

An Exchange of Information

Vision Source, North America's largest independent optometric alliance, welcomed more than 3,000 member doctors, staff, and vendors to its national meeting, The Vision Source Exchange, held April 29-May 2 at the Phoenix Convention Center. The theme was "Connection, Passion, Purpose." It was the largest meeting in the 24-year history of the Exchange.

The event featured complimentary CE courses and nearly 200 exhibitors showing new products and innovative technologies. Featured among the exhibits was The Optical Dream, an exclusive Vision Source program that provides online training and incentives for optical staff to learn techniques to increase patient satisfaction and optical revenue.

Comedian Frank Caliendo was a keynote speaker, as was Robert X. Fogarty, a photographer and founder of "Dear World," a project utilizing messages on skin to tell stories of his subjects, which have included survivors of the Boston Marathon bombing, and Hurricane Sandy. *Eyecare Business* contributor Travis Reed also spoke at the meeting.



1. Vision Source executives Jim Greenwood, left, and Derrick Artis; **2.** Mark Kapperman, O.D., a Vision Source member, participating in Robert X. Fogarty's "Dear World" photography project; **3.** A glimpse of the action on the exhibit floor

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On the Town

A who, where, and when of the industry's latest events

➤ ANGLING FOR ADVENTURE

Kids by Safilo, on behalf of Safilo Group, sponsored the Breakfast with Optometry's Champions during The American Optometric Association's Congressional Advocacy Conference that was held April 12-14 in Washington, D.C.

More than 500 influential AOA-member doctors of optometry and students attended this conference to focus the national spotlight on the profession and help advance optometry's top priorities. Bruce Abramson, director of brand management, proprietary brands, Safilo North America, made a five-minute presentation to the audience about the recently launched Kids by Safilo optical collection—designed with a medical scientific approach for 0- to 8-year-olds.



Safilo's Bruce Abramson at the breakfast in Washington, D.C.

➤ SOHO FANTASTIC

The twin Canadian designers, founders, and owners of Dsquared2, Dean and Dan Caten, welcomed the who's who of the Big Apple at their first New York boutique located in Soho at 402 West Broadway for an exclusive cocktail reception, followed by a private dinner at Indochine.

Upon entering the two-level flagship store, visitors are greeted by a wall fixture of sunglasses in vibrant colors and shapes from the latest Dsquared2 Eyewear collection by Marcolin.

Guests included music artists Mary J. Blige and Laura Love; fashion models Chanel Iman, Tyson Beckford, Inga Kozel, Fei Fei Sun, Rianne Ten Haken, Cory Bond, Miguel Iglesias, Daphne Groeneveld, Mina Cvetkovic, Irina Shayk, stylist and fashion director Jackie Astier, entrepreneur Lorenzo Martone, and Stefano Tonchi, editor-in-chief of *W* magazine.



Dan (left) and Dean Caten flank singer Mary J. Blige at the opening



A wall of sunwear at Dsquared2

READY FOR SILMO? OUI!

Paris in the fall, anyone? Start making your plans now. The SILMO optical fair, scheduled for September 25-28, 2015, at the Paris Nord Villepinte exhibition center, is on pace to feature a record number of exhibitors.

Show organizers point to the success of the latest edition of MIDO and all optical trade fairs since the start of the year as indicators that SILMO, too, will continue to grow.

Since exhibitor registration opened this year, the number of exhibitors reserving space is already up 15% over this time last year. Exhibitors are also choosing to boost their visibility within the show, with a 4% increase of exhibition space to date, organizers note.

In addition, the fair is attracting newcomers to the arena, with 30 companies taking part for the first time.

"We are benefitting from positive signals," explains Philippe Lafont, president of SILMO. "A European economy emerging from its sluggishness, an optics sector with a talent for renewing itself, the appeal of Paris for many international visitors, and, of course, our ability to create content: SILMO is a platform for sales, a showcase for product offerings and trends, and a resource for information and training. Companies are actively seeking major events in order to promote and sell their collections by taking part in international-scale optical fairs.

"At the same time, they wish to maintain an ongoing and seamless presence in their professional community," he continues.

SILMO has planned a new look for this year, centering the attendee experience around four themes: Fashion, Health, Innovation, and Training.

Registration is now open.

Visit the website for more show information, including registration and information on SILMO

academy, symposiums, and technical workshops.

INFO:
SILMOPARIS.COM



A scene from last year's SILMO