

***O.S.E.A. Approved Minutes  
November 6, 2005  
Best Western Motel  
Stroud, Oklahoma***

Members present: Nancy Casteel, Tracie Albert, Yvonne Moore, Carol Anwar, Patty Peters, Peggy Dohlman, Susan McNeely, Maryanne Miller, Linda Pollaro-Porter, Susan Goodman and Vicki Sue Loehrs.

Non member present: Barbara Klein, Vella Keeling and Tina Winzeler.

Student's in-training present: Sheryl Schmidt

Meeting was called to order at 1:33 p.m. by President: Nancy Casteel.

- Approved April 2005 minutes.
- President thanked Susan McNeely for getting our speaker for today from Designs for Vision.

Susan McNeely introduced Kris Klein, Sales Representative for Designs for Vision, Inc.

Kris Klein talked about:

- Designs for Vision, Inc., being a privately help company for the past 40 years.
- Passed out Designs for Vision folder.
- Founder was an optometrist who built this company to optical standards. Designs for Vision are now the world's largest manufacturer and an industry leader in magnification and customizing telescopes.
- Nation wide representatives are available to serve our needs.
- Kris talked about the ergonomic benefit of customizing telescopes: depth of field and width.
- 6 months for changes in magnification at no charge.
- Alleviates back and neck.
- Alleviates eye strain by helping the eyes to relax.
- It takes about 3 weeks to get the original glasses once ordered.
- 1 ½ to 2 weeks turnaround time for repairs and lens changes.
- Glasses are an exact fit per person with ½ mm measurement of the eyes.
- Telescopes are built in-house.
- Warranty: lifetime warranty on frame and scopes. Housing of frames is not covered if dropped.
- Prescription built in to carrier lens.
- Telescopes correct astigmatism.
- 2 Fields: expanded and standard. Expanded is heavier. Standard is lighter weight.
- Scratch resistance but not scratch proof.

- Fitting: 1<sup>st</sup> appointment takes 30 minutes to 1 hour on average.
- Lens changes at this time are \$200.00 to \$250.00.
- 2.5 to 3.5 magnification is the easiest to get use to.
- Not water proof only water resistance.
- Light source comes from the line of sight to eliminate shadows.
- Fiber optic cable doesn't get hot and it produces no heat.
- Bulb last 70 hours: \$ .25 per hour, \$13.00 bulb.
- Fiber optic headset: \$995.00. Clip on: \$970.00.
- 10% discount will be offered until 12-31-05 with payments plans available for 3 months at no interest.
- Special 6 month plans might be available. Need to discuss this with Kris personally.
- Kris Klein can be reached at (972)523-4375 or [kklein@kleinsurgical.com](mailto:kklein@kleinsurgical.com)
- Designs for Vision, Inc. can be reached at 1-800-345-4009. Fax: 631-585-3404.

Tracie Albert, treasurer:

- Received a \$100.00 check from Barbara Klein for today's presentation.
- Checking account balance:

Nancy Casteel, President, reviewed AEA convention that she attended last week in Las Vegas.

- New brochures, new emblem, and new logo "Electrolysis is more than you think."
- New marketing kits are very specific: Kit includes CD, logo, postcards, and new pamphlets. No samples.
- You can put AEA pics on your website: \$175-\$200
- Pamphlets are reduced to one tri-fold.
- 90% of medical lawsuits are due to mal practice: lack of communication and expectations are not being met.
- Advertise with the Doctors: Oncologists, OBGYN's, and Dermatologists.
- Send a goodie gift with your business card attached.
- Talked about how to deal with different personality types.
- Eyebrow designs: [eyebrowz.com](http://eyebrowz.com)
  - o 10 to 12 weeks for growth cycle.
  - o 90% telagen.
  - o 2 years to do full brows.
- Dying eyelashes are against federal law.
- Fluid retention causes more sensitivity.
- Pain gets worse on estrogen.
- Underarms: try using hydrogen peroxide for post treatment.
- Speaking engagements: beauty schools and senior citizens groups.
- Websites:
  - o 10 seconds to get attention on the home page.
  - o Be clear, concise, with easy navigation.
  - o Use AEA or OSEA website as a reference.
- Transgender M.D. spoke:
  - o [Sara@sarabecker.com](mailto:Sara@sarabecker.com)

- sarabecker/t/index.htm
- Her mother bathe her when she was in the womb with estrogen when pregnant – did it change her?
- Process of steps/guidelines takes 2 to 5 years.
- Male to female: 20K to 100K
- Female to male: 10K to 100K
- Male hairs will thin with treatment of hormones.
- 2+ years and 200+ hours on beard with electrolysis.
- Aspirin prevents thrombosis.
- When you fly, take 1 aspirin before take-off.
- Annual cost of medicine studies:
  - 2004 4.15 billion compared to 1997 8.44 million
  - 2004 worldwide sales: 4.7 billion
  - 2004 worldwide tests: 4.15 billion
- More spent on marketing than research.

Next O.S.E.A. meeting with be April 9, 2006, 1:30 p.m. at Stroud.  
Meeting adjourned at 4:30 p.m.

Respectfully Submitted,

*Vicki Sue Loehrs, R.E.*

O.S.E.A. Secretary