

The Contact Report

Contact Lens Manufacturers Association

June 2003

First Electronic Newsletter from CLMA

June Board of Directors Meeting

The CLMA will hold its Spring Board of Directors Meeting on Sunday, June 22, 2003 in San Diego, CA at the Holiday Inn on the Bay. All members are welcome to participate. Please let the CLMA office know if you plan to attend. A continental breakfast will be served at 7:30 am in the East Coast Ballroom. The Board of Directors meeting will convene at 8:00 am and end no later than 5:00 pm. A working lunch will be served from 12:00 noon to 1:00 pm.

Membership Grows in 2003

The Association has added twenty-one new members since the beginning of the year. The following report was published in a

recent issue of *CL Today*:

CLMA Reports an Increase in Membership

The Contact Lens Manufacturers Association recently reported an impressive growth in membership of more than 20% from 2002. The mission of the CLMA is to increase awareness and utilization of custom manufactured contact lenses. The majority of custom contact lens manufacturers in the United States belong to the CLMA.

The 2003 Membership Directory will be printed in the coming weeks. The publication has been delayed so all new member companies could be included.

Australian Contact Lenses
Victoria, Australia
Bruce Herbert, Managing Director

In this issue...

June Board of Directors Meeting	1
Membership Grows in 2003	1
Healthy People 2010	3
By-Law Revisions Approved	3
CLMA is Making Changes	3
Seal of Excellence 2004 Re-Test?	4
Nominating Committee Seeks Volunteers	4
GP Product Directory 2003/2004 Update	5
Awards Committee Seeks Nominations ASAP	5
RGP Lens Institute (RGPLI)	6
Classifieds	7

Beitler McKee Optical
Pittsburgh, Pennsylvania
Michael Klaphake

Chessman's Contact Lens Lab
Xenia, Ohio
Bruce Chessman, Owner

CL works Co., Ltd.
Seoul Korea
Sejin Son, Global Affairs Manager

Contamac US Inc.
Grand Junction, Colorado
Martin Dalsing, President

Contex, Inc.
Sherman Oaks, California
Nick Stoyan, President

C & E GP Lab, Inc.
San Clemente, California
Harvey Yamamoto, OD, Advisor

E and E Optics, Inc.
Van Nuys, California
Emery Stein, President

Euclid Systems Corporation
Herndon, Virginia
George Gladly, VP of Operations

Herslof
Milwaukee, Wisconsin
John Davis, General Manager

Innovations in Sight
Front Royal, Virginia
Gary Woodruff, Vice President

Lensco
Phoenix Arizona
Kevin Lippert, VP Operations

Metro Optics - Arkansas, Inc.
Little Rock, Arkansas
Charles Blackburn, President

Microlap Technologies, Inc.
New York, New York
Jacob Censor, Treasurer

Mid-South Premier Ophthalmics, LLC
Brentwood, Tennessee
R. Andrew Jackson, Chief Manager

Obrig Hawaii
Honolulu, HI
Ofelia Ranches, Production Manager

Optech, Inc.
Englewood, Colorado
James Brooks, President/CEO

Rooney Optical, Inc.
Cleveland, Ohio
Howard Riedel, Vice President

Unilens Corp. USA
Largo, Florida
Adrian Lupien, VP Sales & Marketing

Universal Contact Lenses of Florida, Inc.
Jacksonville, Florida
James Beeler, President

Visionary
Anaheim, California
Rick Belliveau, President

Healthy People 2010

Volunteers from the CLMA have been asked to attend sessions across the country. Now it appears that budget constraints are causing a cancellation of this program. Below is an announcement sent to the Government Affairs Committee Chair, Dan Bell:

I want to give you an update on the NEI's collaboration with the Office of Disease Prevention and Health Promotion (ODPHP) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE) at the Department of Health and Human Services (HHS) on a project to evaluate the utility of Healthy People 2010. After much discussion, the NEI has decided to cancel its agreement with HHS

It has come to our attention that the assessment has been halted and that it may be canceled or its focus may be changed. In March 2002, NEI entered this agreement with the understanding that a vision module would be added to the overall assessment. The information from this activity would have assisted the NEI and the HP2010 Vision Work Group design effective strategies for accomplishing the vision objectives, thus enhancing the utility and potential success of the HP 2010 initiative. Due to delays and a potential change in direction, NEI can no longer support this assessment. We are accountable to our constituents to effectively manage HP2010 activities and resources and feel that these funds can be used in other areas that will ensure accomplishment of the vision objectives.

By-Law Revisions Approved

The Regular Members recently approved the revisions put forth for the Association By-Laws. These revisions embraced voting rights for Associate member companies. Associate members will now vote alongside Regular members on the Association budget, officers and Board of Directors, and future By-Law changes. Conversely, both Regular

and Associate members will now vote on the two Board chairs from the Associate category.

CLMA is Making Changes

Have you visited the Association's web site recently? (www.clma.net) The site has been given a bright new look (designed by Access Media) and is easier to navigate. Contact lens wearers and eye care providers are given some basic information and then provided with hyperlinks to www.contactlenses.org and www.rgpli.org, respectively. All CLMA members will now be listed in the on-line Directory by name and city/state. More detailed information can be added by request of each member company.



All the news on the September 4-6, 2003 Annual Meeting & Exposition can soon be found on the CLMA web site. An announcement will be emailed directly to you in the next few weeks. The Program Committee, along with the Convention Committee, have reviewed all the comments received last year at the Town Hall meeting along with the results from the membership survey sent out by President, Lee Dickerson. The Program Committee is planning workshops and general sessions which cover industry-related topics such as: Myopia Control Update, GP Manufacturing & Validation, GMP Compliance and QSR, Corneal Refractive Therapy/Orthokeratology and more..

The Board of Directors, at the Winter Board meeting in Orlando, Florida January 26, 2003, voted to radically reduce the current dues for Regular Members. By unanimous decision, the Board voted to change Regular Member dues to \$250 annually. Many Regular Members had all ready paid their annual dues based on the percentage of sales formula. In these instances, any difference was returned to by the end of February.

A membership drive was launched by the Board of Directors who personally called non-member companies to encourage their joining the CLMA. This effort resulted in many of the new members listed on pages 1 - 2 of this newsletter.

Global Orthokeratology Symposium Cancelled

The Global Orthokeratology Symposium has been postponed due to the continuing SARS situation in Toronto. A new venue and date is in the process of being chosen for this event, but a final decision has not yet been made. The CLMA will be notified as soon as details have been finalized and we will pass it along to you.

Seal of Excellence 2004 Re-Test?

The Seal of Excellence Manufacturing Award testing was completed this year for 2003 and 2004. The recipients of this award have jointly developed and paid for an advertisement in *Contact Lens Spectrum* (hopefully the July issue). Because of all the new laboratories who have recently joined the CLMA, the Board is considering conducting another blind-study test this summer for 2004. Other than the new members, laboratories who do not have the designation already, can register for the 2004 designation testing. This would give all CLMA members the opportunity to participate in any further advertisements or promotions developed in the future.

The Board is interested in the number of companies who would participate before allocating funds for this re-test. If your company has not already been tested and would like take part, please contact the CLMA office **before the Board meeting on June 22nd**. You may email: clma@mindspring.com or call 800-556-2562.

Nominating Committee Seeks Volunteers

Nominating Committee Chairman, Keith Parker announces it is that time of year when we look inward for the leadership to take us into tomorrow.

As Immediate Past President, I have the honor of chairing the 2003 Nominating Committee. So at this time, I would like to offer all members of the Association the opportunity to nominate potential candidates and or volunteer themselves to serve on the Board of Directors of the CLMA.

Feel free to discuss with any current Board member, or myself, any questions you may have regarding working with your peers in the efforts of strengthening our industry. It has been an honor for me to serve. I have gained so much in understanding how this industry is so unique. To be part of a group that represents the Association as a whole is a duty worthy of fulfilling.

Be part of the future. Help this Association position our place in vision correction. The CLMA plays an intricate role in the distribution of custom products not available just anywhere. I believe that GP and custom soft lenses will prove to be a significant option for a premium visual system. Whether worn Daily Wear, Extended Wear, Flexible Wear or nightly Wear, GPs and custom Soft Lenses can deliver.

Submit your nominations to the CLMA office by fax (301) 231.8545 or email: clma@mindspring.com and thank you for your support!

Board members traveling to the Winter and Spring meetings have hotel and meal expenses reimbursed.

Positions Open for 2003-2005

One year term: (current officers)

President: Lee Dickerson, ABBA Optical, Inc.

Vice President: Jan Daniel, Paracon, Inc.

Secretary-Treasurer: Kevin Hing, Danker Labs

Two year term:

Two Regular Member Board Positions

End of terms for -

Daniel Bell, Corneal Design, and

Janice Schramm, Valley Contax.

One year term:

Two Associate Member Board Positions

End of terms for -

Renata Hoffman, The Lagado Corporation, and

Chris Pantle, Lamda Polytech, Inc.

Associate members who would like to volunteer their time for a year on the Board of Directors should contact Associate Chairman, Chris Pantle. He is asking all names be submitted with a short paragraph describing who you are and why you would like to be on the Board. Chris can be reached by:

Telephone: 918-687.6333 Fax: 918-687.8864

Email: lamdaus@intellex.com

GP Product Directory 2003/2004 Update

Check your GP product listing found on www.rgpli.org. We will begin revising all necessary updates beginning the month of June. Watch your postal address for a mailing containing



your present listing and a request for updated information. This is your opportunity to feature your entire GP product line categorized by specific designs. Each year, the *GP Product Directory* is distributed as a supplement to the October issue of *Contact Lens Spectrum*, as well as

put into the clinical lanes at each optometric college and university. In addition, the

remaining 5,000 copies are distributed upon request to eye care professionals. Requests will be made to all CLMA members to advertise their products in this Directory to help offset the cost of printing.

Awards Committee Seeks Nominations ASAP

Chairman, Jan Daniel is asking for nominations for the CLMA 2003 award recipients. These awards will be presented at the Annual Gala in Bal Harbour, Florida on September 6, 2003. If you would like to offer a name for consideration, please submit along with a short synopsis telling the Committee why this person is worthy of an award. If you like, the Committee will choose the appropriate award designation based on the information provided.

Please contact Jan Daniel at Paracon, Inc. by:

Telephone: (503) 223.6319

Fax: (503) 223.5816

Email: ParaconInc@aol.com

The Dr. Josef Dallos Award recipient will be voted on by the Board of Directors at the upcoming June meeting in San Diego. All other awards will be decided by the Committee.

Award Designations

GP Lens Practitioner of the Year
Creative Design & Process Award
Industry Enhancement Award
Trailblazers Award
Honorary Recognition Award
Dr. Josef Dallos Award
Leonardo da Vinci Award

Call the CLMA office (800)556-2562 if you would like further details on any of this awards.

RGP Lens Institute (RGPLI)

The academic year for 2002/2003 comes to a close during the months of May and June. The RGP Lens Institute (RGPLI) has continued to remain an active participant/-educator of GP contact lenses in each Colleges and Universities of Optometry. For 2003, we completed workshops at the following schools:

Illinois College of Optometry
 UAB College of Optometry
 UMSL College of Optometry
 University of Waterloo
 Pacific College of Optometry
 NOVA Southeastern
 Ohio State College of Optometry
 PA College of Optometry

During the summer months, preparation and coordination of the 2003/2004 CL and Cornea Residents Symposium will begin.

On-Line Symposium

Check the website www.rgpli.org for the on line symposium schedule and topics of discussion. This year we are alternating Tuesdays to provide greater access for participants. There were a record number of participants for the March 18 "Fitting the Irregular Cornea" with Dr. Joe Barr and April 8 "Introducing Corneal Reshaping Into Your Practice" with Dr. John Rinehart & Dr. Roger Tabb. Transcripts are provided for each on-line symposium. Contact Pam at 800-344.9060 if you would like a copy.

Article Grants

Dr. Barbara Anan Kogan continues to coordinate, author and get results from printing positive GP contact lens based articles in a variety of trade journals. Her attendance, representing the CLMA, at CLES and the AOA continues to provide articles relevant to today's education of GP contact lenses. *Review of Contact Lenses* as a supplement to *Review of Optometry* has featured articles concerning quality consultations services

provided by CLMA laboratories and also a troubleshooting guide for the fitting of keratoconus patients. Upcoming in future trade journals will be an article featuring five case histories and how GP contact lenses solved the problems that were experienced by the consumer, as well as new applications in "The Brave New World of OrthoK." Also, look for a short feature in *Optometric Management* on choosing CLMA GP contact lens laboratories. The Seal of Excellence Program will be prominently displayed.

RGPLI Advisory Panel & Committee

Thank you to CLMA member laboratories that provided additional names to enhance the RGPLI Advisory group during 2003. We have had a positive response from the Advisory Group for participation in our annual conference calls being held during two weeks in June. Their recommendations continue to help the direction of education provided by the RGP Lens Institute.

GP Contact Lens Clinical Excellence Awards

Presented once a year to a 3rd and 4th year optometry student at each optometry college and university in the United States and Canada, this award continues to remain one of the few GP contact lens awards given annually. This year, CLMA member laboratories helped to sponsor this award. Featuring a permanent wooden plaque as well as providing a GP contact lens diagnostic set, the following CLMA member laboratories generously donated material, expense, and laboratory time.

Paragon Vision Sciences
 Polymer Technology
 ABBA Optical
 American Contact Lens Service
 Cardinal Contact Lens Service
 Con-Cise Contact Lens Co.
 Custom Craft Lens Service of Nevada, Inc.
 Diversified Ophthalmics
 Firestone Optics, Inc.

G.P.Specialists, Ltd.
Global Contact Lens, Inc.
Hawkins Contact Lens, Ltd.
Lens Dynamics, Inc.
Luzerne Optical Labs Ltd.
Opti-Con, Inc.
Paracon, Inc.
Platt Contact Lens Service, Inc.
Soderberg Contact Lens
Universal Contact Lenses of FL., Inc.

Classifieds & News Releases

Paragon and Carl Zeiss Meditec Announce New Platinum Advantage Leasing Program

Mesa, Arizona – May 2003 – Paragon Vision Sciences and Carl Zeiss Meditec further enhanced their marketing alliance with the announcement of an exciting new leasing program that covers the Paragon CRT® system and the Humphrey Atlas 995 – the Platinum Advantage Program. Through this program, an eye care practitioner can easily afford to harness the power of both technologies driving substantial increases in practice revenue.

The Platinum Advantage Program incorporates the Paragon CRT Diagnostic Dispensing System, the Extended Set and all Paragon CRT practitioner marketing tools and the Humphrey® Atlas™ 995 corneal topographer with a software package, topographer table and printer all in one simple lease program with one low, monthly payment of around \$400.

“This program makes it incredibly cost effective to add topography and Corneal Refractive Therapy with Paragon CRT to the practice,” commented Joe Sicari, President and CEO of Paragon Vision Sciences. “The practitioner can provide patients the benefits of the latest vision care technology resulting is virtually unparalleled practice revenue growth. For Corneal Refractive Therapy, the Atlas topographer provides the

practitioner with the best tool for collecting patient baseline and follow-up data and saves valuable chair time throughout the patient management process. And, the profit from the first Paragon CRT patient each month will not only cover the lease payment but also create incremental profit! It’s a great benefit for the patient and great for the practice.”

Joe Donahoe, Executive Vice President for the Americas added, “The Platinum Advantage Program adds even more value to the alliance between Paragon and Carl Zeiss Meditec. Both companies share the common goal of helping the practitioner provide patients with the best technology options in eye care at an affordable adoption cost.”

Paragon, in conjunction with their authorized laboratory partners, officially launched Paragon CRT across the United States in August 2002. In 2003, Paragon CRT will become widely available in Canada and eventually worldwide.

Sales/Management Position Wanted

Over ten years experience working with distributor/buying groups, teaching institutions and doctors within the contact lens industry. Outstanding track record from regional sales manager to executive director of sales and most recently, vice president of sales & marketing. Brings valuable contacts, relationships and knowledge to the table.

Professional Skills:

Develop and set-up manufacturer/distributor net-works;
Design marketing programs to achieve specific goals;
Consultant to contact lens practitioners and dispensers;
Liaison with the ophthalmic academic community; Hire, train, and supervise sales personnel.

Contact: Clay Kowarsh

E-mail: claykowarsh@infs.net

Phone and Fax: 916.786.7900