Standard	\$490	\$500
Practice First Time	\$300	\$300
Faculty	\$205	\$205
Resident	\$175	\$175
Student	No charge	No charge
Friend of OEP	Donation	Donation

## Enrollment Add-Ons

<i>Optometry &amp; Visual Performance</i> Print Subscription	\$95 US / \$115 Intl
Google Map Listing (additional office)	\$120
Additional Individual(s) for Practice (3rd, 4th, etc.)	\$120 each

### PLEASE CONSIDER A DONATION

Now is the perfect time to designate some additional support toward a fund of your choice! OEP is a 501(c)(3) nonprofit organization as designated by the US Internal Revenue Service. Your **donations** are tax-deductible to the extent allowed by law. We have a number of special programs and projects for you to consider being a part of directly through your donation.

**1928 SOCIETY** – Donations made to this effort will directly support the history and heritage of the OEP Foundation. Why 1928? That is the year OEP was founded, a very special year! Your donation will help fund projects like digitizing the OEP archives, preserving the historical documents and materials in our collection, displaying and sharing these items with our associates, and maintaining records of OEP's past. Members of the 1928 Society will have their names displayed at the OEP National Education Center and will receive preview access to online archives as they are made available. A donation pledge of \$1928 is all that is required to join this special group of individuals dedicated to preserving and sharing OEP's unique history.

**OPTOMETRISTS CHANGE LIVES™** – This fund is off to a great start! This fund was previously referred to as the Mentor Fund, and is designated to provide support for mentoring and inspiring students to become active and effective members of the profession. Specific projects include hosting speaker events at schools of optometry, providing travel grants to conferences and seminars, and more. Students are the future of the profession, your donation helps us inform them about the many ways optometrists change lives!

You can make these selections on the enrollment form included in this mailing. Also, watch for more opportunities throughout the year! Thank you for your tremendous support of the profession through the OEP Foundation!



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