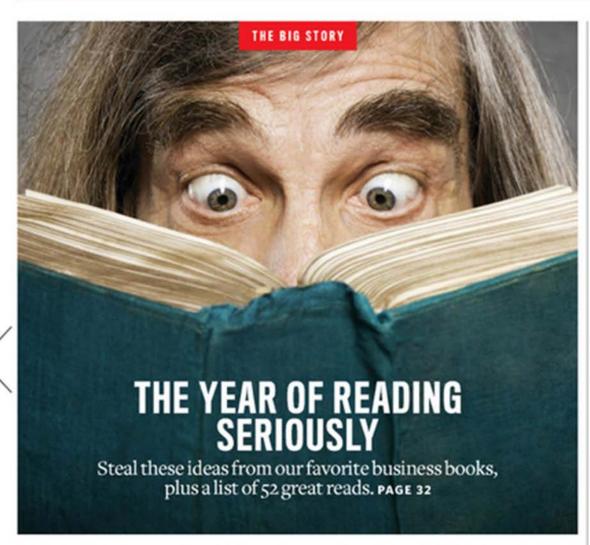


# NVISION® CONTENTS FEBRUARY 2015 / VOL. 2 / ISS. 2





# A MATTER OF SECURITY

Eyewear theft is growing. It's time to secure your business. PAGE 42



### INSPIRATION

**CATEGORY FOCUS ... 20** 

#### Center Lane

A profitable practice revolves around a well-equipped exam lane.

#### PRODUCT FOCUS ... 22

#### Wild Styles

Standout optical and sunwear designs for your customers.

#### NEW RELEASES ... 26

#### In the Pink

Hot new frames for Valentines, playboys and more.



## INTELLIGENCE

SMOOTH SELLER ... 52

#### Stephanie Haenes

From Sears Optical to Minnesota's Art of Optiks

#### BEST OF THE BEST ... \$4 On the Road

Tennessee optical shop outfits a Mini Cooper with eyewear.

#### BENCHMARKS ... 56

#### Good to Go

Home pages that win on mobile devices and desktops.

#### AMERICA'S FINEST ... 58

#### Salle Opticians

Atlanta boutique enjoys success in an upscale mall.

#### REAL DEAL ... 62

#### The Case of the Dilation Dilemma

Doctors and staff are divided on the best timing for this test. Can they find a compromise?

#### COLUMNS

PAGE 10 ... The Business

by Daniel Amyx

PAGE 47 ... Rebecca Johnson PAGE 48 ... Dr. Ali Khoshnevis

PAGE 49 ... John Marvin

PAGE SO ... Daniel Feldman

PAGE S1 ... Robert Bell

#### ALSO INSIDE

PAGE 14 ... Calendar

PAGE 16 ... To-Do List

PAGE 18 ... Hot Sellers

PAGE 28 ... Lens Selling Guide

PAGE 46 ... Tip Sheet

PAGE 53 ... If I Owned

PAGE 64 \_ Advertisers Index

PAGE 66... TRUE TALES: "What's in the bug?" wonders the optical staff of Family Eyecare in New Kensington, PA.



# INVISION

ON THE COVER: Model
3518 from FYSH UK in
stainless steel. Color:
brown check: MSRP: \$245.
Information: westgroupe.
com (Eastern U.S.) and
classique-eyewear.com
(Western U.S.)