



Pech Optical Corp. Newsletter

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"Independent...Just Like You."

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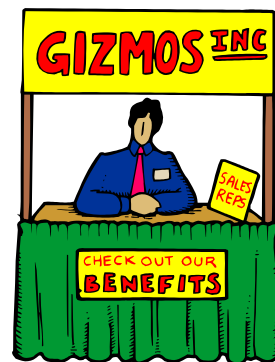
TRAFFIC CONTROL

Many of you are heading off to the Vision Expo West in Las Vegas in October. Many of you attend the event every year. Pech Optical Corp. has been a faithful exhibitor since the inception of the West show.



Each time we plan and prepare for this event, we ponder questions such as:

- a **How do participants navigate the trade show floor?**
- a **How do consultants do their best to bend (or more accurately, grab) attention?**
- a **Do participants turn to the right, turn to the left, or stroll straight ahead?**
- a **Do open booths attract more visitors than do ones with a single point of entry?**
- a **Does a change/contrast in the booth carpet draw attention?**
- a **By adding seats in the middle of the booth space, will it encourage those to linger longer?**
- a **What will cause the visitor to pause and delay their departure from the show floor?**



Studies show once a participant leaves for the day, they are unlikely to return until the next. Understanding behaviors of buyers and sellers on the trade floor is part art and part science. New findings are far from traditional. In fact, consultants have been watching movements of everything from packages at FedEx hub to shoppers at the American Girl Store in Chicago to better grasp success. Help us to be a success this year by visiting us at **BOOTH #LP3041** in the Vision West Exhibit Hall. We can't wait to see you!!!! Viva Las Vegas!

FIRST IMPRESSIONS

Need to impress and get the attention of your next consumer in record time?

TAKE "YES" FOR AN ANSWER.

Capture attention in the first few seconds with a question or statement they will agree with. This draws them in to you and what you are trying to accomplish.



SOLVE THEIR PROBLEMS, SORT OF.

Give a solution summary of what you can do for them to solve a problem or need, but not the fine details. Arousing curiosity this way will generate more interest than detailing the steps needed to resolve the issue.

ACT FAST.

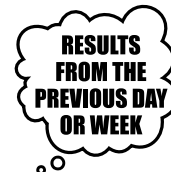
Got their interest? At the very least, ask for their chief problem to be solved. Better yet, give them solutions.

FIFTEEN MINUTES OF FAME

“In the future, everyone will be famous for 15 minutes.” –Andy Warhol


Whether Warhol meant fame would be fleeting or that fame would come to all of us is unclear. What is clear, however, is the wonderful, energizing feeling of people recognizing who we are and what we do.

All of us are distracted by what time management consultants call, “the tyranny of the urgent”. This is the all-too familiar situation where we know what is important (and want to do that), but end up doing what is deemed urgent. When faced with these situations, we find ourselves at the end of our work day, feeling tired, frustrated, and anxious because we didn’t accomplish what we wanted to, or what we felt we should have. To have a greater sense of control, and to give a straightforward and structured way to prepare, here is an idea in a 15 minute format that is easy to understand, manage and track.




The Fifteen Minute Theory

We all seek to “WOW” our bosses and to “WOW” ourselves. We are looking for support and approval. These thoughts and conversations with ourselves are not to rehash things not done, things not followed up on. Many of us crave time to just stop and think, but heavy workloads and fast paces at which we must accomplish tasks for the day rarely allow it.


Managing expectations is a consistently used tool. If you set a goal for yourself, and you do not achieve it, you react negatively. If you set an expectation, you find that the expectation is reasonable to work toward and something to strive for. The  **15 MINUTES OF FAME** is not designed to soften or replace goal setting. This idea is to create an environment where you can give your undivided attention. Look to see if you have gone above and beyond. Have you taken risks? Have you towed the line or expect to be recognized for standard performance? Have you completed what you sought?

Throughout the day, we have conversations with ourselves, our co-workers and our managers to give details of our immediate progress and daily duties met. Quick approval is sought to prevent possible micromanagement. We hope to preempt detailed questions, questions and comments not prepared for. This avoids scrutiny.

The “Halt in the Hallway” style is when your manager is on the way to somewhere, to do something, mentally miles away. You see this as an opportunity to share litany and details from pending situations while the manager halts to listen, then goes on their way. Rarely could you be able to provide specific details when asked, but, it gets the limelight off of you and your progress. You are hoping to throw details or facts without substance, and not have your manager be able to keep track because he or she has so much on their own plate.

Implementing  **15 MINUTES OF FAME** allows for open communication, compartmentalizes thinking, and allows for feedback and coaching when focused on specific tasks, prospects, and efforts. The unexpected benefit in just a few short weeks qualifies and quantifies tasks, details steps of completion, and negotiates the next 15 Minutes of Fame.

The 15 Minute theory is time to share all ... as well as an opportunity to review preparedness and presentation. Fill out a weekly four point report in advance giving the manager some structure and focus to inspect what to expect. When you focus on your reporting, the impromptu conversations are less about trying to impress and more about ways to achieve objectives set.

Sticking with the concept of the  **15 MINUTES OF FAME** creates a habit to share amazing things accomplished where all involved are attentive, and can get more details, if needed. You get your “due” and satisfy the requirement to be accountable. Speaking in specifics gives status of potential and future projects. Details solidify into action.

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You do not necessarily solve every problem or increase productivity 7,000 percent, but it keeps your manager connected to you when they can see your focus, how hard you worked, and how to move forward for the next **☺15 MINUTES OF FAME.**

The key to success (yours and others) in **☺15 MINUTES OF FAME** is consistency. Doing it one week and not the next, never works long-term. Once you have a routine established, you are committed to the next week and the week after that. You develop a rhythm. In the best possible scenarios, you start to look forward to that 15 minutes of fame session. In worst case scenario, you find out whether you are having to do more talking and less doing in your job.

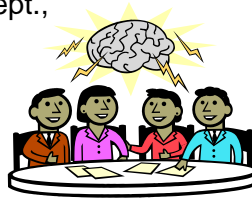
Tangible And Measureable Results For ☺15 MINUTES OF FAME

- a Weekly you can set consistent, reasonable expectations.
- a You gain self confidence by accomplishing what you set out to do.
- a Priorities to focus on are clear.
- a The hallway and water cooler conversations become increasingly about skill development and less about "what didn't get done".
- a You make a quicker, more informed decision about what to let go and have a clearer picture what to focus on.

Look at the immediate past and the pending future, allowing you to listen and learn. Focus on selling reliability and consistency. You and your managers come to quick conclusions what will generate revenue, what will breed success. Managing time and talent is truly a pleasure and a privilege. The **☺15 MINUTES OF FAME** gives us a challenging way to do our job and make an impact. Tick, tick, tick...

NEWS FROM PECH EDUCATION

Knowledge is power. We, in the Pech Education Dept., continue to expand our education course library. We have added several new credited courses in the past two months. There are different venues of learning - Conventions, regional meetings, in-office seminars, and webinars. Check out the Pech website (www.pechoptical.com) to see what is offered.



SELLING MORE MULTIPLE PAIRS

How can you sell more second, third pairs?
Have the Doctor **PRESCRIBE** them.

Here's a way to support that theory. An Rx card with options to write three Rx's.

- 1) Primary Rx
- 2) Sun Rx or Occupational Rx
- 3) Required Contact Lens Spectacle Rx

On the back of the Rx card is:

- 1) Promise of Quality & Service
- 2) Adjusting to a New Rx
- 3) Eyeglass Care Recommendations

If you like the layout, call Kathryn Gross-Edelman @ Ext. 512 for a copy.



"Telling The Best Story" Webinar

PRESENTER: Tim Fortner

**Wednesday, September 26th
@ 6:00pm CST**

"In analyzing our industry, it is increasingly apparent that while the independent practitioner sets the standard of care and is the patient's best option for healthy sight, all too often patients are not aware of this. As any successful marketer knows, it's not enough to have the best story. Success hinges on telling the best story."

**Register today by emailing
pam@pech.com**

You will receive a confirmation email with the connecting website and the 800 number.
Join us and tell your best story!

WANT TO EARN A QUICK BUCK?!

Here's how....All you have to do is answer the following three questions:

- 1) What is the name of the special high-tech edger that does complicated Rx's such as 8-base wrap frames?
- 2) What's the tag line of Pech Optical Corp's motto?
- 3) What is one of the ways you can gain knowledge on the latest technology?

All answers can be found in this newsletter. Simply submit your answers via email to: kg4eyes@aol.com by October 1st. Please include your name, the name of your office, and the office location. Correct responses will be entered into a drawing for a **\$25 American Express Gift Cheque!**

*"Business is not about power,
it's about something
much more grand -
the chance to
create a beautiful life -
think financial independence,
work that matters,
job flexibility, and yes,
bigger paychecks."*

Cynthia Good,
Founding Editor PINK Magazine



**"you should check your e-mails more often.
i fired you over three weeks ago."**

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Visit us at our website
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INVESTMENTS IN NEW TECHNOLOGY AT PECH OPTICAL CORP.

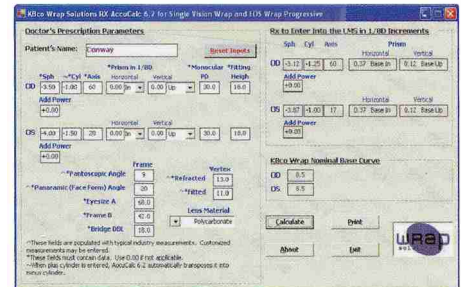
ROB Control for RX Lenses

The ROB Control System for Prescription lenses is a machine dedicated to the prescription labs producing more than 500 jobs per day. After surfacing and before coating, the machine inspects the optical and dimensional characteristics of all lens types. The major advantage of this intermediary control is to avoid coating lenses outside of tolerance and increase delivery time. The machine can also be used after coating to identify the lens by prescription power and axis, apply a pad print to the slippery base coat, center the lens for application of the block or edging pad and print free form and standard progressives, lined multifocals, prismatic lenses or decentered single lenses. The high accuracy level of this machine avoids shipping imperfect lenses. The capacity of this machine at 120 lenses per hour gives an opportunity increase quality and optics to the consumer.



AccuCalc

Pech Optical Corp. employs the newest version of software KBCo's AccuCalc, version 6.2, for re-calculating the Rx for a wrap frame. By re-calculating the Rx, you eliminate induced prism, remove astigmatic properties and do away with reduced fields of vision. The computer program takes into account the doctor's prescribed Rx, monocular PD, fitting height and frame measurements. In addition, the software uses standard measurements for pantoscopic angle, refracted vertex and fitted vertex. These calculations coupled with one of three MEI Edgers at Pech Optical virtually expand the horizons with Wrap frame choices.



Rae Tracer

Gerber Coburn's new Rae Tracer has the ability to incline 15 degrees, allowing an accurate trace of high wraparound frames with an 8 or 9 base curve. It also accommodates small children's frames with a B size down to 18mm and very thin frames from 1.45mm thick. The tracer's 3-axis control captures 12,800 points for accurate 3-dimensional shapes. The Rae Tracer offers a wide variety of communication options including serial port, Ethernet and USB.



FUNNY BUSINESS

If you have ever been speechless at an awkward moment, take your cue from a favorite comedian. Stand-up comics often write "savers", funny one-liners to use in situations likely to go awry. Here are five examples:

	SITUATION	RESPONSE
1	Your computer screen is blank.	"This is my brain without caffeine."
2	You forget someone's name.	"I'm sorry, I'm lousy with names. Who am I again?"
3	You arrive to a meeting late.	"Take my advice. If Queen Elizabeth calls before a meeting, just don't pick up."
4	The telephone you're using screeches.	"Did you hear that, too?"
5	Your report has a few typos in important places.	"That's the last time I hire temps from the Helper Monkey Agency."



NEW PRODUCT INFORMATION

LENS	MATERIAL	TYPE	REFRACTIVE INDEX	POWER RANGE	ADD POWER	SEG HEIGHT	BASE CURVE	BLANK SIZE
Vx Ellipse 1.60 (Essilor)	Hi-Index	Progressive	1.60	-12.00 to +8.00	+0.75 to +3.00	14mm	1.75, 3.00, 4.00, 5.75, 7.25, 8.00	
CSV Compact Ultra (Zeiss)	Plastic	Progressive	1.50	-9.00 to +5.00	+0.75 to +3.50	13mm	1.50, 3.50, 5.50, 7.50	72mm
Accolade Airwear Trans (Essilor)	Poly Trans	Progressive	1.59	-10.00 to +6.00	+0.75 to +3.50	17mm	2.00, 3.00, 4.00, 5.50, 6.50	77/82mm
Accolade Airwear	Poly	Progressive	1.59	-10.00 to +6.00	+0.75 to +3.50	17mm	2.00, 3.00, 4.00, 5.50, 6.50	80/85mm
Definity Short Trans 1.67 (Essilor)	Hi-Index Transitions	Progressive	1.67	-12.00 to +10.00	+1.00 to +3.50 and +4.00	15mm	1.50, 2.75, 4.25, 5.75, 7.50, 8.50	
Definity 1.67 (Essilor)	Hi-Index	Progressive	1.67	-12.00 to +10.00	+1.00 to +3.50 and +4.00	18mm	1.50, 2.75, 4.25, 5.75, 7.50, 8.50	
Accolade Trans 1.67 (Essilor)	Hi-Index Transitions	Progressive	1.67	-12.00 to +8.00	+0.75 to +3.50	17mm	2.00, 3.00, 4.00, 5.50, 6.50, 8.00	75/80mm and 70/75mm
Definity Trans 1.67 (Essilor)	Hi-Index Transitions	Progressive	1.67	-12.00 to +10.00	+1.00 to +3.50 and +4.00	18mm	1.50, 2.75, 4.25, 5.75, 7.50, 8.50	
Accolade (Essilor)	Hi-Index	Progressive	1.67	-12.00 to +8.00	+0.75 to +3.50	17mm	2.00, 3.00, 4.00, 5.50, 6.50, 8.00	75/80mm and 70/75mm
Definity Short 1.67 (Essilor)	Hi-Index	Progressive	1.67	-12.00 to +10.00	+1.00 to +3.50 and +4.00	15mm	1.50, 2.75, 4.25, 5.75, 7.50, 8.50	



A blonde girl went to an eye doctor to have her eyes checked for glasses. The doctor directed her to read various letters with the left eye while covering the right eye. The blonde was so mixed up on which eye was which that the eye doctor, in disgust, took a paper lunch bag with a hole to see through, covered up the appropriate eye and asked her to read the letters. As she did so, he noticed the blonde had tears streaming down her face.

“Look,” said the doctor, “there’s no need to get emotional about getting glasses.”

“I know,” agreed the blonde girl, “But I kind of had my heart set on wire frames.”