

THE CONTACT REPORT

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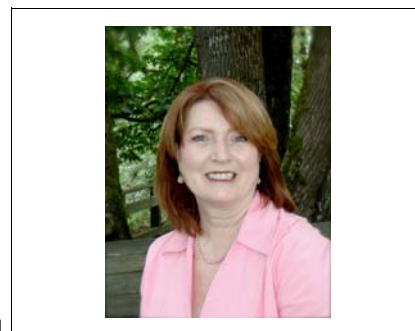
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Special points of interest:

- GP Fitter Locator
- Career Opportunities
- More participation...more value
- Grow Your Business

A ONE MAN BAND OR A WALL OF SOUND

Recently, I recalled a CLMA industry meeting dating back several years, where the keynote speaker, Ed Rigsbee, delivered a thought provoking speech about trade organizations and the value of participation. His message resonated with me. At the time and as a result of his presentation, I recognized the emergence of a new trend throughout the business world—business owners were no longer joining their associations for that “warm and fuzzy feeling”.



Janice Schramm, CLMA President

It was interesting to read a more recent prospective by Rigsbee in his article, “Sure Fire Member Recruitment for Trade Associations and Professional Societies”, published in the most recent issue of *The Global Contact*. Over the years his message has proven itself. In fact, his recent writings offer a more refined opinion on what is truly important to industry association members. In his argument, Rigsbee stated, “Today, the model for business and professional persons is that they are looking for a return on their investment (ROI).” No surprise. My knee-jerk reaction was to make a quick mental checklist of the value that the CLMA offers its membership. I concluded that even so many years ago, Ed Rigsbee was preaching to the choir. And we know that the bigger the choir—the better the sound.

THE SOUND OF THE TRUMPETS

If I was personally presenting this message, at this moment the sound of trumpets would play to herald the announcement of two very exciting new programs. Drs. Ed Bennett, GPLI Executive Director, and Rob Breece, GP Lens Committee Chair, and the CLMA Board of Directors are pleased to announce the “**Fitter Locator**” and “**Career Opportunities**” links that have and will soon post for viewing and participation. **The GP Fitter locator is active now as of April 24, 2008 on www.gpli.info!**

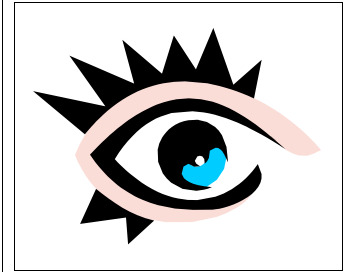
The “Fitter Locator” is a link that will be located on both websites: www.contactlenses.org and www.gpli.info to assist patients and eye care professionals in locating a GP contact lens fitter within a 100-mile radius of their geographical search. The search engine even crosses state lines to complete a search within that radius (within USA borders).

CONTINUATION OF PRESIDENT'S MESSAGE

The "Career Opportunities" will become a link on the www.gpli.info site for practitioners and graduating students of optometry to access and locate a practice that is looking for a partner who is experienced and passionate about fitting specialty contact lenses. Just as important, a student of optometry may be motivated to specialize in fitting custom contact lenses once they are aware of the wide range of support from the CLMA and the GPLI when they are ready to start looking for a job. This link will become active when career opportunities have opportunities to list!

Remember, we are the choir and together we can harmoniously sing a song with a powerful message. The more participation in these programs, the more likely they will succeed by becoming a true value for everyone. Your customers will want to know about these new interactive Internet opportunities to grow their businesses. In turn, we grow our businesses. Include an announcement of the "Fitter Locator" and the "Career Opportunities" programs on your website with links. Write about this exciting news in your newsletters and Record an announcement on your on-hold message. Here's to singing in unison. See you in Seattle in June.

Best Regards,
Janice



*"Sing a song with
a powerful
message"*


INSIDE STORY HEADLINE

CLMA/GPLI AT AOA


CLMA Board of Directors Meeting
June 25, 2008
8:30 AM—4:00 PM
Washington State Convention Center—
Room #203
Seattle, Washington

American Optometric Association
Optometry's Meeting™
June 26—28, 2008
CLMA/GPLI Booth #2308
Seattle, Washington

MAKE YOUR MARK
with DAC International!



Laser Marking
The optional **DAC Laser Marker** with CO₂ laser mounts to the X-Axis of the ALM Lathes or MLC Mini-Lathe Combo. Graphic and alphanumeric software allows the etching of identification and/or scribble marks, as well as company name, logo, or serial numbers for complete traceability of your contact or intraocular lens products.




Reference Mark Locating
The **Reference Mark Locator** recognizes scribble or contrasting marks on molds and lens blanks located in the spindle collet. Once recognized, the mark is used as a reference point to align the base curve design with the front curve geometry while being turned on the DAC ALM Lathes.

Mark Locating

Quality • Choice • Flexibility
With the DAC Series IV/ALM Lathes, you can choose the options that best suit your current lens production needs...or master how varied or specialized your application.

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GLOBAL DISTRIBUTION AND SALES

Are you a laboratory looking for international sales or global distribution of your lenses or other products?

Here is a golden opportunity and an offer you can't refuse.

Meet contact lens and IOL industry representatives from over 30 countries, and welcome them in your own personalized designed booth available at the upcoming European Federation of Contact Lens Industries (EFCLIN) exhibition to be held in Glasgow, Scotland from October 9-11, 2008.

The current exchange rate for the US dollar makes your product even more attractive to other countries, and the offer that EFCLIN has in store for you is in US dollars, so there is no exchange rate risk for you. We'll offer a custom booth of about 6.5 feet x 6.5 feet, including your company name, a power supply, and two lights.

We don't want to upset the other exhibitors, so we cannot mention the price for this special package deal in this ad, BUT we can assure you that this is an offer you won't want to refuse. Interested? Please send us an email to info@efclin.com, and we'll send the complete details immediately. This offer is exclusively for U.S. contact lens and IOL laboratories.

Get access to the world! Take a booth at the EFCLIN Congress in Glasgow, Scotland this year. This special offer is valid until May 31, 2008. Contact EFCLIN now at info@efclin.com to take advantage of these special prices!



[Info@efclin.com](mailto:info@efclin.com)

Exhibition

Opportunities

ABO-NCLE NATIONAL EDUCATION CONFERENCE

TRAINING TO IMPROVE AN OPTICIANS PRODUCT EXPERTISE & BUSINESS SKILLS

The first ever ABO-NCLE National Education Conference will take place September 19-21, 2008 in Cincinnati, OH.

Since product expertise is vital to opticians serving patients, the *Optical Showcase* Exhibit Hall will also be an education center. In addition to exhibiting, consider signing up for the following opportunities.

Exhibit Hall "Show and Tell"

Exhibit Hall "Visit and Learn"

The conference will be held at the Duke Energy Center September 19-21, 2008 in Cincinnati, OH. To find out additional details and register,

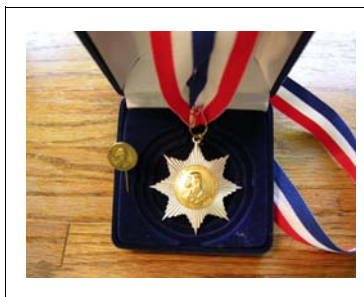
visit www.abo-ncle-conference.com.



www.abo-ncle-conference.com

DR. BENJAMIN HONORED AS “HERSCHEL MEDAL” AWARD WINNER

The International Society of Contact Lens Specialists (ISCLS) awarded the Society’s highest award, the “Herschel Medal”, to Dr. William J. Benjamin at their awards banquet April 15 in Buenos Aires.



“Herschel Medal” awarded to Dr. Benjamin from the ISCLS.

Dr. Benjamin is on the faculty with the University of Alabama at Birmingham School of Optometry and was the CLMA’s 2006 winner of the Dr. Josef Dallos Award. He was also instrumental in the testing procedures and results for measuring and setting the standards for evaluating Dk values for the CLMA.

We are honored to have Dr. Benjamin accept our invitation to be our keynote speaker at the 47th Annual CLMA Meeting & Exhibition in Hoover, AL—November 13-15, 2008. *Congratulations to Dr. Benjamin!*

NEWS RELEASE: POLYCHEM, INC. USA

Polychem, Inc. USA announces the introduction of the PRO-CARE Polish for sensitive materials and GP materials in general. After extensive testing by designated laboratories the findings are very encouraging that the goal was achieved for the polishing of the new high Dk sensitive materials.

PRO-CARE Polish incorporates several new additives that promote a cool environment during the polishing cycle, shippable during cold and freezing temperatures, imparts a high sheen with no scratches to GP materials and can be purchased in gallons and quarts.

Call customer service at (301) 216-1661, fax (301) 216.0617 or email polychmincusa@aol.com for more information or ordering.

*Vision Care Industry
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PRODUCT SPECTRUM

For submission of new products and other contact lens related news:

Please send your announcements and news releases to:

Lisa Starcher, Managing Editor
Contact Lens Spectrum
Starcherla@LWWVisionCare.com



47TH ANNUAL CLMA MEETING AND EXHIBITION

David Bland, Convention Chair
Jan Svochak, Program Chair

Key Dates to Mark on your calendars:

47th Annual CLMA Meeting & Exhibition
Renaissance Ross Bridge Golf Resort & Spa
Hoover, AL
November 13-15, 2008

November 12, 2008—Move in date for exhibitors
November 12, 2008—CLMA Board of Directors meeting
November 13, 2008—8:00 AM Shotgun Start
Annual Golf Tournament
Robert Trent Jones Golf Trail

November 14, 2008—Key note address from Dr. William J. Benjamin
November 14, 2008—Presidential Adventure
November 15, 2008—CLMA Awards Banquet
November 16, 2008—CLMA Board of Directors meeting

The convention chair and program chair met on April 21 to review the program, discuss events and establish the communications process including registration for the 2008 meeting. At least one site visit is planned during May for a 2009 venue. Consideration is being given to a second location for a site visit as well.

The registration packet will again be featured “on line” this year for your convenience. Continue to visit www.clma.net for additional features on our upcoming meeting.

According to Jim Drain, Chair of the Associate Members Committee, by popular demand and positive results, the exhibit hall will again this year be a “full service” exhibit hall complete with machinery, polishers, diamond tools, services, and materials.

TECHNICAL AFFAIRS COMMITTEE

John Walfoort, Chair

Quido Cappelli has sent me an update on the Z80 Subcommittee for Contact Lenses which I can make available for those members interested. Quido will be attending the international meeting in Paris, France this summer. There is an extra step that the French proposed that the FDA would like to incorporate as the proper way to proceed with micro-biological efficacy. This extra step would be for certain products.

Please remember to promote your business utilizing your 2008 Seal of Excellence in Manufacturing logo. For those CLMA members that earned the 2008 logo, please contact CLMAAssociation@aol.com for an electronic version of the logo.



Keynote Speaker:
William J. Benjamin, OD, MS, PhD

*Registration for
the 47th Annual
CLMA Meeting &
Exhibition*

Coming soon to

www.clma.net



www.clma.net

GP FITTER LOCATOR IS “LIVE”

The GP Fitter Locator is live and functioning on www.gpli.info. This searchable database is available for GP fitters looking to make referrals to other regions in the US. As we gain more names to load in to our fitter locator, we will make this searchable software available on www.contactlenses.org for consumers to search their areas for a GP contact lens fitter.

Encourage your accounts to access www.gpli.info—take the link to the GP Fitter Locator system and key in their professional information. This information will download to the CLMA office where it will be added to the database. Once we have a good selection of eyecare professionals listed (hopefully 1+ professional in the top 100 cities of the USA, we will then make the locator available on www.contactlenses.org—the CLMA consumer website.

The potential is available to **GROW YOUR BUSINESS!** Encourage your eye care professionals to become a part of the GP Fitter Locator.

REFLECTIONS...

LINDA WALWORTH SILLARI
 DECEMBER 5, 1956—APRIL 19, 2008

I first got acquainted with Linda back in the early 80’s while she was with Polymer Technology. The Gas Permeable industry was in its boom time and she was part of the marketing group for Polymer. Linda was always upbeat and positive about the industry and the companies she worked with. She was the ultimate professional in marketing and a very hard worker. I remember the stories about her running around the area where she lived and worked on a Vespa motor scooter. At first it just didn’t compute to envision her doing that, but once you got to know her, it fit. The fastest most efficient way to get the job done or get somewhere was typical of her.

When Linda and Ed moved to Northern California several years ago I was very happy to know she was around and worked with her on a project or two for Con-Cise. She and Ed started a couple of new businesses revolving around the wine businesses in the Napa region and she seemed to be working just as hard as ever to make those new adventures a success.

It was shocking to hear we have lost Linda, particularly at such a young age. She made a huge contribution to the GP industry with her talent and skill.

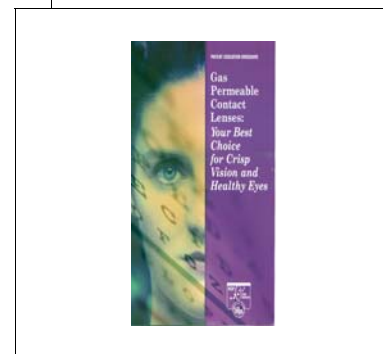
... Carl Moore



Contamac US is an Associate Member and VIP Sponsor of the CLMA

*Word was received that
 Linda Sillari passed
 away April 19, 2008*

*Our thoughts & prayers
 to her family.*



Designed by Emerald Marketing—
 Linda Sillari — for the CLMA. Over
 175,000 distributed.

GRACE AND BEAUTY

Just like everyone else I was shocked to hear the news about Linda's recent passing. In my mind's eye I still see the energetic, intelligent, and elegant woman I encountered for the first time upon joining Polymer Technology back in 1983. She was Phil Keefer's administrative assistant at the time, but in the first 5 minutes in her presence you knew she wielded influence (and ambition) far beyond her job title at the time.

I think only a few people knew that Linda was a top student in school who just couldn't wait to wade into business and have an impact. Almost as soon as she plunged into that environment she excelled and ultimately built a successful career. Those of us at Polymer benefited greatly from her efforts, but none more than our customers who could always count on her creativity and enthusiasm to produce marketing programs that grew their businesses. And they all looked forward to seeing her at meetings and tradeshow where she managed to be not only a key contributor, but the Director of Fun for after-hour activities. No one did it better!

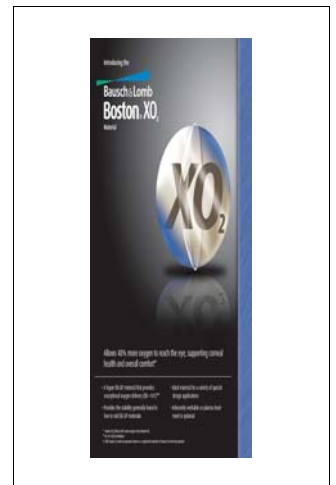
Perhaps most endearing in Linda's many great qualities was her ability to relate to everyone in a context they understood and appreciated. Not only was she not intimidated to meet with senior corporate executives, she could also immerse herself in being "one of the guys" and do it even better than most of the guys. She had the grace and beauty of a model, with a down-to-earth style that made her accessible to even the least glamorous among us. It was this style that made her many friends where she worked, where she traveled, and where she lived. We will all miss her greatly and know that Ed and all the rest of us who knew her have been better for her presence.

... *Andy Weir*

CREATIVITY AND MARKETING INSTINCTS

Linda had an infectious, unstoppable ZEST for life, always looking on the bright side, her creativity and marketing instincts won the admiration of our customers and her Polymer family. She will be missed.

... *Carl Sassano*



Bausch & Lomb, the Boston Group is an active Associate Member of the CLMA.

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CLMA
Contact Lens Manufacturers Assn.



The mission of the CLMA is to increase awareness and utilization of custom manufactured contact lenses.

The Gold Standard

When I see the words *creative, innovative, passion, hardworking* Linda comes to mind. I was always amazed at the level of energy and enthusiasm Linda put into any project she worked on for Polymer Technology or the CLMA. While working at Polymer I changed career paths from sales to marketing. From the 1st day I showed up at Polymer's facility Linda was there for me. Always willing to help the new guy in marketing take less than brilliant ideas and help turn them into effective programs. I can speak from experience one does not always appreciate the people you work with until they leave. This hit me when Linda and Ed moved west. Over the past 25 years I have worked with a number of talented sales & marketing people however when compared to the Gold standard, which is Linda, few can match her creativity and passion. I am grateful for the energy she put into the RGP industry and more importantly for the business and life lessons she taught me. Linda's legacy will be her *spirit* living on in all the people she touched in her lifetime.

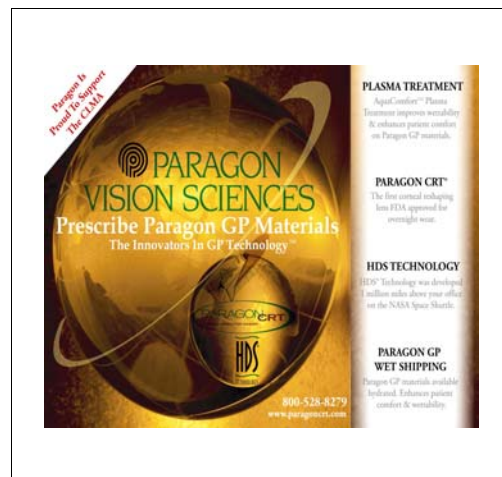
... Jay Woychick

WATCH FOR YOUR "SNAIL MAIL"

The 2008 CLMA Directory of Membership should be delivered to your doorstep during May, 2008.

Enjoy the memories, pictures and utilize this directory during the coming year.

Everything you wanted to know about the CLMA is included!



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