



## The *EB* Questionnaire **Andrew S. Bruce,** **LDO, ABOM, NCLE-AC**

### **What's the advice of a visionary?**

"Never allow yourself to become complacent," says optician Andrew Bruce, a 2023 Contact Lens Institute Visionaries honoree. "Our industry is extremely competitive, so it's vital that we opticians continually strive to provide our patients with the best service and care to ensure that they see the value of receiving services from a trained and knowledgeable eyecare professional."

Shortly after the Covid-19 pandemic hit, Bruce, based in Vancouver, WA, retired from private practice to dedicate his time to being a full-time educator and industry consultant, establishing ASB Opticianry Education Services. He also serves on the board of directors for the Contact Lens Society of America and as its educational consultant.

Here, he shares his insights.

—*Kerri Ann Raimo*

### **Your most distinctive characteristic?**

Besides having a British accent, I consider myself a "people person." My father was a self-employed butcher and he personified excellent customer service. I owe my people skills to him.

### **Inspiration to pursuing a career in opticianry?**

A desire to collaborate with others to help make a difference in the

lives of my patients. In addition, my undergraduate studies were in photography, so I love optics! I get the best of both worlds.

### **Most likely to splurge on:**

Clothes! I try to look my best when presenting to my audience.

### **Best activity to find calm?**

Exercise! I recently got back into a childhood passion, roller-skating—a fun alternative to torturing myself at the gym.

### **Greatest source of inspiration?**

My wife and son. They are my reason for living and my greatest sources of inspiration and support.

### **Your eyecare heroes?**

Mark Mattison-Shupnick and Dr. Palmer Cook. Mark has not only been a wonderful mentor, but he has also become a good friend. He provided me my first opportunity to be a published author. Dr. Cook has also been very generous with his time, acting as my mentor and helping me increase my knowledge and teaching skills.

### **Song playing in the soundtrack to your life?**

"One Moment in Time" by Whitney Houston. I feel very blessed with the opportunities that have come my way.

### **Most memorable experience as an optician?**

Watching my apprentices become Washington state licensed dispensing opticians.

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