



Elite BEAT:

Alex Pyatsky keeps an eye on fashion at Pearle Vision

BY LYNN CARROLL

PROVOCATIVE QUESTIONS OR PROVOCATIVE PEOPLE

LC: What's new at Pearle Vision these days?

AP: We are preparing for the holiday season with a selection of very sophisticated, top-quality frames, as well as lenses with the best hydrophobic anti-reflection coating. We're matching that with a very sophisticated discount program where the percentage of the discount is in direct correlation to the value of the purchase - so the better the quality of the glasses you choose, the higher the discount percentage, up to 70% off of certain items and materials. This is our way of offering our customers the best quality for the least price through this holiday season. In many cases, in addition to the discount for the materials, we will discount the patient's cost for the eye exam when it's done by Dr. David Potash, Pearle Vision's in-house Doctor of Optometry.

LC: What brands of eyewear do you carry?

AP: Because we're located in Aventura, our selection targets our clientele with the best brand names. Over the past six months we've gone through an inventory revision to get rid of some of the clutter and make it a little easier for customers to find what they're looking for. Our current inventory of about 1,200 frames includes top-flight designer labels such as Fred, Bvlgari, Tag Heuer, Prada, Fendi, Versace, Ferragamo, Gucci, Hugo Boss, Mercedes Benz, Dunhill, Silhouette, Valentino, Escarda, RayBan, Maui Jim, Missoni and, for kids, Nickelodeon, Konishi, Barbie and Candie's Eyes.

At the same time, we are very strongly oriented towards continually improving our vision brand standards. Even our reading glasses are custom-made, making sure that the pupil distance on the patient's face and the glasses are exactly the same and the prescription is exactly right.



LC: What made you decide to open a Pearle Vision franchise in Aventura?

AP: Our daughter, Jana Stark, began working in an optical center while she was in school in California, and she loved it. She later moved to Florida and worked at a Pearle Vision center here. When my wife Lucy and I, who both have chemical engineering and optical backgrounds, moved to Florida to be near Jana and

her family, our daughter convinced us to open a franchise here.

We went through two years of extensive training with Pearle Vision before opening this franchise. During that time, we looked at several different locations in South Florida. We liked Aventura, and when we opened in April 2004, we became the first store in Aventura Town Center's second phase of development.

LC: Are your wife and daughter still on board?

AP: Yes, but they're spending much less time here now. In July our daughter Jana, who has an 11-and-a-half year old son, James, gave birth to identical twins, Lance and Nate. Needless to say, this is a big, wonderful change for my family!

LC: Have you added more staff?

AP: Yes, we have a new optician, Sandra Garcia and two new part-time eyewear consultants, Brandie Patel and Jessica Arnesen. They join our Lab Manager Eli Bragi, licensed optician Evelyn Guenoun and eyewear consultant Michael Henderson. All of us, as well as Doctor of Optometry David Potash, are committed to making this Pearle Vision the best eyewear store in the area.

Aventura Pearle Vision accepts or matches most insurance plans. Located in Aventura Town Center, 18275 Biscayne Blvd., at the intersection of Biscayne Blvd. and Williams Island Blvd., it's open Monday - Thursday from 10 a.m. to 8 p.m., and on Fridays and Saturdays from 10 a.m. to 6 p.m. Call (305) 466-4555 for more information or to make an appointment.

Advanced Consulting produces increasing returns for any business

BY LYNN CARROLL

Make experience and a record of solid results your top concerns in hiring a business adviser. Choose Advanced Consulting. Owner Elena Koval is all business. She's confident about her clients' success with good reason: she's used the recipe herself.

Based in Sunny Isles Beach, Advanced Consulting helps businesspeople tap their target market by implementing proven breakthrough strategies.

Koval's own story is a case in point. "I used to be in the financial services business," she says. "It's an area that's extremely difficult to market. People have an image of a pushy stockbroker or insurance agent who will not take "no" for an answer. Marketing over the Internet raises compliance issues. But I knew I couldn't do all the work on my feet. I had to find a way to generate customers automatically."

Koval read piles of marketing books in search of an answer. "Finally I discovered Dan Kennedy, author of the 'No B.S.' series," she says. "I really liked his approach. It's very straightforward and tells you what to do."

Kennedy's practical advice for small business owners and entrepreneurs emphasizes "smart marketing," where every dollar spent brings positive, measurable returns.

Putting Kennedy's advice to work turned Koval's business around. "I used to feel I had to beg for other people's attention and time," she says. "Now I have people calling me, asking for my services."



Elena Koval

It's only human to want to share something good, so starting Advanced Consulting was a natural. Now Koval is getting other entrepreneurs hooked on her approach. As a certified "No B.S." business advisor, she is able to give clients "Magnetic Marketing Strategies" that have been used successfully in 156 different business categories.

Advanced Consulting also offers what Koval calls "the most incredible free gift ever" -- a packet with more than \$700 worth of business-building information.

In addition to private consulting, Koval hosts the monthly Ft. Lauderdale Inner Circle, where breakthrough marketing strategies are shared. Membership fees are only \$29 a month or \$290 a year.

Inner Circle clients can join the local "Study & Mastermind Group," where a maximum of 15 people work together to improve each other's businesses. "These groups," Koval says, "have produced fantastic results. Members have the potential to make more money in 12 months than they did in the previous 12 years. The quality of people in my group is unbelievable."

One primary requirement of the Kennedy formula, Koval says, is that you must get results for every marketing dollar you spend.

"I would never have been able to experience the lifestyle I have now" she says, "working my own hours on my own terms, without following these direct-response marketing strategies."

For more information call Elena Koval at (305) 466-3111, or visit online at www.NukeTheCompetition.com

Mount Sinai Comprehensive Cancer Center celebrates lung cancer survivors

More than 140 lung cancer survivors and their loved ones recently gathered to take part in a special celebration of life at Mount Sinai Medical Center. Joined by the Comprehensive Cancer Center's dedicated oncologists, nurses, social workers and staff; the guests enjoyed dinner, music, and the comfort and support readily provided by other families who have faced lung cancer.

"Through research, we are making significant advances in the treatment of this challenging disease," said Rogerio Lilenbaum, MD, director of the thoracic oncology program at Mount Sinai's Comprehensive Cancer Center. "Through education, we're also overcoming the stigma that this is a smoker's disease. The fact is that 60 percent of new lung cancers are diagnosed in people who never smoked or quit decades before."

Joined by Michael Samuels, MD, the doctors informed the guests of developments in the field including continuing trials of a promising drug called Avastin, which has been shown to interfere with a tumor's blood supply and ultimately stunt the growth of cancers.

"It's important that we celebrate the many advances being made in the field as well as our patients' individual



Rogerio Lilenbaum, MD; Michael Samuels, MD; with lung cancer survivors Lynn Gomez and Dr. Larry Eisner; along with Ricki London; Christina Pozo-Kaderman, PhD.; Craig Covington; and Steven D. Sosenreich, pres. and CEO, Mount Sinai Medical Center

successes," said Christina Pozo-Kaderman, PhD, co-director of psychosocial services at the cancer center and one of the organizers of the annual event.

Although lung cancer remains the number one cancer killer of men and women, the Mount Sinai Comprehensive Cancer Center is making important strides in elevating its treatment to the next level. As the only hospital in Florida with an adult Community Clinical Oncology Program, Mount Sinai physicians take part in research studies that test the most advanced cancer treatments. This allows the medical center to offer patients access to promising medicines and therapies which are available only through progressive clinical trials.