

**BOARD OF OPTOMETRY
PROFESSIONAL DESIGNATION COMMITTEE
MARCH 8, 2005**

TIME AND PLACE: The meeting was called to order at ~~9:45 a.m.~~ 9:05 a.m. at the Department of Health Professions, 6606 W. Broad Street, 5th Floor, Room 3, Richmond, Virginia.

CHAIRMAN: Paula H. Boone, O.D., Chair

MEMBERS PRESENT: W. Ernest Schlabach, Jr., O.D.

STAFF PRESENT: Elizabeth A. Carter, Ph.D.
Carol Stamey, Administrative Assistant
Emily Wingfield, Assistant Attorney General, Board Counsel

OTHERS PRESENT: Zelda Dugger, DPOR
Betty Graumlich, NAOO
C. Cannaday, VSO

PUBLIC COMMENT: No public comment was presented.

REVIEW OF AGENDA: The agenda was approved as presented.

DISCUSSION ITEMS: **Review and Recommendations to the Professional Designation Application and Instructions**
On properly seconded motion by Dr. Schlabach, the committee voted unanimously to revise the application instructions in the third paragraph, last sentence. The revisions included revising the word "licensure" to "registration" and adding "and must be renewed annually."

Professional Designation Title Clarification with Regard to Advertising and Signage
There had been some question expressed by callers to the Board office over whether the use of a part of a professional designation title in large overhead signage was acceptable as long as the remaining portion was somewhere posted. For example, the question was posed whether "ABC Eyecare - John A. Smith, O.D" could be split with large overhead signage visible from the street that said only "ABC Eyecare" while the "John A. Smith, O.D." portion was on the front door.

On properly seconded motion by Dr. Schlabach, the committee voted unanimously that all advertisements, signage, letterhead, business cards, or other manner of holding oneself out to the public by a professional designation shall contain the full professional designation exactly as it is

registered with the Board and that this information be included in the instructions for a professional designation application.

Request from Eye America, LLC, Doctors Vision Center

After conferring with Ms. Wingfield, Board Counsel, the committee requested that Dr. Carter draft a letter to Richard R. Sayers informing him that his application on behalf of the company is invalid because only a Virginia licensed optometrist may register a professional designation title. Additionally, a professional designation title may only be registered by a single optometrist.

**Request from Capital Eye Consultants, P.C.,
James E. Powers, O.D.**

The committee recommended that Dr. Carter draft a certified letter to Dr. Powers advising him that if he wishes to hold himself out to the public by a name other than his own as is provided on his optometry license, then a professional designation must be registered with the board office. Dr. Carter was directed further to provide him with an application to be completed within two (2) weeks to avoid the matter being forwarded for disciplinary action.

NEW BUSINESS:

No new business was presented.

ADJOURNMENT:

The meeting adjourned 9:45 a.m.

Paula H. Boone, O.D., Chair

Elizabeth A. Carter, Ph.D., Executive Director