



WVA is the largest independent, privately-owned, and doctor-owned contact lens distributor in the nation.

Humble Beginnings...

The story of WVA starts with a small town eye care practice in Burlington, WI. This single-location practice was owned and managed by Dr. Lawrence



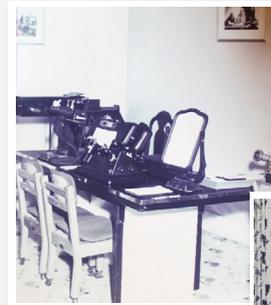
Fait. His son, Dr. Robert Fait, joined the family business in 1968. Over the years, a need was noticed and an idea was born. With a leap of faith and trust in his fellow doctors, Dr. Robert Fait founded WVA in 1982. The core values that were established in the beginning are still deeply rooted today. We understand that no two practices are the same. To this day we

continue to focus on the success of our doctors and their unique practice needs and growth, while keeping in mind the common thread that unifies us all. We are proud of our heritage and work hard to earn the trust that over 3,000 practices have given to us.

•Then•



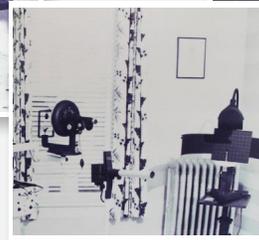
•Now•



First "Pre-Test" Area



First Receptionist:
Virgiline Fait Schulte



First Examining Room
& Doctor's Office

Support Local Community...

Small businesses hold a special place in our hearts. We take pride in supporting private practices and being a part of their unique journey. We have worn those shoes ourselves. We carry our "support local" mind set over to our own community and business practices. From purchasing office supplies to participating in community programs, WVA is a leader in supporting local businesses and serving multiple not for profit organizations.

Invest in Our Own...

Our people are our greatest asset. We are devoted to creating opportunities for ALL individuals within our local community. Our associates come from various backgrounds with assorted needs. WVA teams up with local opportunity centers to find the full potential of differently abled adults. We work with our people to find their greatest skillset so we can put together a fulfilling workflow that efficiently gets you your products when you need them.

When you work with WVA, you are working with a team that understands the struggles of owning a private practice. We offer more than just contact lens distribution services. WVA offers tools to improve efficiency, services to help build your Marketing brand, and a buying group that continuously provides the best vendor discounts. We would be honored to be a part of your journey. Please feel free to reach out to discuss how we can assist you in reaching your practice's full potential.