

Cameron Beaumont

OPTOMETRISTS & OPTICIANS

*See Better
Look Great!*

Issue 10

Double Finalists in the Optician Awards

We are very excited to tell you that we found out this morning that we are finalists in 2 categories at this year's national Optician Awards. The winners are not announced until early April but we are thrilled to be recognised and to reach the final six. The categories that we have been nominated in are "Family Practice of the Year" and "Independent Practice of the Year".



The Optician Awards are one of the highest accolades optical professionals, practices and companies can achieve. They are awarded by a panel of expert judges who are looking for a passion for optics as well as meeting the requirements of each category.

For the Family Practice of the Year, they are looking for a practice that appeals to families but also a practice that has a family at its heart.

The Independent award is based on a practice offering real product choice, outstanding customer experience and clinical excellence.

We will now keep our fingers crossed for the awards ceremony and keep you posted!

New practice in York

Well 2017 has certainly been busy so far, some of you may have noticed that Vicky is not around in Wetherby much at the moment. This is due to the fact that in January we completed on buying a second practice based on the Bishopthorpe Road in York. "Bishy Road" as it is known locally is a lovely high street, just outside the city walls, full of independent shops and cafés. In fact it has been named Independent High Street of the Year! The practice is requiring a huge amount of modernisation which is proving challenging and keeping Vicky's stress levels at maximum!!!

We are hoping to open at the end of March and will be starting off small, with Vicky testing over there mainly, backed up by Emma on reception and dispensing by Heidi, Jacqui and a new team member, but don't worry Jacqui and Heidi's main base will still be Wetherby and Vicky will be available in Wetherby one day a week!

Practice News

My Marathon Effort

On my 40th Birthday I decided to run my first ever marathon, in York, and vowed that I would never do it again. Now, two and a bit years later I have decided that I have recovered enough to repeat the experience but instead of York, it's London and instead of doing it as a personal challenge I have decided to run in aid of "Fight for Sight".

The London Marathon is taking place this year on 23rd April and suddenly that does not seem far away and there is a lot of training to be done – thank goodness the days are getting longer and warmer! I know I have mentioned it to a few people who have seen me in the practice recently and, after working at Cameron Beaumont for 12 years, this is the first time that I have made a grovelling appeal for support.

Fight for Sight is a research charity looking for prevention of currently incurable eye disease and is a really worthwhile cause. However, if I had known the colour of their running vest in advance, I might have chosen a different charity!!!!

If you would like to make a donation, please go to www.virginmoneygiving.com and search 'Neil Brooks' or 'Neil's Marathon Effort' – it would be very much appreciated.



Happy Birthday Bob

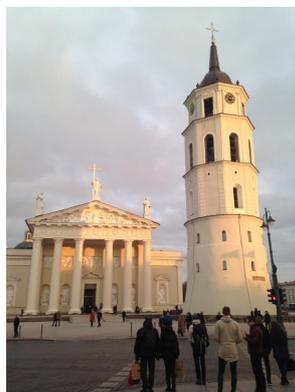


Bob is our longest serving member of staff and at 83 years is still going strong. Bob is the genius lab technician who cuts the lenses into exactly the right

shape to fit into the frames. He is a perfectionist and age is certainly no barrier to craftsmanship!

Beautiful Lithuania

Optometrist, Rowena, has just had a long weekend away in Vilnius in beautiful Lithuania. As many of you will know, Rowena enjoys travelling and weekend breaks to new places are a passion of hers. Other recent visits have been Gdansk in Poland and Budapest.



See Better, Look Great is our informal newsletter. We believe in relationships here at Cameron Beaumont and we really value having a strong relationship with our clients. This is our way of keeping in touch and letting you know what is going on at the practice.

We are a large practice and Vicky, Heidi and I don't always get to see all of you when you come in. This publication is an open dialogue between us so that you can get to know who we are as a company. As painful as it can be, we like to show some of our personality.

We're not a faceless company but a family run business who really care.

Your feedback is invaluable. We are extremely interested in what our customers have to say so please send any thought or comments to neil.brooks@cameronbeaumont.com.

Every month we try and rise to the monumental challenge of making an opticians newsletter a riveting read. If we've failed, in your eyes, to do that, you can unsubscribe by just telling us or sending an email to reception@cameronbeaumont.com.