

BLOCKBUSTERS



Practice Management and Purchasing Services for Independent Eye Care Professionals

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Blocknotes

Block Business Group

An Extraordinary Year



Michael Block

As the expression goes, “another year is in the books.” And in my opinion, it was truly extraordinary and transformative. As previously stated in this column, there has been a wave of mergers and acquisitions in our industry. A lot of this activity has resulted in many industry players attempting to enter each other’s space.

Allow me to elaborate. We have observed managed care companies entering the frame and retail business, doctor alliances being acquired by major laboratory companies and private equity firms, contact lens distributors and doctor alliances entering the frame business, investment firms rolling up optometry practices, department store chains and retail drug chains entering the business of optometry and opticianry, and a major online retailer moving into brick and mortar.

So what effect does all this have on the independent eye care professional? As many of you are aware, this year Block Business group went on the road with our “Wine, Dine and Dazzle” tour, meeting with our members at The Capital Grilles throughout the United States. Our members are engaged, optimistic, and their spirits are unbroken despite the changing landscape and current and pending challenges to their businesses. Those of you that have attended know that we work with our vendor partners to educate you the members, about the latest trends in lenses, frames and practice building concepts.

Independent eye care practitioners have proven themselves to be a resilient group of professionals, constantly adapting to the realities of the marketplace. A few observations from our members that we’ve picked up from our time on the road:

- We must adapt quickly to the industry changes.
- It is important to keep abreast of the latest product offerings, particularly on the lens side, and make sure that patients are aware of all lifestyle options that are available to them.
- While there is concern about mass retailers putting in exam lanes and opening opticals, the overall sentiment seems to be that more than half the population views eye exams and eyewear as a personalized professional service best performed by private independent offices and shops.
- More than ever, our members appreciate the purchasing power and practice management advice that we provide.

So as we look toward next year and the new challenges that await us, we at Block will strive to do our very best to help you navigate through our constantly changing industry environment. We will continue our “Wine, Dine and Dazzle” tour with dates of future meetings to be published in upcoming newsletters and our website.

On behalf of the entire team at Block Business Group, we wish you all a happy holiday season and a happy new year.

Sincerely,
Michael Block

BLOCK BUSINESS GROUP WINE, DINE & DAZZLE Tour

Scenes from October 21st in Boston, November 4th in Washington, DC, November 11th in Atlanta, GA, and November 18th in Ft. Lauderdale, FL...



Jeffrey Mann, owner Highland Opticians, Newton Highlands, MA, & Pam Tierney, Territory Sales Manager, Hoya



Block members from greater Boston area discuss new Modo frame selections



Rosa Sowers, Sarah Camillo & Laura Kehe of Quality Optical in Columbia and Olney, Maryland



Bob Hawes, Homer Sales Representative, Erik Liljegren, Director of Business Development Block Business Group, & Allison Brincefield, Account Executive, Lafont USA in Washington, DC



Ira Horak, OD and Norrie Horak, of Eyes R Us Family Optical, Smyrna, GA



Mark Gottlieb, OD of Sharper Vision, Duluth, GA, Rebecca Briggs Garnier, OD & Judson Briggs, OD, Dunwoody, GA



Tom Shepard of The Optical Shop in Lake Park, Florida... Then and Now!!



Massimo Gramanzini, OD & Alycia Gramanzini of Family Eye Center, Plantation, FL

Thank you to Carl Zeiss Vision, CareCred-it, Homer Optical, Hoya, Lafont & Modo for sponsoring these fabulous events!

Elite Vendor News

WestGroupe Adds the FYSH UK F-3547

The deep, modified rectangle shape on this stainless steel frame is feminine and flattering. Metallic accents add an extra funky touch. Each side of the temple is intricately designed with a raised trellis detailing resembling ribbons. In purple fuchsia, masala tangerine, indigo



lime and emerald camel. WestGroupe customers call 855-455-0042. Western states customers call Classique Eyewear 866-604-5700. Visit westgroupe.com or classique-eyewear.com.

Luzerne Adds UNITY® lenses & Coatings

Luzerne Optical Laboratories is your Authorized UNITY Distributor. All UNITY digital progressive and single vision lenses along with all UNITY AR coatings are produced in-house at Luzerne. You can earn additional savings by putting your VSP patients in UNITY lenses and coatings. If you qualify as a VSP Global Premier Program practice you can earn up to \$31 per pair of UNITY progressives and up to \$19 on UNITY single vision lenses. Call 800-233-9637 or visit luzerneoptical.com.



ClearVision Announces 2016 Sunwear Collection

The collection features a variety of styles featuring today's popular trends like colorful, flash-mirror lenses, stud accents, translucent materials, and aviator and wayfarer shapes. Also featured is one of the largest selections of styles for hard to fit patients including Petite Fit styles for women and XLFIT™ suns for men. The collection features styles from PuriTi 100% titanium, Op Sunwear, Aspire, BCBGMAXAZRIA, Ellen Tracy, Marc Ecko Cut & Sew, IZOD and Jessica McClintock. Call 800-645-3733 or visit cvoptical.com.



Spy Optic Adds Dale Earnhardt Jr. 88 Model

The Dega is inspired by auto racing and developed to complement the style of the everyday modern American. Dega is constructed from virtually indestructible Grilamid® and features SPY's Happy Lens™ technology, pin hinges, custom metal logo detailing, Dale Jr. signature inside print, 8-base polycarbonate ARC® lenses and 100% UV protection. Call 855-655-8980 or visit spyoptic.com.



Lafont Introduces the Light Series for Men

This series is designed for the active man and is available in six new models made from high performance materials. High density acetate is a newly formulated acetate achieving a thinner more tailored silhouette. Titanium, one of the strongest metals, is used on the designs. Models hand crafted in France. Featured are Recit and Resonance. Visit lafont.com or call 800-832-8233.



Modo Unveils Derek Lam 10 CROSBY Models

This newly launched collection includes twelve optical styles named after US cities area codes and eight sunglass styles named after favorite vacation spots, and include men's and unisex models. 10 Crosby juxtaposes classic shapes with playful design elements to give the collection a downtown feel. Included are retro rounds, cat-eyes, angular, hexagonal and keyhole bridges. Featured are Sevilla, Malaga, Paros, Cassis, 213 and 323. Call 800-223-7610 or visit modo.com.



Thema Offers the Future of Bespoke with iGreen

iGreen Custom provides a new service combined with creativity and functionality which are paramount when delivering the bespoke eyewear experience with an innovative twist. Choose one of the two that best fits your store style: iGreen Custom Cube for a Totally Exclusive Boutique Experience, or, iGreen Freestanding Display with a Stunning and "Eye-catching" factor. Each provides an exciting process leading to a unique hand picked finish. Your patients will be fully involved in creating their custom glasses, while getting to see every different color and pattern, in both matte and shiny finishes. Call 786-803-8881 or email info@igreeneyewear.com.



Charmant Unveils ELLE Styles for Autumn/Winter

This collection draws inspiration from the purity of minimalism and fluid forms dominating Paris catwalks. This trend has been beautifully interpreted in stunning frames with clean, flowing lines. Autumn colors are combined with traces of gold and silver for added sophistication. Selected lightweight styles offer exceptional wearing comfort. Shown are EL13393, EL13392 and EL13401. Visit charmant.com or call 800-645-2121.



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Level 2 18 pcs all styles in Pre Sun Catalogue ONLY <small>EXCLUDES KY</small>	TOTE SET OF 3 POUCHES BEACH SHEET LIMITED EDITION 311 SUNGLASS WITH LEATHER CASE 10% DISCOUNT (ADDN TO STANDARD DISCOUNT) SKU #1247	TOTE SET OF 3 POUCHES LIMITED EDITION 311 SUNGLASS WITH LEATHER CASE SKU #1249	TOTE LIMITED EDITION 311 SUNGLASS WITH LEATHER CASE SKU #1251

ALL CARRY-OVER STYLES WILL SHIP IMMEDIATELY UNLESS OTHERWISE SPECIFIED ON ORDER.
DECEMBER DEAL WILL BE HONORED & GIFTS WILL SHIP WHEN THEY BECOME AVAILABLE.
CAN BE COMBINED WITH NEW BUSINESS & ADD-A-BRAND PROGRAMS. CANNOT BE COMBINED WITH LLU GUINNESS NAME CLUTCH PROMO *WHILE SUP