



The Contact Report



Celebrating Independence

**Daniel Bell,
President**

**Contact Lens Manufacturers Assn.
(CLMA)**

With the independence holiday (USA) only a few days away we can look forward to a long weekend of celebration. I can easily say that our association represents the best of the independent business in this country and we remain dedicated to our goals.

Refractive surgery, soft disposable lenses and glasses have become the first choice for many patients. The astigmatic cornea is simply not being fit with spherical GP lenses as often and a lack of education for the graduating OD is one reason that we are not able to offer this option to the patient. Many of the customers are limited in the amount of time that they can spend with a patient. We should not be surprised that many patients are told they cannot wear contact lenses.

Some encouraging signs are beginning to indicate a reversal of this declining pattern. In 2004, the sale of GP materials remained stable. Some manufacturers claim that sales

grew 1 to 2% as compared to 2003. Button sales are improving in 2005 to a level that indicate renewed interest in our materials and designs but it is too early to claim a victory.

The industry analysts may have to modify their forecast for the future as we continue to see growth in GP lens use. In the meantime we should all celebrate our own independence as specialists and feel confident in the fact that our products solve some very complicated problems for our customers.

Flash Drives

The CLMA and the GP Lens Institute are providing USB port Flash Drives to each CL and Cornea Resident that will be attending our Residents Symposium at Ohio State University August 26-28, 2005.

These flash drives will have the GPLI logo on the website along with the new GPLI website address identifying them as having valuable GP educational information loaded into them. Each of these flash drives will include a link to the GPLI educational website, the GP Product Directory of CLMA member laboratories, the listing of materials and solutions

available for GP manufacturing as well as the directory of membership for the CLMA.

With the available memory on these flash drives, we will be loading in product and fitting guides for each CLMA manufacturing laboratory that supplies them to us. **The deadline for supplying these guides to the CLMA office is Thursday - June 30, 2005.**

This will be a great source of marketing and exposure for each CLMA member to get their individual product lines in front of the current year CL & Cornea resident for each optometric school and university in the US. In meeting with various educators from each of these schools, at their encouragement, we will be placing one flash drive at each school for the students of optometry to utilize during their clinicals.

Don't miss out on providing the best of your best fitting guides to be included in the CLMA/GPLI flash drives. If you only have hard copy available, we will take the time to scan it in for you so you won't miss out on this invaluable educational opportunity. **Remember-Deadline 6/30/05.**

Make Each Day a Contact

Janice Schramm, Program Chair
Lee Dickerson, Convention Chair

The 44th CLMA Annual Meeting is back in Las Vegas at the Alexis Park Resort November 3-5, 2005.

The CLMA Golf Tournament will tee off Thursday morning at 7:30 AM at the Black Mountain Country Club in nearby Henderson. Prizes and festivities galore!!! Make your plans to reserve your "handicap" as space will be limited.

The slate of educational opportunities is the best of the best. Ed Bennett, OD, is among the esteemed educators and speakers who have prepared timely and forward-thinking workshops and sessions for your benefit.

Keynote speaker, Joe Barr, OD, will set the tempo for sessions on principle topics that address research, marketing, promotions, business enhancement and more.

The presentation of The Presbyopic Toolkit as well as the rebroadcast of PBS' "Spotlight On" will initiate and help us all design programs that draw from these new educational resources and integrate them as a profit-enhancing marketing aid in your business.

Registration packets will be soon mailed and will also be featured

on our website www.clma.net for your convenience. Hotel reservations, golf tournament entry form, Presidential Adventure, exhibit booth placement and information on our formal Awards Banquet Saturday evening will all be contained within this registration packet.



For those of you that like money, the game of attendance, rewards and participation will be evident throughout the 2005 program—beginning with the registration packet. Daily winners will be counting cash.

The CLMA Annual Meeting is for all people that are employed in our industry. Send yourselves, your consultants, your sales and lab personnel to our meeting. You will be re-inspired!



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

The annual series of GPLI advisory committee phone calls were held between June 6 and June 15th and once again we received a large number of great ideas. We had eight calls and the

following advisory members participated: Keith Ames, Barbara Anan Kogan (Article Incentive Plan Coordinator), Bruce Anderson, Dick Baker, Doug Benoit, Jill Beyer, Sonja Biddle, Jim Boucher, Shelley Cutler, Rob Davis, Dick Ebling, Scott Edmonds, Art Epstein (incoming AOA Contact Lens and Cornea Section Chair), Jerry Garber, Brad Giedd, Steve Harney, Jim Hartzell, Cary Herzberg, Jon Kendall, Ken Lebow, Ken Maller, Bob Maynard, Gary Osias, Tom Quinn, Phyllis Rakow, Susan Resnick, Cheri Vincent Riemer, John Rinehart, Diane Robbins-Luce, Bob Ryan, Joe Shovlin, Mary Jo Stiegemeier, Loretta Szcotka-Flynn, Libbi Tracy, Frank Weinstock and Joe Yager.

Some of the ideas discussed included:

- 1) Include the laboratory consultants in the schools program, the new practitioner program and the online book. The laboratories and their consultants could be provided to students and new practitioners and the benefits of the consultant could be included in the school's program. It was also mentioned that it would be a great idea for schools to require students to contact a CLMA laboratory consultant to discuss a case and, in fact, consider contacting consultants at several different laboratories to obtain a better idea of how consultants will be able to help them in practice. Each of the cases in the online book could have a small section

for a consultants view of how they can assist in this type of case.

2) Externships: Continuing a discussion held the previous year, several of the advisory members - who are not currently clinical externship sites for optometry schools - are interested in serving as such. My goal is to survey the entire committee and determine who is interested and send this list to the director of external clinics at every school. Even if we only place five new externship sites, that would represent approximately 50 students who would receive an excellent contact lens and cornea clinical education that, most likely, would not have obtained otherwise.

3) Online Book: The CLMA Board of Directors had previously supported a proposal for a comprehensive case-based GP lens book which would be on www.gpli.info. This book could have as many as 50-60 cases which should cover about every major spherical and special design topic. The advisory members were very supportive and many have contacted me to recommend cases they would like to provide. These cases would also - in most cases - be accompanied by color slides. This book is scheduled for completion by the January, 2006 CLMA Board of Directors meeting.

4) Article Incentive Plan: Barbara Anan Kogan participated

in several of the calls and we received a long list of potential articles and authors from these calls. Meeting with her at the AOA meeting in Dallas, it was evident that she had placed many of these ideas during her meetings with journal editors.

There were numerous other ideas presented as well that will be summarized and presented at the CLMA Board of Directors Meeting in Chicago. The advisory members were very excited about the upcoming GP Correction of Presbyopia Tool Kit currently under production by Wink Productions.



GP Clinical Excellence Awards



*The 25th Annual Awards presentation at the College was a gracious event and a memorable time for our 101st graduating class. We were pleased to present the **GP Lens Institute Clinical Excellence Award** to Lee Dodge during the program.*

Lee is an excellent clinician and was a student leader.

We appreciate your participation and continuing support of our awards program.

*Sincerely,
Lesley L. Walls, OD, MD, DOS
President
Southern California College of
Optometry*



Thank you very much for the kind scholarship I received. The trial contact lenses will definitely help me deliver better patient care and the plaque will adorn my office wall to remind patients that I am there to serve them and their needs.

*Thank you once again,
Lee Dodge*

An special thank you to the following CLMA members that provided/donated a GP fitting set as well as sponsored the manufacturing of the individual plaques.

ABBA Optical
American Contact Lens
C & E GP Specialists
Cardinal Contact Lens
Con-Cise Contact Lens
Corneal Design
Firestone Optics
Frontier Contact Lens
International Contact Lens
Lancaster Contact Lens
Lens Dynamics
Lens Mode
Metro Optics of Austin
Paracon, Inc.
Sterling Contact Lens
Universal C. L. of Florida
Valley Contax

CLMA Annual Awards

**Jan Daniel, Chair
Awards Committee**

Nominations are being accepted for the following CLMA Annual Awards to be presented at our Annual Awards Banquet on November 5, 2005 in Las Vegas.

AWARDS. A description of the meaning of each award is also available on this link on our website.

The Awards Committee looks forward to an exciting presentation of awards the evening of November 5. *All That Jazz....and more* will be a night to remember for all attendees.



The CLMA office will be closed Monday, July 4, 2005 in observance of the USA Independence Day Celebration.

Welcome New CLMA Member

Accepted as a REGULAR member of the CLMA is:

Advanced Vision Technologies
14828 W. 6th Ave., Suite 15-B
Golden, CO 80401
Toll Free: 888-393-5374
303-384-1111
Fax: 303-384-1124

Official Rep: Mr. Keith Parker
email: kdpc1@aol.com

*The Dr. Josef Dallas Award
Honorary Recognition Award
The Leonardo Da Vinci Award
Trailblazers Award
Industry Enhancement Award
Creative Design and Process
GP Lens Practitioner of the Year*

These awards were created for the membership of the CLMA to honor and recognize their peers for their outstanding expertise in the contact lens industry. Nominations for *The Dr. Josef Dallas Award* will be voted upon by the CLMA Board of Directors at their upcoming July board meeting.

This is the best year yet!!!! The Awards Committee has already received nominations for our various awards for some very deserving individuals. But there is still time to get your nominations in. Please email me at quelahl@aol.com with your nominations for which award and some background information on the individual/company.

For a complete listing of prior award winners, we have posted them, by award, on www.clma.net under CLMA ANNUAL



Simple System ... Complete Compliance

GP Materials	OPTIMUM	OPTIMUM	OPTIMUM	OPTIMUM
	Classic	Comfort	Extra	Extreme
Dk (ISO/FATT Anhyd)	26	65	100	125
Wetting Angle (Shaw-Walby System, °)	12°	6°	3°	6°
Specific Gravity	1.19	1.18	1.17	1.16
Refractive Index	1.4527	1.4406	1.4333	1.4332

GP Solutions



*Enhance your Practice
Specify the GP SYSTEM!*

KEY BENEFITS

- Improved Technology – materials, solutions, eye hygiene
- Higher Compliance = successful patient
- Added Value to Patient – all inclusive
- Innovative Packaging – presents professional image



CONTAMAC US

For More Information or Samples
Contamac US (866) 872-6682 www.optimumgpsystem.com
Lobob Laboratories (800) 835-6262 www.loboblabs.com
Cynicon/CSOFT (800) 233-5469 www.csoft.com



The Only Global Ortho-K Conference of Its Kind!!



July 28-31, 2005
Palmer House Hilton
Chicago, Illinois

For registration and the complete preliminary agenda, please visit online at www.GOS2005.com.

Looking for the tools to provide alternatives to myopia management?

In need of updates on state-of-the-art GP fitting techniques?

Interested in meeting experts and other leading manufacturers in the field?

Participating in the Manufacturer Forums?

Expanding Marketing Strategies Session?

The CLMA/GP Lens Institute is a GOLD LEVEL Sponsor of this international symposium. Our grant provides the registration for one educator from each of the USA based optometry colleges and universities to attend. The CLMA/GP Lens Institute will represent you in the exhibition hall - booth #208 - to showcase all the educational resources that have been developed.

Advanced discount registration deadline is June 30, 2005.

Contest #4 is now closed.

The Fab Four were: Left to Right:
Ernest Cancio
Charley Creighton
Lee Dickerson
Dan Manelli

We had 8 winners!!!!

Contest # 5



This is a 2 part contest! Worth \$100 towards your CLMA 2005 Annual Meeting Registration

1. First and last names of this couple.
2. What CLMA Annual Meeting destination were they attending?

Submit your guesses to CLMAAssociation@aol.com to earn this credit to the

**2005 CLMA Annual Meeting and
Exposition
November 3-5, 2005
Las Vegas, Nevada (USA)**

Make Each Day a Contact

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$



2005-2006 Seal of Excellence

**Jan Svochak, Chair
Technical Affairs Committee**



We have a total of 8 CLMA member laboratory locations that are participating in the testing procedures conducted through the Technical Affairs Committee.

In late 2004, there were 26 CLMA member manufacturers that were awarded this "Seal of Excellence Manufacturing Award" for 2005 and 2006.

Each of these 8 locations, once the testing procedures are complete and the lenses approved in manufacturing excellence, will be eligible to display the 2005/2006 Seal of Excellence in Manufacturing Award during the remainder of 2005 and all of 2006. Thank you to Quido Cappelli for facilitating this testing procedure again this year.

The Cameras Have Rolled

**Dave Rusch, Chair
GP Lens Committee**

Video footage was filmed during the AOA Congress in Dallas last week to provide the script for the PBS station broadcast on GP contact lenses. We obtained about 2.5 hours of "excellent" footage that will be reduced to the best fit for the 4-5 minute broadcast. The CLMA will own the rights to the excess footage shot so we might utilize that for further productions.

Thank you to David Bland and Polymer Technology, Jan Svochak, Dr. Ed Bennett, GPLI Advisory Committee members Dr. Bruce Anderson and Dr. Walter Choate, as well as the patients and area practitioners that were featured.

This video broadcast will be directed to PBS station consumers explaining the benefits of GP contact lenses in their personal vision needs.

The committee will be developing tools and ideas to promote awareness of this broadcast to ECPs and try to enlist their support. Copies will be available to members for promotion to ECPs.

Plans are to feature this actual broadcast as well as the completed Presbyopia Tool Kit at the CLMA Business Meeting/luncheon which will occur Friday, November 4, 2005 at the CLMA Annual Meeting in Las Vegas. This luncheon will be open to all attendees of our Annual Meeting.

The Presbyopia Tool Kit completed the CD/video filming in May. This tool kit is being developed by Wink Productions and should be available for marketing by CLMA members in late August, 2005. Creating a Presbyopia brochure to accompany

this tool kit is the next step in development. This eye-catching brochure is tentatively titled:

Can You Wear Contact Lenses If You Are Over 40?

The GP Lens Committee has been hard at work these last few months helping to design and create these exciting marketing tools that we hope will enhance the utilization of GP contact lenses.

~~ Calendar of Events ~~

June 30, 2005 - Deadline for providing your product/fitting guides for the Flash Drives to CLMAAssociation@aol.com.

June 30, 2005 - Deadline for Advanced Discount Registration at the GOS www.GOS2005.com.

July 15, 2005 - Deadline for nominations for the Josef Dallas Award to Quelah1@aol.com.

July 28, 2005 - CLMA Board of Directors Meeting, Chicago, IL.

July 28-31, 2005 - 2005 GOS Ortho-K symposium, Chicago, IL

August, 2005 - Next issue of CLMA Electronic Newsletter.

August 26 - 28, 2005 - CL & Cornea Resident Weekend Symposium - Ohio State University, Columbus, OH

September 1-2, 2005 - NSU/OK Academic Workshop. Tahlequah, OK.

WANTED: Central-line blocker in reliable working condition. Contact Steve Josserand, 800-373-2020.

Creating a newsletter can be lots of fun

Because my work is never done

However, I trying to come up with something to say

To end this newsletter and make my day.

Advertisements are always welcome to receive

To get your product to the CLMA membership, I believe

My prices are good and I'm easy to work with

Contact Lenses fit – that's not a myth.

Have a great day!!!!

Pam Witham

Administrative Director
Contact Lens Manufacturers
Association
CLMA

CLMAAssociation@aol.com
