

An Enchanting Evening Honoring Marge Axelrad

On the scene report by OWA President Grady Culbreth and Past President Sherrie Rogerson



Top of the Rock

New York ~ As soon as you entered the revolving doors and ascended to the Top of the Rock at Rockefeller Center on Saturday evening, April 12, there was something different in the air. It was magical to look up and see a picture of the honoree of the evening.

This night, the Accessories Council celebrated their special Hall of Fame award honoring OWA's founding and current board member, Marge Axelrad – Senior Vice President and Editorial Director for Jobson Optical Group. Marge was recognized for her meaningful contribution to the world of accessories and her tireless effort to promote the industry.

Karen Giberson, president of the Accessories Council, noted "The Accessories Council is proud to be working with the eyewear industries. We feel that eyewear is your most visible accessory! Most importantly it was wonderful to recognize such a beloved individual and contributor to the optical world."



OWA President Grady Culbreth and Past President Sherrie Rogerson join the Accessories Council in congratulating Marge Axelrad



Marj McGraw, Marilyn Hoffman and Dana Weeks join the Hall of Fame celebration to honor Marge Axelrad

Hall of Fame Event Photos by:
Whitko Photography
161 Remsen Street, 2a
Brooklyn, NY 11201
www.sheriwhitko.com
917-940-1135



14070 Proton Rd, Suite 100 LB9
Dallas, TX 75244
(972)233-9107

OWA BOARD

President
Grady Culbreth
Grady and Associates

President-Elect
Laurie Badone
Rodenstock USA

Vice-President
Eve Zartman-Ball
Vision Council of America

Secretary/Treasurer
Amy Spiezio
Eyecare Business

Immediate Past-President
Sherrie Rogerson
Doctors Vision Center

Directors
Marge Axelrad
Jobson Publishing

Ann E. Englert
Solutions

Lorinda Fraboni
Walman Optical Company

Andrea Gluck
Eyewear Designs, LTD

Sandy Likes
GreenTree Capital, LTD

Corinne McCormack
Corinne McCormack, Inc.

Executive Director
Dave Beebe
Madeleine Crouch & Co.



women of vision

the OWA newsletter

August 2008

Volume 9, Issue 25

A Star Shines Bright in the NYC Spotlight

By Amy Spiezio

NEW YORK - Proving her true star qualities, Stephanie K. De Long used her night in the spotlight to send a message encouraging others in the industry to help one another and to promote the importance of the OWA's role in the industry.

Editor-in-chief of Eyecare Business magazine and a 22-year veteran of the optical industry, De Long was this year's recipient of the 9th annual Pleiades Award presented on April 11, 2008 at the Marchon showroom in New York.



Stephanie De Long

Marketing & Communications Committee, a recipient of the OLA's Directors' Choice Award and Folio's Editorial

During her acceptance speech, she encouraged each attendee to mentor and promote the next generation of women in the industry. Her challenge to the audience was for each person to bring another new person to the next OWA event and to give an expanded audience the opportunity to enjoy the benefits of the organization. "Making an effort to include this new generation will set not only the OWA in good stead, but also the optical industry in general".

De Long is a founding board member of the OWA; a member of The Vision Council's

Excellence Award. She is also a frequent speaker at International Vision Expos. The Pleiades Award spotlights an individual who has shown commitment to the mission of the OWA by fostering the growth of women in the industry.

Receiving this recognition from her peers was especially meaningful, she said. "I am thrilled to receive this award," stated De Long, "especially because it is presented by my peers, the women of optical. I've spent a good part of my career in this business, and have seen the industry—and the roles of women in it—change and grow."

POWW at ABO-NCLE National Education Conference

Fish! For Opticians – ABO Workshop
Sponsored by the Professional Optical Woman's Workshop (POWW)

Saturday, September 20th, 2008
Duke Energy Center - 525 Elm Street - Cincinnati, OH
5:30 pm to 8:00 pm

Light refreshments served prior to the start of the program
All registered ABO-NCLE attendees are invited to attend
Free CE with registration to the ABO-NCLE National Education Conference!

Register online for the conference and OWA's Fish! For Opticians
<http://www.abo-ncle-conference.com/registration.asp>

The OWA would like to thank our sponsors for their generous support and belief in the OWA mission to advance and promote the leadership role of women in the optical industry.

PLATINUM SPONSORS: Essilor of America Inc., Luxottica Group, Marchon Eyewear, Safilo USA, Shamir
GOLD SPONSORS: Jobson Optical Group, L'amy America, Vision Council of America
SILVER SPONSOR: Aspex Eyewear, Charmant, Transitions

www.opticalwomen.com
owa@opticalwomen.com

One Minute Mentor: Laughter and Smiles are More than...

By Heather Campbell, Briot USA

...just contagious, they spread a positive image, energy and success. Motivation is one of the primary concerns and challenges facing today's supervisors and managers. Happy employees work harder, are more creative and are committed to the company's success. When employees believe in what they're doing, they will work for the business as if they owned it themselves. Consider these management principles:

Demonstrate trust. Don't micro-manage. Trust staff to get the job done. Delegating key tasks can empower employees and stimulate innovation, although you will need to ensure that the ultimate business objective is understood.

Show respect. Listen to and act upon what your employees tell you. Be prepared to invest in new technology or training if they need it to do their job effectively. By responding to their concerns you can demonstrate your trust in their judgment.

Value diversity. What works for motivating one person, might not work for another. People may want more status, higher pay, better working conditions, and flexible benefits. Find out what

really motivates your employees by asking them in performance appraisals, attitude surveys, and informal conversations what they want most from their jobs.

Provide feedback. Don't keep staff guessing how their development, progress, and accomplishments are shaping up. If someone's standards fall short, don't criticize, find out what the problem is and help them get back on track. Identify if more training is needed.

Reward good performance. Set clear objectives and celebrate employee achievement. Any reward should be proportionate to the achievement, and the system should be seen as fair and transparent by all staff.

By investing the time in employee motivation, you will be making a cost-effective investment in the success of your company. It's a win-win situation. Your employees win through personal success and professional recognition and advancement, and the company wins through increased performance, productivity and profits.

Meet Your OWA Executive Director – Dave Beebe

Dave Beebe of Madeline Crouch & Co., Inc. recently joined the OWA as Executive Director. In this role dedicated to serving the membership, he works closely with the board. He has assumed a myriad of administrative duties and is responsible for member and sponsor communications. He's been a great addition to the team and shares a bit about himself here.....

My hometown is Austin, a fun and funky university town and state capital in the beautiful Texas hill country, where no one ever wants to leave. After attending SMU in Dallas, I somehow never made it back home.

Most people are surprised to learn my undergraduate degree is in electrical engineering. I have a strong aptitude for math and the sciences, research and analysis...but my real love is business and marketing, and my career is happily a synthesis of aptitude and passion.

After 17 years serving in executive marketing management positions for international technology companies, I returned

to Texas and joined Madeleine Crouch at her association management firm. Over 20 years, Madeleine has built a boutique management company where *people* matter most. Initially, I served as Executive Director for our largest

client, spearheading improvements in responsiveness and efficiency during years of unprecedented membership growth. My responsibilities expanded to include counseling on new business development, advising technology clients and now serving as Executive Director for OWA. Throughout my career in management and marketing, there has been a knack for helping organizations build strong identities and grow into their ideal vision. These skills dovetail nicely with the vision of the OWA.

It is my great pleasure to serve each of you, and the leadership of OWA.



Learn more about the OWA at:

Optical Women's Association
14070 Proton Road, Suite 100, LB9,
Dallas, TX 75244

Phone: 972-233-9107 | Fax: 972-490-4219
Email: OWA@opticalwomen.com | Web: www.opticalwomen.com

To join, contact any Board Member for an application, visit our website or mail a check to Optical Women's Association for \$125 with your name, company name, address, e-mail address, phone and fax numbers.

Note: if more than one person in your company joins, membership is only \$95 per person.

Communications Committee Chair

Ann E. Englert, Solutions, Englertsolutions@aol.com

Communications Committee Members

Heather Campbell, Briot USA
Jenean Carlton, Carlton and Associates, Llc
Carrie Damschroder, OfficeMate Software Solutions
Gloria Maccaroni, Hoylun Inc.
Christie Rudolph, Eyemaginations, Inc.
C. Jeanine Solomon, Luxottica Group
Amy Spiezio, BCI/Eyecare Business
Pam Wood, L'amy America

String of Pearls...Wisdom from Industry Experts Organizing for productivity

By Pam Wood, L'AMY America ~Pam is the Business Development Manager for L'AMY America. An industry veteran she specializes in Sales, Marketing and Corporate Training.

Organization means: you get everything done when it's due and you find everything you need when you need it. We all wish for more time to complete our goals, business or personal and a have desire to stop and "smell the roses" along the way. To accomplish this we need to work smarter not harder.

This reminds me of a story a teacher once told me...There was a woodsman who had an ax. The first day he was able to chop down 16 trees. With each passing day he worked harder and longer but chopped down fewer trees! Another woodsman was watching and said to him. Why don't you sharpen your ax? The woodsman answered, "I am too busy, and I need to chop down more trees"! The moral here is working harder and longer will not find you more time, working smarter will!

Pam's top 15 tips to organize, aka work smarter, save time and enjoy the roses!

Eliminate procrastination - Doing so gives one peace of mind.

Make time for yourself - Make at least one closed appointment with yourself... closed time is quiet and uninterrupted allowing you to concentrate on something specific.

De clutter your desk - An uncluttered desk removes unnecessary distractions and helps to keep focus on the task at hand.

Use only one calendar - Keep professional and personal items on one calendar. It will help to eliminate scheduling conflicts.

Write everything down (or enter in your PDA) - Reduces the risk of tasks falling through the cracks... Don't rely on your

memory!

Set time limits - If you have to work late or on the week end, set time limits for yourself. Stop working at the end of that time and enjoy the rest of the evening or week end.

Use timers and alarm clocks - They will help you stay on schedule.

Learn to delegate - Realize that you can't do everything. To delegate effectively: train, entrust, follow-up and evaluate.

Eliminate fire drills - Most always are caused by disorganization!

Use lists - master lists and to do list - Helps to control your time and provides a great feeling when you cross off an accomplishment

Put things away each day - Helps start the next day in a positive mode

Determine your best time for tasks - Are you a morning person? Or an afternoon person? Determine when you are most effective and work on your most challenging tasks at this time. Save the easiest for last.

Develop false deadlines - it's like setting your clock 5 minutes ahead - you will avoid the last minute rush.

Keep receipts together - keep an envelope handy to hold receipts that may be needed for business expenses or taxes. Put receipts in a designated envelope marked meals, fuel, rental etc. Will keep you sane at tax time.

Rest and relax - Get a good nights sleep. Adequate rest tonight will help you to be smiling, alert, on target and effective tomorrow!

Say, this was a great reminder... I need to get organized again myself!

PROFESSIONAL OPTICAL WOMEN'S WORKSHOP at Vision Expo West

The Lost Art of Writing

Presented by **Christie Walker** - Professional journalist, *LabTalk* Editor, published book author and public speaker

Thursday, October 2, 2008
5:00 - 7:30 p.m.
Venetian/Palazzo Congress Center, Level 1
Marco Polo, Room 804
3355 Las Vegas Blvd
Las Vegas, NV 89109

Light refreshments will be served prior to the start of the program.

No charge for OWA members, \$35 for non-members
Advance Registration required.
Register online @ www.opticalwomen.com

PROFESSIONAL OPTICAL WOMEN'S WORKSHOP at OLA '08

When the Going Gets Tough, The Tough Get Back to Basics

Presented by **Valerie Manso** - Training and business development specialist, ABO Certified Optician, industry executive and public speaker

Friday November, 7th
8:00 am
Room to be announced
Gaylord Opryland Hotel
2800 Opryland Drive
Nashville, TN 37214

OLA provides complimentary breakfast @ 7am

Complimentary workshop for all OLA attendees

And Now, a Word from our Sponsors...



Essilor of America, Inc. (Essilor) is the leading manufacturer and wholesale distributor of optical lenses in the United States. In 1996, with the establishment of

Essilor Laboratories of America, Inc. (ELOA), Essilor became the first fully-integrated optical company in the United States, specializing in ophthalmic lens production, manufacturing and distribution, in addition to wholesale optical laboratory operations. These leading independent laboratories serve opticians, optometrists, and ophthalmologists nationwide. Through ELOA, Essilor owns the largest and most comprehensive optical laboratory network in the United States.

Essilor is proud to continue supporting the Optical Women's Association (OWA) for its significant contributions towards the growth and leadership of women within the industry through networking and peer support programs. Year after year, Essilor continues to live out its corporate mission. *Helping the world see better by providing excellent vision through premium products and services* is not just a far-reaching goal to be attained, it is the cornerstone of every product launch, technological advancement, and program the company delivers. As proof of that commitment to the industry, Essilor continues to bring innovation to life through research, advances in lens technology, and educational services to the eyecare professional. These three components set Essilor apart from its competitors and characterize Essilor as the world leader in ophthalmic optics. With customers in mind, Essilor works closely with eyecare professionals to provide products that fit their lifestyles. The industry's most technologically advanced lenses – Essilor's Varilux®, Crizal®, DEFINITY®, Thin&Lite®, Airwear® and Transitions® lenses – demonstrate the company's ability to respond to consumer demand for quality eyewear that is comfortable, attractive, durable and lightweight. Essilor's Varilux lens is the world's leading progressive lens and is the most technologically advanced solution for presbyopia. Varilux lenses enable wearers to see near, far and in between without the tell-tale age lines of bifocals.

Since the launch of Varilux® Physio 360°™ and Varilux Physio™, Varilux has experienced aggressive growth and the expansion of the product line with the ability to fill the most complex prescriptions on the market in all available materials. These lenses introduced wavefront correction in progressive lenses for the first time to the optical industry. And in 2007, Varilux Ellipse™ and Varilux Comfort™ lenses became available in enhanced design offering through Essilor's 360° Digital SurfacingSM technology.

Essilor recently teamed with 3M Company to debut a state-of-the-art lens, Crizal Avancé™ with Scotchgard™ Protector – the AR lens that's made to stay clean. This exciting new generation of Crizal® lenses offers customers an unprecedented level of lens

performance, cleanability and clarity.

Through training and education, Essilor is equally dedicated to helping eyecare professionals provide the most up-to-date solutions for their patients. The company will continue to develop the most technologically advanced products, while focusing on its main objective – helping people see the world better.

Throughout the coming years, look for Essilor to provide even more comprehensive solutions to help the world see better, through the continuous partnering and educational offerings to which Essilor is committed.

Throughout North America, Essilor has more than 8,500 dedicated employees located in 121 prescription laboratories, four manufacturing facilities, two distribution centers and one research and development center. Essilor is a fully owned subsidiary of Paris-based Essilor International, S.A., and is the largest business unit in the worldwide Essilor Group, www.essilor.com. For more information on Essilor of America, Inc., visit www.essilorusa.com and on Essilor Laboratories of America, Inc., www.eloa.com.



Lorinda Fraboni, Walman Optical, Danne Ventura, Essilor, a Platinum sponsor, Grady Culbreath, President OWA, Dave Beebe, Executive Director, OWA.



Bob Colucci of Essilor, a Platinum sponsor, Christie Walker of Jobson Medical Information, a Gold Sponsor and Drew Eichelberger are all smiles



Shamir is a proud sponsor of the Optical Women's Association and has consistently supported the efforts of the organization to promote the education and advancement of women in the industry. "The efforts of the

OWA mirror Shamir's own goals to ReCreate Perfect Vision® for the optical community", said Raanon Naftalovich, CEO. "Shamir Insight employs a highly trained, professional national sales team skilled at educating and illustrating the importance of the technology behind our lenses, much like the OWA, which is in existence to educate women in the optical industry".

Shamir's product line is available through Shamir's national network of over 300 ReCreating Perfect Vision® Partner Laboratories. Shamir is ReCreating Perfect Vision® by offering the most advanced technological progressive lens solutions available to the marketplace at any given time, delivering unparalleled customer service, and providing high-quality, comprehensive educational programs to the optical industry. Founded in 1972, Shamir is one of the world's leading manufacturers of high-quality progressive lenses and molds. Famous for its innovation, technological sophistication, and rigorous quality assurance practices, Shamir is known for its quick response to changing consumer demands, and its ability to fill custom-design, private label product range orders. Originally established as a manufacturer of bi-focal lenses, within a decade's time Shamir ranked among the world's top-10 companies to develop and market original progressive lenses. Its first progressive mold and lens launched the company onto the international map, proving to be a turning point for Shamir.

It is Shamir's technological expertise that has made it a company with vision. In 1998, it developed a major technological breakthrough with its Eye-Point Technology®, a proprietary design program which is a radical departure from conventional eyeglass lens analysis tools. Ensuring an accurate design and analysis, it enables the development and manufacturing of sophisticated, tailor-made progressive lenses. The key element behind EyePoint Technology® is a dedicated ray-tracing program written by Shamir scientists. Combining lens surface topography data with a highly advanced mathematical algorithm, this sophisticated technology calculates the optical performance of thousands of locations on the surface of a lens, taking into account the following parameters: lens index refraction, lens prescription, lens center thickness, distance from the eye to the back vertex of the lens, distance from the lens to the object, the object's angular position in the eye's field of vision, pantoscopic tilt of the frame, pupil distance, thickness reduction prism, and more.

The U.S. headquarters of Shamir, located in San Diego, California, serves as the North American distribution and marketing center for Shamir's family of premium progressive lenses, which include Genesis™, the original premium progressive lens; Piccolo®, the impressive short corridor lens; Office™, the occupational lens; Attitude®, for wrap-around frames; Creation®, the general purpose lens (which was recently awarded OLA's Best Lens Design Award) and their freeform offering, Shamir Autograph®-Your Personal Lifestyle Lens™, a truly revolutionary design that's taking the industry by storm.

In addition to being a proud Platinum Sponsor of the OWA, Shamir is also a member of the Vision Council of America and supports VCA's "Check Yearly, See Clearly" program.

For more information, visit www.shamirlens.com.



Raanon Naftalovich of Shamir Insight, a Platinum sponsor, with honoree Steph DeLong



Betty Manuel, Joyce Hornaday and Raanon Naftalovich of Shamir enjoy the Pleiades celebration

Working Together For The Future

Luxottica takes great pride in supporting the outstanding endeavors of the OWA. Over the years, we have seen the role of women in optics grow stronger. Today, more than ever before, women are guiding the optical industry forward, inspiring and leading their teams to excellence in many areas. Women are setting the goals for future growth ... and we believe that the OWA plays a vital role in this endeavor.

At Luxottica, our focus is on growing the optical market for everyone. Every day we strengthen this commitment by Working Together with our wholesale partners on a wide variety of initiatives designed to enhance customer care and bring quality vision care services and products to people around the world.

Supporting Education

Luxottica-supported education initiatives include sales and merchandising training, brand positioning, continuing education courses (printed and live), seminars, webinars, and training manuals. These education tools – and many more -- are designed to help elevate patient care ... raise practice productivity ... and increase awareness of eye health issues among people of all ages.

Promoting Preventative Care

Encouraging patient compliance and enhancing patient satisfaction are just some of the objectives of *Simply Sun*, a comprehensive program designed to ensure that patients regularly use the sunwear prescribed. Prestigious designer collections, dynamic merchandising materials, comprehensive

training – these elements help make even the most discriminating consumers consider sunwear a vital and cherished fashion accessory.

Ensuring Easy Access to Products and Programs

Luxottica’s newly re-designed web site – **Luxandme.com** -- was created to expedite a wide variety of functions on-line for Luxottica customers and associates. This interactive site – created as the portal of choice for eyecare professionals and business owners – offers easy access to ordering, brand information, education initiatives, delivery status, promotions, programs, news and more.

Elevating the Premium Eyewear Market

Luxottica’s brand portfolio encompasses 34 collections created in collaboration with the world’s top designers. **Ray-Ban, Persol, Brooks Brothers, Adrienne Vittadini, Anne Klein, Donna Karan ... and many more.** What sets Luxottica eyewear apart from all others is the scope and depth of each collection. From the young, upbeat look of Vogue to the elegance and luxury of Chanel, Prada, Tiffany and Bvlgari ... Luxottica offers the most well-balanced, high quality eyewear collections in the industry.

Sharing Through Community Outreach

At Luxottica, we believe that clear vision is a basic, human right that extends beyond paying customers to underprivileged individuals all over the world. Since 1988, Give the Gift of Sight, a Luxottica Group Foundation, has provided free vision care and eyewear to over 6 million people through domestic and international missions. In addition, Luxottica continues to support a wide variety of local, regional and national charitable endeavors as well as the industry initiatives of the AOA and OAA.

Be sure to log on to www.luxandme.com and discover the many benefits and advantages of **Working Together with Luxottica!**

Live from New York

By Pam Wood

The city that never sleeps played host to the OWA’s Ninth Pleiades Award presented to Stephanie De Long, editor and chief of Eye care Business and a founding member of the OWA. De Long, a 22 year industry veteran, says she “loves her job and cares deeply about the industry” as evidenced by her commitment and dedication.

Attendance was at an all time high, some remembering the third OWA event where just 15 people attended. Wow, how we have grown! The appetizers were scrumptious and some attendees even tried the “green cocktail”.

Grady Gulbreth, president of the OWA commented as she opened the presentation that she was “thrilled with the many men and women who support the OWA and it’s wonderful to see women coming up the ranks!” “That’s what it’s all about”. I am honored and humbled, it’s a wonderful evening and I am grateful for OWA”.

A young woman named Cait from Iowa was attending with her Mom. Cait is exploring career options and this Vision Expo and OWA Pleiades event was her first real exposure to the breadth of Optical. At the end of the evening she stopped to say “it was an awesome experience, such potential and diversity—all influential people in one room.” Best wishes to Cait in her pursuit, and just maybe she will become a woman in Optical!

The silent auction was a great success, generating about \$4,000 for the Professional Development fund (PDF). The PDF is dedicated to support the OWA mission and deliver meaningful services to women of the optical industry. This fund will enable the OWA to continue to provide events and programs and to add new resources for OWA members. A special thanks to Marchon for once again opening their showroom for the event and for working with their licensors to provide gorgeous auction items from Calvin Klein, Fendi, Michael Kors, Coach, Nike and more to support the cause.



Colleague and friend Amy Spiezio speaks to Steph’s inspiring commitment to engage women of all ranks to be active in the OWA and the industry



Steve Levenson and Kathy Torrence of Kaiser try the signature cocktail of the evening



Carol Schartner of Transitions a silver sponsor and Elaine Kennedy, of The Vision Council, a Gold Sponsor stop by to honor Steph De Long



Influential women of optical, Marge Axelrad of Jobson Medical Information, a Gold sponsor and Dana Weeks, OSI



Grady Culbreth, President of the OWA



Drew Eichelberger, Vision Products, David Eichelberger, North American Vision Associates.



Marty Bassett, of Walman Optical and Larry Clarke of Satisloh join in the fun

The OWA would like to thank all of our sponsors for their belief in and generous support of the OWA and its mission to enhance and promote the leadership role of women in the ophthalmic industry.

PLATINUM SPONSORS: Essilor of America Inc, Marchon Eyewear, Safilo USA, Shamir, The Luxottica Group

GOLD SPONSORS: Jobson Optical Group, L'AMY America, Vision Council of America

SILVER SPONSORS: Aspex Eyewear, Charmant, Transitions

A Proud Sponsor of the OWA

Marchon's Founders, Al Berg and Larry Roth, along with their Management team are great supporters of the OWA and the many accomplished women of the Optical Industry.

In 2008, Marchon had two very special opportunities to celebrate the accomplishments of women in Optical. In April, during Vision Expo East, the annual OWA Pleiades Award presentation and cocktail reception was once again held in the Marchon showroom. The company has hosted this event since 2000. This year's honoree was Stephanie De Long of Eyecare Business. Marchon's, SVP of Public Relations, Robert Schienberg said, "It is always great to see the robust turn out for this event. We work very hard with the OWA, as well as our licensors, to make this event as special as the honoree." In addition to recognizing "the stars" of the Optical Industry this event also raises funds.

During the evening guests are invited to make silent auction bids for luxurious gifts representing some of the Marchon brands: Pucci handbags, Michael Kors watches, Calvin Klein loungewear, FENDI and Coach luggage.

This year, on the evening following the OWA event, Marchon and their newest brand Emilio Pucci were the Title sponsors for the Accessories Council "Hall of Fame" Award honoring OWA Board Member, Marge Axelrad, SVP & Editorial Director of Vision Monday and 20/20. Marchon's Al Berg, began his comments for the event by noting that this honor by the Accessories Council recognized not only the contributions of Marge to our industry but confirmed eyewear as a true accessory. On this special and glamorous evening, the importance of eyewear in the world of Fashion was deservedly acknowledged, thanks in significant part to the women in our Industry: who report the news; create the news; design the new products and sell the product and services that make this business so vibrant and exciting.



Amy Spiezio presents the Pleiades award to Stephanie DeLong on behalf of the OWA



The Accessories Council honors Marge Axelrad with Hall of Fame Award. Marchon and Emilio Pucci Presented the Award. Check out this gorgeous piece of Chihuly..and the Pucci bracelet!



Karen Gibberson of Accessories Council and Marge

Hall of Fame Event Photos by: Whitko Photography
161 Remsen Street, 2a
Brooklyn, NY 11201
www.sheriwhitko.com
917-940-1135

A special thanks to Marchon for once again opening their showroom for the Pleiades event and working with their licensors to provide gorgeous auction items from Calvin Klein, Fendi, Michael Kors, Coach, Nike and more to support the OWA mission.



Safilo USA, a subsidiary of Safilo Group in Padova, Italy, is a PROUD supporter of the Optical Women's

Banana Republic, Hugo Boss, Bottega Veneta, Diesel, Dior, Emporio Armani, Giorgio Armani, Jimmy Choo, Juicy Couture, kate spade, Gucci, Marc by Marc Jacobs, Marc Jacobs, Max Mara, Valentino and Yves Saint Laurent, to name a few.

Association. It is quite easy for our company to support the OWA because of the quality of the leadership, membership and most certainly the ideals and goals of the organization. It has been great seeing the group grow from an idea to a powerful, first class group of individuals that strive to make a difference, not only in the industry, but also in the advancement of women in their everyday life. We are also proud of our own diversity of employees and Independent Contractors within our organization. We look forward to working and learning from the O.W.A. in the future.

About Safilo Group:

Safilo Group is a world leader in the design, production and distribution of optical frames and fashion and sports sunglasses. Since 1934, Safilo has been producing and distributing some of the most prestigious eyewear collections in the international fashion and luxury circuit, which has spanned seven decades and three generations of the Tabacchi family.

Offering a vast array of luxury eyewear collections due to countless licensing agreements, Safilo USA's most prestigious designer labels include, Alexander McQueen, Armani Exchange,

This rich and varied portfolio of luxury brands shares not only the creativity of their famous designers but also the high quality standards that are synonymous with Safilo: a name that over the years has forged tradition, prestige and technological innovation. These characteristics are also present in Safilo's proprietary house brand collections such as Carrera, Chesterfield, Safilo Elasta, Safilo Emozioni and Safilo Team, as well as in Safilo USA's mid-tier fashion brands including, Claiborne, Fossil, Liz Claiborne, Nine West and Saks Fifth Avenue, which demonstrate the quality, design and service for which Safilo continues to be proud.

Safilo Group's eyewear collections are always one step ahead of fashion trends and offer the most progressive products on the cutting edge of the eyewear sector. Countless celebrities are consistently attracted to Safilo Group's vast selections of luxury eyewear and can often be seen wearing and enjoying Safilo product. The company's commitment to design, quality, technology, service and distribution allow the company to foresee constant and enduring growth.

For more information on Safilo USA products and services, visit www.safilonet.com or call 800-631-1188.

Professional Optical Women's Workshop: Fish! for Opticians FREE CE with registration at ABO-NCLE National Education Conference

The Optical Women's Association will host a POWW (Professional Optical Women's Workshop) entitled FISH! For Opticians at the ABO-NCLE National Educational Conference in Cincinnati, OH at the Duke Energy Center on Saturday evening September 20th.



Mike Karlsrud

Fish! for Opticians is a fun, fast program that informs and teaches attendees how choosing their attitudes, making someone's day, being there for each other and incorporating play into their daily work life can change their lives as well as those of the patients. It is a two hour ABO certified class that is based on a video shot at the Pike Street Fish Market in Seattle, WA. Attendees will learn how a small group of guys who focused on four principles changed their lives and became world famous in the process. The program is intended to empower people to change the way they look at work, their teams and their lives.

The Event speaker is Mike Karlsrud, a Regional Sales Manager for Vision-Ease Lens. He has worked for several fortune 100

companies in sales, sales management, training and director roles. Mike brings over 20 years of multiple industry experience to this presentation which adds richness to his approach to Fish! Mike holds a Masters of Education from the University of Minnesota in Human Resource Development with an emphasis in Organization Development and Training. He is an ABO certified speaker and has spoke at several national organizational meetings.

The POWW Event will be 5:30 pm to 8:00 pm with light refreshments prior to the start of the program. All registered attendees of the ABO-NCLE conference are invited to attend.

The OWA would like to thank our sponsors for their belief in, and generous support of our mission to advance and promote the leadership role of women in the Optical industry.

Platinum sponsors: Essilor Laboratories of America, Luxottica, Marchon Eyewear, Safilo USA, Shamir.

Gold Sponsors: Jobson Optical Group, L'Amey America, Vision Council of America.

Silver Sponsor: Aspex Eyewear, Charmant, Transitions