



OPTICIAN INSIGHT

September October 2023

A DIGITAL NEWSLETTER FROM SMSO



Upcoming Events

Save the date



10/9

**ABO-AC
TOUTORING**
HOSTED BY MIKE ROBINSON.

A virtual ABO-AC study session via Facebook.



Monday evenings at 9 Eastern/6 Pacific.

Visit the Show-Me State Opticians in Branson. As we forge stronger partnerships with our Optometric community.

10/13

**SMSO AT MO
OPTOMETRIC
ASSOCIATION
CONVENTION**

10/29

**SMSO
ONLINE CE**

Quality continued education at your convenience. Visit ShowMeStateOpticians.org and SMSO social channels for more details. \$25 for members/ \$35 non members.

Join the Show-Me State Opticians team for a tour of Midland Optical Lab and live continued education. Details to come.

11/08

MIDLAND
EDUCATION
DAY

Optician Insights featuring Acculab of IL

It is a pleasure to gain some insight from our partners at Acculab.

A thank you to Jonathan J. Trutt, Inside Sales Coordinator, Acculab for answering our questions. We begin with an introduction to Acculab:

JT- "First and foremost, we're thrilled that we're one of only three Service-disabled Veteran-Owned lens labs in the USA! Our founder and owner, Chris Brundies, is a dedicated service-disabled Veteran with a proud history of serving in the US Army. We wear this status with utmost honor.

Regarding our lens selection, we don't limit ourselves to carrying lens brands from the biggest monopoly company out there. Instead, we firmly believe that independent doctor offices should have the freedom to choose lenses that truly serve their patients' needs. That's why we offer a diverse range of alternative lens brands in our inventory. This approach means we're not tied to some giant, faceless corporation.

We have the privilege of *making choices that genuinely benefit our clients'* practices and, by extension, their patients. Our autonomy is something we take immense pride in.

Lastly, we're proud to say that we are the *last* independent surfacing lab in the State of Illinois. While many others have been absorbed by the prevailing conglomerate, we remain steadfast in our commitment to maintaining our independence and listening solely to our valued clientele."

What specialty services does Acculab offer, is there anything your lab is known for?

JT- "We're excited to host our own onsite Anti-Reflective coating services, powered by our remarkable 'Buhler CCS 610+' machine! This cutting-edge technology allows us to create stunning coatings, such as our captivating "Atlantis Series" AR with options like Poseidon (green), Neptune (blue), and Trident (blue blocker). Furthermore, we take great pride in our partnership with OptoTech from Germany, the company responsible for our top-tier surface equipment. What makes them truly exceptional is their collaboration between lens design and machine engineering teams. This unique synergy enables them to craft lenses that seamlessly complement their equipment.



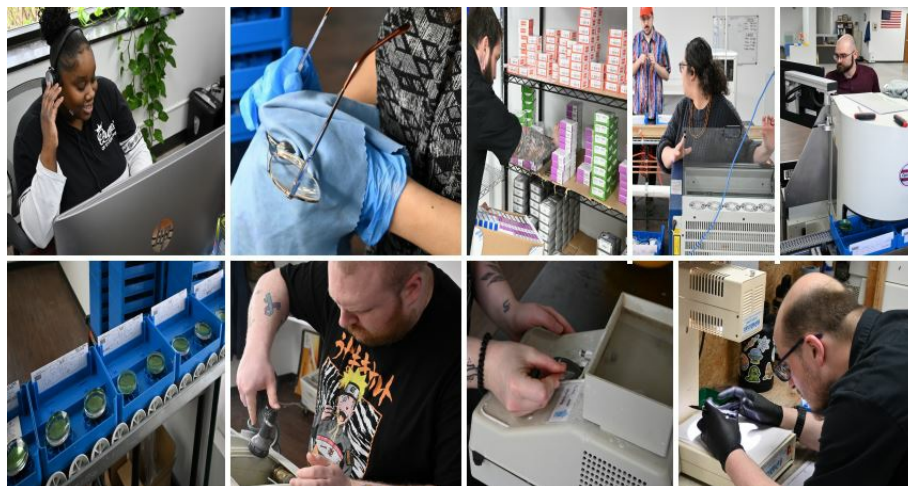
What especially sets us apart is that we're among the select few labs in the US privileged to

access these extraordinary lenses. It's this innovative technology that makes our Montanel brand house lenses so distinctive. **Our machines are capable of precision cutting prescriptions up to an astonishing one ten thousandth of a diopter!** This exclusivity not only distinguishes us but also positions us as a beacon of innovation in the US market. We're thrilled to offer our clients these exceptional services and products."

What is the best part of the experience working for Acculab?

JT- "The work we do is incredibly fulfilling and meaningful. Each day, we have the privilege of knowing that our efforts are positively impacting the lives of hundreds of people by granting them the incredible gift of sight. Being a part of such a purpose-driven mission is an immensely rewarding experience. But that's not all – our journey in this field goes beyond the daily tasks. We also get the opportunity to attend exciting trade shows, engage in continued education classes, and participate in various networking events. These experiences enable us to connect with fellow professionals who share our passion and commitment to making a difference in the eye care

industry. **It's more than just a job; it's a vibrant community of like-minded individuals coming together to enhance people's lives through vision care."**



SMSO- Your team dynamics are undeniable. How does Acculab reinforce great team culture?

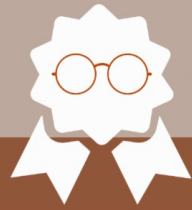
JT- "As a small business, our team culture is truly unique! We embrace a non-traditional work environment that sets us apart from corporate labs. Here, you'll find a relaxed and friendly atmosphere that's all about keeping things enjoyable. No need for uniforms or stuffy meeting rooms. Every one of our trusted staff is a skilled expert in their field and department. This approach has resulted in a remarkable low turnover rate, making our work environment and culture simply awesome!

We're big fans of celebrating together, which is why we go all out for birthdays and holidays, often hosting cookouts and treating our employees to something special. But our camaraderie doesn't stop there – whether it's unwinding with some video games after work, indulging in our favorite restaurants, or trying out other exciting activities, we always find time to hang out and connect on a personal level. In different job settings, these activities might sometimes feel a bit forced. But here, thanks to our amazing team, they're a refreshing break from the norm. We have fun while remaining committed to the continued success of our client's business."

Visit Acculab
Today!

The Show-Me State Opticians recognize Merrilee
for her outstanding work.

Show-Me Appreciation Contest Winner



Congratulations Merrilee !

Merrilee S. was our Sept/Oct. Show-Me Appreciation contest recipient.

She was nominated by several of her peers who stepped up to share how much they appreciate and admire her.

Working at Midland Optical for more than five years, she currently handles the complex Iseikonic lens designs at the lab. But that's not why she was recognized. Her peers respect her considerable optical skills, appreciate her talent for bringing people together, and are impressed with how she remembers her coworkers on birthdays, special occasions, and just because.

Thank you Merrilee for making a positive impact on everyone who works along side you! And thank you to those who nominated her.

[Click here to Nominate your optician via Facebook.](#)

The Show-Me State Opticians team is committed to the success of the *individual optician* and the *future of the optical industry*.

The Power of Community

Five reasons we need each other.



01

DIVERSITY AND

There is a great value to shared ideas. Others within your community can assist with solutions and provide a variety of

IDEAS

a variety of perspectives.

You're not going to feel motivated all the time. Interaction and exchanges with others can help with personal motivation.

02

BORROWED MOTIVATION

03

BELONGING

A community is inclusive. Providing a sense of belonging, purpose, loyalty and pride.

Learning about another's journey and experiences helps forge a path to success. Helping you avoid pitfalls in your learning and process.

04

WISDOM

05

ACCOUNTABILITY

Lets face it personal accountability isn't always easy. The accountability of a peer, mentor or collogue greatly assists us in accomplishing our goals.

**"The best time to plant a tree was 20 years ago.
The second best time is now."**

—Chinese Proverb

Join the SMSO
Today!



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