

Eye Care Leaders “Breakthrough to Excellence” at the spring Cleinman Performance Network Event

May 23, 2025 [Oneonta, NY.] - Over 110 independent eye care professionals, including optometrists, practice owners, opticians, and administrators, gathered May 7–10 at the Hilton DFW Lakes Executive Conference Center for the [Cleinman Performance Network](#) event and Business of Eyecare Forum. The event marked a significant milestone as the first CPN held following the acquisition of [Cleinman Performance Partners](#) by [POD Marketing Inc.](#)

Centered around the theme **“Breakthrough to Excellence,”** the event emphasized strategies for elevating practice performance beyond industry norms further highlighting how Cleinman-affiliated practices consistently outperform peers.



The event combined expert-led presentations, collaborative Wisdom Sharing breakout sessions, and a Continuing Education (CE) talk from [Kimberly Friedman, OD FAAO](#), all crafted to deliver actionable insights to attendees. There were award presentations recognizing standout practices for their operational and financial achievements as the CPN came to a close on Friday night.

Thursday’s opening session, **“Embracing the Future: A New Chapter for Cleinman Performance Partners,”** saw Al Cleinman, founder of the agency symbolically pass the torch to Kevin Wilhelm, President & Co-Founder of POD Marketing Inc.. The gesture was marked by the handoff of a whimsical inflatable giraffe and so begins a new era for the 36-year-old consultancy, which is now backed by the strategic capabilities of POD Marketing Inc.

[The Business of Eyecare Forum](#) on Saturday, May 10, dove deeply into the often-overlooked, but critical realm of human resources with a presentation from Kate Fulton, Manager of HR Services at POD Marketing Inc. Topics covered included hiring strategies, onboarding and offboarding protocols, and building organizational culture around core values. Attendees were introduced to **Cleinman’s soon-to-be-launched HR Services**, designed to help practices reposition human resources as a strategic asset rather than a pain point. By supporting practices in developing robust HR policies, Cleinman aims to foster better-managed workplaces where top talent is not only hired but retained and nurtured.

As always, the hallmark of the spring [CPN Event](#) was collaboration. Attendees, many of whom have been with the organization for years, shared stories of growth since the last meeting in Orlando, Florida, and left with new insights to bring home to their practices.

With a continued focus on elevating independent optometry, Cleinman Performance Partners and POD Marketing Inc. are poised to help practices not just survive- but thrive- in a rapidly evolving eye care landscape.

About Cleinman Performance Partners

For over 35 years, Cleinman Performance Partners has established itself as North America's leading business development consultancy for larger private optometry practices and growth-minded practice owners. Cleinman Performance Partners' expert team provides personalized consulting, data-driven insights, transformational wisdom sharing, and comprehensive practice transition services, empowering clients to recognize and realize all their possibilities.

About POD Marketing Inc

Creating, building, and executing meaningful marketing strategies for clients in specific industries is done everyday at POD Marketing Inc. A verticalized approach to marketing allows the team to become experts within a specific industry to provide the best possible services and products to clients. Among many other services this full service digital marketing agency specializes in web design, SEO, pay-per-click, and organic social media, to help you and your business achieve your goals.

Useful links:

<https://cleinman.com/>

<https://podmarketinginc.com/>

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