

Structural Tension Promotes



**Janice Schramm, President
Contact Lens Manufacturers Association**

These warm summer days have been a luxury, including time to catch up on some reading. A book titled *“The Path of Least Resistance For Managers”* by Robert Fritz was on the top of my list since it had come up in a couple of recent conversations. One might perceive this title to mean taking the easy way out, non-productivity or complacency. All of which we know are not really positive aspects of what it takes to get ahead. It becomes clear within the first few pages of the book that the phrase ‘the path of least resistance’ represents movement toward the desired results of optimum performance within an organization.

As Robert Fritz describes while crossing the frontier of the old West, settlers in covered wagons found that much of their route was already laid out for them to follow. It had been forged by herds of the Great Plains bison as they moved across the terrain through the previous centuries.

Later, when track was laid for railroads, surveyors found their best routes were these very same buffalo paths that pointed the way to the Rockies and beyond to the promised land. The master railroad designers of the nineteenth century chose these trails because they were the best ones anyone could have developed. The buffalo had found the best and safest passage. The bison were following the laws of nature. We all do, as we all must, whether we like it or not. And in nature, energy moves where it is easiest to go.

Scientifically, tension is created by a difference between two related elements. Once a tension exists, it creates a tendency to move toward resolution, generating the path of least resistance. The basic unit of structure is the tension-resolution system. Structural tension, the desired state in relation to the actual state, is the key ingredient in organizations that advance. Therefore, structural tension promotes organization behaviors: goals are interrelated, reality is seen objectively, and adjustments to plans and organizational advancement become the norm. I found this to be an excellent book and especially appreciated the author’s perspective. It’s worth your investment of time and money.

The GP Lens Institute (GPLI) and the CLMA have plenty of things to be very excited about. All of which will be presented and reported at the annual meeting and exposition coming up in November. These are your dues dollars being put to work for you. Make your plans as soon as possible to attend this meeting to hear first hand how your association, the members of the board of directors and the Executive Director of the GPLI, Dr. Ed Bennett, have been working non-stop to create extra value and benefits for you. This year’s annual meeting program is sure to be a success and packed with news and information about lens design, business essentials and our industry’s latest innovations and technology. If you haven’t already made a visit, go to www.clma.net and check out the plans. You can also conveniently register on line or print the registration forms and fax them directly to the CLMA office.

Our meeting is just around the corner. We are headed for the southwest to **“Get Our Kicks on Route 66!”**
See you there!

CLMA Committee Updates

Associate Members

Jim Drain, Chair
jdrain@dac-intl.com

Our exhibit "One Stop Shopping" arena is gaining tremendous momentum with the following exhibitors that have agreed to exhibit and showcase their machinery, tools, materials, polishing equipment and solvents as well as ancillary products necessary for the manufacturing of custom contact lenses. To date, we have received commitments from:

AST Products
Contamac BV
Contamac US
DAC International
Menicon America
MISUPCO, Inc.
Sterling Ultra Precision
STF Precision Technologies & Tools
Paragon Vision Sciences
Polychem, Inc. USA
The Boston Group, B & L
The Lagado Corporation

We have 8 booths available for which, when spoken for, will lead to our largest exhibit demonstration area in recent years. Come to the 46th Annual CLMA Meeting & Exhibition and experience the latest technology being developed to enhance the manufacturing of quality custom manufactured contact lenses around the world. If there are other exhibitors that you would like to see exhibit this year, please contact me at jdrain@dac-intl.com and a follow up invitation will be issued. We want this exhibition to be a full service, multi stops demonstration experience for each of our attendees.



Awards Committee
Daniel Bell, Chair
Danbell12@aol.com

The Awards Committee, made up of immediate past presidents of the CLMA, is

still accepting nominations for the various prestigious awards to be presented at the Awards Banquet, November 10, 2007. A complete listing of the CLMA Awards and those award winners through 2006 is listed on our website www.clma.net. Please submit your nominations and a short bio of the individual to Danbell12@aol.com by September 30, 2007.

Convention

David Bland, Chair
David.bland@bausch.com

The 2007 CLMA Annual Meeting and Exhibition continues to take shape. The program is now complete as is the registration brochure. The registration brochure was distributed by email to everyone in the CLMA data base on July 30, 2007. In addition, the registration brochure was added to the CLMA website (www.clma.net) where it can be downloaded if desired. One of the nice features of this electronic method of registration is the form self calculates based on the number of registrations, booths, events etc. Since this is the first time we have promoted registration entirely by email or the web we have also sent out a reminder postcard via regular mail to augment the electronic promotional efforts to ensure we get the message through to everyone.

The early results of the registrations look very promising. We have five committed VIP Sponsors to date:

Platinum VIP Sponsorship

Contamac US
The Boston Group, B & L

Gold VIP Sponsorship
Paragon Vision Sciences

Silver VIP Sponsorship
DAC International
Menicon America

Booths sold to date: 16/24

DAC International, Contamac BV, and Sterling Ultra Precision have reserved booths meaning for the first time in several years, all three major lathe providers will be exhibiting their products in the exhibit hall.

The room block is filling up extremely fast. As of this writing, reservations for 75% of our room block have already been received...and we have had to increase our room block 3 times since the initial date of the contract. So, if you haven't made your reservations, do so now while the rooms are available! Access www.clma.net to make your hotel reservations as well as register to attend our meeting.

GP Lens

Dr. Robert Breece, Chair
drbreece@yahoo.com

The committee has submitted its 2008 budget proposal to the Internal Affairs committee. The recommendations include many new projects to further our goal of promoting the use of GPs.

Many of the ideas for the new programs have been developed as the direct result of Dr. Bennett's Advisory Panel conference calls. I personally participated in one of these calls and there is definite enthusiasm for supporting the GP Lens Institute (GPLI). Dr. Bennett did a fantastic job of conducting the conferences and his summary of the suggestions is a gold mine of ideas for developing these programs. There are enough good ideas to keep the GPLI busy for the next couple of years. I know I speak for the entire GP Lens Committee, the GP Lens Institute and the CLMA membership in saying we sincerely appreciate Ed Bennett's tremendous efforts and dedication for our benefit. We

are fortunate that someone with his talent has worked so hard for us.

One of the suggested programs is a referral list of qualified GP practitioners, available on our website. For a relatively low cost, we could steer patients into GP fitters offices. This should demonstrate to the practitioners that if they actively pursue the use of GPs, they will get new patients.

Another proposed project is an educational "Irregular Cornea Module" and Dr. Christine Sindt has agreed to lead this for us. Dr. Sindt is a prolific lecturer on this subject and she has offered to donate her Powerpoint presentations which will provide an excellent foundation to build the Irregular Cornea Module upon.

The Vistakon University project is proceeding well. WINK Productions has submitted the final product for the Care and Handling Video (DVD) as well as the related Care and Handling brochure. Upon arrival at our fulfillment office, each CLMA member will receive one DVD and the brochure complimentary to begin designing their distribution of this updated and much requested information.

The GP Lens Committee and the GP Lens Institute will update the membership regarding these programs and the other proposed projects at the annual CLMA meeting in November. Members input will help decide the implementation of these ideas and the direction of the GPLI.

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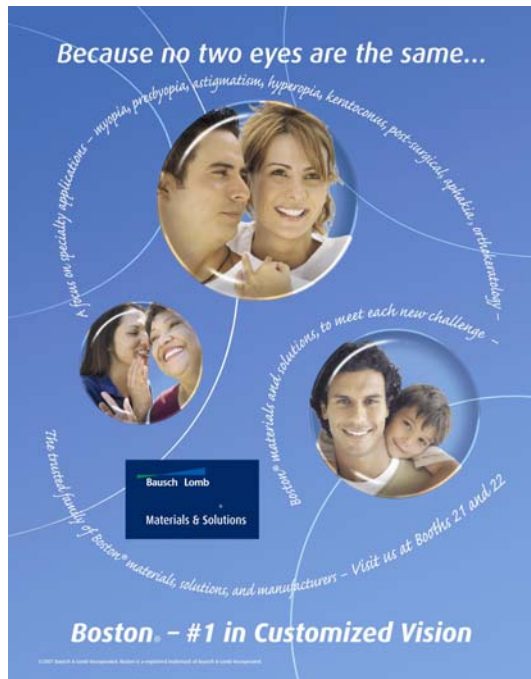
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Government Affairs

Daniel Bell, Chair

Danbell12@aol.com

A request for funding has been submitted to the Internal Affairs Committee for grant writers and submissions to request grants for various programs within the realm of the CLMA and our many programs. The request for funding is to be considered within the 2008 CLMA Budget.

Internal Affairs

Al Vaske, Chair

vaske@lensdynamics.com

The Internal Affairs committee is working on next year's budget. All chair persons should submit their budgets as soon as possible.

International

Bill Hoffman, Chair

lagado@mac.com

The International Committee has completed the first issue of *CLMA World*, our new quarterly International

Newsletter. *CLMA World* is designed to expand the presence of the CLMA beyond North America, particularly to South and Central America, East Asia and India. We hope to interest international labs in attending the annual meeting and joining the CLMA. The first issue features articles introducing the CLMA, bitoric lenses, the unusual connections between ours and other diverse industries, details on and an invitation to attend the annual meeting and a welcome message from President Janice Schramm. *CLMA WORLD* has been emailed to 60 foreign labs and mailed to an additional 52 labs for whom we do not have email addresses. We plan to offer a Spanish language version with future newsletters. Thanks to the Associate members who unselfishly provided the addresses of the international labs. Thanks, also, to Dave Rusch for his efforts in making *CLMA World* a reality. You may request a copy of *CLMA World* from the CLMA office. The International Committee invites your comments, suggestions and ideas for future issues.

Membership/Membership Services

Ken Leonhard, Co-Chair

ken@qualitycontactlens.com

Chris Pantle, Co-Chair

cpantle@dac-intl.com

We are investigating the possible need of having the CLMA literature translated to Spanish. We are talking with Dan Bell (Government Affairs committee) on whether or not there would be some federal grant monies available for the association to apply for. We believe that this will be welcomed by a growing number of US ECPs and could also help us increase membership activity with South American lens manufacturers.

Some facts: Thanks to immigration and high birth rates, the Hispanic population is

growing rapidly. According to US Census Bureau projections, 24.4 percent of Americans will be Hispanic by mid-century, up from 12.6 percent in 2000. Non-Hispanic whites will make up on 50% of the population, down from 69.4 percent in 2000. Spanish-speaking immigrants to the United States have elevated the number of Spanish-speakers throughout the country, making them majorities or large minorities in many districts. This increase has been especially marked in California, Arizona, New Mexico and Texas, states bordering Mexico. If any members have comments or suggestions, please email Ken Leonhard at Ken@qualitycontactlenses.com or Chris Pantle at cpantle@dac-intl.com.

We have also continued to send our membership applications: this round, we have sent a couple applications to prospective new international members in South America.

general membership at the business luncheon held during our Annual Meeting in November.

Program

Jan Svochak, Chair

Jan_svochak@tfoptics.com

The program agenda is being finalized as of this date. The highlights of the program, topics of the workshops and the key note speaker were all revealed in the registration booklet, now on www.clma.net. Please make note, when making your arrival reservations, the CLMA Golf tournament beings at 9:30 AM on Thursday, November 8, 2007. For those not participating in the golf tournament, there is a bread making (not just sampling) class and a pottery making classes you can sign up for – unless you wish to soar high above the clouds in a hot air balloon or across the desert galloping away on horseback.

Our workshops begin on THURSDAY, November 8 at 4:00 PM. This two hour session will feature the website programs on www.gpli.info, on line tutoring aids and educational resources, new modules under development as well as a short feature on the workings of the *Click n Fit*® virtual patient module. Be prepared to help your ECPs through these advancements and become comfortable fitting GPs, building their practices and growing your business.

The opening of the exhibit hall will be Thursday evening from 6 PM – 10 PM. We are expanding our opening reception due to your requests for more time available between the exhibitors and attendees. Additional exhibit hours will be featured again Friday afternoon and Saturday morning. This three day event promises to help blend your business with the latest technical advances, ongoing research in the area of Myopia Control as

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Nominating

Daniel Bell, Chair

Danbell12@aol.com

Nominations are still being accepted and considered for two Regular CLMA membership seats on the Board of Directors as well as one seat as an Associate member representing the Associate membership. These available seats will be voted for acceptance by the

well as current information on automation, wavefront technology, FDA compliance and inspections as well as keratoconus updates. We have something for everyone from your business. Make sure and attend. You won't want to miss a single moment from Thursday starting at 4 PM to after the awards banquet Saturday evening. **Book your travel and hotel reservations and register to attend the 46th Annual CLMA Meeting and Exposition. NOW!**

Public & Professional Information

Naomi "Jo" Svochak, Chair
Jo_svochak@tfoptics.com

This year's convention is being held in one of the most beautiful spots imaginable. You could enjoy a full week's vacation at this resort without leaving. However there are so many must see places. So, plan to come early and leave late to take in as many of these sights as possible.

- Explore Native American ruins or living history museum
- Ride a historic working railroad
- Saint Francis Cathedral, Santa Fe
- Loretto Chapel, Santa Fe
- Santa Fe Plaza
- Sandia Peak Tramway
- Old Town, Albuquerque
- Indian Pueblo Cultural Center
- Bosque del Apache National Wildlife Refuge
- Trinity Site, Albuquerque
- Sandia Casino

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the on every piece of literature that goes out your door? Use it and be proud of your accomplishments.



Technical Affairs

Arch Holcomb, Chair
westlens@aol.com

The next Seal of Excellence testing is scheduled to be conducted in 2008 for the years of 2009 and 2010. Quido Cappelli continues to represent our industry during upcoming ANSI meetings in Alexandria, VA and Tokyo in November.

A "technical" question has been asked numerous times during the past year. **"How Long Should I Keep paper copies of my Rx's manufacturing detail forms?"** The answer from Dan Manelli, the CLMA legal counsel states: "FDA regulations provide that all records to be kept pertaining to a device must be retained for a period of time 'equivalent to the design and expected life of the device, but in no case less than two years' from the date of sale. Therefore, two years is the minimum. A reasonable retention period for a GP lens prescription would be five years. Finally, since most GP lenses made under the so-called 'alternate manufacturing site' rationale, laboratories should comply with any contractual arrangements they may have with the button manufacturer. If there is nothing specific regarding such record retention, the five year estimate given above would be sufficient."

The advertisement features a central image of a contact lens with a globe in the background. Text on the left includes "Paragon is Proud to Support The CLMA". The main text reads "PARAGON VISION SCIENCES Prescribe Paragon GP Materials The Innovators In GP Technology". On the right, there are three sections: "PLASMA TREATMENT" (AquaComfort™ Plasma Treatment improves wettability & enhances patient comfort on Paragon GP materials), "PARAGON CRT™" (The first corneal reshaping lens FDA approved for overnight wear), and "HDS TECHNOLOGY" (HDS™ Technology was developed 1 million miles above your office on the NASA Space Shuttle). At the bottom right, it says "PARAGON GP WET SHIPPING" (Paragon GP materials available hydrated. Enhances patient comfort & wettability.) and provides the phone number 800-528-8279 and website www.paragoncrt.com.

Did You Know?

1. A new video was released on the yahoo "home page" August 14, 2007 entitled "The New Vision Option – Ortho-K. <http://cosmos.bcst.yahoo.com/ver/237/popup/next.php?cl=3690822>



2. The GPLI CL & Cornea Resident Weekend symposium is scheduled for this weekend August 24 – 26, 2007 at Ohio State University.
3. The 20th China International Optics Fair is being held September 2007 in Beijing. If you are interested in attending or exhibiting, please contact Mr. Andy Chung of the Orient International Exhibition Co., Ltd. <mailto:orientex@netvigator.com>
4. For Immediate Release: ABO-NCLE Announces Inaugural National Education Conference for 2008. The American Board of Opticianry and National Contact Lens Examiners announce their first National Education Conference to be held September 19-21, 2008 at the Duke Energy Center, a state-of-the-art convention facility, in Cincinnati, OH. The conference will offer three days of training and education to improve an optician's technical, professional, managerial and personal performance. The Optical Showcase exhibit hall will feature state-of-the-art products, major companies from the optical and contact lens fields. For more information visit www.abo-ncle-conference.com.

5. The online resources developed by the CLMA and the GP Lens Institute were featured in an article by Dr. Ed Bennett, Executive Director of the GP Lens Institute, in the August, 2007 issue of *Contact Lens Spectrum*, page 14.
6. When Jefferson wrote that we had a government of the people, by the people and for the people, he apparently was talking about who was going to pick up the tab....**Legion 1/2007 Parting Shots, pg. 64.**
7. Registration deadline is September 30, 2007 for the 46th Annual CLMA Meeting and Exhibition.
8. The next issue of the CLMA *Contact Report* will be in October, 2007.

Coming Soon!

