

THE OHIO COUNCIL OF

# Retail Merchants

*The voice of retail since 1922*

## Executive Staff

Gordon M. Gough  
*President & CEO*

John C. Mahaney, Jr.  
*Vice Chairman*

Lora L. Miller  
*Director of Government Affairs  
& Public Relations*

Shaan Y. Carlson Woo  
*Director of Business Services*

Alex T. Boehnke  
*Manager of Public Affairs*

C. Luther Heckman  
*Special Counsel*

## Council Officers

Chairman – John C. Matesich, III  
*Chairman Emeritus  
Matesich Distributing Co.*

Vice Chairman – Ted Adams  
*Vice President – Government Affairs  
Lbrands*

Vice Chairman – Michael Broidy  
*Senior Vice President – Corporate Affairs  
Schottenstein Stores Corp.*

Treasurer – William Pfeiffer  
*Chairman – Chimney Rock Investments*

Secretary – Jeffrey Erb  
*General Manager  
Saneboltz-Mckarns Inc.*

December 4, 2018

The Honorable Jay Hottinger, Chairman  
Senate Insurance & Financial Institutions Committee  
Statehouse  
Columbus, OH 43215

Dear Chairman Hottinger and members of the Insurance & Financial Institutions Committee:

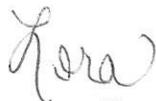
The Ohio Council of Retail Merchants represents a number of retail businesses that provide vision care services to hundreds of thousands of Ohioans each year. From contracting with hundreds of optometrists to provide onsite examinations, to employing thousands of opticians to assist with product selection and fitting, to the tremendous volume of products sold in their stores, our members play a major role in serving Ohio consumers with their vision care needs. They also employ a significant number of Ohioans and have a definitive impact on Ohio's economy.

On their behalf, we respectfully ask for your support of Substitute House Bill 156. We believe that the bill takes a very balanced approach in creating enhanced consumer protections without being onerous or overly burdensome on vision care plans and providers. It requires transparency for vision care consumers and ensures that they are knowledgeable about their options. The bill is model public policy and we wholeheartedly support it.

We are very appreciative of the diligent efforts of Representative Schuring in crafting a bill that puts vision care consumers first and foremost without damaging the vision plan/provider relationship. His many hours spent forging a compromise were well worth the time.

Thank you in advance for your support of Substitute House Bill 156.

Sincerely,



Lora Miller  
Director of Governmental Affairs and Public Relations

## Council Affiliates

 Ohio Association of Wholesaler-Distributors



 Focus  
on Ohio's Future