

Featured Business



Dr. Greg Friederichs (back left) is assisted at Insight Eye Care/Peepers Distinctive Eyewear in Paynesville by: (from left) Erin Kosloski, certified optician; Sue Savage, certified optician; Ann Friederichs, office manager; and Michele Peterson, optometric technician.

Eye clinic serving Paynesville for 20 years

Whether it's a routine eye exam or emergency eye treatment, Insight Eye Care can handle your needs. Founded by Dr. Burt Dubow in 1989, their Paynesville location has been served by Dr. Greg Friederichs since 1993.

Dubow, Friederichs, and a third partner (Dr. Bennett Nelson) run three Insight Eye Clinics (in Becker, Waite Park, and Paynesville). Each branch also includes eyewear sales – Peepers Eyewear in Paynesville and InStyle Eyewear in Becker and Waite Park – selling original frames, high-definition spectacle lenses, hard-to-fit contact lenses, and prescription and non-prescription sun glasses.

Friederichs works Tuesdays and Thursdays in Paynesville, along with one Saturday per month, and Mondays, Wednesdays, and Fridays in Waite Park.

Always wanting to work in the medical field and wanting to own his own business, he decided upon optometry, “being that his own vision was so poor at an early age,” according to his wife Ann, who serves as office manager for the Paynesville location.

After attending St. John's University – where he met Ann, who attended St. Ben's – Greg went to optometry school at Indiana University. He spent three years in Newton, Iowa, before accepting a partnership offer from Dubow.

“We like the lake. That's what really attracted us to Paynesville was Lake Koronis,” said Ann. “And we like how people take care of each other in small towns.”

Insight Eye Care is your best source for comprehensive, personal eye care, according to Friederichs. “We prescribe glasses and contacts. Treat eye infections, dry eye, glaucoma, and do post-surgical care for cataracts, corneal transplants, glaucoma, and LASIK. Our philosophy is a combination of state-of-the-art technology and personal care,” he said.

Dr. Friederichs is also a member of the medical staff at the Paynesville Area Hospital, specifically to handle acute eye injuries.

The most rewarding part of his job is “being

able to help and serve patients in the community where we live.”

Assisting Dr. Friederichs in the Paynesville office are: Erin Kosloski of Roscoe and Sue Savage of Rice Lake, certified opticians; Michele Peterson of Richmond, optometric technician; and his wife, Ann, who joined the business eight months ago. (While Greg was in optometry school, she managed an optometry clinic in Indiana.)

At their three locations, Insight Eye Care/Peepers Eyewear employs 26 people, in addition to the three doctors.

Office hours in Paynesville are: Mondays, 9 a.m. to 4:30 p.m.; Tuesdays, 10:30 a.m. to 7 p.m.; Wednesdays, 10 a.m. to 4:30 p.m.; Thursdays, 11:30 a.m. to 5 p.m.; and Fridays, 10 a.m. to 4:30 p.m. They are also open one Saturday morning per month (by appointment) from 8 a.m. to 12 noon.

On non-doctor days in Paynesville, office staff schedule appointments, fit eyewear, and offer contact lens training to first-time lens wearers.

The Peepers Picnic – an annual part of Town and Country Days – is also nearly 20 years old. The picnic was started “to thank the community for their patronage, but more importantly to raise money and food for the local foodshelf.”

This year, Peepers Picnic and Car Show will be held on Saturday, June 12, at the Gazebo Park on Washburne Avenue (across from the elementary school). The car show will run from 8 a.m. to 1 p.m.; kids games from 10:30 a.m. to 11:30 a.m., including music and karaoke; and the free lunch (asking for donations to the local foodshelf) from 12 noon to 1 p.m. (The Paynesville Fire Department will also hold their annual water fight on Washburne Avenue on that Saturday starting at 10 a.m.)

Car awards will be given at 1:30 p.m., and then the Little Miss DQ and Little Mr. DQ Pageant will start at 1:30 p.m.