

"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Three Generations of Optometrists Bring Ingenious Innovations and Dedicated Patient Service to the Eye Care Industry

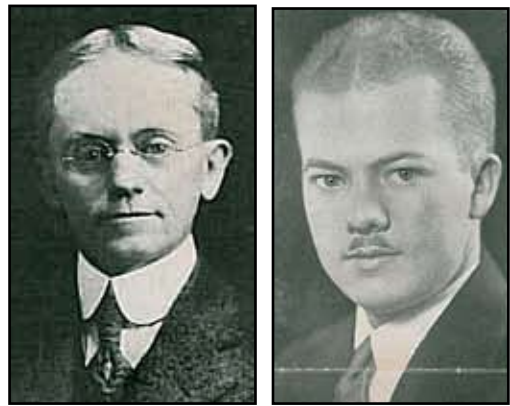
GRIFFIN, GA – Robertson Optical customer Terry Wynne, OD, remembers that his father and grandfather were always inventing things. They could have probably made multi-millions of dollars with some of their inventions, but they chose to dedicate their careers to providing direct care to their patients. His grandfather, Tillet Wynne, OD, Sr. and father, Tillet Wynne, OD, Jr. practiced optometry in Griffin for years, and he continues to carry on their legacy.



Terry Wynne, OD examines an old trial lens

"In the late sixties, my father actually started in-house anti-reflective coating," Dr. Terry Wynne recalls. "And yes, we called it anti-reflective coating back then." His father enjoyed photography and noticed that several camera lenses were coated for anti-reflections. He asked some researchers from Georgia Tech University to identify the photo lens coating, investigate it, and help him to determine if it could be applied to eye glass lenses. He eventually started applying a magnesium fluoride coating to his patients' lenses and had a spherical vacuum jar in which he placed the lenses for coating. The jar contained racks to place and turn the lenses while being coated. The results were anti-reflective lenses.

"At the time and to my knowledge, my father and I were the only optometrists in the country performing anti-reflective coating," says Dr. Terry Wynne, who joined his father as an optometrist in the sixties. "We provided the service for our patients for several years, charging \$2 to coat each lens." Eventually Bausch and Lomb asked the Wynne's to perform the same anti-reflective coating service for them, and the Wynne's continued to perform it for at least five more years. Although it could have been enormously profitable for



T.H. Wynne Sr. and T.H. Wynne, Jr.
(the grandfather and father of Terry Wynne, OD)

the Wynne's, it would have been a huge undertaking to obtain a patent and merge into this new anti-reflective coating profession. They concluded that their priority was serving their patients, and allowed Bausch and Lomb to continue the

same anti-reflective coating procedure itself. Dr. Terry Wynne notes that although the service was successful at eliminating reflections, there was still difficulty in achieving hard, durable coatings. Of course with the new advances in anti-reflective coatings today, such as Teflon®, this has been significantly improved.

Dr. Terry Wynne comes from three generations of optometrists. His grandfather, Tillet H. Wynne, Sr., OD,

was an 1889 graduate of Parson's Horological Institute of La Porte, IN. In the 1800s, training for watch making and optometry were conducted in the same schools. He started practicing in 1889 in Cochran, GA and in 1904, moved to Griffin where he opened a jewelry store and eye care practice, both adjacent to one another. By 1917, the profession of optometry was coined. In the 1920s, he invented the nose piece for rimless lenses, on which he actually had a patent. His eye care practice lasted from 1889 to 1904 when he died.

Dr. Terry Wynne's father, Tillet Wynne, Jr., OD, who invented the anti-reflective coating process, was a 1929 graduate of Columbia University School of Optometry in New York City. He started practicing at the Griffin practice in 1929, continuing for 47 years until his death.

In the 1940s, at the start of World War II, both T.H. Sr. and Jr. were beyond military age, but were wondering what they could do to serve their country. About that time they received a wire from the War Production Board stating they had been recommended as capable of grinding radar crystals, so they were invited to Washington. They started setting up machines and designed several processes to grind the crystals that were adopted by other manufacturers throughout the nation. By the time the war ended, and the order came to stop the production, they had finished over a quarter of a million crystals.

Once the Griffin factory for making the crystals closed, it reopened two weeks later as a sporting good company and four weeks later manufacturing women's dress ornaments. The ornaments were trout flies mounted on silver hooks.

(continued on back)

'Do your holiday shopping through ROL'

Robertson Optical of Columbia Offering \$50 Gift Card for Every Five Pair of A/R Coated Lenses

COLUMBIA, SC ---Through December 15, ECPs will receive a \$50 gift card for every five pair of anti-reflective coating lenses ordered through Robertson Optical of Columbia. Customers will be able to choose cards from Best Buy, Lowe's, Outback, Applebee's, Wal-Mart or a gas card. Robertson is the only in-house, A/R coating lab in SC specializing in Teflon®, Zeiss and Rodenstock A/R coatings. All types of A/R coatings are included in this promotion.

"Just think, customers can do their holiday shopping through Robertson," said Scotty Scott, vice president of Robertson of Columbia. "Or even better, fill their cars with gas!" Scott encouraged ECPs to call their Robertson sales representative or customer service for more details on this promotion. ■

Buckeye Spirit, Optical Style



LILBURN, GA – Robertson Optical customer Wood Eye Care probably has more staff members who are Ohio State University fans than any other eye care practice in Georgia. To

celebrate their pride, the practice has scored many touchdowns by decorating their bathroom with Buckeye souvenirs and memorabilia.

Pictured below: Back row, from left: Rita Diehl, office manager- Lilburn; Raven Coates, optician; Janina Steels, technician. Second to back row from left: Susan Wood, OD; Julie Franklin, technician; Bobbi Fassett, office manager -Lawrenceville. Third to back row, from left: Amanda Hunt, optician; Margie Dent, optician. Front row, from left: Amanda Elenteny, technician; James Wood, OD; Sheri Logan, front desk coordinator



New Territorial Sales Manager Joins ROL of Columbia

COLUMBIA, SC – Kimberly Harris-Griffin has joined Robertson Optical of Columbia as territorial sales manager. Having 14 years of experience in the optical industry, she brings a rich background in sales, marketing and customer service. Kimberly joins the Robertson sales team of sales manager Larry Patton, sales representative Josh Hughes, and vice president Scotty Scott.

Before relocating to SC, Kimberly was employed with Shamir Insight, where she served as a detail representative in South Florida. Prior to Shamir, she held positions with Tri-city Optical Lab, Weco International and Charmont Group. She was also the owner and operator of Mobile Ophthalmic Services. Kimberly is licensed with the Florida Board of Opticianry, ABO/NCLE certified, and holds bachelor degrees in business development and health sciences.

"My focus is helping Robertson customers increase their business with staff training and customer services," said Kimberly.

"Kimberly brings an exceptional scope of knowledge in all facets of the optical trade," said Scott. "An award-winning sales representative, she will truly be an asset to Robertson and its customers." ■



Kimberly Harris-Griffin

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Fall 2008

Don't miss the inside...

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- Three Generations of Optometrists Bring Ingenious Innovations and Dedicated Patient Service
- New Sales Manager Joins ROL of Columbia

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Three Generations of Optometrists
(continued from front)

“Once again, my father and grandfather were always inventing something,” says Dr. Terry Wynne.

Dr. Terry Wynne continues to run the successful eye care practice in Griffin. A graduate of 1961 from



Southern College of Optometry in Memphis, TN, he has been practicing for 48 years. “We’ve been working with Robertson Optical for years,” Dr. Terry Wynne recalls. “My father knew Robertson Optical founder Jack Robertson, and we’ve all known Calvin and Richard Robertson for years. The lab has always provided excellent service.”

“I’ve seen major changes in the eye care industry,” he reflects. “Modern technology has

brought sweeping changes – who would have ever thought of Lasik?”

The part of my profession I enjoy the most is the interaction with the patients,” said Dr. Terry Wynne. “And if alive today, I think my father and grandfather would concur. I’ve been practicing 48 years, I still enjoy coming to the office everyday.”

Dr. Wynne said he has been very pleased with the service provided by Robertson Optical, and very content with their many products – especially Robertson’s drills.

“I have been very happy with Robertson,” said Cheryl James, an optician serving patients of Dr. Wynne’s for 17 years. “Turnaround time is very important to us, and this is what makes Robertson excel. When turnaround is good, it makes us look good.” ■



In discussing changes in the eye care industry, Dr. Terry Wynne noted, “Lens products are much more durable now than in the past. We formerly used the old temper ‘drop ball’ to test the durability of the lenses.” The drop ball (shown at right) still stands in his office.

the Healthy Eye café

Don't miss the next Healthy Eye Café column in the winter issue of the Lens Leader ... “Talking Sunglasses with Your Patients First!”

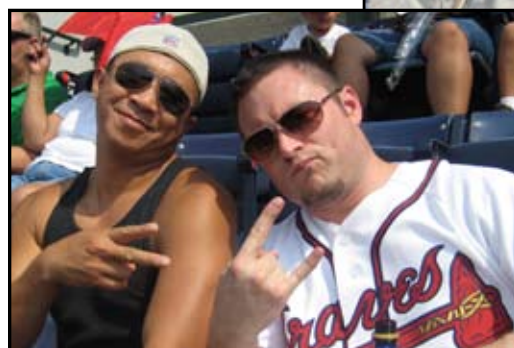
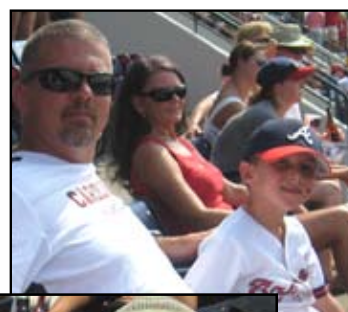
Robertson & Customers Celebrate 50th Anniversary with the Braves

ATLANTA, GA – Celebrating Robertson Optical’s 50th Anniversary proved to be success at the annual Atlanta Braves event, sponsored by Robertson Optical, Carl Zeiss Vision and Transitions®. Several Robertson Optical customers, employees and their families attended enjoying food, fun, and prizes!!

Cecile Hafalia, right, optician for Georgia Eye Associates in Lawrenceville, GA, joins the festivities with her friend Mary Imani.



Pam Jordan (center), optical technician for Camden Optical in Camden, SC, joins her son-in-law, Stephen Jordan and her grandson, Landon Jordan for the fun-filled event.



Chris Fox, right, optical manager of Georgia Eye Associates in Lawrenceville, GA, demonstrates his Braves spirit with his friend John Barry.



From left: Mary Stuart and Paige Thomas, daughters of Stuart Thomas, OD of Thomas Eye Center in Athens, GA, enjoy the game.

Zeiss Releases GT2™ Short

The newest member of the GT2™ family, GT2™ Short is now available to Robertson Optical customers, according to Christie Cornetta, senior customer marketing manager of Zeiss. “Our OLA award winning lens now fits more frames,” she states. “You can offer patients superior optical performance and greater visual satisfaction in a lens with a 13mm minimum fitting height.”

“This product and the GT2™ Polarized complete the GT2™ family of lenses. They combine the most up to date ZEISS technology providing one of the most state-of-the-art lens products on the market,” said Cornetta.

New Sydney Love Styles Have Arrived



In keeping with the polka-dot fashion, Robertson Optical customers can now order Sydney Love eyewear SL 3009 in brown, black and plum with matching polka-dots inside the temples and on the outside trim.

Sydney Love representative Donna Bauman also said, in keeping with the Sydney Love theme, four new patterns are available: Dogs Rock, Satin with Python Trim, Quilted Croc and Equestrian. All are available in multiple items from totes, hobo bags, wallets, agendas and more.

KODAK Precise Short™ 1.67 High Index Now Offered Through ROL

Signet Armorlite has announced that the KODAK Precise Short™ 1.67 High Index is now available through Robertson Optical. Lens highlights include: short corridor progressive with a 13mm fitting height, smooth power progression produces visual quality comparable to a single vision lens, exceptional full-power close-up viewing, horizontal symmetry in the distance and peripheral areas provides superb binocular vision, easy adaptation, and available with KODAK Clear™ Coating or KODAK Clean’N’Clear Coating.

Rodenstock’s New Progressiv PureLife® Lens Now Available Through ROL

Optical Distribution Corporation (ODC), the exclusive US distributor of Rodenstock lenses and frames, has announced the availability of Progressiv PureLife®, featuring a technically advanced, proprietary progressive design using data and technology employed in the development of Rodenstock’s optimized and individualized free-form progressive lenses.

Progressive PureLife also incorporates the Retina Focus Principle, designing the lens in the as-worn position, which enables the image to always focus on the retina. This improves visual acuity in all fields, but particularly enhances intermediate and near vision. PureLife provides customized channel placement, using the patient’s specific distance and add powers. This lens can be ordered through Robertson Optical.