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IN SEARCH OF EXCELLENCE

Luzerne Optical Laboratories LTD Honored as:
"LAB INNOVATOR OF 2010".

This is my favorite issue of the year, where we honor our Lab Innovator of the Year, a lab that epitomizes that concept which is, after all, the essence of any successful lab's future—innovation.

Jim Grootegoed

WE'RE OFTEN ASKED how we choose our winner. Obviously, it's subjective, as there is no one-to-ten scale we can use. Also, we don't choose based on size. Innovation is independent of size. We do talk to other labs as well as go to suppliers of machines, lenses, and accessories to ask, "Who's doing a great job?" We get a lot of "nominees," labs of a variety of sizes and for a number of reasons, all worthy of winning.

This year's winner has always been among the most mentioned...and for good reason—a commitment to technology, an understanding of internal organization, a continuing devotion to customers, and a strong civic responsibility.

Luzerne Optical located in Wilkes-Barre, PA, epitomizes all that is best in executing our responsibility to our industry, our customers, our employees, and our community. I once interviewed a number of successful labs to determine if there were any common traits, and I came up with five: 1) An owner's vision and the continued communication of that vision to customers and employees; 2) a commitment to technology; 3) involvement in their communities, both optical and local; 4) an understanding that their most important assets are their employees; and 5) a recognition that their customers are the reason they are in business.



Jack Dougherty built Luzerne Optical 1) based on a vision that there was a need for a locally owned independent wholesale lab that could provide personalized service for its customers; 2) the lab has consistently invested in state-of-the-art-technology; 3) it's been involved in the Wilkes-Barre and the optical community; 4) its commitment to its staff has resulted in loyal employees; and 5) it adheres to the adage, "Our customers deserve the best."

This year's honoree epitomizes all of those traits, and that is why it is Lab Innovator of 2010.