



# The Contact Report



## New Beginnings

Janice Schramm, President  
Contact Lens Manufacturers Association

Everywhere I look I see signs of spring. Cherry trees heavy with pink blooms, yellow daffodils blanketing the ground beneath them. The seasons are just one reminder life is always in a constant state of change. And within this cycle of change, there is continuity.

Anticipating the graceful blooms of the dogwood tree in my garden each year brings a sense of renewal and continuity to my life.

Another way I experience continuity is from my work with the Contact Lens Manufacturers Association. For over ten years, as a member of the Board of Directors, I have had the pleasure of working with many very talented and creative individuals within our industry. I have also made many life long friendships throughout the industry that have taught me a wealth of information. They have shared their passion for and devotion to manufacturing, designing and fitting custom gas perm and soft contact lenses.

Since 1981, CLMA has been changing and growing with the world around us. At the same time, we have remained constant as we strive to increase awareness and utilization of custom manufactured contact lenses. As stated on our website, "CLMA maintains that each member has a pivotal say in everything CLMA does. CLMA consistently succeeds because the combined voice and resources of its members assure its ability to accomplish what no single member could accomplish alone."

We gain our strength in numbers, which brings me to the heart of this message. Our future will be positively impacted by our ability to unite and join forces, even more so than ever before, with a clear and concise message. Together, we can corroborate

the benefits of custom GPs and custom soft lenses. We need a universal language that derives from sharing. I know, we are competitors and we want to differentiate ourselves from one another. We can do both. We can create a common language to communicate to our customers while continuing to build our businesses from our own unique perspectives.

I recently attended a global conference of which contact lens manufacturers were in attendance. A representative from each country sketched a picture of his or her own country's marketplace. A template was used so that those that attended the conference could easily see the patterns, similarities and differences. Each presentation included the following:

- > Population
- > Fitters
- > Patients
- > Cost of lenses
- > Market (percentages of each age group)
- > Successes
- > Obstacles
- > Growth Strategies
- > Promotion

As the reports unfolded, it was demonstrated to me and the others the power of sharing information for the good of an industry. A lesson that doesn't come easy but a lesson none the less. What if our member laboratories were to share this kind of information? I sincerely believe that if we were to share and create a strong forceful message, the response and impact would be extremely favorable. We have the ability to combine our efforts to create a very professional, polished presentation of our products. I would like to hear your ideas regarding this topic. Please respond by emailing me: [janice@valleycontax.com](mailto:janice@valleycontax.com).

*“To see is to experience the world as it is, to remember is to experience the world as it was-but to imagine-ah, to imagine is to experience the world as it isn’t and has never been, but might be.”* ...Daniel Gilbert

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### **Associate Members Committee**

**Jim Drain, Chair**  
**DAC International, Inc.**  
[Jdrain@dac-intl.com](mailto:Jdrain@dac-intl.com)

Equipment will be rollin’ in on *Route 66* to the Hyatt Regency Tamaya Resort in New Mexico for our annual meeting November 8-10, 2007. Commitments to exhibit machinery have been received from DAC International, Inc., Contamac/Contamac US, Larsen Equipment Design, Polychem, Inc. USA as well as Sterling Ultra Precision, Inc. Please notify your international customers of this excellent one stop venue to observe and participate with “hands on” demonstrations.

If you have any issues the Associate Members wish to have brought up for discussion or brought to the Board of Directors, please contact me.

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### **Awards Committee**

**Daniel Bell, Chair**  
**Corneal Design Corporation**  
[danbell12@aol.com](mailto:danbell12@aol.com)

A second call for names for 2007 CLMA award nominations should go out to all members. None have been received so far. For a complete listing of the awards, what they are intended for and a listing of past winners, they are listed in the CLMA Membership Directory as well as on our website [www.clma.net](http://www.clma.net).

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**“Smile, it enhances your face value.”**

.....Dolly Parton (1946 -)

### **Convention Committee**

**David Bland, Chair**  
**B & L, The Boston Group**  
[david\\_bland@bausch.com](mailto:david_bland@bausch.com)

Things are moving along nicely in preparation for the 2007 Annual Meeting. Contracts for both the drayage and the golf tournament have been received. They will be presented for signature this week at the board meeting.

Both the President’s Adventure and the Awards Banquet proposals are now under review. In summary all the event proposals and/or contracts have now been presented and are either under review or awaiting signature.

A site visit took place for an Eastern US location on April 11<sup>th</sup> and 12<sup>th</sup> for the 2008 venue. Another is scheduled prior to the end of April.

While a lot of work remains it lies mostly in the communications/marketing aspects and program guide development of the 2007 Annual meeting. The event side of things is near completion.

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### **GP Lens Committee**

**Dr. Rob Breece, Chair**  
**MedLens Innovations, Inc.**  
[Drbreece@yahoo.com](mailto:Drbreece@yahoo.com)

At the Board of Directors meeting on April 21, 2007, we will be discussing the projects that WINK Productions is developing for the CLMA/GPLI. These are a new GP Care & Handling video CD as well as a newly designed brochure that will compliment the video CD; a program to put academic fitting lectures on our website, and a video and brochure designed to allow us to participate in Vistakon’s Vision Care Institute education of optometry students. Copies of the new CLMA/GPLI brochure that were developed and sent to Dr. Walt West of Vistakon’s VCI for distribution to the students will be available at the meeting. There will be a discussion about the video presentation project which aims to educate the students about resources available from the CLMA and the GP Lens Institute.

Ursula Lotzkat, from WINK Productions will be available, along with Dr. Ed Bennett, Executive Director of the GPLI, at the Board meeting with updates on the "Click & Fit"© web based program.

We have a booth (complimentary) at the CLSA meeting. The CLMA/GPLI will be exhibiting at the meeting (booth #44) and Pam has spent a lot of time on the new, very professional looking displays. Chris Pantle has graciously agreed to staff the booth and hopefully other members will stop by to lend a hand.

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**My Goal in Life is to be the kind of person my dog thinks I am.**

..The American Legion Magazine/March 2007 p. 72

### **Government Affairs Committee**

**Daniel Bell, Chair**  
Corneal Design Corporation  
[danbell12@aol.com](mailto:danbell12@aol.com)

Two Washington consulting groups were contacted for a preliminary estimate of the scope and cost of a grant writing proposal. Ms. Ceceil Richter has offered to help the CLMA in the formulation of a grant proposal. She is currently researching the best approach and person or group for the job. She states that the boundaries for a proposal to NIH for funding are being reviewed and changed, such that the protocol is much more strict. We should have a proposal ready to submit to the board in 90 to 120 days.

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### **Internal Affairs Committee**

**Al Vaske, Chair**  
Lens Dynamics, Inc.  
[Vaske@lensdynamics.com](mailto:Vaske@lensdynamics.com)

The CLMA public audit will commence in May, 2007 for the financial year ending December 31, 2006.



During the summer months, this committee will begin the draft of budgeting revenue and expenses for 2008. If you are a committee chair or a member of the CLMA and would like to request commitment of CLMA funding, please get your proposals to me by the end of June, 2007 for consideration.

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### **International Committee**

**William Hoffman, Chair**  
The Lagado Corporation  
[lagado@mac.com](mailto:lagado@mac.com)

The International Committee (Bill Hoffman and Dave Rusch) has been busy developing strategies to increase the awareness of the CLMA in contact lens laboratories throughout the world. We plan to prepare CLMA International newsletters to send by email or mail to these foreign labs. The newsletters will introduce the CLMA and detail the benefits of membership. Hopefully this will result in increased membership and attendance at our annual meetings. We have requested (twice) names and addresses of foreign labs from the Associate members. This mailing list will be kept confidential by Pam and only used for these mailings to international labs. Sadly, only three Associate Members have provided lists to the CLMA office. If we want to grow the CLMA, we will need the full cooperation from the Associate Members. If you haven't prepared your list, please do so and send it to Pam so that we can get this project moving. If you are a Regular Member, and know of any international laboratories that may be interested in the CLMA, please pass this information to Pam. This list will be kept strictly confidential by Pam, and will never be disclosed to any other member.

An article on our last annual meeting in Scottsdale has been published in the latest issue of *GLOBAL CONTACT* magazine.

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The **Hyatt Regency Tamaya Resort & Spa** was ranked eighth (in 2006) in a list of the “Top 25 Hotel Spas” in the Continental US and Canada. The list was part of *Travel + Leisure’s* 11<sup>th</sup> annual World’s Best Spas poll. The CLMA will be there - November 8-10, 2007. **Mark your calendars NOW!**

**Program Committee**  
Jan Svochak, Chair  
Tru-Form Optics, Inc.  
[Jan\\_svochak@tfoptics.com](mailto:Jan_svochak@tfoptics.com)

Preparations are underway for this year’s program at the Hyatt Regency Tamaya Resort & Spa. Careful consideration has been given to areas important for growth of the custom contact lens market as well as input from the membership survey following last year’s meeting program. Exhibit hours will be lengthened on Thursday evening. There was also overwhelming support for keeping exhibit hours in the morning on Saturday again this year.

There is an excellent venue for this year’s Golf tournament. In addition, there are many options for the non-golfer. These include a world class spa, hot air ballooning and horse back riding all on site. Santa Fe is nearby as well.

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The **Hyatt Regency Tamaya Resort & Spa’s** golf course, Twin Warriors, is on Golf Digest’s 2006 list of the best 100 publicly accessible courses. The CLMA will be there - November 8-10, 2007. **Mark your calendars NOW!**

### Membership/Membership Services Committees

**Ken Leonhard**  
Quality Contact Lenses, Inc.  
**Chris Pantle**  
DAC International, Inc.  
Co-Chairs

Please welcome a new Regular Member company to the CLMA.

#### **Carter Contact Lens, Inc.**

105 West Dakota Avenue, Suite 109  
Clovis, CA 93612  
559-294.7063

[carterlens@sbcglobal.net](mailto:carterlens@sbcglobal.net)

Official Rep: Loren M. Bell, Secretary/Treasurer

The 2007 Membership Directory is nearing completion. The Board will have the opportunity to see the “hot off the printer” edition at their Board meeting this weekend with mailing to all official representatives of each member company to follow the week of April 23, 2007.

The membership directory advertisement ad sales had a great support from many members. Be sure and thank those that continue to support our association.

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### Nominating Committee

**Daniel Bell, Chair**  
Corneal Design Corporation  
[danbell12@aol.com](mailto:danbell12@aol.com)

The process will begin at the CLMA Board of Directors meeting - Saturday, April 21, 2007.

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### Public & Professional Information Committee

**Naomi “Jo” Svochak, Chair**  
Tru-Form Optics, Inc.  
[Jo\\_Svochak@tfoptics.com](mailto:Jo_Svochak@tfoptics.com)



This is the page out of the CLMA/GPLI brochure developed by the GP Lens Committee that gives a brief statement on the purpose and benefits in supporting the CLMA and our members. The complete brochure will begin distribution with all fulfillment orders being shipped.

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What's the difference between the government and the mafia? One of them is organized

..... The American Legion Magazine/April 2007, p. 72

**Soft Lens Mfg. & Distribution Committee**

**John Walfort, Chair**  
 Soderberg, A Walman Company  
[jwalfort@walman.com](mailto:jwalfort@walman.com)

The results of discussions with various custom soft lens manufacturers will be presented to the Board of Directors at their meeting Saturday the 21<sup>st</sup>. The committee is researching what might be done in the way of presenting custom soft lenses by the CLMA.

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**Technical Affairs Committee**

**Arch Holcomb, Chair**  
 Westlens  
[westlens@aol.com](mailto:westlens@aol.com)

If you have any areas you would like the Technical Affairs Committee to research, please let us know. Quido Cappelli traveled to an ANSI meeting held during March and his report will be presented to the Board on Saturday, the 21<sup>st</sup>. Also at the Board meeting will be a discussion on FDA/GPA Compliance issues.

**Menicon PROAGENT**  
 For Professional In-Office Use  
 Intensive Protein Remover for RGP Contact Lenses

- Fast-Acting and Easy to Use
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- Proven Efficacy
- Promotes Corneal Health
- Maximizes Comfort

Ideal to clean and disinfect RGP inventory and diagnostic lenses such as CRT, especially between patients.

Removes protein in 30 minutes. Ideal for busy practice use and for delivering patient satisfaction.

**Highly Effective Disinfectant**

Menicon Proagent Kills	Initial (cfu/ml)	After 30 Min. (cfu/ml)
Pseudomonas aeruginosa	1.2 x 10 <sup>8</sup>	<100
Staphylococcus aureus	1.8 x 10 <sup>8</sup>	<100
Serratia marcescens	5.4 x 10 <sup>8</sup>	<100
Candida albicans	1.3 x 10 <sup>8</sup>	<100
Pseudomonas	5.5 x 10 <sup>8</sup>	<100

100% K129 (Data on file Menicon)

**Intensive Protein Removal**

As part of our routine care for CRT, we include a Proagent treatment for every patient.  
 Dr. Doug Becherer, Bethesda, IL

"We routinely clean and disinfect our CRT inventory and any GP trial lenses with Proagent."  
 Dr. Robert Buffington, Sacramento, CA

For information and to order to Menicon Proagent, please contact Menicon Z Authorized Laboratories or Paragon Authorized Laboratories or visit [www.menicon.com](http://www.menicon.com)

**NEED HELP??**

**Marketing & Sales Executive offers his extensive contact lens background to create sales.**

**Contact Acculens for additional information and referral.**

**E-mail: [mmacculens@aol.com](mailto:mmacculens@aol.com)**

In 2006, the **Hyatt Regency Tamaya Resort & Spa** was ranked as one of the top 75 resorts in North America by the readers of *Conde Nast Traveler*. The CLMA will be there - November 8-10, 2007. Mark your calendars NOW!

**Attend the 46<sup>th</sup> CLMA Annual Meeting & Exhibition.**

“It is not the strongest of the species that survive, nor the most intelligent, but the one **most responsive to change.**” .....Charles Darwin (1809-1882)

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