

Curriculum Vitae Survey Team

Members of the Survey Team are:

Lisa Bannerman
Sandra Blanchette
Jeff Fernandes
Maureen Harrison
Jeanne Hickey
Maureen Hussey
Alain More
Isabelle Viens
Tanya Wohlsclagel

Lisa Bannerman, RO, RCLP

Professional Activities

- Have worked at various levels within the Optical industry since 1986 including sales, management, training and consulting at Provincial and National level
- Specialized fitting of soft and gas permeable lenses for keratoconus, corneal grafts, multifocals and prosthetics
- Developed Code of Conduct Module 4 on The Discipline Process as part of a jurisprudence course for the College of Opticians of Alberta
- Currently working on the re development of the practice review program for the College of Opticians of Alberta
- Completed a comparison of the College of Opticians of Alberta Code of Conduct series to the NACOR competencies
- Participated in an item writing session to develop questions for the gap analysis with the College of Opticians of Ontario and NACOR in 2014
- Member of the Steering Committee for work with the Opticians Council of Canada on the Love Your Eyes campaign for 2014
- Presented on Toric and Multifocal contact lenses for Bausch and Lomb in Toronto and Vancouver for Walmart Optical Staff continuing education seminars in 2008

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- Member of the Disciplines committee for the Alberta Opticians Association and have participated in three hearings acting as chair for one from 2004 until present
- Presented an Infection Control seminar at Vision Canada West and East in 2001
- Developed and implemented a training course for staff in Calgary with Shoppers Optical which eventually became a national training program for staff across the country in 1995.
- Member of the NAIT advisory board for Optical programs from 1992 – 1995
- Helped develop a Train the Trainer course for optical supervisors for NAIT in 1992
- Director with the Alberta Opticians Association 1992 – 1996 with various portfolios

Relevant Volunteer Activities

(1996 – Present) Volunteer with the Alberta Science Network Presentations to grade 4 and 8 students for the topics of “Light and Shadows” and “The Eye and Optical Systems”. I speak to approximately 300 students per year

(2014) Volunteered to help students who were challenging the NACOR exam to go through the practical components in preparation

(2014) Represented the OCC at Vision Quest in Calgary for the Foundation Fighting Blindness

(2013 – Present) Community Liaison Director with the Bragg Creek Chamber of Commerce

Working in the community with various groups for the mutual benefit of the residents and the business community

Employment History

Consultant to the College of Opticians of Alberta (2014 – present)

Working with the practice review program, disciplines, vision screening, volunteers, and writing of newsletter articles and a blog column for the website.

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Calgary Optical and Contact Lens (2004 – 2010)

Optician and specialty contact lens practitioner. Fitting of challenging contact lens patients with soft and gas permeable lens materials as well as general contact lens fitting, trainings, and all optical services.

Shoppers Optical (1989-1997)

Optician and contact lens practitioner as well as store manager. Worked at 3 different locations during that time. Responsible for training of students, staffing, budgets, lab staff, promotions and marketing, goal setting and sales targets.

Education

- One year of Microbiology at the University of Alberta
- NAIT Optical dispensing and contact lenses (received Cecil Oxenbury award for highest achievement on the practical portion of eyeglass exam)
- CAIB (Canadian Accredited Insurance Broker) Level 1

Sandra Blanchette, Licensed Contact Lens Optician

Achievements and Publications

- Angus MacDonald award of Achievement by the Opticians of Manitoba October 2014
- Vision Monday July 2013 Most Influential Women in Optical, Mentor
- Published in Vision Magazine: November 2002 & September/October 2012
- Participated in Language Bench Marking for the Optical Profession in Manitoba November 2012-January 2013

Work Experience

2013-present	Contact Lens Licensed Optician Village Family Eye Care, Winnipeg, MB
2008-2013	Contact Lens Licensed Optician Contact Lens Services, Winnipeg, MB
2002-2008	Store Manager, Contact Lens Licensed Optician Southdale Eye Centre, Winnipeg, MB
1998-2002	Contact Lens Licensed Optician Costco Wholesale, Winnipeg, MB
1992-1998	Licensed Optician/Contact Lens Fitter Oakley Optical Ltd, Winnipeg, MB
1991-1992	Licensed Optician Special Eyes Optical, Winnipeg, MB
1986-1991	Student Optician/Licensed Optician Stewart N King Ltd, Winnipeg MB

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Education

2009	Auto Refracting Theory Program, NAIT
1994	Certified Contact Lens Fitter, NAIT
1990	Licensed Ophthalmic Dispenser of Manitoba (optician), Ophthalmic Dispensers Guild of Manitoba
1986	John Taylor Collegiate, High School Diploma, graduated with Honours

Other Education

- Conversational French 2013 Continuing Education U of W
- Global Speciality Lens Symposium January 2010-2013 Las Vegas
- Digital Techniques 1 & 2, March/April 2008- Prairie View School of Photography
- Photography Level 1, 2008-Prairie View School of Photography
- Stress Management, 2002- Red River College, Distance Ed
- Conflict Resolution, 2002-Red River College, Distance Ed
- Time Management, 2002- Red River College, Distance Ed
- Intro to Computers, 2001- Red River College, distance Ed

Volunteer Experience

2013-2014	Vice President Manitoba Chapter, Opticians Association of Canada
2012-present	CNIB Board of Directors
2012-2013	Chair of the OOM Appointments Nominations Committee
2011-2013	President of the Opticians of Manitoba
2011-2013	Executive Committee
2009-2013	Registration Committee
2009-2013	AP2 Contact Lens Instructor/mentor
2009-2013	NACOR alternate rep for the Opticians of Manitoba
2008-2011	Opticians of Manitoba Advertising Committee Chair
2006-2013	Opticians of Manitoba Board Member
2006-2010	Opticians of Manitoba Legislative Committee
2003 to 2006	Junior High Youth Group leader, Assiniboine-Charleswood Community Church
2003 to 2006	Jr. High Sunday School teacher, Assiniboine-Charleswood Community Church
1998-2002	2 nd year Ophthalmic Dispenser eyeglasses instructor
1998-2002	National Accreditation Committee of Opticians, Exam Moderator
1997-1998	Ophthalmic Dispensers of Manitoba Board Member
1994-1997	Housing Co-operative Counsel of Manitoba (HCCM), board director
1994-1997	Willow Park East Housing Co-op, membership selection and education committee and board of directors

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Jeffrey Fernandes, R.O.

Summary of Qualifications

- 20 years of experience in the optical industry, including 10 years in senior management
- Experience in staff training, client engagement and business development
- Ability to develop and lead successful programs and teams

Experience

J. Fernandes Consulting Toronto, Ontario 2014 - Present
Consultant / Optician

- Assisting Opticians, Optometrists and eyecare professionals in developing best practices in client care and delivery
- Training dispensary staff in the art of luxury sales, client engagement and client retention
- Developing and analyzing custom business metrics to assist dispensary owners in better understanding their business performance and how they compare to industry benchmarks

Spectacle Toronto, Ontario 2005 – 2014

Head Optician / Operations Manager

- Overseeing the daily operations of three dispensaries
- Developed & implemented training modules to educate staff on policies, procedures and products
- Responsible for the day-to-day operations of 19 staff, including 5 Opticians, 2 Optometrists & 11 sales staff.

Aaron&Lang Opticians Toronto, Ontario 2000 - 2005

Optician / Proprietor

- Day-to-Day operations of the dispensary
- Fabrication, adjusting and dispensing of eyeglasses and contact lenses.

Professional Activities

National Accreditation Committee of Opticians 2008 – Present
Accreditation Team Member

- Responsible for the review and evaluation of new and established post-secondary Optician / Ophthalmic Dispensing programs

College of Opticians of Ontario Toronto, Ontario 2008 - 2010
President

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- Collaborated with stakeholders to identify potential challenges and opportunities in the delivery of vision care in Ontario
- Chair of the Quality Assurance committee
- Member of the Registration Committee
- Member of the Inquiries, Complaints and Reports Committee
- Member Opticians Council of Canada (2008 – 2009) - Ontario Regulatory Representative

National Association of Canadian Optician Regulators 2008 – 2009
Ontario Representative

College of Opticians of Ontario Toronto, Ontario 2004 - 2007
Vice-President

- Chair of the Quality Assurance committee

Jeanne Hickey, Licensed Contact Lens Optician

Experience

- Employed at Costco Wholesale as a Manager 1998-present
- Employed at Walmart as a Manager 1996-1998
- Employed at Shorney's Optical 1992-1996
- Employed with Dr. G Caissie and Dr. C Bourgeois 1982-1992

- Volunteer on the Council of the Association of Opticians of NB
- Volunteer on the Opticians Association of New Brunswick Education Board
- Volunteered on the Board of Directors for the Opticians Association of Canada
- Volunteer as NACOR National Examiner

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Maureen Hussey, Licensed Optician

Background:

- Worked for the Northern Alberta Institute of Technology for ten years in various roles.
 - Was Program Liaison in 1994.
 - Worked in the program office helping the distance program head and supervising the program assistant to Deal with student difficulties
 - Liaised with the Regulatory Body and coordinated projects alone or as part of a development team, including:
 - Development of a Sight testing CD Rom,
 - Conversion of courses onto Web CT
 - Development of Field Supervision Program which assists Students and Mentors in Interning process
 - Ensuring OSI compliance for optical programs.
 - Course Revisions for Eyeglasses, Contact Lenses and Sight testing
 - Examination development, monitoring, analyzing and implementation.
 - Have been involved with coordinating, attending and implementing suggestions of the Advisory Committee.
 - Taught the Contact Lens Portion of the NAIT Programs for ten years.
- became Executive Director of the Alberta Opticians Association regulatory body in 2004
- Have been Alberta's representative to the National Examination Committee since 1996.
 - worked in examination question development, statistically analyzing the questions, stations and entire exam, and implementation phases from scheduling to moderating.
 - I have worked with a psychometrician to assess several exams' validity.
 - Have been part of the development team for accreditation since it first began in 1996.
 - Have been involved with several related projects such as developing a Prior Learning Assessment program for the regulatory body to deal with out of country applicants and planning and development of National Competency Matrix, which is now in use.
 - Participated as Survey Team Chairperson for the first NACOR Educational Agency accreditation at Georgian College in November 2007.

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ALAIN MORE, Retired

Summary of education

Dispensing optician diploma from Quebec School of Dispensing Opticians (1975)

Certificate in business administration: HEC, University of Montreal (1988)

Sales Course : École Pro Vente inc. (1989)

Efficient Presentations: Ergon (1992)

Sale representation courses: Mercuri International

College studies in Health Science (CEGEP): CEGEP Ahuntsic (1973)

Work experience

Essilor Canada : 2014 à 1987

❖ Manager Internal Training : sales reps, customer service and new employees (Canada)

- Prepare and present different sales and optical training programs
- Trouble shooting resource for reps, customer services and customers
- Training for reps and customer services

❖ Manager customer training (Canada)

- Speaker for Optical Chains (Canada)
- Product information: Range, technical and optical information
- Trouble shooting

❖ Manager Essilor LensForce : up to 7 lens specialists

- Continuing training for reps
- Put in place commercial strategies and customer approaches
- Trouble shooting and product information resource
- Reps recruitment

❖ Sales Manager Western Canada: 7 reps

- Responsible for sales in the 4 Western provinces
- Collaborate to operations (labs)

❖ Manager for Atlantic operations

- Managing sales and production for the 4 Atlantic provinces : 3 reps, 2 laboratories and more than 20 laboratory and customer service employees

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- ❖ Sales Manager Ontario
 - Managing sales with 7 reps.
- ❖ Sales Manager Canoptec Inc (wholesale division) : Quebec and Atlantique
 - Managing sales for Independent laboratories, Optical chains and ECP with surfacing laboratory. Team of 3 reps.
- ❖ Marketing Manager: Canada
 - Development and implementation of marketing strategies
 - Development of marketing material
 - Organize corporate events
 - Prepare sales stats
 - Member of the Canadian Essilor Executive committee
 - Prepare and implement new product launchings
- ❖ Sales Manager Pro Optic : Quebec and Atlantic
 - Managing sales with 3 reps
 - Managing strategies and marketing material
- ❖ Sale representative Pro Optic : Quebec and Atlantic
 - Customer relationship : trouble shooting, product information and training
 - Product launching
 - Atlantic market development

Dispensing Optician and office manager from 1975 to 1987

- ❖ Different optician and chain offices in Montreal area and in Quebec City.

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ALAIN MORE retraité

RÉSUMÉ DES ÉTUDES

Diplôme d'opticien d'ordonnances : École des opticiens d'ordonnances du Québec (1975)

Certificat en gestion d'entreprise : HEC, Université de Montréal (1988)

Cours de vente : École Pro Vente inc. (1989)

Cours Présentations efficaces : Ergon (1992)

Cours de vente et représentation : Mercuri International

Études collégiales Sciences de la santé : CEGEP Ahuntsic (1973)

EXPÉRIENCE DE TRAVAIL

Groupe Essilor Canada : 2014 à 1987

❖ Directeur Formation interne : représentants, services clients et nouveaux employés

- Mise en place de différents programmes de formation en vente et en optique
- Personne ressource en résolution de problèmes auprès des représentants, services clients et professionnels de la vue
- Formation des représentants et services clients.

❖ Directeur Formation Clients (Canada)

- Conférencier invité pour les chaînes d'optique au Canada
- Responsable de l'information sur les produits disponibles auprès des chaînes d'optique au Canada
- Personne ressource pour la résolution de problèmes et l'information produits.

❖ Directeur Essilor LensForce : équipe de 5 à 7 représentants produits : Canada

- Formation continue des représentants
- Mise en place des stratégies commerciales et approches clients
- Personne ressource en résolution de problèmes et information produits
- Personne ressource pour le recrutement des représentants.

❖ Directeur des ventes Ouest Canadien : équipe de 7 représentants

- Responsable de la direction commerciale pour les 4 provinces de l'Ouest
- Collaboration aux opérations avec le directeur de production.

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- ❖ Directeur des Opérations Essilor Atlantique
 - Responsable de la direction commerciale et des opérations pour les 4 provinces Atlantiques : 3 représentants, 2 laboratoires et une vingtaine d'employés de production et services clients
- ❖ Directeur des ventes Ontario
 - Responsable de la direction commerciale avec 7 représentants.
- ❖ Directeur des ventes Canoptec Inc (division grossiste) : Québec et Atlantique
 - Responsable de la direction commerciale avec une équipe de 3 représentants auprès des laboratoires indépendants, des chaînes d'optique et des professionnels ayant un laboratoire de surfaçage.
- ❖ Directeur Marketing : Canada
 - Responsable de l'élaboration et de la mise en place des stratégies marketing pour le Groupe Essilor Canada
 - Élaboration du matériel promotionnel
 - Organisation des événements corporatifs
 - Production des statistiques de ventes
 - Membre du comité exécutif d'Essilor Canada
 - Préparation et mise en place des lancements de produits.
- ❖ Directeur des ventes (Pro Optic) : Québec et Atlantique
 - Responsable de la direction commerciale avec 3 représentants
 - Responsable des stratégies et documents marketing.
- ❖ Représentant aux ventes (Pro Optic) : Québec et Atlantique
 - Relation avec la clientèle : résolution de problèmes, information produits, formation
 - Lancements de produits
 - Développement du marché.

Opticien- gérant de bureaux : de 1975 à 1987

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- ❖ Divers bureaux d'opticiens et de chaînes dans la région de Montréal et à Québec.

ISABELLE VIENS, opticienne diplômée

Membre de l'ordre des opticiens d'ordonnances du Québec

EXPÉRIENCE PROFESSIONNELLE

Soucieuse des détails et centrée sur le service à la clientèle, j'ai une expérience de plus de 15 ans à titre d'opticienne d'ordonnances dont 8 années presque exclusivement en ajustements de lentilles cornéennes de tous types, incluant les spécialités. J'ai à coeur le bien-être et la satisfaction des clients et me plais à utiliser des produits optiques de grande qualité. J'ai participé à la formation de plusieurs étudiants en optique.

Lunetterie Newlook, opticienne d'ordonnances

Sept-Iles, Qc

2012-2015

Grimard Optique, opticienne coordonatrice du département de lentilles cornéennes

Montréal, Qc

2003-2010

Lunetterie Pierre Desjardins, opticienne

Montréal, Qc

1999-2003

- Prises de mesures pour la réalisation de lunettes ophtalmiques ainsi que la livraison et l'ajustement de celles-ci. Assurance de qualité/vérifications avant livraison. Résolution de problèmes reliés au confort et à la vision. Ajustements de lentilles cornéennes et suivis. Taillages, montages, réparations de lunettes. Gestion d'inventaire du département de lentilles cornéennes. Rencontre des représentants de différentes compagnies.

Société des auteurs et compositeurs dramatiques, Agente de perception des droits d'auteur, secteur théâtre

Montréal, Qc

1994-1996

- Préparation des ententes contractuelles de droits d'auteur pour la captation, la lecture publique et la représentation d'œuvres théâtrales d'auteurs québécois. Agente de liaison entre les théâtres, professionnels et amateurs, et les auteurs. Perception des droits.

Mouvement des caisses Desjardins du Québec, agent service aux membres

Montréal, Qc

1987-1994

- Service aux membres et transactions bancaires. Approvisionnement des guichets et tâches connexes. Préparation d'envois de documents aux membres.

FORMATION

Diplôme d'études collégiales en techniques d'orthèses visuelles

Collège Edouard-Montpetit, Longueuil

1996-1999

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Baccalauréat en études littéraires
Université du Québec à Montréal

1991-1994

ACTIVITÉS SOCIALES ET PROFESSIONNELLES

Maître de stage d'étudiants en dernière année en technique d'orthèses visuelles au sein du bureau Grimard Optique St-Denis

Participation à différentes formations en optique par le biais de mes employeurs et de certaines compagnies du milieu (perfectionnement, nouvelles technologies, gestion, service à la clientèle)

Organisation de formations en lentilles cornéennes pour mes collègues opticiens

Participation au CAFE (centre d'aide en français écrit) où j'ai supervisé des étudiants ayant des problèmes en français

Correction/révision de documents scolaires de certains enseignants d'orthèses visuelles du collège Edouard-Montpetit

LOISIRS ET CHAMPS D'INTÉRÊTS

Voyage, photographie, cuisine

Tanya Wohlsclagel, Licensed Optician

Education

- 2002-2003 Ophthalmic Dispensing Success College of Applied Arts and Technology
- 2005-2007 Northern Alberta Institute of Technology Contact Lens Fitting Program
- 2012 Northern Alberta Institute of Technology Automative Refracting Course

Experience

- 11 years experience as a licensed optician, the last two years in a leadership role, 10 of the 11 years were spent working in busy optometric environments
- 7 years experience as a contact lens fitter... Including many specialty lenses
- 2011 to present examiner for National Association of Canadian Optician Regulators
- 2012 to present represent Nova Scotia for the National Exam Committee
- 2012 to present moderator for National Association of Canadian Optician Regulators
- 2012 participated in a teleconference to discuss the National Competencies for Opticians and determine which competencies needed to be updated, changed or removed
- 2013 attended a 2 day item writing session for the National Competencies
- 2014 participated in developing an Enhanced Continuing Competence Program for National Association of Canadian Optician Regulators