



THE CONTACT REPORT

Connecting CLMA Members Through...

Presidential Points



Lee Dickerson, President
Contact Lens Manufacturers Association

Since the United States Congress recently passed the Fairness to Contact Lens Consumers Act, which became effective in February, many of us have been trying to tell our customers of the many benefits of Custom Contact Lenses manufactured by CLMA members vs. the Commodity Lenses that are widely available through the internet or their local discount retail superstore. Some are hearing the message and making changes in their prescribing habits. Some people are slow to change while some can read the writing on the wall and make changes quickly. A story I recently heard that demonstrates one's ability to predict the future and then adapt to the perceived inevitable events in order to better their life dates back quite some time.

Fifty one (51) years ago Herman Jones, a West Virginia mountain man, was drafted into the United States Army. On the first day of boot camp the Army issued him a comb. That afternoon an Army barber cut off all his hair.

On the second day of boot camp the Army issued him a toothbrush. That afternoon an Army dentist pulled out 7 of his teeth. On the

third day the Army issued him a jock strap. The Army is still looking for him.

Our message that a "disposable lens" equates to a "disposable patient", is getting through. We must continue to educate our customers about good business practices as well as the clinical aspects of our products. We can make the best lens in the world but if it is not prescribed properly and cared for correctly there is a high probability the end user, the patient, will not be satisfied.

One of my favorite stories is about the improper use of a product is not about a contact lens. It is about a little boy who went to a grocery store and asked the clerk for a box of Duz detergent.

The clerk said, "Son, what do you need detergent for?"

The little boy said, "I want to wash my dog." The clerk said, "Well, son, that Duz detergent is pretty strong for washing a little dog." The little boy said, "That's what I want."

The clerk said, "Alright," and he sold him the duz and he said, "Now, you be careful when you wash your dog. That detergent is very strong; it might kill him."

The little boy said, "I'll be careful." He took the box of detergent home.

About a week later the little boy came back to the store and the clerk recognized him and

said, "Son, how's your dog?" And the little boy said, "I'm afraid he's dead." and the store clerk says, "Oh, I'm sorry, but I did try to warn you that the Duz was pretty strong to wash your dog with." And the little boy shook his head and said, "I don't think it was the Duz that did it. I think it was the rinse cycle that got him."

CLMA 2004 AWARDS

Jan Daniel, Chair
Awards Committee
paraconinc@aol.com

A most deserving person
Nominated by their peers
What better way to honor them
Better get word to me...(ahem!!)

Who deserves the recognition
To receive a CLMA Award?
Enhanced the field of vision
A job that was WELL DONE!!!

Contact the committee as soon as possible
The Awards are given in October
Nominations are needed ASAP
It can be either a her or a he.

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

MEMBERSHIP UPDATES

WELCOME

Regular Membership

Quality Contact Lens, Inc.
Official Rep: Ken Leonhard
1221 Bellevue Street
Green Bay, WI 54302
Telephone: 800-469-4211
920-460-2559
Fax: 920-469-2658
qualitycontactlens@new.rr.com

CHANGE

Associate Membership

Pelican Products
(New Telephone and Fax)
601-919-1183
601-919-1804 (Fax)

Innovation...

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in the family of Larsen products."*

Our Latest ARP-201-CR Two Spindle Polishing Unit is even more user friendly than ever. An overachieving, hands off, tool polisher ideal for concave surfaces and the demands of toric and other non-spherical lens polishing. Combined polishing lap, and lens guiding chuck completely polish a concave lens surface from center to edge. Contact lens lab testing verifies high precision results from our one tool system. Just one tool and one machine for all lenses. Existing customers call for new sample bladder tools.



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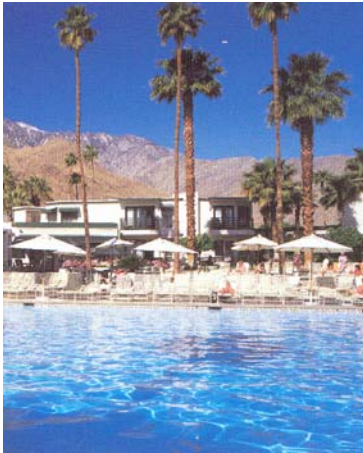
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WE HEARD YOU!!!!!!

Janice Schramm, Program Chair
Keith Parker, Convention Chair

The CLMA Convention Committee and the Program Committee have organized a special mix of education and fun at the renowned Palm Springs Riviera Resort & Racquet Club located in southern California.

Mark your calendars
October 21-23, 2004

Notify your employees
Business Owners
Consultant Team
Laboratory Managers

The 43rd Annual Meeting of the CLMA in conjunction with the International Manufacturing and Consultant Exposition theme is

Evolution • Revolution • **Solution**

How does this theme apply to your company?

Are you in the EVOLUTION stage? From the beginning of contact lens manufacture, there has always been the search for better and newer ways to streamline manufacture and make it more efficient.

Are you in the midst of a REVOLUTION? We believe it is time for revolutionary ideas in every aspect of our industry - manufacturing, sales, consultation and management.

Find the SOLUTIONS. Attend this year's Annual Meeting. Sharing our solutions to our daily task load and business requirements can only assist the members of our Association in strengthening our business positions and potentials for surviving the unknowns of the future.

Workshops, general sessions, guest speakers, panel participants, topics of discussion, and plans for a full exhibition are being finalized. Further information will be forthcoming in the near future.

The Business Meeting of the CLMA will be conducted with annual elections to the Executive Board as well as selecting Board of Directors. Find out how the CLMA is utilizing your membership dues. Are you taking advantage of the programs available to help with the success of your business goals? Don't sit back and let the voice and actions of others determine the future of your Association. **Take Ownership and Be Proactive.**

Plan now to **attend the CLMA 43rd Annual Meeting - International Manufacturing and Consultant Exposition October 21-23, 2004 in Palm Springs, CA.**

What Is Healthy People?

Dan Bell, Chair
Government Affairs Committee

Healthy People 2010 is a set of health objectives for the Nation to achieve over the first decade of the new century. It can be used by many different people, States, communities, professional organizations, and others to help them develop programs to improve health.

Healthy People 2010 builds on initiatives pursued over the past two decades. The 1979 Surgeon General's Report, *Healthy People*, and *Healthy People 2000: National Health Promotion and Disease Prevention Objectives* both established national health objectives and served as the basis for the development of State and community plans. Like its predecessors, Healthy People 2010 was developed through a broad consultation process, built on the best scientific knowledge and designed to measure programs over time.

Vision and Hearing

Goal: Improve the visual and hearing health of the Nation through prevention, early detection, treatment, and rehabilitation.

- 28-1 Dilated eye examinations
- 28-2 Vision screening for children
- 28-3 Impairment due to refractive errors
- 28-4 Impairment in children and adolescents
- 28-5 Impairment due to diabetic retinopathy
- 28-6 Impairment due to glaucoma
- 28-7 Impairment due to cataract
- 28-8 Occupational eye injury
- 28-9 Protection eyewear
- 28-10 Vision rehabilitation services and devices

Opportunities

Blindness and visual impairment from most eye diseases and disorders can be reduced with early detection and treatment. Most eye diseases, however, lack symptoms until vision is lost. Vision that is lost cannot be restored. Therefore, early intervention through regular vision exams needs to be emphasized. The incorporation of vision into health education programs can be beneficial to participants and to agencies seeking to provide quality care to their clients.

The prevention of blindness and visual impairment and the promotion of eye health often result in improved health status and reduced risk factors for illness, disability, and death from diseases and injuries across all age groups. Translation of scientific advances can help people who are blind and visually impaired maintain their quality of life and independence.

For a full copy of this report, please contact the CLMA office at (800) 344.9060 or (402) 465.4122 or e-mail your request to CLMAAssociation@aol.com.



**Check Yearly.
See Clearly.**

Vision Council of America Needs Your Support for HR 2173

A bill in Congress, **HR 2173**, would provide states with money to increase the number of children that voluntarily receive an eye exam. It does not “mandate” eye exams.

Money could be used for education, exams or treatment after a failed screening. Local communities would decide how to spend the money.

SHOW YOUR SUPPORT FOR **HR2173** And HEALTHY VISION for CHILDREN.

(Press Release supplied by
VCA@eyecommunication.com)

Technical Affairs Representation

Quido Cappelli
Technical Affairs Committee

The Subcommittee for Contact Lenses at Z80 Committee for Ophthalmic Standards met on Monday March 1, 2004. The subcommittee reviewed the results of the interim meeting of ISO/TC172 SC7/WG9 which was convened by Dr. William J. Benjamin in Lisbon on January 16th. This meeting was held in order to accelerate the advance of the four part consolidated contact lens standard under development and each part was meticulously reviewed for technical comment by the 20 experts in attendance. On the following Saturday, January 17th, Dr. Benjamin met with the project leaders and resolved all editorial comments so that the Secretariat of SC7/WG9, who attended the Saturday session could format the documents and make the corrections prior to translation. As a result of the consensus obtained at this London meeting, the experts

decided to recommend that the four parts pass from Committee Draft status to Draft International Standard status with the hopes that another round of balloting could be achieved in time for review at the October ISO meeting in Paris.

The subcommittee then received the report of Dr. Barry Van Duzee regarding the attempt to define a standard method for use in measuring the cleaning efficacy of products designed to produce cleaning in soft contact lenses. After discussion, it was decided that with the lack of interest demonstrated from the manufacturers of these products as a result of the market growth of disposable soft lenses, the wide variety of cleaning methods in use and the lack of value to the ultimate consumer, to discontinue work in this area.

The next topic of discussion centered on the criticized present ISO 11980 Guidance for Clinical Investigation. It was decided to pursue a clinical testing standard under the leadership of Dr. Mary Mowrey McKee, while the ISO project leader begins to organize a review of ISO 11980. It is hoped that developing a draft standard on clinical testing, while serving as a written US position, ultimately will become a factor in shaping the revision to the ISO standard and serve as a platform to generate considerable interest in subcommittee activities.

Dr. Benjamin then reported on communications with the industry manufacturers with regard to assessing corneal swelling after overnight wear of lenses. In view of a tentative response received new sources were determined and a follow up report will be made at the next subcommittee.

The final discussion of the subcommittee referred to the increasing number of articles that have appeared in the media concerning the incidence of Mad Cow's Disease. With the possibility of the emergence of the CJDv in the population and attention this will attract, the language contained in the recent published *ISO/TS 19979 - Hygienic management of multipatient use trial contact lenses* was examined. The provisions of this Technical Standard include a strong recommendation that trial lenses be disposed of after use. This obviously will significantly reduce the exposure to transmission of CJD and also minimize the exposure to liability should any attention be directed towards the use of trial contact lenses. It was also noted that disinfection of contact lenses, as provided in the TS 19979, can be achieved with either chemical or heat disinfection as appropriate. While these methods are effective for the common variety of organisms encountered in everyday practice, it was emphasized that the effectiveness of these methods against prions is unknown at this time. Thus the reliance upon disposing all trial lenses after use.



GP Lens Institute

Edward S. Bennett, OD, MSED
Executive Director

The academic year conclusion is approaching!! Did we make a difference in the future vision practices of these 1100 graduates?

Through the funding of the CLMA, we will have put on our academic "hands on" workshops and lectures at the following colleges and universities.

February 14 - University of Houston

February 17 - UMSL

March 5 - University of Waterloo
 March 25 - Ferris University - Michigan
 April 1 - NOVA Southeastern
 April 8 - Pacific College of Optometry
 April 22 - UAB
 April 24 - Inter-American University
 May 1 - Ohio State
 May 3 & 4 - New England College of Opt.

With comments received from students and faculty such as

Well organized
Our first "hands on" experience with GPs
The lecturers BELIEVE what they say
Very informative

our program MUST continue with these 3rd & 4th year optometric students. Our budget for the remaining 5 optometric colleges and universities will conclude during the fall semester of 2004.

Scheduled for the 3rd weekend of August will be the weekend symposium for the newly appoint contact lens and cornea residents at the various schools. Coordinated by Jane Beeman, this has become a premier annual event to begin the residents academic year. Noted GP fitting specialists lecturing as well as "hands on" experience will further enhance their GP fitting skills.

The GPLI Speakers Bureau continues to be developed. An electronic format for the brochure is being formatted which will feature 55 GPLI Advisory members who are available to speak to national and state associations on the following topics:

- 1) GP Fitting, Evaluation and Problem-Solving Made Easy
- 2) Presbyopic GP Fitting and Problem-Solving
- 3) Fitting the Irregular Cornea with GP Lenses
- 4) GP Toric Lens Design and Fitting
- 5) Corneal Reshaping with GP Lenses

- 6) GP Lens Care and Patient Education
- 7) Using Corneal Topography for GP Fitting

The GP Lens Institute will be providing CDs on the various topics to help lead and direct the lectures given.

The **Articles Incentive Program**, under the guidance of Dr. Barbara Anan Kogan continues to get placement for a variety of GP beneficial articles. 18 GP articles have been completed and placed for publication and nine articles are planned for the balance of 2004 and 2005. Watch for the article "Grow the GP Portion of Your Contact Lens Practice - learn new ways to prescribe more GP contact lenses and watch your practice grow" in the (presently scheduled for) *Optometric Management* May, 2004 issue. It will be featured as a stand alone article with contributions from CLMA Board Members as well as GPLI Advisory members.

The **GP Clinical Excellence Awards** on behalf of the Contact Lens Manufacturers Association's members have been announced to the various optometric colleges and universities in the USA, Canada and Puerto Rico. As of this date, 23 winners will be announced and awarded during the next month. Each of these winners will receive a permanent wooden plaque as well as a certificate to receive a complimentary GP diagnostic set from a sponsoring CLMA member. The award winner is encouraged to contact the CLMA member to receive their set and also begin a relationship with a quality GP manufacturing CLMA member laboratory. Thank you to all the CLMA members who elected to participate in this program and offer their valuable laboratory services to these award winners.

The GP Lens Institute and the CLMA provided an exhibition booth at the CLES meeting in January and we ran out of materials. How often does this happen with your exhibition experiences? ECPs are slowly recognizing the impact of incorporating GP contact lenses into their vision practices and requesting our educational resources. We will be exhibiting at the upcoming AOA meeting in Orlando

as well as at the 2nd Annual GOS meeting in Toronto in July.

The GP Lens Institute continues to be recognized as the prime source to obtain generic information on GP contact lenses. Are we making a difference? Where would we be without all of us working together? Are we instrumental in helping to maintain or grow the GP contact lens market? Can we convince ECPs that GP contact lenses should be a presented choice to their patients? Our work is cut out for us.

Simplicity...

"Another inherent character trait in the family of Larsen products."

Accurately polished lens edges are crucial for patient comfort and satisfaction. This simple, reliable, maintenance-free edger is perfect for today's manufacturing process. Simple dials control the lens profile so there are no clamps, locks or moving parts to adjust. Constructed from durable stainless steel, these polishers are the ultimate in reliability and are virtually maintenance free.

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Press Releases.....

For immediate Release

Seattle Washington, April 2004

Larsen Equipment Design Acquires Machining Division of Rainier Precision

Since it's founding in 1981 by Erik Larsen, Larsen Equipment Design has become the global leader in contact lens manufacturing equipment and processes. The acquisition of Rainier Precision machinery, staff and customers brings internally the capability to produce volume precision mechanical components and custom parts.

Founder Erik Larsen states: "This acquisition allows us to provide integrated engineering support to our new Rainier Precision Customers. Our Optics Customers gain shorter lead times and better coordination between customer and the manufacturing process, again integrating engineering services at an early stage."

Mr. Steve Bennett (with Rainier Precision since 1986) becomes Project Engineer responsible for the machining division. "Steve's job shop experience combined with our ability to understand what the customer needs has already paid off," comments Mr. Larsen.

The new machining capability is centered on two CNC lathes and a center less grinder. The original Larsen Equipment Design machine shop is still available for second operation and other machining functions. Also, Larsen Equipment Design continues to offer extended manufacturing services through their network of related companies.

Copy supplied by Erik Larsen, President - Larsen Equipment Design

Contact Lens Manufacturers Association Board of Directors Meeting

June 27, 2004



The next CLMA Board of Directors Meeting is scheduled for June 27, 2004 in Orlando, FL. Following the AOA Annual Meeting, your Board of Directors is scheduled to convene at the Gaylord Palms Resort - Captiva 2 room starting at 8:00 AM.

If you will be in the Orlando area, please support your Board of Directors and attend their meeting. Your ideas, suggestions, presence and comments are most welcome. All Regular and Associate members do have voting privileges.

CLASSIFIED ADS

These advertisements are posted on the website CLMA.net as well as in the electronic newsletter *The Contact Report* by request. The companies/individuals who submit an advertisement are solely responsible for their content.

Sales/Management Position Wanted-Kowarsh

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 recent, vice president of sales and 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 supervise sales personnel;

Contact: Clay Kowarsh
E mail: claykowarsh@infs.net
Phone and Fax: (916) 786.7900

Lab Equipment for Sale

RotoVap: manufactured by Heidolph Labo Rota 20E; serial 109800215

- Manufacture date: 1/1/99
- Manuals: yes
- Comments: AC 3x230 V 50/60 Hz 450 W
- Equipped with a 4 20-L, 1 10-L, and 2 5-L evaporating flasks and 2 10-L receiving
- Condition: 8

- Last service: 6/14/01

Oven: manufactured by VWR; model 1330F

Table-Top Autoclaves: qty: 2; manufactured by Banstead/Thermolyne

30-Liter Pilot Plant Reactor: manufactured by Ace Glass; 6524-33 domed-head, cylindrical, jacketed.

- manufacture date: 1/1/01
- Manuals: yes
- Comments: unused. Includes complete adjustable-height support rack, 7 neck domed head with 8-in. (200-mm) flange, 0-20 style outlet.

Refrigerated Bath/Circulator: manufactured by Neslab; model RTE 221; serial 1010740

- Manufacture date: 1/1/01
- Manuals: yes
- Comments: V/Hz/Ph 115/60/1 16A digital controller
- Condition: 9
- Last service: 2/27/04

Sartorius Model BP 6100 Balance: serial 80207658

- Manufacture date: 6/1/97
- Manuals: yes
- Condition: 7
- Last service: 9/29/03

Microvue Optical Comparitor

Top Con Digital Lensmeter: model LM-P5

CLM Automatic Lathe

Please contact Emma Tomossone, Director of Operations, LifeStyle, at 800-622-077. Fax is 732-972-9205. E-mail to ehudson@lifestylecompany.com

Position Wanted: McCarthy

Lens Manufacturing/Operations Management

Dynamic leader offering over 20 years of proven Operations and Production Management, recognized expertise and accomplishment in:

- ✓ Process development, control and improvement
- ✓ Quality control/quality assurance
- ✓ Production planning/inventory control
- ✓ Distribution/shipping and receiving
- ✓ Just-in-time supply systems
- ✓ Adherence to federal, state and local regulations and standards
- ✓ Team building - recruiting, training, motivation and support
- ✓ FDA Good Manufacturing Practices

- ✓ Strong technical background enhances ability to analyze complex processes and develop innovative solutions to challenges
- ✓ Established track record of gaining greater efficiencies from existing resources
- ✓ Especially adept at increasing profitability without negatively impacting quality, customer and company standards and expectations.
- ✓ Present direction and instruction in a concise, understandable manner. Successful startup of lens manufacturing facilities/distribution
- ✓ Excellent communicator: establish positive rapport and beneficial, ongoing relations

Experienced in various lens-manufacturing technologies including: injection molding, cast molding, compression molding and lathing.

Tom McCarthy
 (480) 209-9730 cell
 (480) 926-6327 Home
Tmccarthy1234@cs.com

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 > Succeed

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**This newsletter is done
The news and ads were lots of fun.
Custom manufactured lenses will eventually rule
Educational resources can be your tool!!!!**

