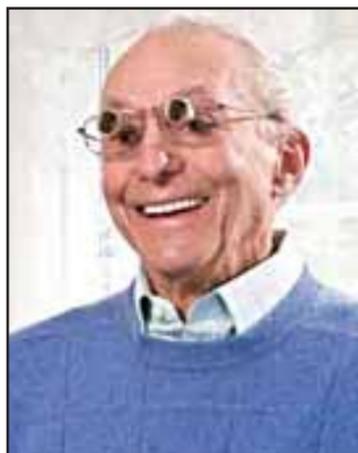


Call toll free (855) 866-2020 or
www.LowVisionofIllinois.com

Help for people with

Macular Degeneration

Safe Vision Improvement Without Surgery



Find out if telescopic glasses, microscopic glasses or prismatic glasses can help you see better.

Call for a **FREE** phone consultation with

Dr. Svetlana Pikus, OD



Telescopic glasses from \$1,700
Reading glasses from \$500

A small price to pay for Better Vision and more independence.

"Give your loved ones the gift of sight."

Just because you have macular degeneration (or other vision-limiting conditions) doesn't always mean you must give up driving or reading.

Ever look through a pair of field glasses or binoculars? Things look bigger and closer, and easier to see. Dr. Svetlana Pikus, and other members of the International Academy of Low Vision Specialists, are using miniaturized binoculars or telescopes to help people who have lost vision from macular degeneration, diabetic retinopathy or other eye conditions.

"Some of my patients consider me the last stop for

people who have vision loss," said Dr. Pikus, a low vision optometrist who treats patients in her offices throughout Chicagoland.

Macular degeneration is the most common eye disease among seniors. The Macula is one small part of the entire retina, but it is the most sensitive. When it degenerates, ARMD leaves a blind spot right in the center of vision making it impossible to recognize faces, read a book, or pass a DMV's vision test.

"People don't know that there are doctors who are very experienced in low vision care, there is help for people

suffering with Macular Degeneration, you just need to know where to look," said Dr. Pikus.

"In some states, Bioptic Telescopic Glasses can be used to pass the vision test for driving," says Dr. Pikus. "This can allow some with conditions like macular degeneration or diabetic retinopathy to continue driving."

"Our job is to figure out everything and anything possible to keep a person functioning," says Dr. Pikus. "Whether it's driving, reading, TV, seeing faces, check writing, bingo or bridge. We work with whatever is on the person's 'wish list.'"

"Our job is to figure out everything and anything possible to keep a person functioning visually."

Toll Free 855-866-2020

773-443-2040

Dr. Svetlana Pikus, Optometrist

Office locations: Glenview, Mount Prospect, Antioch and Crystal Lake

IN BUSINESS

Create Your Own Customer Survey

Large corporations often hire companies to conduct extensive surveys about their products and services. They spend thousands and thousands of dollars on market research.

So how can small to mid-size business owners conduct research without hiring expensive firms to gather information about their products and services? Try a semantic differential survey.

The semantic differential tool consists of pairs of adjectives and/or short phrases printed on a sheet of paper. These pairs are often called polar words or phrases. That means they are opposite each other in meaning. Think of the words good/bad, high-priced/low-priced, cold/warm, businesslike/neighborly, friendly/unfriendly, courteous/discourteous, or wide variety/little variety.

Create a survey in which customers rate your business on 10, 15, or 20 of these polar words or phrases. For example, the first phrase could be poor customer relations/good customer relations. Have the customer rate your business on a scale of one to five, with one being the poorest customer relations and five being the best.

Once you've created your survey, decide

how many customers you want to fill it out: 50, 75, 100, or more. If you aren't surveying all customers, be sure to select customers on a random basis. You can email or mail the survey with a letter of explanation. If you decide to mail it, send a stamped return envelope. You will probably get more of an honest opinion if you mail the survey because it can be returned anonymously. A second option is to mail half of them and email half of them for the sake of comparison.

Be sure to ask that the survey be returned by a certain date.

Tallying up the responses is quite simple. Just add up your total numbers for each of the pairs and divide it by the number of people who took the survey. However, if you do half of the survey by mail and half by email, tally them separately and see how the answers compare. It shouldn't take you long to get a true picture of what people think of your business practices.

A semantic differential instrument provides small to mid-size business owners with a snapshot of their business issue by issue. Consequently, it allows businesses to improve upon their weak points and publicize their strengths. Start off 2012 by knowing what your customers think!

Vicki Gerson is the president of Vicki Gerson & Associates, Inc., a web/print writing and public relations firm in Northbrook. Call 847-480-9087, email or visit her at www.vickigerson.com.

Business Happenings



Stormy's reopens with ribbon-cutting sponsored by the Winnetka-Northfield Chamber.

Stormy's Tavern and Grille Ribbon Cutting

An "official bar of the Chicago Blackhawks," Stormy's Tavern and Grille recently held a ribbon-cutting ceremony to celebrate the reopening of this newly renovated establishment. Renovations include new floors, ceilings, lighting, television and sound, new bathrooms, an entirely new 40-seat bar, and a refurbished kitchen with new equipment. The menu includes an upgrade in product quality and overall efficiency. 1735 Orchard Lane, Northfield; 847-441-8290; stormystavern.com.

2nd Street Bistro Opens

2nd Street Bistro is a family-affordable, farm-to-table restaurant with acclaimed chef Michael Gottlieb putting out a seasonal menu featuring local, organic, and sustainable ingredients. With appetizers in the \$5-\$9 range, all entrees less than \$20, and your favorite drinks brought in by you (BYOB), a night out on the town in doesn't have to cost you. The early feedback has been positive with favorites including the Herb Marinated Amish Half Chicken, Roasted Door County Whitefish, and Slow-Cooked Beef Short Ribs. 1825 Second St., Highland Park; 847-433-3400; 2ndstreetbistrohp.com.

Vernon Hills High School Wins Donation

Westfield shopping centers and the Westfield Family program announce that Vernon Hills

High School will receive a \$2,500 donation through the "Give Back to School" program. The winning school was chosen by Westfield shoppers themselves - several hundred families "voted" in-center and online. Shoppers also showed their generosity by donating school supplies and backpacks to Arden Shore Child and Family Services. Facebook.com/westfieldhawthorn.

Bodies By Bruno New Location

Bruno Misale became involved in personal training 33 years ago, just after being diagnosed with Type 1 Juvenile Diabetes. "I knew then the importance diet and exercise would play in my life; feeling sorry for myself and doing nothing was not an option." Since then, Mr. Misale has trained hundreds of clients of all ages with and without health problems. No membership fees or contracts are required. Visit Bodies By Bruno at the new location in Wilmette. 1413 Lake Ave., Wilmette; 847-251-0100; bodiesbybruno.

Investigate the Paranormal with Piper Inc.

The paranormal investigators of Piper Inc. opened for business this October in the Chicagoland area. Owners Piper and Paul Baracani offer "hands-on" charter limousine investigative tours, residential/commercial investigations, and preternatural education classes. 847-527-9496; piperincorporated@gmail.com; piperinc.org.