

**THE**  
**EYE**  
opener



**Welcome**  
**to**

**2010**

***UPCOMING EVENTS***

***EYE OPENER NEW IMAGE***

***OPHTHALMIC DISPENSERS TO "OPTICIANS"***

**WINTER 2010**



## THE COUNCIL CREW



PAUL JOHNSON  
President

Season's Greetings!

We have decided the best way to keep everyone informed is by use of a periodic newsletter. So we thought we would begin the new year by dusting off the old Eye Opener. You can expect to see this quarterly going forward. If you have anything to sell, looking for work, looking to hire someone, have any comments or suggestions, please contact Chris Raqué at [raque@sasktel.net](mailto:raque@sasktel.net) or Stephanie at the SODA office.

We have had a productive (but expensive year). There was very little in the way of discipline, which makes us all happy and helped keep the costs under control. We were pleased to host the semi-annual meetings of the OAC (Opticians Association of Canada), The OCC (Opticians Council of Canada), The NACOR (National Accreditation Counsel of Optical Regulators), and the NEC (the National Educators) in Regina in May of 2009. There was a very small trade show on the Saturday afternoon. After all the meetings were finished with for the day, we enjoyed a dinner and dance in the evening. During the festivities I was honoured to present Lil Lawford with a small appreciation gift and a plaque commemorating her 20 years with the SODA and all she has done for us.

We met again in October in Saskatoon for more education and the annual general meeting. Your council has remained the same.

From my family to yours, I wish each and every one of you a happy and prosperous 2010. Until we meet again.

Paul Johnson



CLARENCE MOTT  
Treasurer

I would like to thank the Saskatchewan opticians for the privilege and honour to represent them and as I was voted back to council. I will do my best to protect and further our profession.

I have been acting as your treasurer, convention chairman, and N.I.R.O. (network of inter-professional regulatory organizations) representative. I encourage opticians to get involved with their council and conventions of course. You are a professional in the health care industry. Be proud of yourself !!! You have an opportunity to make a difference in peoples lives, as a group of opticians, we can change the way the general public views us.

A lot of you know me but for those who do not. I started in the laboratories when I was a teenager, then into dispensaries, that was 38 years ago? I have sat on council for the past 8 years. Previous to that I served on the Manitoba council for 5 years, as chairman of medicare and chairman of legislation. Again I thank you for this opportunity.

Clarence C. Mott

MYRNA MUIR-  
Public Rep

Myrna is away  
on holidays.

### JUST A REMINDER TO ALL STUDENTS & LICENSED OPTICIANS

In order for us to keep the Registration Membership List up to date at all times we ask that you please contact SODA office when you change jobs and / or preceptors.

Thank You



JAMES HOLLSTEIN  
OAC Rep.

I was very humbled and honoured at this year's AGM by the SODA members special request to re-elect three of us on council by acclamation. Your confidence and trust in us is unprecedented and motivates us to work even harder for you. It has been my pleasure to have served you on council for 10 years. My wife and I have independently owned Crystal Vision Optical in Rosetown for 15 years. I believe that Opticians need to be vigilant to maintain and grow as an independent profession. I also believe there is much to be gained in professional associations within our circle of health care for both Opticians and for the Public we serve. To these ends I will commit your trust. I wish all my colleagues the best.

May your families and friends be close to your heart.

James Hollstein



SANDRA WIEBE  
Education -  
Chairman

Happy New Year to all!

My name is Sandra Wiebe and I hold the position of Education Chairperson on the SODA Council. I have had the privilege of being on Council for 7 years now and each year gets more interesting! This year we have made several changes to the way our Seminars are done and we are still working through the glitches and ask that you bear with us this year! Education is very important to our field and we want to make sure the students get the best education possible... I'm very proud to be keeping my position of Education Chairman this year and I am open to any suggestions you may have to help make education easier for the Students.

Just a reminder we are looking for any Contact Lens Fitters that would be willing to help with our Contact Lens Seminar on March 20<sup>th</sup> & 21<sup>st</sup>. Please contact the office for details. Best wishes to you and yours for 2010.



CRYSTAL HILTON

I work for Loblaw Optical. I have been with the company for a year and a half. I have been in the Optical industry for 11 years and love it. Being on SODA has given me a different view of opticianry. I love being on council and being part of the process. I am also a wife and mother of two young girls that keep me very busy !

Crystal Hilton



DARYL HYLAND  
Public Rep

Daryl Hyland is one of the public representatives on the board of SODA. He was born and raised in Saskatoon. He obtained his Certified Management Accountant degree and is currently employed with the City of Saskatoon, Fire & Protective Services as the Support Services Coordinator. He is a volunteer on a number of boards such as Curl Saskatoon Inc, United Way of Saskatoon and Area Community Campaign Cabinet and has been on Leadership Saskatoon Inc. and Saskatoon Amateur Volleyball Association



STEPHANIE GALEY  
Office Admin

Hello from the SODA Office,

We are happy to announce the return of our Newsletter 'The Eye Opener'. Just a few reminders... We've moved!!! Our new address is as follows SGEU Building Suite 306 1114 – 22<sup>nd</sup> Street West Saskatoon, SK S7M 0S5. Our phone and fax numbers have remained the same. Also please remember to contact the SODA office when you've changed employment so we can make sure that important mail will reach you.

The SODA office would like to thank Mr. Charles Chilton from Clearview Optical for donating all the informative text books from his teaching days, again. Thank you!



## ED'S VIEW

Welcome to the new 2010 SODA newsletter. I am Chris Raqué and this is a fun project that I have the opportunity to work on. My name may sound familiar to some of you from the 80's. I've been gone from the Optical industry for about 20 years, and now I'm back, hoping to share a little Eye-news along with some humour to make this newsletter an enjoyable read. So please take a few minutes and read up on what is happening in your industry. All contributions are greatly appreciated. **We will be adding an Opinion section once we get submissions, so please share with us.** I look forward to hearing from you and meeting you again.

### Superlatives Rock Saskatoon

What a start to the New Year, unbelievable, the heart, passion, drive and Never Give Up spirit that we were lucky enough to be a part of Tuesday night Jan.5<sup>th</sup> 2010 in Saskatoon; whether we watched it on TV or were fortunate enough to behold the spectacle at Credit Union Centre live and share in the intensity with our neighbours. From the moment the skates touched the ice the air crackled with energy, the game reached into our hearts and clamped on until the last thrilling second. This Was Great Sport; World Class. Both teams brought it and left everything on the ice, the epitome of the undaunted human spirit. We cheered for the Canadians eh! But the Americans squeaked it out in sudden death overtime 6-5. Wow! No matter the outcome, either team could have won. All players should hold their heads up high and be proud of what they gave that night; their all and then some. We, the fans are proud and perhaps we can take this spirit and tenacity into the New Year and meet challenges with the same optimism and determination in our workplace and home life.

It's 2010, the start of a new era. What will this year bring? the next 9? surely change; good? bad? hopefully more of the former. We move ahead in the current of life in all it's complexities and simplicities striving to find our own path along the way, taking comfort in tradition and consistency yet embracing the new, the innovative, the new 'Cool'. As a herald to the new era one of the proposals for change is a new format for our quarterly, along with a fresh moniker. Since SODA represents all of us in the Optical field, we are the engine that gives voice through **The Eye Opener**. Please give a little thought as to the title of this publication. Do we keep it as a tradition or do we need a new Image to identify with? Some of the suggestions for change are:

*Insight      NewLook      Focal Point      Primary Focus      The Spectacle*  
*The Eye Wire      Focus      The Visionary      Seeing Things      Eye See*

Any ideas? Let us know, e-mail me at [raque@sasktel.net](mailto:raque@sasktel.net) or [sk.opticians@sasktel.net](mailto:sk.opticians@sasktel.net). Get those synapses working and those creative juices flowing. The winner will be announced at the AGM meeting and will receive a special prize.

**Thank You and Good Luck!**

## OPHTHALMIC DISPENSERS TO “OPTICIANS”

I would like to take a moment to provide an update to the general membership of the SODA. After much drafting and re-drafting and many meetings between your drafting committee as well as Ministry of Health officials over the last year or so, your new “*Opticians Act*” was finally tabled at the legislature in December and received its first reading on December 3, 2009. Paul, Clarence and myself, were pleasantly surprised to receive an invitation to witness the first reading of the bill as well as an introduction to the members of the legislature. Paul also received an advance copy of the bill containing the *Act*.

When the legislature reconvenes in the spring, the *Act* will receive second and third reading and finally receive royal assent sometime in May of 2010. Between the second and third reading, there can be up to twenty days of discussion on the bill before it receives third and final reading. While this is the norm set aside for discussion on all bills, it’s doubtful that this will occur with the “*Opticians Act*” since the bill is straight forward and non controversial.

Once the bill receives royal assent, it becomes law but, only after the regulatory bylaws are in place and have been approved by the Minister of Health. Your council and drafting committee are working diligently to ensure that the regulatory bylaws are completed and in place at the same time the bill becomes law. Your new *Act* was drafted and modernized with a particular emphasis on ensuring opticians are able to carry on conducting business as usual but also ensuring that opticians are able to expand and grow their scope of practice in the future.

Some important and interesting changes will occur once the “*Opticians Act*” becomes law. Immediately upon the *Act* receiving Royal Assent, the “Saskatchewan Ophthalmic Dispensers Association” will cease to exist and will become the “**Saskatchewan College of Opticians.**” Also, its Members will no longer be “ophthalmic dispensers” but will become “opticians” and finally be on a par with all other jurisdictions in Canada. These two simple changes will automatically increase the visibility and professionalism of all opticians in Saskatchewan.

There is one other important change that members should be aware of when the *Opticians Act* becomes law. Your new *Act* has been drafted very carefully to ensure that it complies with the template put forward by the Ministry of Health and, to which all other health care providers are obligated to subscribe. Simply put, many of the clauses found in the “*Opticians Act*” can be found in other health care providers *Acts* as well. The Ministry’s template serves to standardize the various *Acts* of all health care providers such as Nurses and Emergency Medical Technicians etc., as well as to ensure a strict level of professionalism among all health care providers.

That being said, your new *Act* brings with it, a mandate for every member to ensure that they continue to conduct their business in a very professional manner. The new legislation being part of the template legislation, inclusive of other health jurisdictions, will bring with it the added scrutiny of the Ministry to ensure all its partners in the health care circle are performing in a professional manner acceptable to the Ministry.

In closing, I would like to offer my congratulations to council as well as all the members in Saskatchewan for a job well done. After so many years of working in the shadows of the other health care providers you’re finally going to be recognized for the professionals that you are. It’s been a long time coming, but the light at the end of the tunnel is finally shining through....

Ken Sorensen  
Consultant to the SODA



## *UPCOMING EVENTS for 2010*

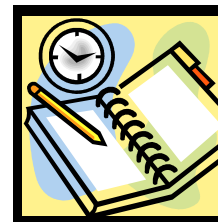
### SODA Dates

Council Meeting Dates:  
(dates subject to change)

March 25, May 26  
September 27, November 26

SODA Convention:  
AGM Dates

September 25 – 26 @ Regina Delta  
September 26 @ 1:00 Regina Delta



### International Dates

March 18 – 21  
October 1 – 3  
October 6 – 9

Vision Expo East, New York, New York  
Vision Canada 2010, Ottawa, Ontario  
Vision Expo West, Las Vegas, Nevada



### **Membership Numbers**

7 Contact Lens Students  
26 - 1<sup>st</sup> & 2<sup>nd</sup> Year Dispensing Students  
to add to our 275 licensees  
69 being dual licensed

**Good Luck to all the Students**

### NACOR Practical Examination Dates

February	6 – 7	Alberta	NAIT - Main Campus, Edmonton, Alberta
April	23 - 25	Ontario	Seneca College, Toronto Ontario
<b>April</b>	<b>25</b>	<b>Saskatchewan</b>	<b>Final written examinations SIAST Kelsey Institution</b>
May	28 – 30	British Columbia	Douglas College, Coquitlam, British Columbia
<b>June</b>	<b>5 – 6</b>	<b>Saskatchewan</b>	<b>Kelsey College, Saskatoon, Saskatchewan</b>
June	12 – 13	Manitoba	Eyeglasses - Red River Community Coll. Winnipeg.MB Contact Lenses - Contact Lens Services Winnipeg
June	12 – 13	Nova Scotia	Halifax, NS
June	26 – 28	Alberta	NAIT - Main Campus, Edmonton, Alberta
September	24 – 26	British Columbia	Douglas College, Coquitlam, British Columbia
October	22 – 24	Ontario	Seneca College, Toronto, Ontario
November	6 – 7	Manitoba	Eyeglasses - Red River Community College Winnipeg Contact Lenses - Contact Lens Services Winnipeg
November	6 – 7	New Brunswick	Saint John, New Brunswick

# EYE EDUCATION

Remember to get your continuing education credits before your due date (10 Dispensing and 5 Contact Lenses) after all, you do have 3 years to get them.

50% of your credits are to be obtained through SODA sponsored events. ALL other credits must be pre-approved by the SODA office. In order for it to be a SODA credit the material has to be brought to the Education Chairman to be reviewed and approved. All seminars, lectures etc must be pre-approved by SODA and NACOR. If it is a **non-SODA credit** then only **half** the credits (5 credits for opticians or 7 for CL Fitters) will be counted towards the total number of credits and Optician / Contact Lens Technician needed in that 3 Year Time Frame.

We are currently giving Credits for the Auto-Refracting Course available through NAIT. It is worth 4 credits.



*Membership Renewal Applications went out January 15th  
If you have not received yours please call our Office immediately.*

*2010 Renewal Fees (Due by March 31<sup>st</sup> 2010)*

<i>Dispensing</i>	<i>\$ 350.00</i>
<i>Inactive</i>	<i>\$ 125.00</i>
<i>Retired</i>	<i>\$ 25.00</i>
<i>Contact Lenses</i>	<i>\$ 200.00</i>
<i>Inactive</i>	<i>\$ 125.00</i>
<i>Retired</i>	<i>\$ 25.00</i>
<i>OAC Membership</i>	<i>\$ 105.00</i>



## **CONTACT LENS SEMINAR**

March 20<sup>th</sup> & 21<sup>st</sup> 9:00 - 6:00 (Catered Lunch)

***MANDATORY for all Contact Lens students!***

S.O.D.A. Suite 306 - 1114 - 22nd St. West SGEU Bldg.

### **Licensed Contact Lens Technicians *We need your help !***

We are looking for some Volunteers to help our students with the Practicum components of this seminar. This is your chance to get some extra Continuing Education Credits (4 credits for each day) and to help our students so Please do your part and pitch in to help.

Call the office before February 12<sup>th</sup> and speak with Stephanie.

***We thank you in advance !***



# EYE NEWS

Excerpts from Letter to Mary Field (Opticians of Manitoba) from Taylor McCaffrey Barristers & Solicitors  
(November 19, 2009)

## Re: Opinion on Obligation to provide Measurements

You have inquired on behalf of the Opticians of Manitoba (the “OOM”) as to whether an optician has a legal obligation to give clients the measurements for their eyeglasses or contact lenses (“appliances”) when they are requested by the client. We have also considered the follow up issue as to whether or not an optician is legally liable if, after having given the client these measurements, the client purchases appliances elsewhere using these measurements and has problems with them. We understand that the OOM have made these inquiries due to concerns over internet shopping, where an individual’s measurements are required to submit an online order for appliances.

In our opinion, based on a reading of the overall purposes of the relevant legislation as currently drafted, an optician would have an obligation, when requested, to give clients the measurements as defined below. However, an optician would not be legally liable for any further use of those measurements, as long as the measurements were taken with reasonable care in all of the circumstances.

>>>>>>

Accordingly, we are of the view that an optician would have to disclose a client’s PD and K measurements when requested, provided that the optician has the measurements in the client’s file. The follow up issue is set out above: Is an optician then legally liable if after having given the measurements to a client, that client purchases appliances elsewhere using the measurements and has problems with them? In our opinion, even though there might be slight variations between PD and K measurements, if the measurements meet a reasonable standard, an optician would not be held liable. An optician could be exposed to liability if the optician measures incorrectly or inaccurately records the measurements to a client’s file: as the optician would not be held to have met the standard of reasonableness.

The fact that there might not ultimately be exposure to liability does not preclude a dissatisfied client, after having used the measurements for an online purchase, from coming back and complaining to an optician. Although this cannot be prevented, when the measurements are requested, an appropriate warning would be given to the client explaining that to ensure the best results, appliances should be fitted and dispensed by a licensed optician.

>>>>>>

In conclusion, based on a reading of the overall purposes of the PHIA (Public Health Information Act) as currently drafted, an optician would have an obligation to give clients the measurements as defined. Nonetheless, an optician would not be legally liable for any further use of those measurements, if the measurements taken were to be considered to be reasonable.

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### Press Release

Winnipeg, MB. January 26, 2010

The Opticians Association of Canada (OAC) is pleased to announce the appointment of their new Executive Director, Mr. Robert Dalton R.O. A native of Newfoundland, Dalton brings to his position 25 years of experience as a practicing Optician in Halifax, Nova Scotia working for Butler’s Optical. Prior to becoming an Optician he studied political science at Dalhousie University in Halifax and at Memorial University in Newfoundland. He has been extremely involved in his profession throughout his career committing much of his personal time to volunteer positions.

From 1988 to the present Robert has collaborated with the Halifax CNIB as a provider of low vision services. He has as well worked with the Victoria General Hospital Outreach Program providing lectures to seniors on age-specific vision issues. Robert has also been a contact lens lecturer for Johnson & Johnson and currently serves as Media Spokesperson for Transitions Optical. Robert honed his leadership skills serving first as President of the Nova Scotia Society of Dispensing Opticians from 2000 – 2008 and since 2008 as President of the OAC during which time he has





## “Window To The World”



Inspected by  
Mr. Oops !

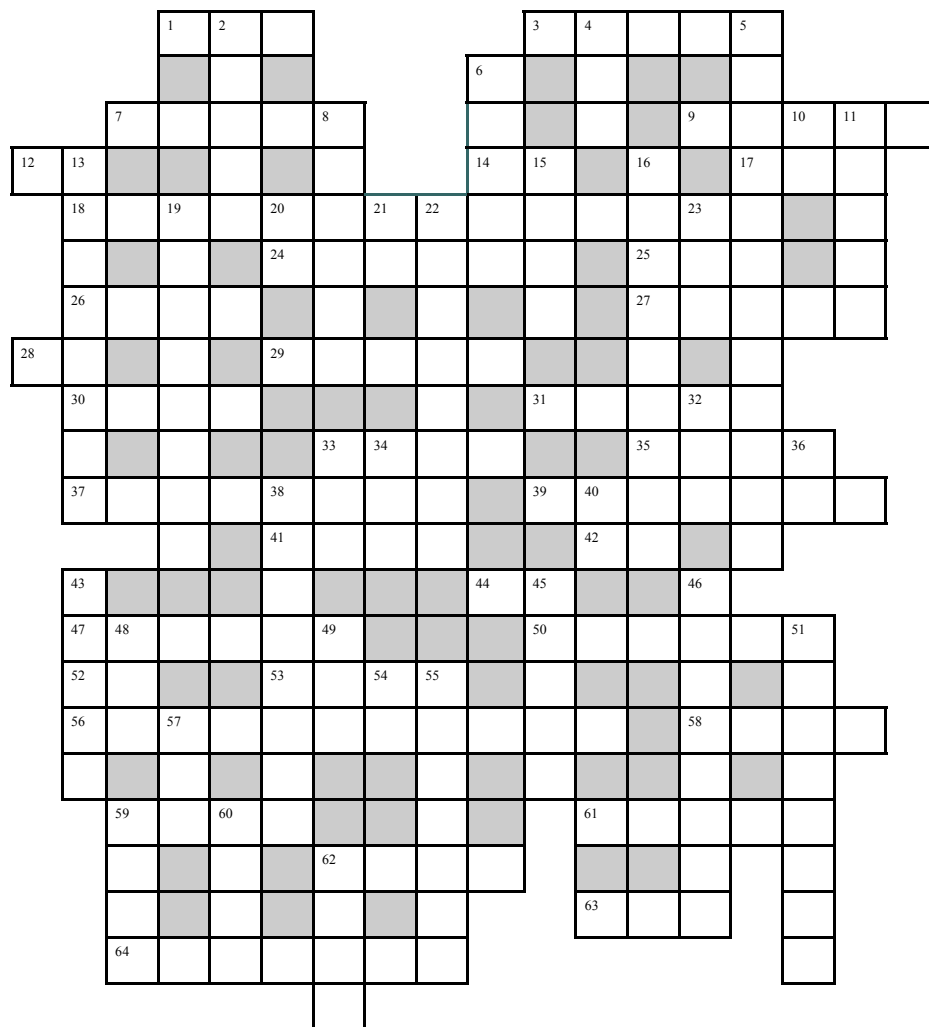
### Across

1. Kramer support
3. Chew on this
7. Best not to waver
9. We make a spectacle of ourselves
12. Dirty Deeds Done Cheap/part 2
14. Part one
17. Where all the big boys play
18. What? an eyesore, who ya gonna call?
24. Intensify
25. Old no
26. \_\_\_ this puzzle for the Inspector
27. Topic (ana.)
28. Canadian \_\_\_
29. The new shape of power
30. Goddess of the Rainbow
31. Be Green
33. Does Uranium?
35. L, = lentil (from its shape)
37. May be treated by drugs or surgery
39. Deere John
41. Association
42. Tic Tac Toe specialist
44. Evil eye
47. R plus this channel is more painful than 51 Down

50. Puzzle Inspector
52. I see
53. World Jr Championship USA vs. Can in Saskatoon – Sure wasn't this for Canada
56. All eyes straight ahead
58. Oread vocal
59. Sac containing morbid matter
61. The last frontier
62. What his mom called him (see 11 Down)
63. Fishstick
64. Col. Klink's eyewear

### Down

2. First Digital Fax System
4. Dream on
5. What's normal to you?
6. Thin skin?
8. Don't shoot 'til you see the whites of their eyes
10. International Baccalaureate
11. Mr. Burnaby
13. You and your friend late at night
15. Waffle O.K.?
16. Flip me around, it's all small stuff
19. I built the laser in 1960
20. Free speech ?

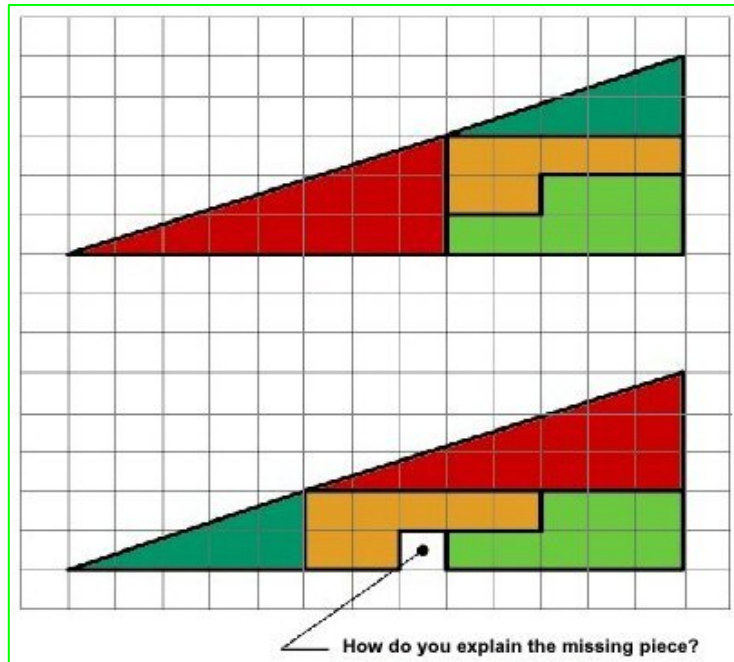


21. Optical effect
22. Professional Adjuster
23. World's third largest independent software company
32. Smalltime
33. Greek morn.
34. Sweeties
36. Do-re relation
38. Just like Niagara
40. You need one to get better
43. Sometimes you \_\_\_ 'PB and J'
45. I light up the room
46. Ophthalmic Inventor
48. The inner you ?
49. Funny to a texter
51. Not the English one (part of 47 across)
54. In the field (see 39 across)
55. Some Wabbits have it
57. Your teenagers room perhaps ?
59. Like the ocean on a clear day
60. A\_\_\_ (look around)
62. Mr. 46 Down

**Did you see what Mr. Oops missed ?**  
Answers on back page

# EYE FUN

## Tricks of the Mind and Eye – The Mystery Hole



## TRIVIA

Which one of these facts makes you say, “Eye Didn’t Know That!”

The giant squid has the largest eyeball on the face of the earth. At 18 inches across it’s about the size of a beach ball.

An ostrich eye is only two inches across, but it weighs more than its brain.

An ant has two eyes, each of which is made up of many smaller eyes. This type of eye is called a compound eye.

A worm has no eyes at all.

A chameleon’s eyes can look in different directions --- at the same time !

Unlike humans, guinea pigs are born with fur AND their eyes open.

Babies cry but don’t produce tears until one to three months after birth

Each of our eyelashes has a ‘life span’ of approximately five months

Of all the muscles in our body, the eye muscles are the most active.

An owl can see a mouse moving more than 150 feet away with light no brighter than candlelight

Check out <http://www.eyedidntknowthat.info/?pageLoc=/fun-and-games&index=1> for a little fun trivia for the whole family.

Made possible by Transitions and Carnegie Science Centre

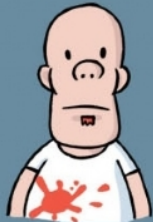
# OH! THE MAGIC WE WORK HERE



truck driver



dr. professor



butcher



artist



hell's angel



fashion designer



easy



hard

<b>Clearview Optical</b>	Regina
<b>Cornwall Optical</b>	Regina
<b>Costco Optical</b>	Regina & Saskatoon
<b>Crystal Vision Optical</b>	Rosetown
<b>Eyes International</b>	Saskatoon
<b>Eyes on Albert</b>	Regina
<b>Factory Optical</b>	Regina - Prince Albert - Estevan Moose Jaw - Weyburn
<b>Future Vision Optical</b>	Regina
<b>Golden Mile Optical</b>	Regina
<b>Hakim Optical</b>	Regina & Saskatoon
<b>Hill Optical</b>	Regina
<b>J &amp; J's Optical</b>	Regina
<b>JL Optical Services</b>	Estevan
<b>Lucky Lemay Optical</b>	Fort Qu'Appelle
<b>MJ Optical House</b>	Moose Jaw
<b>Northgate on Rochdale</b>	Regina
<b>Nu Look Optical</b>	Moose Jaw
<b>Optical Image</b>	Swift Current
<b>Optika Eclectic Eyewear</b>	Saskatoon
<b>Paramount Optical</b>	Saskatoon
<b>Pearle Vision</b>	Regina, Saskatoon & Prince Albert
<b>Point Optical</b>	Saskatoon
<b>Prairie Rim Optical</b>	Yorkton
<b>Saskatoon Optical Services</b>	Saskatoon
<b>Sears Optical</b>	Regina & Saskatoon
<b>Sherring Optical</b>	Yorkton
<b>Shoppers Optical</b>	North Battleford
<b>Special Eyes Optical Inc.</b>	Regina
<b>Superstore Eyewear</b>	Regina, Moose Jaw & Yorkton
<b>The Bay Optical</b>	Saskatoon
<b>The Optical Shoppe</b>	Regina
<b>UWear</b>	North Battleford
<b>Vision Makers Optical</b>	Saskatoon
<b>Viva Optical &amp; Contact Lens Centre</b>	Regina
<b>Vogue Optical</b>	Saskatoon
<b>Wal-Mart Vision Centre</b>	Regina, Saskatoon, Prince Albert, North Battleford, Moose Jaw & Yorkton

## XYZ OPTICAL CANADA

Employment Opportunity  
 Ophthalmic dispenser and contact  
 Lens technician required for busy  
 downtown store in the city.  
 Benefits after 3 month period.  
 Great wages and good working environment  
 Please submit resume along with cover letter to:

**THIS COULD  
 BE YOUR AD  
 FOR ONLY  
 \$ 30.00**

Office Manager  
 XYZ Optical Canada  
 123 Anywhere Street  
 Anytown, Saskatchewan

Phone: xxx-xxx-xxxx  
 Fax: xxx-xxx-xxxx

## KOOL LABS CANADA

Employment Opportunity:  
 Lab technician with a Dispensing License for busy up  
 and coming dispensary.  
 Must have minimum 5 years experience with good  
 time management skills.

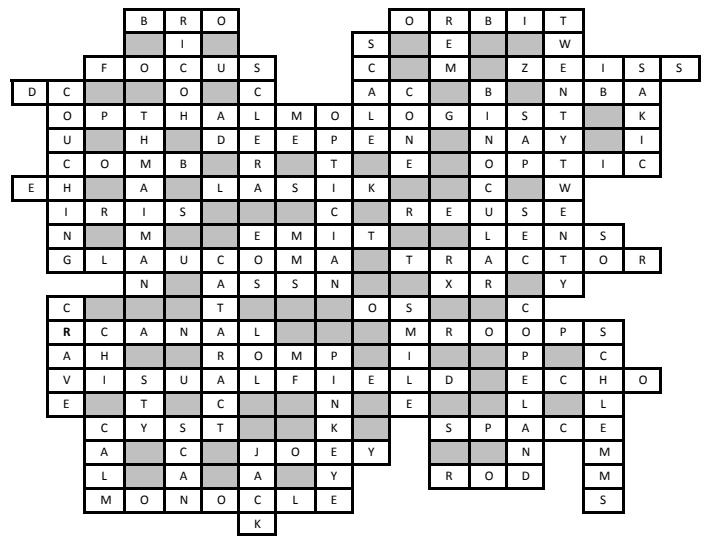
Excellent wages and benefits  
 Full time—no weekend work  
 Send resume and cover letter with  
 qualifications to:

**ADD SOME  
 COLOUR AND  
 PAY ONLY  
 \$ 40.00**

Office Manager  
 Kool LABS  
 456 Anywhere Street  
 Anycity, SASK  
 Phone: xxx-xxx-xxxx  
 Fax: xxx-xxx-xxxx

# IC OPTICAL

COME  
 EXPLORE THE  
 AMBIENCE OF THIS  
 BEAUTIFUL TRENDY NEW STORE  
 LOCATED NOW IN THREE MAJOR  
 CITIES IN THE PROVINCE.



Found what "Mr. Oops" missed? (spelling 18 across)

## FOR SALE

Gerber– Coburn  
 (Espirit 3D)  
 Patternless Lens Edger  
 with Auto Tracer Block

In excellent condition

For more details please call  
 xxx-xxx-xxxx or email at

xxx@sasktel.com

SAMPLE



Saskatchewan Ophthalmic  
 Dispensers Association  
 Suite 306 - 1114 - 22nd St W  
 Saskatoon, SK S7M 0S5

Phone: 306-652-0769  
 Fax: 306-652-0784  
 sk.opticians@sasktel.net  
 www.opticians.sk.ca

## CLASSIFIED ADVERTISING COSTS (no taxes)

<b>BLACK &amp; WHITE</b>			
2.25in	x	3.75 in	\$ 25
3.75 in	x	3 in	\$ 30
7.5 in	x	3 in	\$ 50
<b>COLOUR</b>			
2.25 in	x	3.75 in	\$ 35
3.75 in	x	3 in	\$ 40
7.5 in	x	3 in	\$ 60

Submissions must be typed and  
 accompanied by a cheque payable to  
 SODA

Please submit on disk or email, we use  
 Publisher & Word  
 Deadline is 3 weeks before print.

Deadline for Spring edition is April 10<sup>th</sup>.