

BOTTOM LINE HIGHLIGHTS OF SUNDAY'S MEETING

We were all extremely pleased with the response to our endorsed Buying Group, Pearlman, and the introduction of their MSO Committed Buyer Program at our recent educational meeting on Sunday, April 6th. We had approximately 300 attendees who heard about Pearlman and their Committed Buyer Group (CBG) program and how they will help you improve your bottom line. Drs. Gary Wolf, Michael Cohn, and Alan Rapoport spoke about the highlights of the program and their positive experiences with Pearlman and the programs offered. Dr Cohn pointed out the tremendous savings available to our MSO members for contact lenses, lab services and frames. The first four committed vendors, Nassau Lens, LensLab, L'AMY and REM Eyewear presented the highlights of their respective programs, pointing out that the MSO members would have enhanced savings and service. A number of members signed up with Pearlman and for the CBG program while at the meeting, and the vendors received a large number of commitments to participate from your colleagues.

The highlight of the day was the raffling of five \$100 gift certificates, a pair of Columbia sunglasses and a 47" flat panel high definition LCD television. The TV was won by Dr. Stewart Galeucia and presented to him by Dr. Dean Yimoyines, President and owner of Pearlman.



Pictured Left to Right: Dr. Dean Yimoyines, CEO of Pearlman Buying Group, Dr. Stew Galeucia, MSO President Dr. Alan Rapoport, and MSO Executive Director Rich Lawless.

Dr Yimoyines offered to have another TV raffle in the fall and encouraged members to join Pearlman and the CBG program as soon as possible. The more you spend, the more chances you will get in the fall raffle. We urge you to join Pearlman and to support the first four CBG vendors. You will be helping yourselves and the MSO!

These benefits are available to MSO/Pearlman Buying Group members only. Please remember to call Pearlman to sign up for the Committed Buyer Program. Please do not call the vendors directly or you will not get the preferential pricing that is being offered. Pearlman needs to identify you as a member for you to get this unbelievable pricing.