



← Shady Grove's interior blends luxury and comfort.

→ Colorful window displays beckon shoppers to Ulla Eyewear.

SHADY GROVE EYE & VISION CARE

When a neighboring business leaves, you have to decide quickly whether or not to take the added space. For Dr. Alan Glazier, grabbing the adjacent office suite when a dentist moved out paved the way for an extensive renovation that nearly doubled the practice's footprint and greatly enhanced its retail presence. Glazier worked with Eye Designs for the displays but turned outside the industry — to Todd Ezrin of TOBE Design Group — to create a luxurious living room feel. Glazier says he knows they succeeded when returning patients “do a double take to make sure they're in the right place. They've never seen a doctor's office look like this.”

5 COOL THINGS

1. GOOD HOSPITALITY: Many clients love the new space so much they don't want to leave, says Glazier. “Others said we should put a bar in the office!” There's no cocktail lounge, but Shady Grove visitors do enjoy their choice of coffee, tea or

juice while waiting for their exam or browsing for frames.

2. STRATEGIC PARTNERSHIP: Shady Grove Eye & Vision Care has aligned with the Vision Source network of independent optometrists, and Glazier has high praise for CEO Jim Greenwood, noting, “He's a rock star. He understands what's coming down the road.”

3. OPTICAL RINGLEADER: Glazier has a high profile in the industry, too, as founder of the ODs on Facebook group.

4. LIKE FATHER, LIKE SON: The son of an eye doctor, Glazier wanted to be a vascular surgeon instead. But while living at home a while after college, he noticed his dad was happy most of the time, so he changed course toward optometry.

5. CELEBRITY CRED: Shady Grove has a video in its website of Zach Braff thanking the business for its help as he made his film *Wish I Was Here*. Glazier is also the “official eye doc” of the band O.A.R.

QUICK FACTS

OWNER: Dr. Alan Glazier | **LOCATION:** Rockville, MD | **WEBSITE:** youreyesite.com
FOUNDED: 1995 | **OPENED:** 1999 | **RENOVATED:** 2014 | **AREA:** 4,900 square feet | **EMPLOYEES:** 16 full-time, 1 part-time | **TOP BRANDS:** Flexon, Gucci, Modo, ProDesign, Zen Barcelona | **FACEBOOK URL:** facebook.com/OptometristsRockville | **TWITTER:** twitter.com/EyeInfo

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ULLA EYEWEAR

People don't go to a mall simply to shop. They go to reimagine themselves. Ulla Eyewear has succeeded in the upscale Hilldale Shopping Center since 1998, and it recently moved to a better space amid the center's mix of local and national stores. Second-generation owner



↑ Ulla Eyewear is a big supporter of Combat Blindness.

Brittany Graber says she “deeply believes that the client experience starts with the staff. We are selling incredible eyewear but we're also selling ourselves and a lifestyle.” With neighbors including The North Face, Anthropologie and a farmers' market, look for Ulla Eyewear to continue thriving with its target clientele.

5 COOL THINGS

1. LOCAL LOVE: Ulla staff members are ardent champions of other local businesses. Check out their recommendations at ullaeyewear.com/our-story. The business supports many local

causes including A Fund For Women, the LGBT community and the Dane County Humane Society.

2. GOOD DEED: There's no charge for eyewear adjustments at Ulla Eyewear. Instead, people can make a donation to Combat Blindness International, a non-profit organization started by Madison ophthalmologist Dr. Suresh Chandra. Ulla Eyewear raises money for the organization in other ways, too.

3. GET ENERGIZED: *The Energy Bus* by Jon Gordon “is a great book about focusing on the positive,” says Graber. “It keeps us on the road to success, not just monetarily, but on a personal level too.”

4. PICTURE THIS: Ulla Eyewear has memorable custom thank-you and business cards bearing caricatures of the staff.

5. RAVE REVIEWS: Speaking of gratitude, a newly redesigned website gives Ulla staff a place to showcase the thanks they get from happy customers.

QUICK FACTS

OWNER: Brittany Graber | **LOCATION:** Madison, WI | **WEBSITE:** ullaeyewear.com | **OPENED:** 1998 | **AREA:** 900 square feet | **EMPLOYEES:** 2 full-time, 4 part time | **TOP BRANDS:** Face à Face, Lindberg, SALT, Theo, Tom Davies
FACEBOOK URL: facebook.com/UllaEyewear | **INSTAGRAM:** instagram.com/ullaeyewear