BY-LAWS

Article I. Duties of Officers and the Executive Council

Section 1. The President shall preside at all meetings of the Academy and shall chair the Executive Council. He shall appoint all committees subject to the approval of the Executive Council. He shall perform the duties usually incumbent on the office, and such other duties as may be directed by the Academy.

Section 2. The President Elect shall assume the duties of the President in his absence or at his request, and shall assume such duties as may be assigned to him by the Executive Council or the President.

Section 3. The Secretary-Treasurer shall keep records of all proceedings and financial transactions of the Academy and the Executive Council, conduct correspondence, collect dues, notify members of the Academy about meetings a reasonable time in advance, and perform such other duties as pertain to the office, or as may be prescribed by the Executive Council or these By-laws.

The Secretary-Treasurer shall keep a correct account of all financial transactions of the Academy, as verified by a Certified Public Accountant. Disburse funds upon a signed order of the President, and make a full and detailed report of the financial affairs of the Academy at each annual meeting and when requested by the President. He shall, at the expiration of his term of office, deliver to his successor all funds, papers, and books relative thereto.

The Secretary-Treasurer shall furnish bond in such amount as may be required by the Executive Council, expense of which shall be paid by the Academy.

Section 4. The Executive Council shall transact all business for the Academy between Annual Meetings and shall assume such other duties as may be delegated to it by the Academy.

The Executive Council shall have the books of the Secretary-Treasurer examined, audited, and certified.

It shall have the final vote on the acceptability of all persons proposed for membership in the Academy.

It shall have full authority to act for the Academy in any crisis or emergency, provided the majority of its members are in agreement as to the necessity for immediate action and as to the course to pursue.

It shall have the authority to instruct the Secretary-Treasurer to pay the reasonable expenses it deems necessary to the success of the Annual Meeting or other necessary meetings.

It shall assume such other duties as are usual to an executive board.

Article II. Qualification for Membership

Section 1. Application for membership shall be made directly to the Secretary-Treasurer of the Academy. Applicant dues as determined by the Executive Council must accompany each application.

Section 2. Each applicant for membership in the Academy shall subscribe to the Academy pledge and agreement, and return it properly signed to the Secretary-Treasurer of the Academy.

Section 3. Each applicant must fulfill all requirements established by the Academy for admittance prior to submission for approval by the Executive Council.

Article III. Standards of Conduct

Section 1. An applicant for membership in the Academy must be of good moral character and conduct his practice on a high professional and ethical plane.

Section 2. All Fellows of the American Academy of Optometry are hereby expressly and specifically enjoined from committing or condoning any of the following practices. Failure to comply with the spirit and substance of this injunction shall be cause for suspension or expulsion by the Executive Council.

1. Sensational publicity.
2. Advertising. (Note: In those localities in which it is the general practice for professional persons to insert a professional card in the newspaper, this practice may be acceptable, provided the card is submitted to the Academy for review and approved.)
3. The display or advertising of merchandise or service.
4. The use of promotional material or methods such as slogans, catch phrases, inducements, displays, circulars, etc., designed to promote an individual or group's practice.
5. Signs other than simple name plates.
6. Locations resembling a store.
7. Use of commercial equipment, such as cash registers, show cases, etc.
8. Fitting and/or servicing of eyewear other than in privacy.
9. Filling of ophthalmic prescriptions by making a practice of dispensing for other refractionists or of selling ophthalmic devices.
10. Use of the word "optician" or words connoting the same in connection with the practice of optometry.
11. Promotion of any ophthalmic product for personal profit.
12. Affiliation with any venture which tends to discredit the practice of optometry on a high professional or ethical plane.
13. Revocation of state licensure.
14. Unethical and/or unprofessional conduct.
15. Incompetence in the practice of optometry.
16. Fee splitting and rebating.

Section 3. Any member of the Academy knowing of another's failure to maintain the standards required by the Constitution and By-laws shall be obligated to report the matter to the Secretary-Treasurer, who shall notify the Executive Council for investigation. Documented and signed evidence of the matter should accompany the reported violation.

As amended December 12, 1976