Board Member Jeff Austin, O.D. resignation

The Board sends a huge thank you to Dr. Jeff Austin for all of his contributions and dedicated service to the Board since his appointment in 2020. His intelligence, decades of experience, and equal parts analytical and pragmatic approaches to all of the issues that the Board faces will be incredibly missed. The Board wishes Dr. Austin the very best in his future endeavors.

Board Member Brian Benitz, O.D. appointment

The Governor's Office for Boards and Commissions has appointed Brian Benitz, O.D. to be the Board's newest member in light of Dr. Austin's upcoming retirement. Originally from Iowa, Dr. Benitz studied biology at Iowa State University before completing his Doctorate of Optometry at the Illinois College of Optometry in Chicago. Soon after graduating, he moved to Reno. He has been an owner in a large group practice, worked in OMD practices and now with his wife Dr. Donahue operate a boutique eyecare practice. They have two middle school kids who keep them very busy outside of work. Dr Benitz has been in Nevada for over 25 years and is excited to serve the community in the role as Board Member.

Dr. Benitz's first official duties will occur at the Board's meeting on December 10, 2026 12pm.

Violations for advertising as a "specialist"

NAC 636.210(1)(b) states that an optometrist shall not: "Represent himself or herself as a specialist in any optometric field unless he or she has been certified by a board for certifying specialties approved by the Nevada State Board of Optometry." Per Board policy no. 14, the only specialties approved by the Board are:

- American Academy of Optometry diplomate in the following areas:
  Anterior Segment
  Binocular Vision and Pediatric Optometry
  Contact Lenses
  Glaucoma
  Low Vision
- Optometric Glaucoma Society fellow;
- Optometric Retina Society fellow; and
- Scleral Lens Education Society fellow.

Regardless if the licensee directly or indirectly uses a third-party website designer, all licensees are responsible for their own advertising/website information. Randomized website audits may occur in the near future. All licensees who advertise themselves as a "specialist" on any topic on their webpage, office letterhead, marketing or advertising materials, etc. in violation of the above may result in the Board initiating a formal complaint. Monetary penalties and sanctions will be sought.