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OPTICAL WOMEN'S ASSOCIATION ANNOUNCES NEW WEBINAR TO FOCUS ON CONSUMER SALES AND MARKETING

DALLAS, TX – April 16, 2015 — The Optical Women's Association (OWA) is pleased to announce a new webinar for its members titled, "Meeting the Needs of an Ever Evolving Consumer: Becoming Customer Centric in Philosophy, Strategy and Delivery".

The presentation, part of the OWA's mentoring committee's ongoing Expert Panel Webinar series, will focus on reviewing emerging consumer behavior trends and how to best apply the trends and findings to optical sales. Through the webinar, members of the OWA will learn to improve personal interactions with their customers and how to market in the ever-changing digital landscape.

Moderated by Rachel Meyer, EdD, CPO, of Eyefinity, speakers include Mike Karlsrud, the founder of The Karlsrud Companies, Suzie Pallari, Senior Market Manager at VSP Vision Care, and Karen Michaelson, the Education and Business Consultant for Pech Optical, as well as the owner of I Kare Optical Educational and Speaking Services. Each presenter will focus on understanding customers and focusing a sales approach to meet the needs of the consumer.

The webinar will be live on Thursday, May 7, 2015 with two convenient presentation times for members on either coast. Members have a choice between two session times: Session 1 will begin at 8:30 AM PST/11:30 AM EST and Session 2 at 4:30 PM PST/7:30 PM EST. The program is approximately an hour long and is free to all OWA members. Registration in advance is required.

Online registration forms for the first session can be found here:

<https://eyefinity.webex.com/eyefinity/onstage/g.php?MTID=e6d1ae651d449234d62c0609074e9ce49>

Online registration forms for the second session can be found here:

<https://eyefinity.webex.com/eyefinity/onstage/g.php?MTID=e09e11aca1a9a48ce8e2203baa330f74f>

As always, the mission of the Optical Women's Association is to enhance and promote the leadership role of women in the optical industry through networking, education, and peer support. This newest webinar supports the group's mission statement and

provides yet another opportunity for members to discuss and reflect on marketing for an optical professional.

About the Optical Women's Association: The Optical Women's Association is a non-profit organization founded in September of 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs the Connection Series, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Star Award Ceremony & Networking event, which recognizes and honors individuals who have made a significant difference for women in the optical industry.

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