

2012



# [Davis-Monthan AFB]

Solicitation No. SDVC-11-011-11-472

FEBRUARY 21, 2012

# TECHNICAL PROPOSAL



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    - [Redacted]
    - [Redacted]

B. Suitability to Execute the Contract: Provide company history and experience with AAFES/military beneficiaries or otherwise explain why the offer/company is uniquely suitable to execute this contract at this location..... 56

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# Company Biography

Sunland Optical was started in the late 1950's by Dr. S.L. Abbott, when he began providing Optical Services to Fort Bliss in El Paso, Texas. Sunland has been servicing AAFES contracts for over 52 years. Presently, Sunland has 30 stores under contract with AAFES. The Abbott Family continues to own the company.

In addition, Sunland has a full service (Practical Engineering Colts FDA/ Compliance certified) (**See Factor 1, Attachment 3**) optical laboratory on-site at the Corporate Home Office located in El Paso, Texas, which does in excess of 150 jobs per day, giving us the ability to insure our military personnel are serviced adequately and quickly to meet their needs. Sunland also has an on-site full service Anti-Reflection Coating Facility that does in excess of 125 jobs per day, once again reducing the service time required for this process. All of our prescription lens RX products are processed in our laboratory, unlike our competition that does processing of RX product in China, thereby taking jobs away from Americans.

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Sunland Optical continues to strive for greater excellence and precision each year to better serve our military personnel and families.



52 Years of dedicated service to our military personnel and families.

**Sunland Optical has been recognized in Vision Monday for the last three years as one of the top fifty optical chains. In 2011, we were ranked number 37 of the top 50 Chains in the United States. (See Factor 1, Attachment 1).**

This ranking is unique as our entire business model is built around our AAFES business, not like our competition NVI who competes directly outside the majority of the military posts and bases under various national chains such as; Wal-Mart, Eyeglass World, Americas Best, Fred Meyers Optical and Vista .



As President, CEO of Sunland Optical, I am very pleased to enclose Sunland's proposal in response to **Exchange Solicitation #: SDVC-11-011-11-472.**

Davis–Monthan Air Force Base is a key ACC installation. The 355 FW is the host unit providing medical, logistical, mission support, and operational support to all assigned units. The wing's missions are to train A-10 and OA-10 pilots and to provide A-10 and OA-10 close support and forward air control to ground forces worldwide. One of the wing's tenant units, the 55th Electronic Combat Group, is tasked to provide control, and communications countermeasures in support of tactical forces with its EC-130H aircraft and, employing the EC-130E aircraft, provide airborne command, control, and communications capabilities for managing tactical air operations in war and other contingencies worldwide.

Two other major tenants, the 563rd Rescue Group (structured under the 23d Wing, Moody Air Force Base) and the 943<sup>rd</sup> Rescue Group (structured under the 920<sup>th</sup> Rescue Wing, Patrick Air Force Base) are tasked to provide combat and rescue support worldwide.

According to the latest Demographics for Davis-Monthan Air Force Base as of October, 2011 over 50% are retiree and retiree family members.

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Gordon A. Bishop

# Primary Factor I Sunland Management & Operations

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## Management Considerations:

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### Details of the company training programs:

#### **Training topics to be covered, ANSI Standards and Company Policies on Compliance:**

Sunland Optical strictly abides by the **ANSI** Standards, which is attached to this proposal in CD form, labeled ANSI Standards Z80.1, revision 2010 and has been updated to include warpage tolerances. All locations have a complete manual of ANSI standards at store level, in addition to a summary sheet which we have placed in **Factor 1 Attachment 2**.

Our staffing is in **compliance** with all State Regulations regarding both the Licensed Optician and State Independent Licensed Optometrists as required per State Statutes & Regulations. The Optometry clinic is structured in a manner to ensure complete direct oversight and autonomy by the Independent Licensed Optometrist in order to ensure the best patient care and compliance with all State Laws. The

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The Vision Center has all daily operations directly supervised by the State Licensed Optician or ABO Manager with all optical employees reporting directly to the State Licensed Optician or ABO certified person.

The Optometrist and his staff report to Sunland Optical management.

Regular visits by senior administrative staff at corporate proliferates these statutes and standards.

Training

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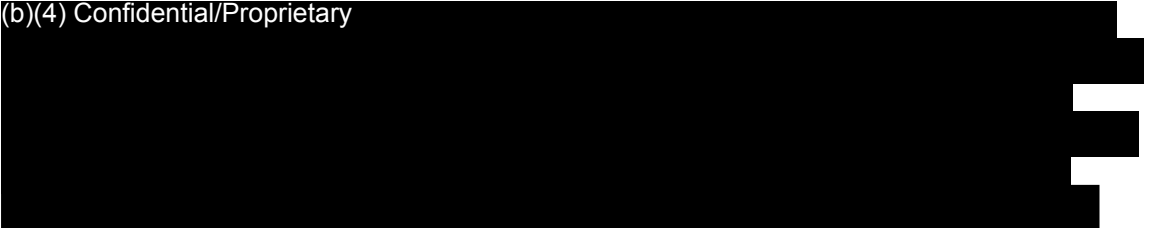
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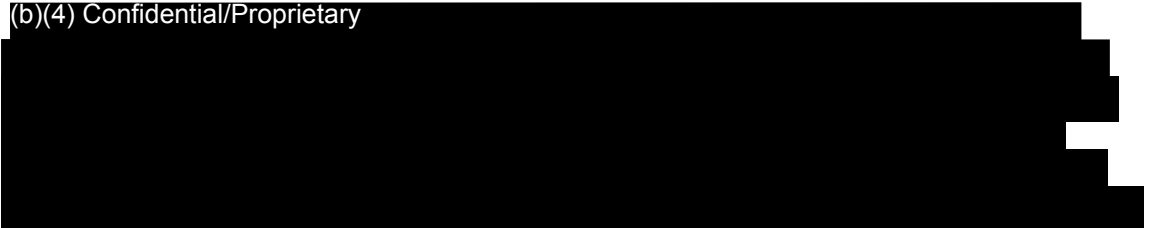
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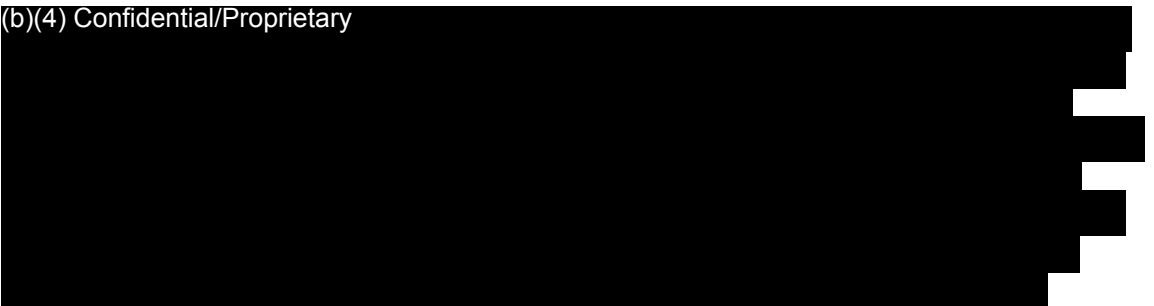
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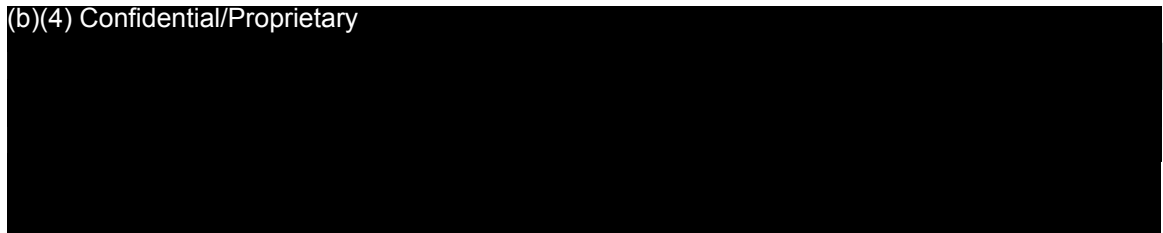
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[Redacted]

[Redacted]

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(b)(4) Confidential/Proprietary [Redacted]

[Redacted]

[Redacted]

**2. Sales goals and growth projections for this location:**

- a. Quantifiable numbers for each year of the contract for Davis-Monthan Air Force Base:

**Total Combined Projected Services for life of contract** \$ (b)(4)

**BASELINE** \$ (b)(4)

YEAR	MONTHLY SALES PROJECTION	ANNUAL SALES PROJECTION	PERCENTAGE INCREASE	CUMULATIVE PERCENTAGE INCREASE
1	(b)(4) Confidential/Proprietary			
2				
3				
4				
5				
6				
7				

Annualized Baseline	ANNUAL GROWTH	ACCUMULATED
\$ (b)(4) Confidential/Proprietary		

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(b)(4) Confidential/Proprietary

**Total Optical Projected Services for life of contract** (b)(4)

**BASELINE** \$ (b)(4)

YEAR	MONTHLY SALES PROJECTION	ANNUAL SALES PROJECTION	PERCENTAGE INCREASE	CUMULATIVE PERCENTAGE INCREASE
1	(b)(4) Confidential/Proprietary			
2				
3				
4				
5				
6				
7				

Annualized Baseline	ANNUAL GROWTH	ACCUMULATED
(b)(4) Confidential/Proprietary		

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**Total Optometry Projected Services for life of contract** \$ (b)(4)

**BASELINE** \$ (b)(4)

YEAR	MONTHLY SALES PROJECTION	ANNUAL SALES PROJECTION	PERCENTAGE INCREASE	CUMULATIVE PERCENTAGE INCREASE
1	(b)(4) Confidential/Proprietary			
2	(b)(4) Confidential/Proprietary			
3	(b)(4) Confidential/Proprietary			
4	(b)(4) Confidential/Proprietary			
5	(b)(4) Confidential/Proprietary			
6	(b)(4) Confidential/Proprietary			
7	(b)(4) Confidential/Proprietary			

Annualized Baseline	ANNUAL GROWTH	ACCUMULATED
\$ (b)(4) Confidential/Proprietary	(b)(4) Confidential/Proprietary	

**b. Plans to achieve sales goals and justify growth projections  
(Management / service philosophies)**

Sunland Optical has projected an aggressive cumulative growth over the term of the contract of the Vision Center. (b)(4) Confidential/Proprietary

The most notable result would be an increase in the number of exams for the doctors based on increased booking availability.

With increased patients coming through the Vision Center, the consequences would be increased flow through the Optical Center. **We continue to work closely with the Base GM, Cathy Ely and the Davis-Monthan SBM, Ms. Karen Golloher** with on the spot promotions.

(b)(4) Confidential/Proprietary

Sunland has now provided a complete library of **prepared radio scripts** to the SBM for their use over the public address system, outlining the many services performed by Sunland and the Optometrists, **See Factor 1, Attachment 5...**

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[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

We continue to increase sales by ongoing promotion of our lens add-on, concurrent with the introduction of new packages such as our

(b)(4) Confidential/Proprietary [Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

This lens selection positions us to provide an advantage over others with single source suppliers, with the ultimate benefit going to our valued customers.

(b)(4) Confidential/Proprietary [Redacted]

(b)(4) Confidential/Proprietary

Our entire lens prescription product is processed in our plant in El Paso, unlike our competition that fabricates prescriptions product in China. We promote US made product, thereby creating jobs for Americans.

(b)(4) Confidential/Proprietary

(b)(4) Confidential/Proprietary

Sunland's hourly **pay rates** for all our employees are at or above the going market rates for the geographical area of that location. In addition, licensed or ABO certified employees are recognized for that achievement. Sunland also provides an **incentive program** for products that every customer should have on their glasses. This incentive program includes product specific contests that encourage increased sales with rewards for the individual employee. Please see employee contests and incentive sheet found in **Factor I, Attachment 6**.

(b)(4) Confidential/Proprietary

Please note that NVI has two competing retail chains in Tucson, directly competing against AAFES, a Wal-Mart location along with Eyeglass World.

**3. Data outlining the frequency and type of contact with our employees located in the Vision Center.**

*Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.*

**Management visitations:** On all our scheduled visits and additional weekly phone calls, multiple management tools are used to help promote, drive and motivate our employees, and those in the Optometric office.

Below we have listed some of the Home Office management tools that are sent to each store, by the week or month, etc. (b)(4) Confidential/Proprietary

[Redacted]

In addition, our Store Manager and staff have **daily contact** with our Optometry providers and their staff to develop and maintain a healthy & strong relationship. Management at the Corporate Home Office calls the Optometry providers on a weekly basis to touch base on issues, concerns or to ascertain whether specific goals have been met. If there is a concern, a game plan is immediately developed between the Optical Manager and the Optometric office to rectify the concern.

The following are some of the **additional tools** that are provided to each store manager. This listing is in addition to the management reports that print daily from the in store system, as noted in Factor 1, Attachment 9.

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- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

**a. The intended frequency of in-person management visits.**

(b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary [Redacted]

[Redacted]

However, should a situation occur in which the location needs immediate attention, Sunland Optical will fly qualified personnel to handle the situation.

In addition, management meets with both the store manager and Optometrist to discuss all pertinent Optometric KPI's such as, recalls, staffing, patient scheduling, and proper utilization of appointment slots, HIPAA regulations and third party billings. During these visits, it is a mandatory requirement that management meet with the Optometrist, on every visit. (b)(4) Confidential/Proprietary [Redacted] If any discrepancies arise out of the reviews, an action plan is developed to rectify the concern.

**b. Level of management conducting these visits**

In keeping with the utmost importance we place on in-person management visits, we send the highest level of management such as the **President, Vice-President, CFO and Regional and Lab Managers**. These positions all share in conducting in-person management visits.

**c. What takes place at these visits** (b)(4) Confidential/Proprietary [Redacted]

(b)(4) Confidential/Proprietary [Redacted]

[Redacted]

[Redacted]

(b)(4) Confidential/Proprietary



# Operations: Staffing, Scheduling, and Operating Hours:

1. Start-up proposed typical workweek schedule/plan of all projected staff. For typical Vision Center workweek schedules, also see Factor 1, Attachment 9.

## Optical Center

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL HRS
Store HRS	1100-1600	0900-1900	0900-1900	0900-1900	0900-1900	0900-1900	0900-1800	
TOTAL	5.0	10.0	10.0	10.0	10.0	10.0	9.0	64.0
State/ABO Manager			0900-1700	1100-1900	1100-1900	0900-1700	0900-1700	
TOTAL		0.0	8.0	8.0	8.0	8.0	8	40.0
State/ABO Optician	1100-1600	0900-1700	0900-1700	1100-1900	0900-1700			
TOTAL	5.0	8.0	8.0	8.0	8.0			40.0
State/ABO Optician		1100-1900	1100-1900	0900-1700		1100-1900	1000-1800	
		8.0	8.0	8.0		8.0	8.0	40.0
Full-Time Apprentice		1000-1800	1000-1800		1000-1800	1000-1800	1000-1800	
TOTAL		8.0	8.0		8.0	8.0	8.0	40.0
HRS Coverage								160.0

### a. Optometry provider hours

The Davis-Monthan Optometry Clinic schedule is included in, **See Factor 1, Attachment 8**. Please note the Optometry clinic is open and staffed through-out the full day and is not closed for lunch.

# Optometry Clinic

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL HRS
(b)(4) Confidential/Proprietary								


(b)(4) Confidential/Proprietary

[Redacted text block]

[Redacted text block]

[Redacted text block]

(b)(4) Confidential/Proprietary



A copy of the applicable documents is placed in the employee's file and the original is displayed in the field for both the Optometrists and Opticians.

Sunland also uses Pacific University, College of Optometry as a resource for recruiting optometrists. Dr. S.L. Abbott is an honored alumni and The Abbott Center on campus is a welcome center for visitors, staff and students. Our founder and owner family and the Chairman of the Board are heavily invested in supporting optometry and future optometrists and we all have a close relationship with Pacific University College of Optometry. Dr. S.L. Abbott is an alumni and has built the Abbott Center at Pacific University:

**The purpose of the Abbott Center is to provide a permanent place on the campus of Pacific University for visitors, administrators, faculty, students, and alumni to meet and feel welcome.**

**This building was constructed during the tenure of President Faith Gabelnick, and her guidance and encouragement brought this project to completion. The superb help of Vice President Tim O'Malley, Alumni Director Amanda Terhes, and Dr. Willard Bleything made this possible.**

**"As donors, we are extremely proud and happy to see this facility a reality," said Ambassador S.L. Abbott '52, OD '53. "I am cognizant that this university gave me the foundation that allowed our family to prosper and succeed in reaching our goals. We feel that this same opportunity exists today for any student willing to accept the challenge."**

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**In honor of Ambassador S.L. and Arline Abbott**

The Dr. S.L. Abbott scholarship has been endowed by the Abbott family / Sunland Optical. Alan Abbott our present chairman has served on the board of directors for four years. Sunland takes its relationship with optometry personally due to the relationship that was started by the founder, and continued by the family.

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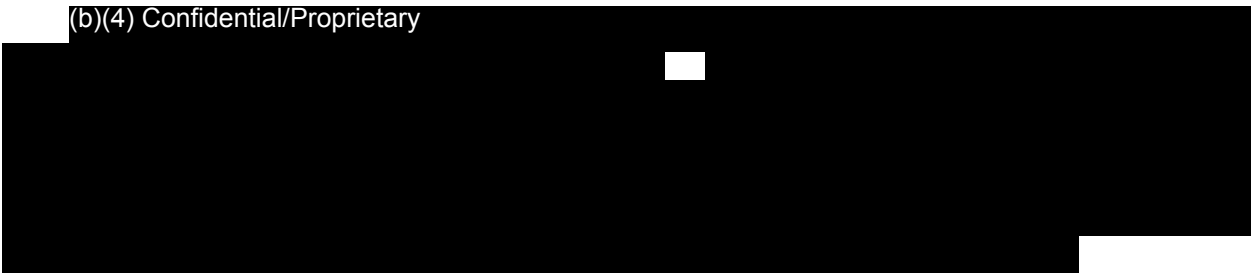
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(b)(4) Confidential/Proprietary



(b)(4) Confidential/Proprietary

Sunland's dress code policy complies with AAFES standards and is as follows:

**Business attire for women**

- s. Dresses, suits, skirts, blazers, slacks, sweaters and blouses are all acceptable, provided, however, they are not of the types specifically disqualified
- t. Sun dresses, tank tops, Capri pants (or pedal pushers) or other trendy wear including exceptionally short dresses/skirts or crop top are not permitted.
- u. Skirts and dresses must be no shorter than two inches below the wearer's finger tips.
- v. Divided skirts are permitted if their length is at least two inches below the wearer's finger tips.
- w. Denim pants in any color are not permitted.
- x. Corduroy pants may be worn, provided they do not resemble jeans.
- y. Appropriate footwear includes pumps, flats, loafers and oxfords.
- z. Extremely high heels can be a safety hazard and should not be worn
- aa. Shoes with rubber soles are recommended.
- bb. Open-back shoes are not permitted, unless they have heel straps.
- cc. Shoes without socks or nylons, tennis shoes, athletic shoes, open toed shoes or sandals, thongs are not permitted.
- dd. Hats may not be worn.
- ee. Sunglasses may not be worn, unless they are medically necessary.
- ff. Jewelry, body piercing and visible tattoos that are distracting, large or represents n unprofessional image as determined by Sunland Optical, such as large chains, facial jewelry such as nose rings, etc. are not permitted.

**Business attire for men**

- gg. Suits, sport coats, blazers, slacks, dress shirts and ties are all acceptable, provided however, they are not of the types specifically disallowed.

- hh. Shirts must be buttoned to the neck and ties must be knotted in a professional manner.
- ii. String and bolo ties are not permitted
- jj. Wildly patterned pants and jackets are not permitted
- kk. Denim pants in any color and not permitted
- ll. Corduroy pants may be worn provided they do not resemble jeans.
- mm. Appropriate footwear included oxfords and loafers.
- nn. Athletic shoes are not permitted
- oo. Shoes with rubber soles are recommended
- pp. Clogs are not permitted.
- qq. Socks must be worn at all times
- rr. Hants are not permitted
- ss. Sunglasses may not be worn, unless they are medically necessary

[REDACTED]

(b)(4) Confidential/Proprietary

[REDACTED]

(b)(4) Confidential/Proprietary

(b)(4) Confidential/Proprietary  
[REDACTED]

### **Quality Service**

Sunland has continued to operate normally regardless of strict installation access that has been in place since the tragic events of September 11<sup>th</sup>. Sunland has never let any of the necessary restrictions hinder the service provided throughout our network of stores on military reservations all over the United States. This service clearly demonstrates our staff's unique ability to quickly adapt to the rapidly changing environment that our military must operate in. Sunland will also adjust staff hours coinciding with designated training holidays by an additional two hours subject to prior AAFES approval in order to accommodate expected higher traffic associated with training holidays.

# Primary Factor II Sunland Pricing & Marketing

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# Product Pricing and Distribution:

**1. Wholesale and retail pricing structure for all products and services.  
(Include price proposals per Exhibit D, Sections II and III.)**

The Image I, II, and III complete pair prices are as listed in **Factor 2, Attachment 1.**

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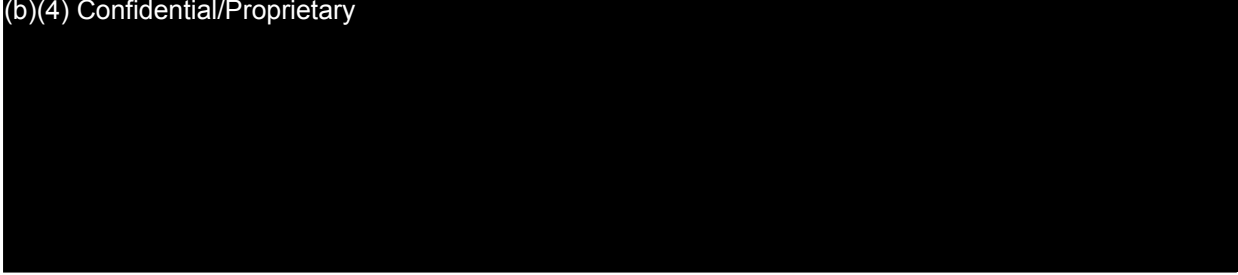
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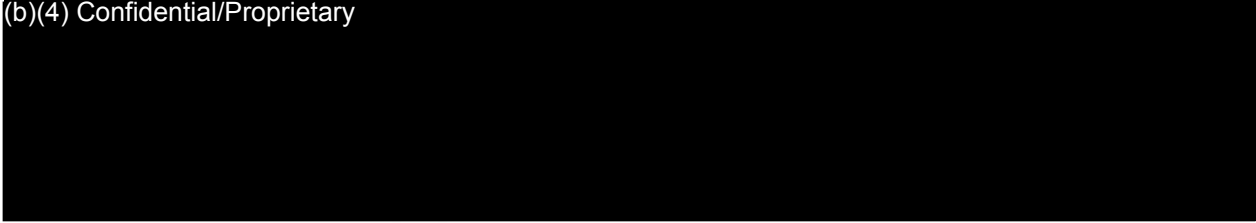
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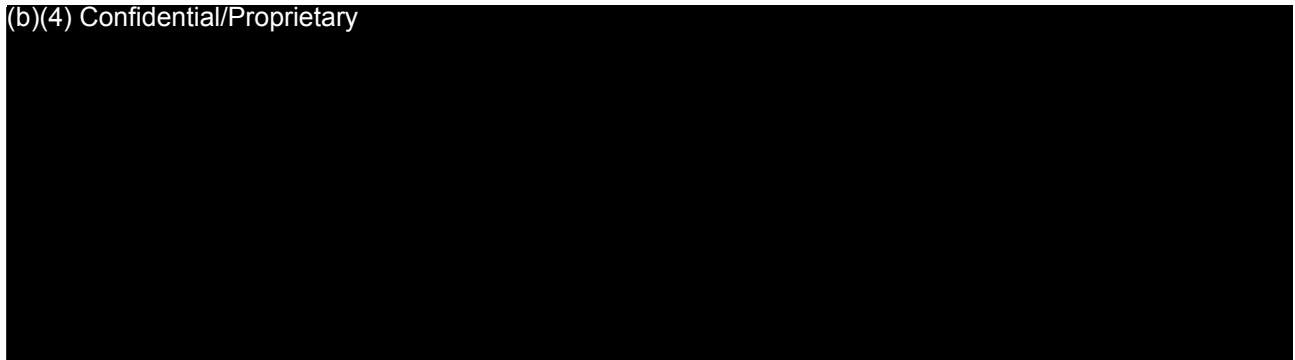


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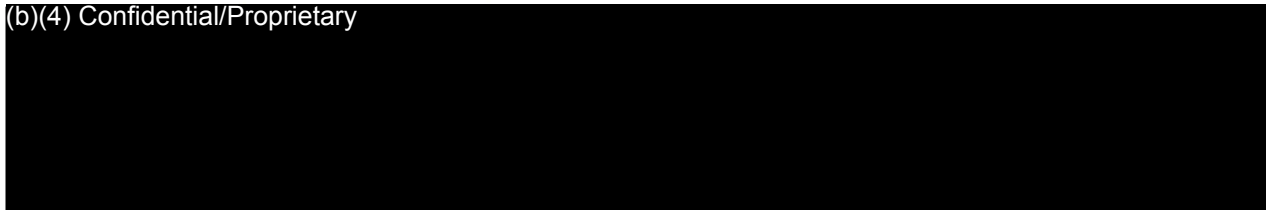


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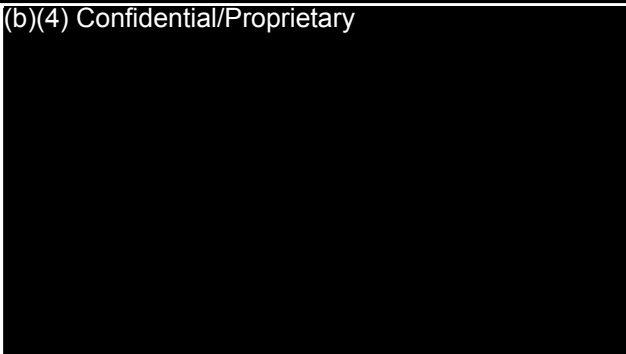
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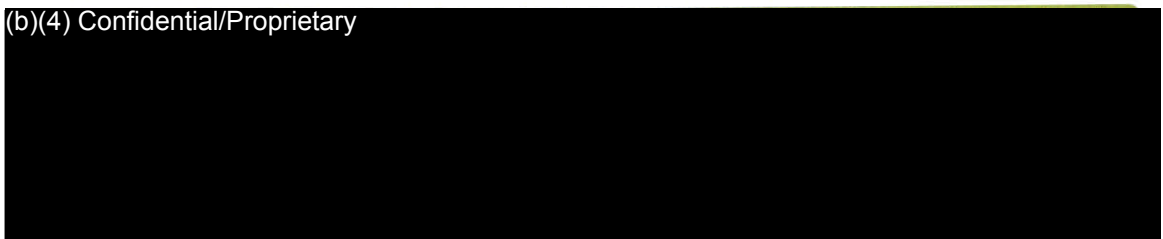
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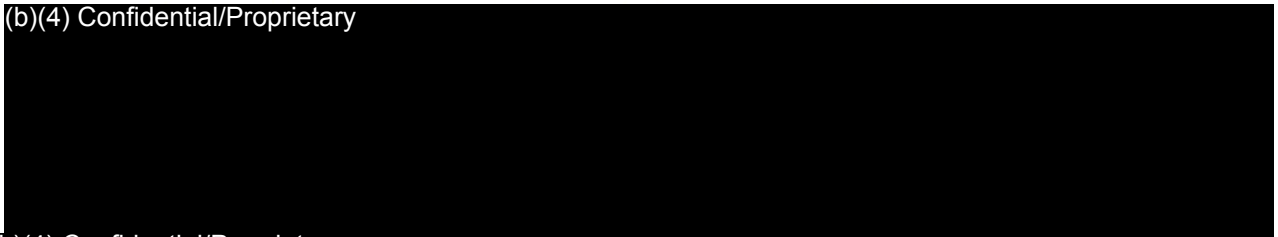
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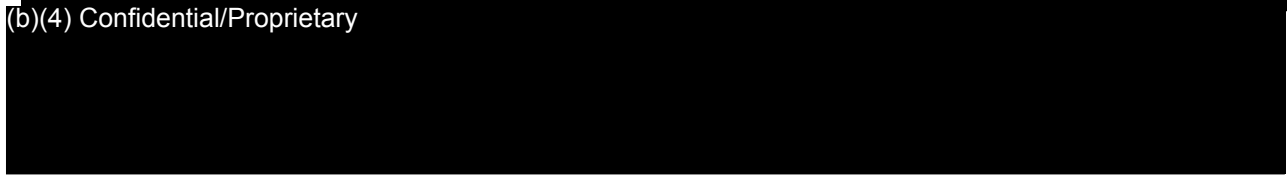
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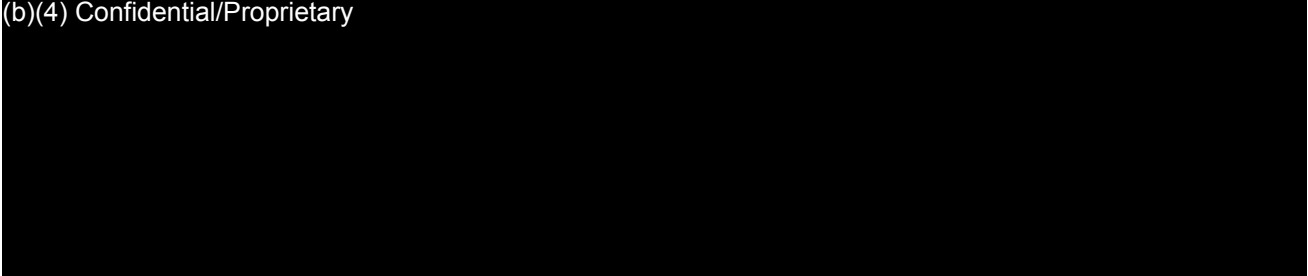
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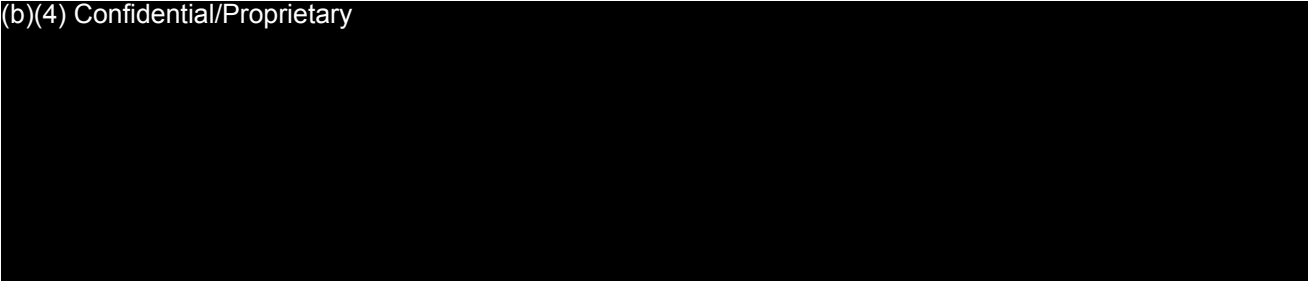
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Optometry Center Price for Standard Services shows fees for services by the  
Optometry Clinic.

**DAVIS MONTHAN AFB**

**Optometry Center Price for Standard Services**

	<u>Pricing</u>	<u>Procedure Code</u>
1. <u>Basic Eye Exam (no insurance coverage)</u>		
a. New patient		92203
b. Existing patient		92213
2. <u>Comprehensive eye exam (No insurance coverage)</u>		
a. New patient	\$109	92004
b. Existing patient	\$109	92014
3. <u>Contact lens evaluation extra charge</u>		
a. Basic contact lens	\$40	92310
b. Specialty fit contact lens	\$60	92310
c. RGP New Fitting	\$70	92310
\$10 addition fee if patient is a first time contact lens wearer for training		
4. <u>Other services as per your practice list only the main ones:</u>	<u>w/Ins</u>	<u>w/o Ins</u>
a. Refraction	\$20	\$20
b. Visual Field Examination*		92083

\* Tricare requires a referral from PCP to perform these tests

**Patient Responsibility**

Tricare Prime	\$ 0.00	AD & dependents 1 exam per 365 days RET & dependents 1 exam per 730 days * Must have referral to be seen sooner \$12.00 co-pay for referred pt.
Tricare Standard / Reserve Select	%15 of eligible charges after deductible is met	Member & dependents 1 exam / 365 days * Must have referral to be seen sooner
Blue Cross / Blue Shield	Varies by each plan	
Aetna	Varies by each plan	
Medicare	\$20.00 for Refraction	

### 3. Other information, company philosophy.

Our philosophy over these past 52 years of close affiliation with the military community has been to expediently provide quality eyewear and optical products at affordable prices while maintaining flexibility to be adaptable to the ever-changing and sometimes unique needs of our military patrons. We take great pride in our commitment to get the job done, operating uninterrupted.

Sunland has been awarded a Marchon 5 Diamond plaque, stating;  
PRESENTED TO SUNLAND OPTICAL

**‘MARCHON RECOGNISES A SELECT AND DISTINGUISHED GROUP OF U.S. AND INTERNATIONAL EYECARE PROFESSIONALS AS LEADERS IN THE EYECARE PROFESSION, PROVIDING EXCELLENCE IN PRODUCT SELECTIONS AND CUSTOMER SERVICE.’**


Sunland was also recognized in January 12, 2010 by AAFES with their Certificate of Appreciation –

**“In recognition of your support to the AAFES mission in 2009.”**

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(b)(4) Confidential/Proprietary



# Marketing Considerations:

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## 1. Marketing initiatives and public awareness campaign for the Vision Center.

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[Redacted]

[Redacted]

Our customers need to know and feel that they are getting the best value for their money in every aspect of their purchase, including the shopping and buying experience. For many of them, our advertising and in-store promotional messages will be the first interaction between our customers and us. It is our public face. It is at this intersection that opinions are formed and purchase decisions begin to crystallize. While we are confident that our service, selection, and commitment to quality eye care are second to none, we must insure our customer base:

(b)(4) Confidential/Proprietary  
[Redacted]

(b)(4) Confidential/Proprietary



(b)(4) Confidential/Proprietary



(b)(4) Confidential/Proprietary



**2. A highlight of an idea/initiative that would be unique to this specific location or unique solely to the company.**

(b)(4) Confidential/Proprietary



Reviewing the available base services and activities identified many opportunities for Sunland Optical to participate. Being a part of the following areas encompasses the military community and guarantees a symbiotic partnership that Sunland Optical is proud to serve.

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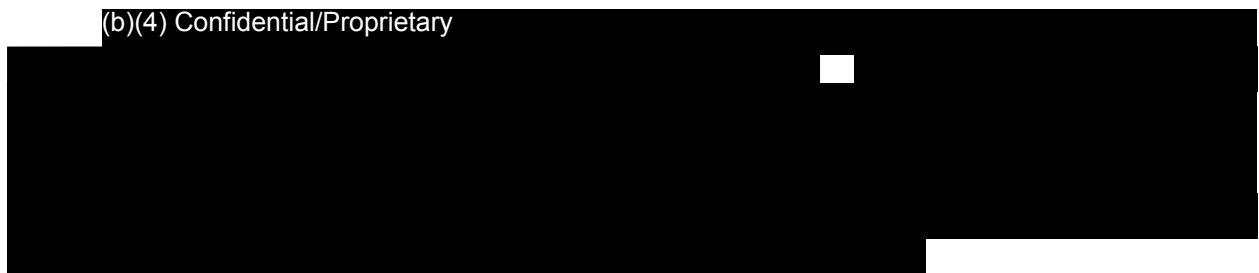


Keeping open and frequent communication with the local Services Business Manager (SBM), Karen Golloher, will ensure that Sunland Optical is staying plugged into the ever-mobile military community. Any fluctuation in base population or events will be immediately addressed, so that Sunland Optical can prepare for proper staffing and inventory counts to accommodate our customers.

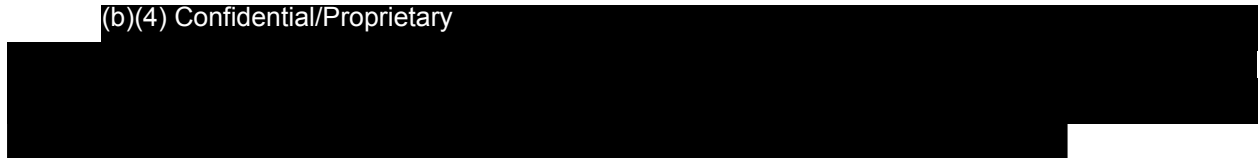
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(b)(4) Confidential/Proprietary



**Additional Marketing Plan for Davis-Monthan AFB Vision Center**

**In addition to our marketing plan that was attached;**

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[Redacted]  
[Redacted]  
[Redacted]

The advertisements will have both the doctors' pictures in it along with the special of the week in the Vision Center. (b)(4) Confidential/Proprietary for copies of recent ads

Primary Factor III-Sunland Quality  
Comprehensiveness & Suitability to  
Execute the Contract

---

## Quality Comprehensiveness:

### 1. General:

#### a. Projected or anticipated products and services for this location.

For projected products on base, Sunland offers a large selection of frames, lenses, contacts, sunglasses, sports goggles, safety frames, APELs, along with a SAFETY PROGRAM and accessories to provide a complete selection of eyewear products at the most affordable prices.

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### **Primary Lens Products**

Our primary lens products are provided by Hoya which is the industry's premier provider of lens products. Sunland is also a premier partner with Transitions®, a

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**FRAME COUNTS BY PACKAGE**

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## Frame Chosen Demographics

The original base frame mix is determined by Corporate Home [REDACTED]  
(b)(4) Confidential/Proprietary [REDACTED]

[REDACTED]

Our point of sale software has the ability to track all pertinent information to determine frame mix based on overall gender, age, and buying patterns of the buying population for the location. Once the appropriate frame mix is determined, Sunland works with frame suppliers to provide the most current fashions to properly meet the demand of each buying segment of the customer base. [REDACTED]

(b)(4) Confidential/Proprietary [REDACTED].

(b)(4) Confidential/Proprietary



We believe the combined product offerings from the industry's top providers ensure all military personnel and families are continuously offered an exceptionally wide assortment of products that are consistently priced lower than our competitors.

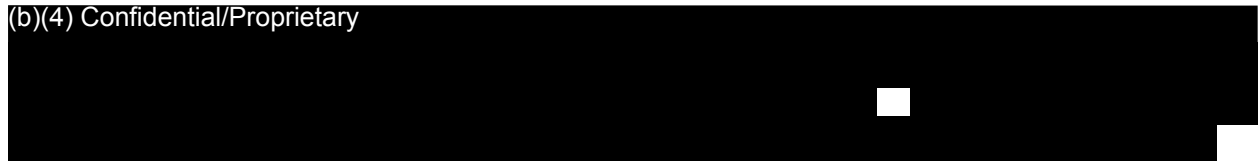
**b. Policies or quality initiatives to ensure quality products and services offered for patients at this location.**

Sunland Optical has provided for the needs of the military community for over 52 years and understands better than any other provider the importance of providing the highest level of care, products, and services.

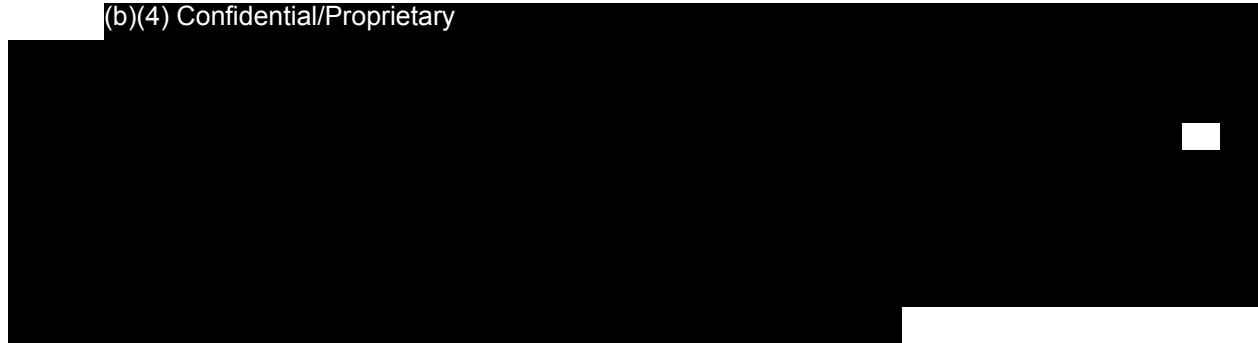
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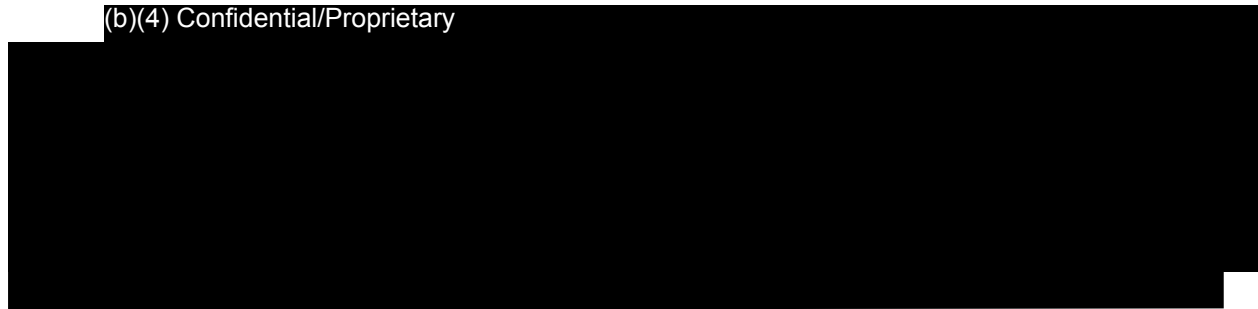
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All of the preceding attributes are combined to provide the highest level of continuous quality healthcare services and optical products our military patrons, dependents, and retirees so richly deserve.

**c. Input regarding company-unique factors, especially in regards to additional beneficiary savings/value.**

Sunland is committed to providing military personnel and families the best value and styles when purchasing their eyewear. Statistics for the industry state that value based purchasing accounts for 75% of the frames purchased within the United States population. Sunland's selection of frames has 50% of them priced at \$150 or less due to our pricing at 2.5 times over the Frames Publication. The average frames mark-up in the industry is approximately 2.8 times or higher depending on name brands over the frame price book. We believe our aggressive frames pricing is a significant strength in bringing comparable frame selections at significantly lower pricing. This mirrors the approach utilized by AAFES in historically providing high quality products at lower prices than that of key competitors.

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(b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

To keep up with the latest fashion trends, our frame line continues to expand with new and exciting styles and brands added (b)(4) Confidential/Proprietary

[Redacted]

(b)(4) Confidential/Proprietary

[Redacted]

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**2. Facility:**

**a. All proposed furniture and fixtures per Exhibit G.**

Sunland is utilizing the existing furniture provided by Fashion Designs configured to maximize frame selection, ensure the most attractive layout from the premier optical furniture provider, and meet all AAFES design requirements. **All units will be completely refurbished to AAFES's standard. Sunland will add 1 additional frame**

**board to the existing store set.** We will be utilizing the same floor plan as is presently in place; the layout is attached to the presentation.

**b. Dimensional design layout for the Vision Center consistent with the facility design standards as provided by AAFES in the solicitation.**

Sunland utilizes design specialists to develop schematics based on our specific requirements. Each plan is a detailed diagram of the proposed layout for our optical dispensaries, designed for the most logical furniture/fixture placement based on traffic flow patterns of customers. The drawing is included in the beginning of this presentation.

**3. Insurance Plans and claims**

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[Redacted text block]

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[Redacted text block]

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[Redacted]

(b)(4) Confidential/Proprietary [Redacted]

[Redacted]

[Redacted]

[Redacted]

## Suitability to Execute the Contract:

**Provide company history and experience with AAFES/military beneficiaries or otherwise explain why the offer/company is uniquely suitable to execute this contract at this location.**

tt. Sunland Optical Company, Inc. (Sunland) is a Texas Subchapter Corporation that was formed June 30, 1970. Prior to Sunland's formation, Dr. S. L. Abbott (Optometrist) began providing optical services by operating Army and Air Force Exchange Service (AAFES) contracts at Fort Bliss, TX and White Sand Missile Range, NM in the late 1950's.

uu.

Sunland has provided optical services to AAFES and Marine patrons for the past fifty years. This experience has enabled Sunland to become highly efficient and successful in providing optical services in the military environment.

The following individuals represent the ownership and management of Sunland, collectively representing over 200 years' experience in optical services for Optometry, Optical Dispensing, and Optical Laboratory management:

- 👁️ Dr. S. L. Abbott – Shareholder / Officer
- 👁️ Alan Abbott – Shareholder / Chairman of the Board
- 👁️ Gordon Bishop (ABOC, FNAO, RO) – President/CEO (shareholder)
- 👁️ Shirley Wanamaker-Vice-President Operations
- 👁️ Mark Musgrave – CFO
- 👁️ Felix Castanon (ABOC) – Optical Laboratory Manager
- 👁️ Vincent Reyes – Distribution Center Manager

The ownership and management team of Sunland Optical Company, Inc. bring countless years of expertise, addressing all aspects of optical services, business management, marketing, training, and technology integration. These factors combine to form a company uniquely structured to provide the best possible services at highly competitive prices to our military population. These business advantages also enable Sunland to offer extremely competitive fee structures to AAFES.

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## C. Other: Submit any additional information the company deems pertinent which is above and beyond that listed above.

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Sunland Optical has served the military community at Davis-Monthan for 7 years with no negative performance issues. (b)(4) Confidential/Proprietary

Sunland Optical has been and will continue to be ready and willing to support the military whether they require expedited service due to deployments or other military activities, or want good quality products for their hard earned dollars. During the many years of our military affiliation, we have proven ourselves to be adaptable to the unique military needs, and continue to adapt our business model to meet their needs. We believe Sunland affords a unique advantage to military posts and bases in our ability to modify our operations in accordance with the specific needs of a military installation.. We welcome a continued close affiliation with the military.

Our founder and owner family and the Chairman of the Board are heavily invested in supporting optometry and future optometrists and we all have a close relationship with Pacific University College of Optometry. Dr. S.L. Abbott is an alumni and has built the Abbott Center at Pacific University

**The purpose of the Abbott Center is to provide a permanent place on the campus of Pacific University for visitors, administrators, faculty, students, and alumni to meet and feel welcome.**

**This building was constructed during the tenure of President Faith Gabelnick, and her guidance and encouragement brought this project to completion. The superb help of Vice President Tim O'Malley, Alumni Director Amanda Terhes, and Dr. Willard Bleything made this possible.**

**"As donors, we are extremely proud and happy to see this facility a reality," said Ambassador S.L. Abbott '52, OD '53. "I am cognizant that this university gave me the foundation that allowed our family to prosper and succeed in reaching our goals. We feel that this same opportunity exists today for any student willing to accept the challenge."**

**In honor of Ambassador S.L. and Arline Abbott**

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The Dr. S.L. Abbott scholarship has been endowed by the Abbott family / Sunland Optical. Alan Abbott our present chairman has served on the board of directors for four years. Sunland takes its relationship with optometry personally due to the relationship that was started by the founder, and continued by the family.

The screenshot shows the Pacific University Oregon website. At the top right, there are links for 'Contact Us', 'Newsroom', 'Calendar', 'Find People', and a 'Google Custom Search' box with a 'Search' button. The main navigation bar includes 'Future Students', 'Current Students', 'Academics', 'Parents & Families', 'Alumni', and 'Faculty & Staff'. The left sidebar contains a list of links: 'Alumni Relations', 'Alumni Association', 'Alumni Benefits', 'Events', 'Homecoming & Family Weekend', 'News', 'Alumni Awards', 'Outstanding Graduate Awards', 'Abbott Center', 'Meet the Staff', 'Quick Links', 'Annual Report', 'Career Development Center', 'Giving to Pacific', 'Students Today Alumni Tomorrow', 'University Bookstore', 'Registrar', 'Boxer Spirit', 'Boxer Athletics', 'Boxer Central', 'Boxer Tales', and 'Contact Information'. The main content area is titled 'Abbott Center' and features a photograph of a brick building with a sign that reads 'ABBOTT CENTER'. Below the photo, the text states: 'The purpose of the Abbott Center is to provide a permanent place on the campus of Pacific University for visitors, administrators, faculty, students, and alumni to meet and feel welcome. This building was constructed during the tenure of President Faith Gabelnick, and her guidance and encouragement brought this project to completion. The superb help of Vice President Tim O'Malley, Alumni Director Amanda Terhes, and Dr. Willard Bleything made this possible. "As donors, we are extremely proud and happy to see this facility a reality," said Ambassador S.L. Abbott '52, OD '53. "I am cognizant that this university gave me the foundation that allowed our family to prosper and succeed in reaching our goals. We feel that this same opportunity exists today for any student willing to accept the challenge." In honor of Ambassador S.L. and Arline Abbott