



# THE CONTACT REPORT

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## Connecting CLMA Members Through.....



### Presidential Points

Lee Dickerson, President  
Contact Lens Manufacturers Assn.

Our trade association, like our individual businesses, is a dynamic organization. While the look, shape and feel of the CLMA has undergone many changes since our inception in 1961, there remain several constants.

The basis for our foundation was to educate the general public, through their Eye Care Professional, about the safety and efficacy of our products and to educate each other about advancements in manufacturing processes and business practices. Our GP Lens Committee, chaired by Mr. Dave Rusch, has a broad range of responsibilities, as is evidenced in Dave's report in this edition of our newsletter. One responsibility is to direct the activities of the GP Lens Institute (GPLI), which is the educational arm of the CLMA reaching into almost every school of Optometry in the USA as well as several Ophthalmology Residency programs.

The CLMA has long been widely recognized for our efforts to educate the prescribing practitioner on Custom Contact Lenses. Our Annual Meeting has not enjoyed the same type of favorable press because it is designed to educate ourselves not only on new trends in

contact lens prescribing and problem solving but also the very latest in manufacturing equipment, processes and business principles. The educational value of our Annual Meeting is parallel to the opportunity to meet new friends within our industry, renew and reaffirm old relationships and enjoy each others company in a non competitive environment. The site for this year's CLMA Annual Meeting is well suited to accomplish all of the above. Palm Springs, California is a favorite destination for many all over the world. Sunny days filled with activities and entertaining nightlife bring visitors back year after year.

The program agenda has something for every attendee. From our general sessions on Partnering Trends and Marketing to our Customers through modules such as Lab Management, Lens Edges, Water Soluble Blocking systems, Automation, Soft Polishing, First Fit Toric Success, Multifocal and Bifocal Designs, Corneal Reshaping, Kerataconus update and much, much more.

Sometimes the answer to our most perplexing problems once brought to light, are surprisingly simple. We often ask ourselves, "why didn't I realize that sooner?" Consider the second grader that came home from school and said to her mother, "Mom, guess what? We learned how to make babies today." The mother, more than a little surprised, asked

fearfully, "That's interesting. How do you make babies?" "It's simple," replied the girl. "You just change 'y' to 'i' and add 'es'."

The answer to an enjoyable social event and a great educational experience is simple also. Just mark your calendar now to attend the CLMA Annual Meeting October 21-23, 2004 and then go ahead and make your travel arrangements. You'll be glad you did!!

**Program information, registration and exhibitors packets to be mailed .....soon.**

Riviera Resort



Indian Canyon

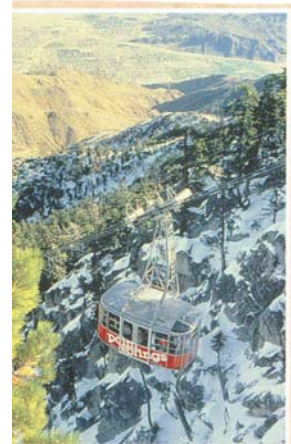
*Contact Lens Manufacturers Association*

**Evolution Resolution Solution**

October 21-23, 2004

Palm Springs, CA.

Riviera Resort & Racquet Club



Aerial Tram

**Annual Meeting Courses  
(Proposed 6/04)**

*Manufacturing*  
**Partnering Trend  
Bald Tire Syndrome  
Marketing to Our Customers  
Lab Management Modular System  
Contact Lens Edges  
Update Water Soluble Blocking Systems  
Automation  
Diamond Tool Technology  
Soft Tool Polishing**

*Consultants*  
**Simplified GP Fitting - KISS  
Contact Lens Update  
It's a Debate  
Covering the Unmapped Territory  
Toric/First Fit Success  
Multifocal Designs**

**Keratoconus**  
**When the Solution is the Problem?**  
**Corneal Reshaping**  
**Using Corneal Topography Effectively**  
**Dry Eye Syndrome**  
**Contact Lenses for Children & Tweens**

*Entertainment*  
**CLMA Golf Tournament (Hit & Giggle)**  
**Palm Spring's Village Fest**  
**Presidential Adventure**  
**Evening Celebration**

*Exhibition Hall*  
**Diamond Tools**  
**GP Materials**  
**Lathes**  
**Accessories**  
**Polishing Equipment**  
**Solutions**

**GP Lens Committee**  
**Moving Forward On Several Fronts**  
Dave Rusch, Chair  
GP Lens Committee

The CLMA GP Lens Committee is moving forward in several areas to capitalize on the current opportunity to make Eye Care Professionals (ECP) aware of the impact the new Rx release law can have on their practices, and what GP lenses can do to help them survive and prosper. Although many useful steps have been taken in the past, ECPs were not interested in what we had to offer. In order to change their behavior, we have to **create an awareness of need to change behavior!**

The new law is beginning to have an impact on retention of patients fit with commodity

lenses available at mass merchants and mail-order. Just like the person who ignores tire ads until their car fails inspection due to **bald tires** and then seeks out tire ads, we hope this "bald tire syndrome" will apply to the Rx law impact.

In the near term, that means we have to create widespread awareness of the value GP lenses can have in this new environment. Due to limited funds availability, we are working to revamp 2 or 3 of the "empty chair" ads of years past, and update them with copy suited to today's situation. These journal ads would be run over 4-6 months to generate interest among those who don't currently fit GP lenses, as well as to alert fitters of GPs to the opportunity for practice growth by fitting more.

This effort requires activity on many fronts, and won't be successful with all ECPs. Our objective is to seize this opportunity **NOW** with the hope of growing our 7-8% share to 15% or better again. Once the need to change is established, we have to **provide the tools** for ECPs to succeed. To accomplish these objectives the following ideas are planned or being considered:

- 1) Using electronic (email) as a means of communicating the ad concepts
- 2) Producing reprints as stuffers, sales call openers, or show handouts
- 3) Creating practice profitability tools for ECPs to compare GPs to current fitting practices. These would be on the website, as well as available to labs for sales call use
- 4) Develop articles for members to use or modify for inclusion in newsletters to point out the patient retention value of GP lenses

- 5) Create inexpensive communication cards to help Doctors and Staff present GP presbyopic options to patients successfully
- 6) Create video (CDs or DVDs) for education/communication to patients and/or staff/practitioners
- 7) Create a “documentary” on the wonders of GP lens applications for showing on public television (our only hope to get TV exposure)

For the longer term, we are planning to create tools for other applications such as corneal reshaping, keratoconus, and (hopefully) myopia control. Other ideas are likely, and the committee welcomes further input from all members.

Another project in process is a survey of ODs to compare lens prescribing habits (% of GPs) of those who have participated in our optometric schools education vs. those who have not. Our objective is to evaluate the effectiveness of what we’ve done, and help identify what might make the program more effective after ODs move into a practicing mode.

We will sincerely miss the intelligent and effective contributions from Kathy Shafer as she leaves our midst! Our thanks for her effort and our best wishes for her next endeavor go with her!



### Nominations Received for CLMA Awards - 2004

Jan Daniel, Chair  
Awards Committee  
[ParaconInc@aol.com](mailto:ParaconInc@aol.com)

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### Seal of Excellence 2005-2006

Jan Svochak, Chair  
Technical Affairs Committee

In the February *Contact Report*, CLMA member labs were encouraged to voice their opinions on the Seal of Excellence program. The forum was on the discussion board at CLMATalk.net. The responses were overwhelmingly favorable as to the value of this program. There were also some great suggestions for both technical and marketing aspects of this program to be discussed further.



After reviewing the status of the ongoing Seal of Excellence Program, based upon these responses and the now minimal costs to the Association to implement the 2005-2006 Seal of Excellence Manufacturing Award will move forward as planned.

The only significant change will be the participation of Diane Davis Associates. Quido Cappelli has agreed to assume this role. Quido's experience in the industry and with the Seal of Excellence program will assure that the transition goes smoothly. Quido's status, along with his proven commitment to the CLMA and the industry, ensures that there will be no conflict-of-interest or confidentiality issues.

The forms will go out to the membership laboratories soon. The labs will be asked to submit practitioner names as before. Only Quido will know the practitioner names and the lab associated with lenses submitted for testing.

A site will be chosen as in the past for the lenses to be evaluated in the Fall after the lenses have been collected and marked. A panel of member volunteers will convene at this site to examine the lenses.

### **GP Clinical Excellence Awards**

on behalf of the  
Contact Lens Manufacturers Association  
and the  
GP Lens Institute

During the Spring academic year of 2004, thirty three (33) fourth and third year

optometric students were awarded the GP Clinical Excellence Award. These students, determined by the contact lens faculty at each college/university were chosen for their enthusiasm in learning more about GP lens designs and materials, improving their fitting skills and promoting GP use as well as recruiting patients for this lens modality. For a list of award winners, as their awards ceremonies occur, visit [www.rgpli.org](http://www.rgpli.org) for the listing by school of these winners.

Thank you to the following CLMA members for providing sponsorship of these awards. The award consisted of an engraved plaque and a certificate for a GP diagnostic set provided by one of the following CLMA members:

ABBA Optical, Inc.  
American Contact Lens Service, Inc.  
Cardinal Contact Lens, Inc.  
Con-Cise Contact Lens Co.  
Chessman's Contact Lens Lab  
Firestone Optics, Inc.  
Global Contact Lens, Inc.  
International Contact Lens Labs, Inc.  
Lens Dynamics, Inc.  
Platt Contact Lens Service, Inc.  
Soderberg Contact Lens  
Tru-Form Optics, Inc.  
Universal Contact Lens of Florida, Inc.  
Valley Contax

### **Letters of Thanks to the members of the CLMA and the GP Lens Institute**

*As a recipient of the GP Contact Lens Clinical Excellence Award, I truly appreciate the opportunities provided with my new lens set and of course the acknowledgement. Thank you so much for continuing such a wonderful scholarship program.*

.....Serena Ho

*I would like to thank you for sponsoring the GP Contact Lens Clinical Excellence Award at Indiana University School of Optometry. I was honored to receive this award. Your support of the Optometry program is very much appreciated. Thank you again for your generosity.*

.....Carol Hickey

*Please accept my sincere appreciation for the GP fitting set and plaque. I am truly honored to accept your award and look forward to displaying my plaque in my practice and putting to use my fitting set.*

.....Maria Dickerson

*It was a great honor to receive the Clinical Excellence Award at the UC Berkeley annual fourth year awards banquet. Thank you for the beautiful plaque and diagnostic GP fitting set. Your generosity and support of student activities is truly appreciated. I look forward to working closely with you in my future optometric endeavors.*

.....Juliane G. Flettner

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OPTIMUM - INNOVATIVE RANGE OF GP CONTACT LENS MATERIALS

> There's comfort... and then there's Optimum Comfort.



> Create  
> Innovate  
> Succeed

Let's be honest, when it comes to making a decision about which type of contact lens to choose, wear comfort is an important issue. Achieving high levels of comfort, especially in GP lens, is the hallmark of other solutions, it's not a real solution.

That's why Contamac created OPTIMUM. An entire line of new range of GP contact lens materials, designed to last any situation, no matter how demanding, with a truly unparalleled balance of comfort and targeted wear benefits.

OPTIMUM Contact is just one of the materials from the broader range. A truly new GP lens material with enhanced wettability, stability and oxygen permeability (Dk) for advanced and long-term wear comfort.

More & comfort to choosing GP lenses for superior performance - OPTIMUM from Contamac, is the only option.

See Range, See Choice

To request lenses made from OPTIMUM material, please contact your normal GP lens manufacturing laboratory.

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For OPTIMUM lenses, visit [www.contamac.com](http://www.contamac.com)

CONTAMAC US Inc.

4211 Calumet Street, United States, CA 91303, USA  
Phone: 650-251-0000  
[www.contamac.com](http://www.contamac.com)

## CL & Cornea Residents Symposium Weekend

August 20-22, 2004

St. Louis, MO.

Edward S. Bennett, OD, MSEd  
Executive Director, GP Lens Institute

Plans are being finalized for the 2004 CL & Cornea Residents Symposium weekend being held at the University of Missouri - St. Louis College of Optometry in August. With noted guest faculty, Dr. Keith Ames, Dr. Bruce Morgan, and Dr. Tom Quinn, the recently appointed academic year residents will be offered lectures, workshops and actual "hands on" demonstrations on such topics as:

- GP Multicurve Lenses
- GP Toric Lenses
- Presbyopic Patients
- Fitting Keratoconus Patients
- The Post-Surgical Patient
- Corneal Reshaping

This weekend symposium occurs at the beginning of their academic year as a CL and Cornea resident or Primary Care resident at each of the optometric colleges and universities.

Each CLMA member is encouraged to provide 25 copies of their marketing/fitting information for their companies as well as provide select GP diagnostic sets for the residents to choose for their personal use in their clinicals and future practices. If you would like to provide any of these materials from your company, please contact Pam Witham at the CLMA office.

**CLMA/GPLI Exhibition Booth**  
**Booth #730**  
**AOA Meeting, June 24-26, 2004**  
**Orlando, Florida**

## Press Releases

**Manchester, NH.** *Rose K International named Blanchard Contact Lens of Manchester, New Hampshire and Les Laboratoires Blanchard, Sherbrooke, Quebec, Canada as their new Master Distributor for manufacturing, sales, marketing and distribution in North America. The existing network of authorized Rose K distributors remains intact with no changes anticipated. Blanchard Contact Lens will provide product support for the existing Rose K lens as well as the new Rose K2 Aberration Control lens to be released in the near future.*

**Fort Washington, PA** *Boucher Communications Inc. (BCI), a multi-media vision care information company, announced the promotion of executive Pat Herron to President and Chief Operating officer. Herron, who formerly held the title of Executive Vice President, is a 23-year veteran of the business publishing industry and has been with the company since 1994.*

**Washington, DC** **DID YOU KNOW?** *President Lyndon Johnson was the first U.S. President to wear contact lenses. President Carter wears them, as did President Ronald Reagan who began wearing contact lenses in the 1940s.*

Barbara Anan Kogan, OD  
Article Grants Coordinator  
CLMA/GP Lens Institute

## Calendar of Events

**June 24-26, 2004** AOA Meeting  
Orlando, FL.  
Visit Booth #730 (CLMA/GPLI)

**June 27, 2004** CLMA Board of

Directors Meeting,  
Orlando, FL.

**July 13, 2004** 9:00 PM EASTERN  
USA

On line symposium - "GP Practice Management" with guest faculty Dr. Rex Ghormley & Dr. Ken Maller

**August 10, 2004** 9:00 PM EASTERN  
USA

On line symposium - "Corneal Reshaping & Young People" with guest faculty Dr. Marjorie Rah & Dr. Jeff Walline

**August 20-22, 2004** CLMA/GPLI Resident  
Symposium Weekend....St. Louis, MO.

**August 26-27, 2004** CLMA/GPLI "Hands  
On" Academic Workshop - NSU, College of  
Optometry Tahlequah, OK.

**September 21, 2004** 9:00 PM EASTERN  
USA

On line symposium "Incorporating GP Bifocals & Multifocals Into Your Practice" with guest faculty Dr. Doug Benoit and Dr. Dave Hansen.

**October 20, 2004** CLMA Board of Directors  
Meeting - Palm Springs, CO.

**October 21-23, 2004 - CLMA Annual  
Meeting and Exhibition, Palm  
Springs, CO.**

**Classified Ads**

Advertisements are posted on the website CLMA.net. The companies/individuals who submit an advertisement are solely responsible for their content.

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**Sales/Management Position Wanted**  
([www.clma.net](http://www.clma.net) for details)

Contact Clay Kowarsh

e mail: [claykowarsh@infs.net](mailto:claykowarsh@infs.net)  
Phone and Fax: (916) 786.7900

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**Position Wanted: Lens Manufacturing/Operations Management**  
([www.clma.net](http://www.clma.net) for details)

Contact: Tom McCarthy

e mail: [tmccarthy1234@cs.com](mailto:tmccarthy1234@cs.com)  
Phone: (480) 209.9730 Cell  
(480) 926-6327 Home

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**CLMA Board of Directors Meeting**

June 27, 2004  
Gaylord Palms Resort  
Orlando, Florida

Capitiva 2 Room

If you will be in the Orlando area, plan to attend the Board of Directors meeting. See your Board at work for you!!!!

Please contact Pam at [CLMAAssociation@aol.com](mailto:CLMAAssociation@aol.com) if you will be attending.

**Precision...**

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

The new Model ACB-102-PD Auto Blocker improves blocking precision and efficiency. This well regarded static blocker architecture has set the standard for the industry. Precision pitch/wax dispensing and wax thickness control guarantee a safe, repeatable, pitch/wax application solution. Also the compound is continuously mixed to maintain homogeneity. Our auto blocker, like our family of products, offers the kind of innovation you've come to expect from Larsen Equipment Design. A must for water based waxes.



**LARSEN**  
EQUIPMENT DESIGN  
*Quality by Design*

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Phone: (206) 789-5121 Fax: (206) 789-7756 Email: [erik@larsenequipment.com](mailto:erik@larsenequipment.com)

CE CERTIFIED

*Auto Blockers*