



# Contact Report

## To Blog or Not To Blog...

These days, consumers are incredibly savvy and can easily find answers at their fingertips within seconds. It doesn't matter what purchase or consideration they are making. With access to the Internet, they have a list of searchable choices as fast as their computers will process.

Within the last few years, the expansion of search possibilities on the Internet has grown exponentially. When generating a search, consumers may be directed to sources that are created by the media, a commercial organization, a scientific study or a personal video posting, such as, youtube.com or a blog. A blog is an abbreviated word for web log. All that is necessary to create a personal blog is a host. If you haven't personally experienced one, a blog is similar to a journal only they're not private. Instead, most are interactive. In fact, those that like to hear the opinions of others deliberately generate blogs.



Janice Schramm, President  
Contact Lens Manufacturers Association

By now, you are most likely asking yourself.....

### “And what does a blog or a video posting have to do with contact lenses?”

For fun, try some blogging by going to your favorite search engine and start by entering something like:

“*Help me with my contact lenses*”, or  
“*Are contact lenses for me?*”

You'll see for yourself some of the bizarre information that is readily shared and easily accessible.

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#### Special points of interest:

- *Blogs on Contact Lenses*
- *Alarming, Isn't It?*
- *A Face Lift*

## Example: Main Types of Contact Lenses (translated to English)

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*“There are two many types of link lenses in consumption today. Soft link lenses are those that are made of hydrophilic plastics and assimilate liquid and must be kept moist for gentleness and easier moulding to the heart surface. They are exceedingly comfy and are used by bulk of link lens users. The new character in consumption is the gasoline permeable (RGP) or strict link lenses, which are composed of lasting and adaptable plastics, which allow oxygen to give through to the heart and are easier to preserve. The new difficult lenses, or PMMAs, used before did not permit oxygen to give to the heart and have been replaced by RGPs. If an individual desires to take link lenses, he or she should make them simply after interview with an ophthalmologist. He/she will notify whether link lenses would be appropriate for an individual to take or which sort of lenses, tender or gasoline permeable, should be used in a specific lawsuit. It is urgent that an annual testing be done after the initial consumption of link lenses”.*

## Example: Contact Lenses for Beginners (translated to English)

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*“Link lenses are tiny visual devices made with curving pieces of plastic shaped in a manner to adapt immediately to the wearer’s heart. They offer an artificial refractive surface to the human heart and are used to rectify imagination problems like nearsightedness and hypermetropia. Link lenses assistance in heart focusing in the same style as spectacles do. Apart from these disciplinary measures, link lenses can too be used for esthetic and curative reasons.”*

***Alarming, isn't it?***

Alarming, isn't it? If you're into word puzzles, it may be entertaining to determine the real message by understanding the limitations of the translation software. Unfortunately, it's a lot easier for consumers researching contact lenses online to encounter misinformation than to find the real facts. Blogging and video posting are incredibly powerful because they have the potential of reaching a wide audience. However, they are dangerous because anything can be posted since there is no governing authority. I am not suggesting that there should be someone editing our right to communicate freely. What I am saying is that we are overlooking an opportunity if we do not see the Internet as a potential source to reach the consumers who are looking for accurate answers.

## Face Lift = Complete Makeover

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In the next few months the [www.contactlenses.org](http://www.contactlenses.org) site will undergo a face lift and a complete makeover. When fact-finding consumers visit [contactlenses.org](http://contactlenses.org), they are soon to experience a user friendly site with modern graphics in an impressive format that answers all of their questions about contact lenses and their benefits. The website will also receive first page placement on all of the search engines for top billing. If you haven't already, call your web designer and let him or her know that you would like a link created to [contactlenses.org](http://contactlenses.org). Here's a golden opportunity to join your colleagues in an effort to increase the odds that consumers will access the accurate facts about contact lenses.

Warm Regards,

*Janice*

## One Stop Shopping

Jim Drain, Chair

Associate Members Committee

This year's exhibit arena is proving to be our largest arena to date for experiencing lathe systems in operation, polishing compounds, custom designed polishing machinery, material advances, specialty products for the contact lens industry and services available to you. This is YOUR meeting. As attendees, you will be our honored guests as Associate Members of the CLMA and other companies paramount to our industry welcome you to this state-of-the-art exhibition arena.

### ***“World of Contacts”***

Bill Hoffman, Chair

International Committee

The newly designed International GP manufacturers' newsletter “**World of Contacts**” is being issued the week of September 22, 2008 to our electronic database. We are featuring an invitation to attend our 47th Annual Meeting as well as gaining their support and participation with the International listing of GP Eye Care Professionals searchable database.

Introducing the

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\* Boston XO<sub>2</sub> delivers 40% more oxygen versus Boston XO.  
\*\* Dk 141 ISO/Fatt Method.  
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## Preparing for 2009

Al Vaske, Chair

Internal Affairs Committee

The GP Lens Committee has prepared their budget proposals for 2009 and the Committee will now be incorporating these expenses into an overall CLMA Budget for 2009. Please submit your requested CLMA expenses to [vaske@lensdynamics.com](mailto:vaske@lensdynamics.com) ASAP. Membership voting acceptance will occur in November, 2008 at our Business Meeting.

AUGUST/SEPTEMBER 2008

***The Year 1908***

**Only 14% of homes had a bathtub**

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# 47th Annual CLMA Meeting and Exhibition Update

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David Bland, Chair  
Convention Committee

The registration brochure was sent out electronically on August 13th and posted on [www.clma.net](http://www.clma.net). In the 3 weeks since exhibitors have taken 19 of the 24 booths with 5 of the booths going to new exhibitors. Registration is off to a fast start. As a result of the strong exhibitor registrations the Convention Committee is sending out a reminder to all exhibitors not yet registered that exhibited last year to make sure they act quickly before booths are completed sold out.

VIP Sponsorship Commitments are:

## Platinum

Bausch & Lomb Boston®  
*Contact Lens Spectrum*  
Contamac US

## Gold

Paragon Vision Sciences

## Silver

DAC International  
Menicon America

I am happy to report that Ingersoll Rand has agreed to trade the compressed air supply for a booth. They are one of the 5 new exhibitors this year. They will be supplying a more powerful compressor than last year further improving the compressed air supply to DAC International, Sterling Ultra Precision and those other equipment vendors needing compressed air.

## The Year 1908

**Sugar cost 4 cents a pound**

The golf tournament is building as well. Already, we have 6 sponsors taking 13 holes.

Overall, the early registration for the meeting seems to be going very well. Expectations are for a very successful and highly attended meeting. Thanks to the entire membership for their support.

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## Internationally Speaking

John Walfort, Chair  
Technical Affairs Committee

Mr. Quido Cappelli was our representative attending the ANSI/Z80 Standards meeting held in Paris, France during July, 2008. His report of the issues that were addressed is on file with the Committee. Plans are in the developmental stage for conducting the Seal of Excellence testing during 2009 with awardees earning the Seal of Excellence Certification logos for 2010-2012. Make plans to participate. We need to market our excellence in GP contact lens manufacturing.

# Three Strikes and You're In

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Mike Johnson, Chair  
GP Lens Committee

Members of the GP Lens Committee met in Denver, CO on September 11 to have an 8 hour meeting face-to-face to discuss the direction and focus of the GP Lens Committee and to design it's proposal for a 2009 budget.

Members in attendance were:

Mike Johnson, Chair

Dr. Ed Bennett, Executive Director of the GP Lens Institute

David Bland, Bausch & Lomb Boston®

Tim Koch, Contamac US

Jeanne Bear, Menicon America

Jean Blanchard, Blanchard Contact Lens Inc.

Bill Hoffman, The Lagado Corporation

Keith Parker, Advanced Vision Technologies

Greg Kline, Paragon Vision Sciences

Al Vaske, Chair—Internal Affairs Committee, CLMA

Janice Schramm, President—CLMA

Chris Pantle, Vice President—CLMA

Pam Witham, Administrative Director—CLMA



## The Year 1908

The population of Las Vegas, Nevada, was only 30

Everyone attending the meeting had the same achievement of goals to be reached for our industry. With your support by your continued membership with the CLMA, we can all work together to slow down the projected decline of GP lenses. Research data is showing that the majority of GP wearers are over 40. What programs could we institute to gain more new fits within our younger generations? What programs can we create to gain confidence in the ability to prescribe GP contact lenses and motivational desire from consumers to request GP contact lenses as a choice for their vision health?

To this end, we are creating some programs geared for Eye Care Professionals as well as Consumers. With money remaining from the 2008 Budget, we will be conducting a survey on marketing research on fitters, measuring the Resident's and other training symposiums and gaining some data on the GP patient candidate. We plan to completely redesign the consumer website [www.contactlenses.org](http://www.contactlenses.org), including actual testimonials of GP wearers as well as launch the GP Eye Care Professional Locator searchable database on [contactlenses.org](http://contactlenses.org). **Our consumer website is generating 10,000+ (average) visitors per month.**

# Generating Projects for 2009

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- > During 2009, we will be conducting up to six academic seminars at Colleges and Universities of Optometry that provide GP contact lenses as part of their curriculum.
- > Plans are for 2 regional symposiums for Eye Care Professionals to include morning lectures with hands-on workshops in the afternoon. CE credits will be awarded to attendees. CLMA members may wish to help sponsor these day symposiums rather than exhibiting at national meetings where emphasis is not totally on GP fitting and prescribing.
- > Fund studies by Optometric students during their academic years → Suggested topics could be: Profitability with GPs, Comfort and comfort with large diameters, Dry Eyes, Wettability, Soft Torics vs. GPs, Practice Management, Refractive surgery (8 year mark) and Presbyopic patients with GPs vs. Soft vs Monovision. Case histories would be required for accountability.
- > Conduct the 11th annual CL & Cornea Residents Symposium.
- > Speakers Bureau and GP Article Grants to be enhanced.
- > Launching of theme “Three Strikes and You’re In” (More information coming as it is developed.)
- > Email blasts to purchased consumer databases targeting tweens and young patients with incentives to encourage their request for fitting of GP contact lenses

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This was an amazing and productive meeting. Seeing and hearing our fellow competitors coming together to develop goals, projects, sharing information, volunteering for additional work and the general friendship amongst all of us was definitely worth the time spent. Working together as an industry will only enhance our business and personal commitments to excellence.

## The Year 1908

The American flag had 45 stars

## GP Eye Care Professional Locator UPDATE

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The GP Eye Care Professional Locator searchable database is functioning on [www.gpli.info](http://www.gpli.info). The goal is for Eye Care Professionals to utilize this database when referring their GP wearing patients to other Professionals throughout the United States and abroad. At the time of the launching of the redesign of the consumer website [www.contactlenses.org](http://www.contactlenses.org), this searchable database will be available to consumers wishing to find a Professional within a 100 mile radius of their zip code. Our goal is to launch this searchable database on [www.contactlenses.org](http://www.contactlenses.org) with over 1500 GP Eye Care Professionals listing their expertise with GP fitting of Bifocals and Multifocals, Irregular Corneas and Corneal Reshaping/Orthokeratology.

**YOU CAN HELP:** Encourage and support your GP Eye Care Professionals to submit their information for this **FREE LISTING** on [www.gpli.info](http://www.gpli.info).

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## Global Specialty Lens Symposium

The CLMA and the GP Lens Institute will again be a **GOLD** level sponsor to the Global Specialty Lens Symposium being held at Bally's Hotel and Casino in Las Vegas, NV January 15—18, 2009. This sponsorship level will allow for the registration fees to be paid for one educator from each of the North American Schools/Colleges/Universities of Optometry to attend. We also will be providing lectures during the Manufacturers Forum and participating in a interactive luncheon between the educators we sponsored and the CLMA Board of Directors.

CLMA and the GP Lens Institute will also be provided with a booth presence during exhibition hours. More information can be accessed through [www.GSLSymposium.com](http://www.GSLSymposium.com).

## Deadlines....Deadlines.... Attendance

There are two very important deadlines to observe for your attendance at the 47th Annual CLMA Meeting & Exhibition.

The Year 1908

Coffee was 15 cents a pound

**September 30, 2008** Deadline for CLMA meeting registration

**October 24, 2008**—Deadline for receiving room reservations at the Renaissance Ross Bridge Resort & Spa at the CLMA Room Block rates.

**All of your registration forms can be found on [www.clma.net](http://www.clma.net) by taking the link at the top of our home page for the 47th Annual CLMA Meeting and Exhibition.**

**Register NOW**

# Back to Back Membership Services



Chris Pantle, Co-Chair

Ken Leonhard, Co-Chair

Membership/ Membership Services Committee

The CLMA received an email from a gentleman representing Docu- vation (“a homegrown company based in Lincoln”). Docu- vation is a company that stores your back up files and critical informa- tion”online”, in case of a machine failure or worst case scenario, a fire.

We know of one company who had a backup service on line. This past year they needed to retrieve the in- formation, but, there was a storm at the location of the storage facility and they were down and not able to get the info to the company.

Ken is using QuickBooks for his business accounting software, and they offer an on line backup system that he takes advantage of. His cost for this is very reasonable (about \$20.00 a year) since he is using Quick- Books for his accounting and billing. He also does a backup on CDs which he restores to a computer at his home. At DAC, we remind our customers of the importance of backing up regularly. With the older DOS based systems, back- ups were time consuming and somewhat unreliable. Now that many of the lathes are available with Windows, backups can be done several ways including backing up to a network. If you backup your lathes to a server, then backup your server, you can feel some level of comfort that your backup system is going to preserve your companies critical information.

## The Year 1908

**The average worker made between  
\$200 and \$400 per year**

We have heard of other services (Carbonite corn) like this that have multiple locations across the US. Then in case of a failure at one storage facility they have another backup at the other facility that can be retrieved.

In some quick research I discovered the following online backup services. Carbonite Online / AmeriVault / iBackup / Evault. There was also another company (3X systems) that offers a small stand alone unit that can be connected at a remote site (anywhere with a Broad Band Internet connection.) All of your com- puters can access this unit for back-up and restore.

The Membership Services Committee is curious if any of our members are interested in a service like this and would also like to hear how members are currently handling your backup needs. Please let us know if you have a backup system or service that you are using and that has worked very well. Also let us know if you would be interested in more information about this type of service. We await your responses.  
(Ken@qualitycontactlens.com / cpantle@dac-intl.com)

# THINK BIG

Jan Svochak, Chair  
Program Committee

The theme “**Think Big**” for this year’s meeting was conceived with the realization of the trend towards bigger lenses being manufactured and dispensed. These lenses include larger corneal lenses for irregular corneas, scleral lenses and even orthokeratology lenses—all of which are larger than traditional corneal lenses. Along with these lens types come the importance of measuring the increased size of the eye being fit. These are many of the issues that will be covered in the program this year.

## Workshops; Presentations

The Saturday afternoon workshops are now set and the topics are now posted on [www.clma.net](http://www.clma.net).

Our Friday morning program will feature Dr. William “Joe” Benjamin as our keynote speaker as well as Chris Houchens from Shotgun Concepts showcasing marketing concepts for our vision industry.

in print online in person

Practical Clinical Information for  
Contact Lens Practitioners of Every Discipline



Written by contact lens practitioners for contact lens practitioners, *Contact Lens Spectrum* has been providing optometrists, ophthalmologists and opticians with practical, authoritative insights — from fitting irregular corneas and treating dry eye, to managing your contact lens inventory and ensuring patient compliance — for more than 20 years.

In addition, *Contact Lens Spectrum* provides valuable information on its website and hosts targeted conferences such as the Global Keratoconus Congress. The comprehensive website, [www.clspectrum.com](http://www.clspectrum.com), provides: articles archives, breaking news, announcements of upcoming events and seminars, links to online CE, and more; to help you stay on top of the contact lens issues that matter most to you.

Visit us online at [www.clspectrum.com](http://www.clspectrum.com).

Contact Lens  
SPECTRUM

### The Year 1908

The tallest structure in the world  
was the Eiffel Tower

## Our Future in Attendance

Saturday morning, we are extending an invitation for 3rd & 4th year students from UAB—College of Optometry to learn about our manufacturing industry and meet our exhibitors and other attendees. These future optometrists are our future.

We are gearing up for maximum attendance at our workshops and lectures.



**Custom Manufactured  
Contact Lenses**

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MANUFACTURERS ASSOCIATION**

P.O. Box 29398  
Lincoln, NE 68529  
USA

Phone: 402-465-4122  
Fax: 402-465-4187  
Email: CLMAAssociation@aol.com

**CLMA**

**www.clma.net**



**Join us!  
November 13-16, 2008  
Hoover, Alabama  
(near Birmingham)  
47th Annual CLMA Meeting and  
Exhibition**

## Meet Your Exhibitors

AST Products, Inc.

Bausch & Lomb, Boston®

Contamac US

CLMA/GP Lens Institute

DAC International

DMV Corporation\*

EFCLIN\*

Ingersoll Rand\*

Larsen Equipment Design

Marietta Vision\*

Menicon America

Misupco, Inc.

Paragon Vision Sciences

Pelican Products\*

Polychem USA

Sentry Insurance

Sterling Ultra Precision

The Lagado Corporation

Universal Photonics, Inc.

Listing as of 9/23/08 \*New exhibitor this year