



In the picture  
Newsletter Vol 8. Issue 2

# Customer Appreciation Event

**Theme: Health and Wellbeing**  
**Thursday 22nd June 7.30-9.00pm**  
**Ballymoney Town Hall**

I'm in the process of organising an event as a thank you to you, our customers. It's an informal evening with education, socialising, and over £800 of prizes.

I have lined up Dr Roger Brown as a guest speaker who will be sharing with us some advice on how to live a happy healthy life drawing from his experiences as a GP.



Guest Speaker  
Dr Roger Brown, Lead Private GP,  
Kingsbridge North West

Dr Roger Brown previously worked as a GP in Ballymoney for quite a few years and now works in Kingsbridge in Ballykelly. He has a special interest in men's health and sports injuries.

My father, David McKeown who is director of Samaritans in the Coleraine and District area will give us some advice on how to handle stress.

I have also invited a number of local healthcare professional who I personally have worked with and can highly recommend.

Conor and Nicole from Truetone Hearing will be there on the night to chat to people about audiology and they will be bringing their amazing camera for a peek into the ear.



Kathryn Kane from Mathewson Chemist will be in residence and she will be able to explain the expanding role that Pharmacists play in the community.

I hope to have a Physio in the room who will be able to answer any questions about how exercise and mobility can help.

Danielle Clyde who is a Podiatrist and does reflexology can answer any feet questions you may have.

Carol from the design eyewear group will be showcasing her latest models. The company is based in Paris and Carol will have the WOOW brand on display plus Prodesign (a beautiful Danish brand).



Finally, drinks have been kindly sponsored by our lens supplier Essilor and we have over £400 of prizes up for grabs in a raffle.

Finally, finally, for everyone who has left us a google or facebook review I hope to pull the winner of our summer prize which is a helicopter flight along the causeway coast. If you haven't pushed the button on a google review, there is still time to be in with a chance of winning this tremendous prize!

**If this event is of interest, please call us and book yourself and bring a plus 1. Numbers will be limited.**



*Summer has landed and what a welcome sight!  
We hope you and your family are keeping well and have some plans for your summer. I know my kids are looking forward to their summer holidays, although with the recent bank holidays, they've been doing well on the days off!*

*Enjoy the read.*

*Brian and the team*



# Blooming Marvellous

My wife was 40 recently (I have consent to write that) and over the last few years she has been getting more into gardening and growing her own veg. I enjoy gardening too but lack the knowledge of different plants and what works well where. I make raised beds, do the labour, the groundwork. Kim on the other hand knows her clematis from her honeysuckle. So, with that in mind I bought her tickets for the Chelsea flower show for her birthday present.



We are just back and we returned with seeds, small plants (in our EasyJet hand luggage) and lots of amazing ideas. The show is a real spectacle, so many stalls with amazing businesses promoting their produce and local crafts. As well as show stopping plants and gardens all with their own personal story.



A highlight for me was getting to look around this fairy-tale garden tree house, incredible carpentry and it had lighting, a TV, and optional underfloor heating. We later found out it was only £100,000, and had already been sold. I put my wallet away!



Some of you will have seen the show gardens on TV and I wanted to mention the Samaritans garden, called the "Listening Garden". Designed by Darren Hawkes, who is a Samaritans volunteer and the garden takes visitors on a symbolic journey from the challenging situations people find themselves in to the comforting support of speaking to a volunteer. So much work and thought is put into every plant and element, it was pretty impressive.



There were another 2 gardens which had a specific visual link, one was a sanctuary garden for the National Brain appeal and highlights a rare form of dementia where the brain finds it difficult to process what it sees. The designer used bold colours and solid spaces. The second garden was in the smaller container gardens, a true sensory space for people living with disabling visual disorders such as Stargardt's, so lots of different textures and a beautiful water feature to play on all the senses.



# 10 seconds of fame

Earlier in the year I was approached by the BBC to talk about my experience with referrals into the NHS versus into the private sector. The camera crew arrived into Coleraine and interviewed myself and one of our patients for around 40 minutes. I was nervous with the amount of footage they had and how they would edit all the comments and answers. But, it all turned out ok, I was expertly trimmed down to 10-15 seconds, more than enough time to listen to me.



This was followed by a much more relaxed conversation on Radio Ulster with Linda McAuley discussing similar themes and promoting how Optometrists could be helping to relieve the pressure on secondary care.

## McKeown debut at Kingspan



On Tuesday 30th May Straidbilly Primary School got an opportunity of a lifetime, to play rugby at the home ground of Ulster RFC. The nation has been waiting for this occasion for decades, well, maybe just me in my dreams. What a privilege to share the pitch where many sporting heroes have

graced before, including Tony McWhirter, Ruan Pienaar and currently Stewart Moore. The boys and girls got to play in a mini tournament against 3 other primary schools from Northern Ireland. What a fantastic occasion and what a lot of happy kids.

## BUSY BEES

I love learning about new things and last year I got myself a couple of books on bees. "Bee keeping for dummies" and "The Bee Manual". My next move was chatting to one of my patients who kept bees and he pointed me in the direction of the Roe Valley Bee Keepers Association. Fast forward 10 months and I have just passed my bee keeper exams and am the proud owner of not 1 but 2 bee hives.



As soon as the summer kicked in my bee keeping duties have got pretty busy, maybe busier than the books told me, but I'm enjoying learning about these magnificent insects which provide us with so much of our fruit and veg through pollination as well as their famous produce...honey.

Every day is certainly a school day for me and my bees!



# We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

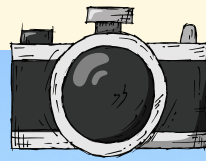
For new customers, this unusual publication is an open

dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can

happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

[brian@johnlaverty.co.uk](mailto:brian@johnlaverty.co.uk)



## Summer Photoshoot

A little selection from our sunglasses range



Share this newsletter with friends and family

Let's see the world

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