



## ISSUE MEMORANDUM

<b>DATE</b>	March 17, 2023
<b>TO</b>	Members, California State Board of Optometry (CSBO)
<b>FROM</b>	Terri Villareal, Lead Enforcement Analyst
<b>SUBJECT</b>	Agenda Item #6B – Interim Executive Officer’s Report - Enforcement Program

The Board’s news bulletin has gone through some recent changes and one of them is a name change. The bulletin is now called “The Spectacle”. The 2023 winter edition of The Spectacle was published on January 30, 2023, and can be found on the home page of the Board’s website, [www.optometry.ca.gov](http://www.optometry.ca.gov).

The focus of past editions of The Spectacle has been the optometry profession and its enforcement program. Beginning with the spring edition, The Spectacle will now include information for licensees, optician registrants, optometry candidates, recent graduates, and enforcement for both professions.

The Spectacle will also include a section that will provide tips for navigating through the BreEZe platform.

Board staff is hoping that the expanded bulletin will assist licensees and registrants with where to find needed information and to be able to use as a resource, in addition to our website.

Also included in this report are the quarterly enforcement statistics for the Optometry and Opticianry programs.

Below are the most recent enforcement actions taken by the Board:

### *Citations*

#### **Verb Eyeware LLC (RDO 71210) - West Hollywood, CA**

Effective October 27, 2022, a \$5,000.00 citation was issued to Verb Eyewear LLC, (RDO 71210) for failing to obtain an RDO registration before opening for business, failure to display each certificate in a conspicuous place at the certified place of business, and for engaging in the business of filling prescriptions of physician and surgeons or optometrists prior to obtaining a registration (BPC §§2551, 2553, and 2556.5). The Citation was appealed and effective December 10, 2022, the citation was

affirmed, and the fine was reduced to \$2,500.00. [Click here to obtain a copy of the action.](#)

**San Diego, Mark J (SLD 42881)**

**Palo Alto, CA**

Effective December 1, 2022, a \$750 citation was issued to Mark J San Diego (SLD 42881) for knowingly making a false statement of material fact...in an application for a license; and making or giving any false statement or information in connection with the application for issuance of a license (BPC§§475(a)(1), 480(e), and 2555.5(j)). [Click here to obtain a copy of the action or to view the registrant's profile.](#)