

CALENDAR OF EVENTS	PROMOTION/EVENT	START DATE	END DATE	EVENT DATE
MIDLAND PROMOTIONS	FOR YOUR EYES ONLY-DENVER	FEBRUARY 1, 2007	JULY 31, 2007	SEPTMEBER 15, 2007
	FOR YOUR EYES ONLY-ST. LOUIS	APRIL 1, 2007	SEPTEMBER 30, 2007	NOVEMBER 10, 2007
	FUEL YOUR SUMMER	MAY 1, 2007	AUGUST 31, 2007	
	TRANSITIONS CLUB SEAT	APRIL 1, 2007	AUGUST 31, 2007	
	1.74 STOCK & RX	APRIL 1, 2007	JULY 31, 2007	
OTHER PROMOTIONS	CRIZAL CLEAR CHOICE	MAY 1, 2007	AUGUST 31, 2007	
	KODAK PRACTICE PLUS PROG/AR	JULY 1, 2007	DECEMBER 31, 2007	
MIDLAND EVENTS	FALL FESTIVAL			OCTOBER 17, 2007
INDUSTRY EVENTS	COLORADO VISION SUMMIT			JULY 14-15, 2007
	WISCONSIN OPTOMETRIC ASSOCIATION			SEPTEMBER 27-30, 2007
	ILLINOIS OPTOMOETRIC ASSOCIATION			SEPTEMBER 28-29, 2007
	VISION EXPO WEST			OCTOBER 3-6, 2007
	MISSOURI OPTOMETRIC ASSOCIATION			OCTOBER 4-7

IF YOU HAVE ANY QUESTIONS REGARDING PROMOTIONS OR EVENTS
PLEASE CONTACT YOUR MIDLAND OPTICAL SALES REPRESENTATIVE

Don't forget about our **PAIR 50 PROGRAM!**

Summer is a great time to encourage polarized lenses for 2nd pair sales!



find your
sunglasses
here

EMPLOYEE OF THE MONTH

Midland Optical would like to say THANKS to the following employees for their constant dedication and great attitude at work!

March- Jim Odle

April - Jean Dobrynski

May - Gerry Huckfeldt

June - Sarah Gant

NEW products and Technologies at Midland

MIRROR COATING IN-HOUSE
VARILUX ELLIPSE 360
FREEDOM ID

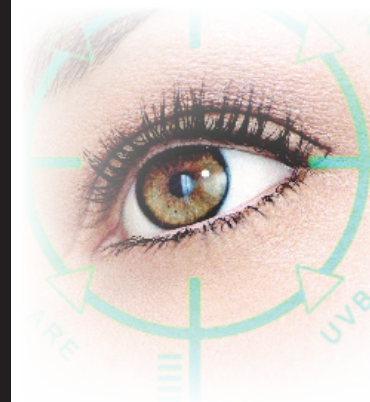


MIDLAND MINUTE

...We Do More



Now available in 27 materials fifteen photochromic choices, six polarized and six clear lens options, KODAK CleAR Anti-Reflective Coating and six progressive corridors; no compromises are needed. Seventeen of these materials offer superior performance for drill mount frames, and nineteen provide thinner, lighter eyewear at a variety of price points. Unique production technology automatically customizes the design for the patient's frame selection. This ensures the best overall visual performance for any "B" measurement, large or very small, down to a 13mm fitting height. Near vision performance is guaranteed.



Kodak Unique is customized for smooth visual performance. Using Vision First Design™ technology, the front and back surfaces are smoothly synchronized. All visual corrections are combined and applied to the back surface of the lens via Digital Resolution Technology™. This gives patients smooth gradation of power, gentle binocular balance, broad field of view, and quick object recognition to provide a visual experience comparable to a single vision lens. The visual performance of KODAK Unique Lens is verified using the latest wavefront technology.

No difficult dispensing techniques or special equipment is required. With the patient's monocular pupillary distance, fitting height measurements and frame selection, the KODAK Unique Lens design will be customized for maximum visual performance. All KODAK Unique Lenses come with KODAK CleAR™ Coating to enhance the visual experience. They're easy to clean, resist oily smudges and dirt, and are highly durable to stand up over the life of the prescription.

REMINDER

Check out our website for information on products, promotions and events!

Coming soon!

Individual Security Access to view promotion standings and statement information

www.midlandoptical.com



Midland's Tips & Tricks

To Help Expedite Your Order Quicker!

- For all orders that are for LENSES ONLY please note in the special instructions box of your order
- All DEFINITY orders need the frame shape in BEFORE the job can be processed
- Please make sure your ACCOUNT number is on all jobs/items
- Please Note: Any Flat Top Bifocal or Trifocal and Tint with Crizal are outsourced for processing

Steps to Successful Selling

■ ESTABLISH RAPPORT: UNDERSTANDING MOTIVATION

To discover what motivates customers, it is essential to first put him/her at ease and establish rapport. Ask yourself if you are making eye contact, shaking hands, smiling and/or using a welcoming voice.

■ DETERMINE THE NEEDS: QUESTIONING

Conduct probing conversation. Ask your customers questions such as: What would you change about your eyewear and have your visual demands changed since your last purchase?

■ SELL THE BENEFITS: MATCHING

Matching is finding the right product to satisfy your customers' optical needs. To match, you should: Increase your customers' knowledge of your products and services and match it with their desire to buy. Know your products, prices & promotions and share selling points.

■ OVERCOME OBJECTIONS AND CONCERNS

Customers may hesitate because they don't see the need or think the product will help. To overcome: Get customers to voice concerns and playback what you understand the problem to be and present a solution.

■ CLOSE THE SALE: ASK FOR THE ORDER

The final step can be the most awkward. Several approaches can be taken...

Direct: "Shall I order these today?"

Assumptive: "I'll check with the lab regarding the delivery date."

Alternative: "Would you like your glasses today or tomorrow?"

MIRROR COATING



Just In Time For Summer

Midland Optical is happy to announce that we are able and ready to do mirror coatings on your lenses IN HOUSE! We will be able to process 5 colors of mirror coatings & 3 colors of flash coatings. Mirror Coats on your lenses provide a dual-function for fashion and healthy vision, especially in sports sunglasses. These coatings help absorb light in ranges from 70% to 90% and blue light absorption ranges from 57% to 91%. Here at Midland Optical we are now offering a brand new Mirror Coating Booklet for \$50 (you will receive \$50 worth of coupons towards jobs with mirror and/or flash tints).

Booklet contents:

- ⇒ 5 Mirror display lenses (blue, gold, silver, red & orange)
- ⇒ 3 Flash display lenses (blue, gold & silver)
- ⇒ 7 AR display lenses (Crizal Alizé Clear Guard, Crizal Alizé, Crizal, KODAK CleAR, RF Endura EZ, RF Endura & RF Reflective Free NP)

Call today to order your Mirror Coating booklet and give your patients a first hand look at the difference these lenses can make.

Free-Form Technology:

What it is and what it isn't...



1. Free-form doesn't mean personalized.
2. Aberrations are minimized, not eliminated
3. Free-form is a process, not a lens
4. Free-form processing won't eliminate traditionally-surfaced lenses
5. Free-form is not for PALs only. Several single-vision options are currently available

CRAIG'S CORNER

TIPS TO LEVERAGE MANGAGED CARE

by: Craig Hausmann
VP - Sales & Marketing

Up to half of the population has some form of vision care insurance, so each office needs to understand what each plan allows. Regardless, always focus on Usual & Customary and the savings that their plan provides. All health insurance plans require patients to pay some "out of pocket" expenses.

The insurance benefit can be presented as a benefit that reduces and makes more vision opportunities possible. Rather than saying "you are allowed X dollars for your glasses," say "your account allows X dollars toward your purchase(s)." This seems more like a discount toward their purchase and less of a definite allowance and that's all they might want to get.

