



# The Contact Report

## Contacting CLMA Members Through.....

### Communication

Lee Dickerson  
President

A very proper lady began planning a week's camping vacation for her church group. She wrote to a campground for reservations. She wanted to make sure that the campground was fully equipped and modern, but couldn't bring herself to write the word "toilet" in her letter. So, she decided on the old-fashioned term "Bathroom Commode". Once written down she still wasn't comfortable. Finally she decided on the abbreviation "B.C." and wrote, "Does your campground have its own "B.C."?"



When the campground owner received the letter, he couldn't figure out what she meant by "B.C.". He showed it to several of the campers, one of whom suggested the lady was obviously referring to a Baptist Church. So he sent this reply:

Dear Madam:

The B.C. is located nine miles from the campground in a beautiful grove of trees. I admit it is quite a distance if you are in the habit of going regularly. No doubt you will be pleased to know that it will seat 350 people at one time, and it is open on Tuesday, Thursday, and Sunday of each week.

Some folks like to take their lunch and make a day of it. The acoustics are very good, so everyone can hear even the quietest passages. It may interest you to know that my daughter met her husband there. We are also having a fundraiser to purchase new seats, as the old ones have holes in them.

Unfortunately, my wife is ill and has not been able to attend regularly. It's been a good six months

since she last went. It pains her very much not to be able to go more often. As we grow older, it seems to be more of an effort, especially in cold weather. Perhaps I could accompany you the first time you go, sit with you, and introduce you to all the other folks who will be there. I look forward to your visit. We offer a very friendly campground.

A Lab Manager had occasion to order part No. 669 from a CLMA Associate Member lathe manufacturer. But when he received it he noticed that someone had sent part No. 699 instead. Furious at the factory's incompetence, he promptly sent the part back along with a letter giving them a piece of his mind.

Less than a week later, he received the same part back with a letter containing just four words:  
**"TURN THE PART OVER."**

Sometimes even the written word is misconstrued. In an effort to improve the communication within the CLMA, we have established the [www.CLMATalk.net](http://www.CLMATalk.net) bulletin board. At this writing we have about 50 members who have registered with the site. With this service you can catch up with events and offer your input at a time suitable for your schedule.

Give it a try, you might like it.

### New E Mail Address



[CLMAssociation@aol.com](mailto:CLMAssociation@aol.com)

## CLMATalk.net

Charley Creighton  
Site Administrator, CLMATalk.net

### is open for discussion!

Wouldn't it be nice if there was an easy way for CLMA members to...

- stay informed and participate in CLMA committee activities
- express their opinions on association matters
- provide alternate points of view
- participate in multiple CLMA committees
- do it all from the comfort of your own home or office, at a time convenient for you
- do it without incurring any out of pocket expenses

The CLMA has put together a new internet based Discussion Forum to answer those challenges. The purpose of the Forum is quite simple: to provide a simple to use vehicle for CLMA communication, cooperation and participation. Go to CLMATalk.net, read the instructions on registering, and let the discussions begin. Email me with any questions or problems ([charleycreighton@aol.com](mailto:charleycreighton@aol.com)).

Now, more than ever, the CLMA needs you to get involved, and participation has never been easier. What we're asking you to do is simple, and it will only take 30 minutes a week. Go to CLMATalk.net once a week and read the posting in the various forums. Pick at least 3 committee forums, and add your opinions and thoughts. That's all committee participation will take. Committee chairpersons are going to utilize the forums to conduct regular committee business. If you're not on a committee, just go to the forum and start posting. Just like that, you're on the committee.

This discussion forum is for all CLMA members. If you choose not to participate in the discussion forums, you are missing your chance to get involved and set the direction of the CLMA. Our industry continues to become more and more challenging, and the CLMA needs you more than ever before.  
***Together we can make a difference!***

## Increased Membership

Voted on at the Board of Directors meeting held in Bal Harbour, FL during the Annual Meeting were two new members to the CLMA. Please welcome:

### ***Regular Membership***

The Lifestyle GP Company  
David Dougherty, Official Representative

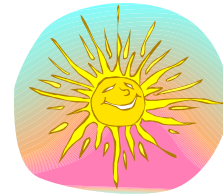
### ***Special Membership***

Marietta Contact Lens Service, Inc.  
John Patterson, Official Representative

This brings our membership to:

64	Regular Member Companies
24	Associate Member Companies
13	International Member Companies
6	Special Member Companies

**TOTAL CLMA Membership 107**



Living on Earth is expensive,  
But it does include a free trip  
Around the sun every year!!!!

### **CLMA Contact Information**

Phone: (800) 344.9060 (USA & Canada)  
(402) 465.4122  
(402) 465.4187 Fax

## Letter to the CLMA Membership

Dear Dr. Bennett and all the GPLI friends,

What a terrific way to start off our fall semester by having the GPLI Workshop at the second week of the semester! The fourth year students taking Contact Lens III and our Family Practice Residents found this program especially beneficial and exceeded our expectations. The program sparked enthusiasm and passion in handling GPs. The hands-on experience with GP lens designs is invaluable for these future practitioners.

Besides increased exposure to GP lenses, the benefit of this program and workshop was that the students were able to interact with knowledgeable contact lens professionals from across the country. The experience will help them build their own practices over the next few years. These academic workshops are the definitive win-win situation. These workshops expose students to the more advanced GP designs they may not normally explore in their own practices next year.

We would like to express our sincere gratitude to not only the GPLI, but to you and Ursula for participating in our fall lens course at NSU College of Optometry. There is no doubt that the contact lens program at NSU has been strengthened by the support from the GPLI and the CLMA. We greatly appreciate it!

Sincerely,

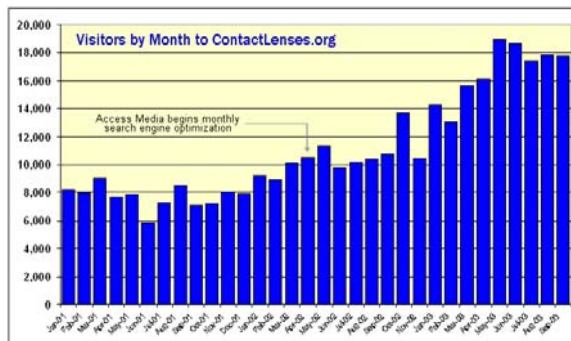
William Edmondson, MAT, OD  
Professor of Optometry

Suzanne Tran, OD  
Cornea & CL Resident

### [www.contactlenses.org](http://www.contactlenses.org)

This consumer website is available internationally and was designed and is sponsored by the member companies of the CLMA. A portion of your annual dues pays for hosting of this site as well as search engine optimization. Starting in October, 2002, we began “capturing” consumer postal addresses as well as e-mail addresses that had requested our *Patient Education* brochure as well as the *GP Care and Handling* brochure. To date, we have fulfilled 1,354 consumer requests for literature and continue building our database. Please encourage your accounts to have their patients visit the website for valuable information on GP contact lenses.

The graph below indicates the number of visits by consumers to the website. You will note in May, 2003, we began working with Access Media Co. to optimize our search engine ranking. We pay \$450/quarter for this placement. **This expense is funded by your CLMA membership dues.** Take advantage of this valuable benefit to all individuals desiring more information on GP Contact Lenses.



Materials available for compensation are provided by:

Contamac US  
InnoVision  
The Lagado Corporation  
The LifeStyle Company  
Paragon Vision Sciences  
Polymer Technology

Take advantage of all the educational resources that have been developed with your dues to the CLMA. Make them available to your eyecare professionals. "At cost" charges will apply for multiple copies of:

- CD-Rom "Fitting & Evaluation"
- GP Lens Management Guide
- Fluorescein Pattern ID Card
- Correcting Presbyopia ID Card
  - Conversion Chart
- Video Series (11) & Workbooks (5)
  - Patient Education Brochure
  - GP Care & Handling Brochure

Coming Soon – CD Rom on  
**GP Multifocal Fitting**

[www.rgpli.org](http://www.rgpli.org)

Your technical resource for  
**GP contact lens education.**

**Your dues fund this website!!!!**

## CLMA 2003 Annual Meeting

### "It's Automatic"

Janice Schramm, Program Chair  
Keith Parker, Convention Chair

The CLMA annual meeting held September 4<sup>th</sup> through September 6<sup>th</sup> in Bal Harbour, Florida was well received by the consensus of attending members and exhibitors. Attendance was nearly divided 50/50 between members and exhibitors. A five to one ratio reflected that their time and money were well spent by attending. Members who did not attend cited prior plans or commitments, location related concerns and time proximity to Vision Expo.

Program Chair, Janice Schramm, assembled a balanced menu of topics covering a wide scope.



The Corneal Reshaping Panel discussion featuring panelists Dr. Jeffrey Walline (Ohio State University), Dr. Tom Reim (Dreimlens), Alex Cannella (Polymer Technology) and Joe Sicari (Paragon Vision Sciences), and moderated by Craig Norman FCLSA, drew the largest crowd and received mixed reviews – membership tended to either praise or question the event.

Other workshops included: Myopia Control Update, Using the Internet to Directly Market to Your Customers, How to Get the Non GP Custom Contact Lens Fitter to Fit GPs and Custom Contacts, GP Manufacturing and Validation, GMP Compliance and QSR Medvice Consulting, and Automation Software.

Survey responses indicated a preference for the rotation style workshops and a ratio of seventeen to one appreciated the topic selections. Among suggested future topics were IOLs, accurate materials and lab authorization, building relationships with vendors, integrating automation, best GP solutions for patient retention, business insurance and non-rotationally symmetrical optics. For a more detailed report of the survey results – visit [www.CLMATalk.net](http://www.CLMATalk.net). (Program Committee)

Comments about the exhibits were positive.





Newly elected CLMA officers and Board of Directors members are as follows:

- President** Lee Dickerson (ABBA Optical)
- Vice President** Dan Bell (Corneal Design Corp)
- Secretary/Treasurer** Janice Schramm (Valley Contax)
- Past President** Keith Parker (Accu Lens)

- Returning Board Members**
- Charley Creighton (Alden Optical)
- Chris Pantle (Lamda Polytech)
- David Rusch (Firestone Optics)
- Al Vaske (Lens Dynamics)

- Newly Elected Board Members**
- Marty Dalsing (Contamac US)
- Arch Holcomb (Westlens)
- John Walfort (Soderberg Contact Lens)

The next Board of Directors meeting will be held January 25, 2003 in Orlando Florida following the CLES meeting. All CLMA members are invited to participate and observe your Board of Directors working for you and to the benefit of the CLMA.

The Annual Gala event was a true smash hit. A great dinner was enhanced by a table to table illusionist who later provided the major on stage show.



It was truly a fine performance!!

Tim Koch, from Paragon Vision Sciences was the Master of Ceremonies for the evening.



Awards were given to:

*Honorary Recognition*  
Mel Sanford of Conforma Laboratories

*Leonardo DaVinci*  
Dr. Raleigh Althisar Sr.  
(Posthumously)

*Josef Dallas*  
Dr. Brien Holden

*GP Lens Practitioner of the Year*  
Dr. Joe Yager



(Dr. Joe Yager, Ms. Marlene Radloff, Mr. Al Vaske)

We were delighted to have as honored guests, Wendy Foley, Marketing Director for CLSA and Ken Payne, President of the European Federation of Contact Lens Industry (EFCLIN).

The responses from the survey of attendees yielded numerous comments about future CLMA meetings. They are far too many to mention them all. Most commonly mentioned were a business enhancement meeting, a consultant seminar meeting and a large list of desired topics for program and workshops.

That said, it was a wonderful and memorable occasion. We're sorry if you missed it. You will be happy to know that plans are already underway to make next year's meeting a success. We encourage you to let us hear your suggestions for next year's Annual Meeting and other CLMA related topics on the new on line chat board [www.CLMATalk.net](http://www.CLMATalk.net)

*Photos courtesy of  
Frank Schramm, 17<sup>th</sup> Street Marketing  
Pam Witham, CLMA*

## Classifieds

**The CLMA Office will be closed  
November 12, 2003**

*Educational Training Day for Staff*

**November 27- 28, 2003  
USA Thanksgiving Holiday**

## Sales/Management Position Wanted

Over ten years experience working with distributor/buying groups, teaching instructions 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. Bring valuable contacts, relationships and knowledge to the table.

Professional Skills:

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

Contact: Clay Kowarsh

E mail: [claykowarsh@info.net](mailto:claykowarsh@info.net)

Phone and Fax: (916) 786.7900

## Position Available

Manager, Quality Control. Progressive GP Manufacturer needs a "take charge" individual. Unlimited growth potential. Must be willing to relocate.

Respond to: [smartsmarsource@aol.com](mailto:smartsmarsource@aol.com).



**You cannot Learn.....**

**While Talking!!**

D. Hopwood Mickey

## Address Change

C & E GP Specialists – the Phoenix branch has moved. The new address is:

C & E GP Specialists  
12020 N. 35<sup>th</sup> Avenue  
Phoenix, AZ 85029

Phone number and e-mail remains the same.