



# The Contact Report

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## The Future is.....



**Daniel Bell, President**

I'm optimistic about the future of our industry this year, but I want to keep my expectations in perspective and recognize that we have work to do. Once more the specialty lens industry is faced with tough questions and 2005 was a year to set a new direction.

While we continue to meet the needs of the market, our message to the consumer will be tested. The CLMA will produce the first media message about the healthy aspects of GP lenses and we will measure the effect. We will share the experience of satisfied GP lens wearers with the public for the first time in our history. We will tell consumers that bifocals work, GP lenses are comfortable and healthy, and that there are many additional benefits for many contact lens patients.

One British researcher recently questioned the need for GP lenses in the future and went on to forecast the demise of our industry. My trip to the EFCLIN meeting confirms the fact that predictions are easily made when the expert lacks experience in the

marketplace. I was reminded that Winston Churchill once said "There is nothing more exhilarating than to be shot at without result."

As the CLMA President, I have seen the strong support from our substantial base of qualified fitters. We owe these people a debt of gratitude and we should all acknowledge their efforts to promote our industry. According to Steven Wilson, MD, of the Mayo Clinic, gas permeable lenses provide the patient with the best visual acuity offered by any existing corrective alternative including surgery. Dr. Joe Barr continues to set an example for all of us to follow in his editorial comments and we welcome his attendance and keynote participation at this year's meeting.

Once more, I ask for the support of each member of the CLMA as we move into 2006. I encourage the involvement of each and every one of you and I remind you that we have much more work ahead. It is only through the continued support of our membership that we will get the message to the market and the consumer to see the true value that we offer.

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## Are You Registered?

With close to a 30% increase in pre-registered attendance for the 44<sup>th</sup> Annual CLMA Meeting and Exposition *Make Each Day a Contact*, the following companies are sending representatives to attend our workshops, lectures, panel discussions, exhibit arena as well as enjoy fellowship with your peers in the industry.

*ABB Optical*  
*ABBA Optical*  
*Accu Lens*

*Advanced Medical Optics*  
*Advanced Vision Technologies*  
*Alden Optical Labs*  
*Art Optical Contact Lens Co.*

*Beitler McKee Optical*  
*Benz Research & Development*  
*Blanchard Contact Lens*

*C & E GP Specialists*  
*Cardinal Contact Lens*  
*Chardon Tool*  
*CLSA*

*Con-Cise Contact Lens*  
*Contact Lens Spectrum*  
*Contamac US, Inc.*  
*Contamac, Inc.*  
*Contour Fine Tooling*  
*Corneal Design*

*DAC International*  
*Diversified Ophthalmics, Inc.*  
*Dakota Sciences*  
*David Thomas Contact Lenses*

*E and E Optics*

*Firestone Optics, Inc.  
Frontier Contact Lens Lab*

*GP Lens Institute*

*International Contact Lens Labs  
Innovations in Sight*

*Jobson Publishing*

*K & Y Diamond  
KMS Enterprises*

*Lagado Corporation, The  
Lamda Polytech  
Larsen Equipment & Design  
LENSCO*

*Lens Dynamics, Inc.  
Lenticon Lentas de Contacto  
LifeStyle GP Co., LLC, The  
Lobob Laboratories, Inc.*

*Menicon America, Inc.  
MISUPCO*

*New Era Custom Contacts*

*Ocu-Ease Optical  
Optical Connection*

*Paracon, Inc.  
Paragon Vision Sciences  
Polychem USA  
Polymer Technology Corp.  
Progressive Vision Technologies*

*Quality Contact Lens, Inc.*

*Sentry Insurance  
Simplon Lenses Int'l Ltd.  
Soderberg, Inc.  
Soflex Contact Lenses  
Sterling Ultra Precision, Inc.  
STF Precision  
Sub Micron Tooling  
Tru-Form Optics, Inc.  
Universal Contact Lens*

*Valley Contax*

*Vision Matrix*

*Westlens  
Wildman Sales & Marketing*

The following countries are being represented.

- Canada
- Israel
- Mexico
- Pakistan
- United Kingdom
- United States
- West Indies

If you are not pre-registered to attend our meeting, you may register on site at the CLMA Registration Area located within the Alexis Park Resort. All pre-registered attendees may pick up their registration packets prior to attending any of the scheduled events. Kathy Vaske, Susan Bell and Ed Jenkins will all be available to help with your registration information.



Congratulations to the following companies that have been awarded the *Seal of Excellence* for the year 2005 and continuing on into 2006.

*Advanced Vision Technologies*  
Golden, Colorado

*Art Optical Contact Lens, Inc.*  
Grand Rapids, Michigan

*Blanchard Contact Lens, Inc.*  
Manchester, NH

*Essilor Contact Lenses*  
Dallas, Texas  
Denver, Colorado  
Tulsa, Oklahoma

*LifeStyle GP Co, LLC*  
Sarasota, FL

*Visionary*  
Anaheim, CA

The CLMA Seal of Excellence signifies a high degree of manufacturing expertise needed to meet a demanding level of inspection and to produce high quality contact lenses which meet or exceed applicable industry standards.

The above companies join those who have already earned the 2005/2006 Seal of Excellence based on the first round of testing.

- ABB Optical*
- ABBA Optical, Inc.*
- Accu Lens, Inc.*
- Alden Optical Laboratories*
- Con-Cise Contact Lens Co.*
- Corneal Design Corporation*
- Corneal Lens Laboratory*
- Diversified Ophthalmics, Inc.*
- Firestone Optics, Inc.*
- International Contact Lens Labs, Inc.*
- Lens Dynamics, Inc.*
- LENSCO*
- Luzerne Optical Labs Ltd.*
- Paracon, Inc.*
- Precision Optics*
- Rooney Optical, Inc.*
- Soderberg Contact Lens - 4 locations*
- Tru-Form Optics - 3 locations*
- Valley Contax*
- Westlens*
- Winchester Optical Company*

Congratulations to each of these companies for displaying their excellence in manufacturing. The Seal of Excellence testing is done through a blind study

conducted by the Technical Affairs Committee, Jan Svochak, Chair.

### It Is The Ride!

**Jim Drain**  
**DAC International**



Jim Drain, Janice Schramm and Steve Young

The last week in September, my good friend and fellow Lion, Ron Tito and I, left Carpinteria on our motorcycles to see the coast of Oregon. I recently bought a Harley Davidson Heritage Softtail Classic which is among the best things I have ever owned. It was a great week long adventure, made especially nice because we made some very important stops.

The beauty of our country is awesome! San Francisco, Golden Gate Bridge, Redwoods of Northern California, Oregon's beautiful coast - light houses, gnarly waters with boulders that surely have caused many a ship to visit Davy Jones' Locker, riding along the Umpqua river, seeing the Salt Creek falls all made the trip a treasure. I was also interested in seeing the town of DRAIN, Oregon. There are not a lot of us so I have always wanted to see this town. Turns

out to be a very sleepy little town in the beautiful Cascade mountains - we had lots of fun there too.

A highlight of the trip was our visit to Valley Contax in Springfield, Oregon. We were graciously met by Steve Young and his partner Janice Schramm. My friends and I were given a tour of their wonderful, well organized, very clean and neat laboratory. There we learned how GP lenses are made by Lab Manager, Josh Adams. We learned that Valley is soon to celebrate it's 25<sup>th</sup> year in business. The lab is very successful and a treat to visit. Steve, Janice, Josh and the whole crew made us feel right at home.

We returned after 5 days with the odometer reading 2,052 miles. I learned on this trip that, as in life, it is not the destination, it is the ride!!

The FDA is celebrating the 100<sup>th</sup> year of service to our nation. The CLMA has been invited to participate by contributing articles or share historic documents, letters or photographs of medical devices.

Please share with Dan Bell, President of the CLMA your information and he will forward on to Nancy Wynne, CDRH Manager.

### EFCLIN Abroad

CLMA member companies were in attendance at the recently held EFCLIN Annual Congress held in Vienna, Austria during the month of October, 2005.

It was reported that the United States now holds the #1 position for residence of member companies joining EFCLIN.



A picture gallery of CLMA members attending EFCLIN Annual Congress, October 2005.



**Mail**

*I wanted to thank you for organizing and participating in the GPLI Workshop at Northeastern State University, College of Optometry. This workshop involves contact lens education, educational materials, as well as information on patient care / CL techniques. I really appreciate that you selected us as one of the schools of optometry for this years GPLI academic program.*

*We appreciate your support of contact lens education programs both on our campus as well as at all of the Optometry schools. Please pass on my thanks to all in your organization who champion these joint Industry-Educationl programs that enhance contact lens education.*

*I will say again, there is no doubt in my mind that the contact lens program at NSU College of Optometry has been incredibly strengthened by the GPLI program and CLMA support.*

*Sincerely,*

*Wm. Edmondson, MAT, OD,  
FAAO  
Professor of Optometry / Chief  
Contact Lens Service  
Northeastern State University*

**The 2005 CLMA Directory of Membership is now available and has been mailed to all Official Representatives of each member company.**

**Rx for Success ...  
The Presbyopia Tool Kit**

**Dave Rusch, Chair  
GP Lens Committee**



The GP Committee, and Wink Productions, have produced a very professional kit designed to help your customers do a better job of promoting, fitting and dispensing bifocal or multifocal GP contact lenses. It was created to provide you with tools to help you and the ECP achieve greater market share in the rapidly growing presbyopic market.

The kit is designed to help overcome the ECP's typical objections to GP bifocals. It will be available to CLMA member labs "at reproduction cost" (estimated at \$6 each) to include in promotional activities with their lenses. The "retail" price to the ECP from CLMA direct is \$19.95 for the kit, but you may want to make it available as a part of a special promotional offer in conjunction with your lens products.

So, those of you attending the 44<sup>th</sup> Annual CLMA Meeting and Exposition will receive this new kit - so be thinking about how you can stay ahead of the competition and help your

customers differentiate themselves from the "glasses and soft lenses only" crowd. This kit will also be sent to all member labs which were not represented at the meeting.

A "launch kit" as well as the prototype of the Rx for Success - The Presbyopia Tool Kit will be explained and distributed at the 4 PM session on Thursday, November 3, 2005 to those member labs attending the CLMA Annual Meeting. The launch kit will provide ad and stuffer graphics, and newsletter copy for your use in promoting the tool kit. Further information will be available from the CLMA/GPLI Booth #9 in the exhibition arena as well as from the CLMA office and website after the meeting.

A preliminary version of the GP lens video to be shown on PBS Stations will also be presented to attendees at our Annual Meeting. This video is expected to be broadcast during the first quarter of 2006. It is designed to reach consumers with persuasive information about GP comfort, and little known benefits - such as corneal reshaping and presbyopia. The broadcast, combined with the Presbyopia Tool Kit, provides us as lens manufacturers a unique opportunity to coordinate promotion of GP lenses to both consumers and ECP's. The PBS footage will also be launched on our website [www.contactlenses.org](http://www.contactlenses.org) following the broadcast.



**Make Every Day a Contact**

A powerhouse line up of exhibitors, speakers, panelists, educational opportunities and fellowship awaits the attendees of the 44<sup>th</sup> Annual CLMA Meeting and Exposition.

We have increased the exhibition arena to include top of the line - state of the art materials, tools, lathing equipment, industry publications and a few surprises.

A big thank you to the following companies that have donated or agreed to sponsor events during our meeting and exhibition.



The CLMA Poker Run has begun. With your confirmation of registration received, along with the card on the back cover of the registration packet, your luck has commenced. With each workshop, general session, exhibitors booths and luncheons, you will receive another playing card. Shuffle your cards to come up with your best poker hand.

Daily, during the exhibitors reception, Presidential Adventure and the Awards Banquet – we will award **\$\$\$\$** to a winner. High card drawn will determine the winner if there are multiple daily possibilities.

This meeting offers something for everyone in your business. Come one, come all. You may register for the meeting on site at the CLMA Registration area – the Apollo Foyer at the Alexis Park Resort. Learn how to **Make Every Day a Contact**

The boss is the one who is early when you're late and late when you're early. ☾

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**The CLMA office will be closed October 31, 2005 through November 6, 2005 in honor of the 44<sup>th</sup> Annual CLMA Meeting and Exposition being held in Las Vegas, NV.**

**\*\*Next issue: December, 2005\*\***

- Contamac US
- Contour Fine Tooling
- DAC International
- Marty Dalsing
- InnoVision
- K & Y Diamond
- Lamda Polytech
- The Lagado Corporation
- Larsen Equipment & Design
- Lobob Laboratories
- Menicon America
- Paragon Vision Sciences
- Polychem USA
- Polymer Technology
- STF Precision