"Mrs. Frame" celebrated for ability to fit frames

BILOXI – From Bay St. Louis to Pascagoula, "Mrs. Frame" is the go-to person for countless eyeglass wearers who need new frames.

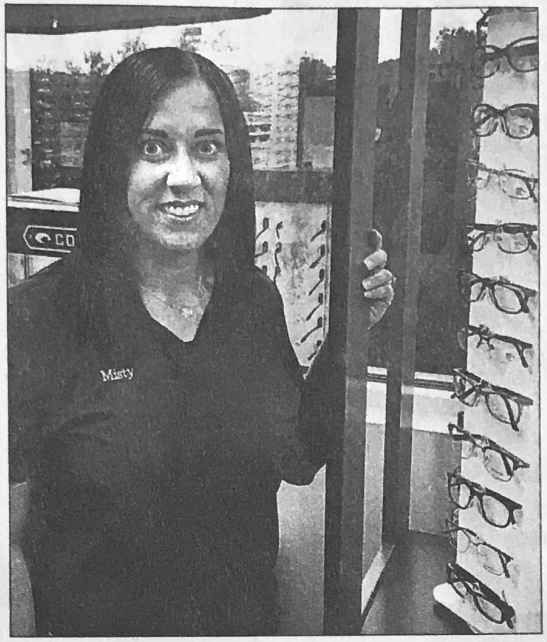
Seasoned optician, Misty Frame, recently became 'lost' to her eyewear customers when Gulf Coast Eye Center permanently closed, as the owner retired in August. She had managed their clinics' optical shops in Ocean Springs and Pascagoula for 14 years. Before that, she worked at optical shops for seven years on the western Mississippi Gulf Coast.

But now, Frame is the new optical manager at Eye Associates of the South in Biloxi, where she hopes past patients will find her.

"Since my first few days out of Gulf Coast Eye Center, my phone has been blowing up with people looking for me," the Gulfport native said. "After that many years, I just want to make sure they'll come see us at Eye Associates of the South, the ones who want to find me."

"We could not be more pleased to hire Misty Frame," said Eye Associates partner and ophthalmologist Rainna Bahadur. "She has the magic touch with eyewear and optical customers to complete our team. Her knowledge and customer service record are outstanding."

Frame graduated with a Bachelor of Applied Science degree, focusing on Business Administration and Management, in 2004 from the University of Southern Mississippi in Hattiesburg. Before that, she graduated from Harrison Central High School in Gulfport.



Frame

Frame said she became inspired in childhood to pursue an optical career.

"When I was about six, I started wearing glasses," she recalled. "My eyes were so crazy bad they let me start wearing contacts when I was nine, which was unheard of back then. I was considered legally blind, without correction. That's what got me into wanting to help other people see better.

"I was a teenager before I could get corrected to 20/20 – so I actually could see the leaves on trees. I didn't want other kids growing up and not being able to see. So now, when I sit down with patents, I can actually understand where they're coming from and what they need on their glasses to guide them in the right direction."

Plenty of her patients have commented on buying eye frames from "Mrs. Frame."

"They mention it all the time, all the time, yes!" she said of her unusually on-point married name, Frame. (Her maiden name is Mickel.) "My patients always say, 'You married him for his last name, didn't you?' I say, 'No, I married him for his cooking. Looks fade but hunger does not!'"

Frame gets raves from her past customers on various internet reviews. One unnamed older patient wrote of her, "She is the most observant, thorough and helpful person who has ever ushered me through the process of being fitted for new eyeglasses."

Frame's patients also knows she will be honest with them.

"A lot of it is personal experience, what I've learned along way, that I relay to patients. I also look at the prescription and that tells me where to go," Frame said of her approach. "But if I put glasses on a patient and they don't look good, I'm extremely honest. If they don't look good, I'm not selling them.

"I try to give them pointers to see best and look their best!"

Frame lives in Vancleave with her husband and two children.

For information or an appointment, call 228-396-5185 or visit their website at www.2020view.com.