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FOR IMMEDIATE RELEASE

CONTACT:  
Gloria Maccaroni  
[gloria@mikliltd.com](mailto:gloria@mikliltd.com)

SAVE THE DATE!  
THE OWA KICKS OFF VISION EXPO WEST WITH A DYNAMIC EVENT  
WEDNESDAY SEPTEMBER 13<sup>TH</sup>.

The Optical Women's Association will host a seminar entitled "Strategies for Working with Difficult People" on Wednesday September 13<sup>th</sup> from 5:00 to 7:30pm. This hands-on interactive workshop will provide attendees with useful information for managing real life communications with difficult people including, patients, vendors, co-workers and supervisors. This program is an installment in the Professional Optical Women's Optical Workshop Series (POWW) and will be presented by Mary Schmidt.

Schmidt is an industry veteran with more than 20 years of experience in the optical field and is president and founder of Eyesystems, an optical consulting firm.

The course is open to both OWA members and non-members: the cost is \$35 for members and \$50 for Non-members. Light hors d'oeuvres and drinks will be served.

The OWA would like to thank their sponsors: Essilor, Marchon, Safilo, Vision Council of America and Transitions for their support of the OWA and its mission to enhance and promote the leadership role of women in the ophthalmic industry.

For further information or to register for the course please visit the OWA website @ [www.opticalwomen.com](http://www.opticalwomen.com)

Email: [owa@opticalwomen.com](mailto:owa@opticalwomen.com)

Fax: 770-246-1294

Mail: OWA, PO Box 11463, Minneapolis, MN 55411-0463