

women of vision

A “Stellar” Program in New York

By Christie Walker



Right: 2002 - OWA officers and board members

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SPECIAL POINTS OF INTEREST:

- Take a break with OWA in Las Vegas!
- Learn all about the OWA
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NEW YORK--The room was filled to capacity as new officers, the third annual Pleiades Award and the Star Network mentoring program were presented at the annual business meeting and breakfast held in March, at the W Hotel in New York during Vision Expo East weekend.

The highlight of the morning was the awarding of the third annual Pleiades Award to co-president of Eyewear Designs, Andrea Gluck. Marge Axelrad of Jobson Publishing presented a brief history of the award's significance and Gluck's accomplishments. (See related story). In her acceptance speech, Gluck thanked the men and women, particularly Clear

Vision Optical's Mimi Friedfeld, who helped her develop and grow in her optical career.

An update on the OWA's Star Network mentoring program was presented by Shirley Platzer-Stocks including the introduction and recognition of mentors who were in the audience. For anyone interested in participating either as a mentor or an a mentee, please contact Platzer -

Stocks at 1-760-753-8000.

New officers and board members, elected prior to Vision Expo East, were presented and recognized. New 2002 officers are President Lorinda Fraboni, President-elect Corinne McCormack, Vice-President Rene Soltis, Secretary and Treasurer Martine Breheny and immediate past president Marge Axelrad. Newly elected to the Board of

The OPTICAL WOMEN'S ASSOCIATION Mission

MISSION: To enhance and promote the leadership role of women in the ophthalmic industry through networking and peer support

OUR WORK: The OWA is a non profit organization founded in 1997. Our Projects and Programs include:

- Star Network mentoring program that provides women in the optical industry with personal and professional growth opportunities
- Networking events and resources that provide a forum for the exchange of ideas and information among all levels of the industry
- Creating visibility through the optical community that raises the level of awareness of women's roles in the ophthalmic industry
- The annual Pleiades award, which recognizes and honors individuals who have made a significant difference for women in the optical industry

THERE'S STILL TIME TO JOIN THE OWA (and get your profile published) see details inside



“A Shining Star” Andrea Gluck

By Christie Walker

New York - Honored as the recipient of the 3rd annual Pleiades Award at the business and breakfast meeting last March in New York, Andrea Gluck related one of her first experiences in the optical industry that made an impact on her career.

As a new hire at Eyewear Designs, Gluck was “elected” to attend a mini optifair sponsored by Cohen’s Optical at the Grand Hyatt in New York. Having no idea what to do Gluck arrived nervous and apprehensive. Seated at the next table were industry veterans Mimi and Fred Friedfeld of Clear Vision Optical. Seeing her distress, Mimi Friedfeld offered Gluck assistance and like a fairy godmother, sat with her through the show - showing her the ropes!

“Mimi made the entire process seem very painless,” said Gluck “I was so impressed that a competitor would take time out to help me out.”

That was 27 years ago. Gluck started as a bookkeeper for Eyewear Designs and never left. Barry Baum, a partner at Eyewear Designs describes Gluck as “very talented and astute in business.”

“Andrea took on more and more responsibility—moving from

bookkeeper to a sales and customer service rep to a partner to co-president,” explained Baum. “Andrea cares so much about the industry she works in and yet somehow manages to artfully balance what her children need as well as the increasing demands of her business.

“My philosophy has always been to be available to people. I’m always happy to try and help people grow,” says Gluck.

Through her professional business dealings and personal interaction with others Gluck exemplifies the leadership and development goals of the Optical Women’s Association (OWA). Gluck has been an OWA member since the organization’s inception and Eyewear Designs has consistently supported the objectives of the OWA.

“This year we selected a woman of achievement, Andrea Gluck, to recognize her leadership qualities. We felt that Andrea embodies the example of what women can accomplish in this industry,” says Marge Axelrad, immediate past president, OWA.

In addition to running Eyewear Designs with partners Barry Baum and Dean Warner, Gluck is president of New York City’s Children’s Vision Coalition, a board member and Frame Division chair for the Vision Council



*The 2002 Pleiades Award Winner
Andrea Gluck, husband Benny and daughter Abby*

of America, and the class representative for her daughter’s third grade class.

“Being honored with the OWA’s Pleiades Award was a huge compliment and a truly humbling experience,” said Gluck of the experience.

Take a break with OWA in Las Vegas !

Mark your calendars now!

OWA’s Fall Open House

International Vision Expo West, 2002

Friday, September 13, 4:00 p.m. to 7:00 p.m.

The Venetian Hotel

Save the date—More details to come!



To learn more about the OWA you can reach us at:

PO Box 496471
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Visit our website @ www.OWA.com

To join:

Contact any Board Member for application
or mail a check to Optical Women’s Association for \$125
along with your name, company name, address, phone, fax
and e-mail number.

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

Star Mentoring Program

By Amy Spiezio

Who wouldn't like the chance to ask a seasoned professional for an unbiased opinion when it comes to sticky or challenging work issues?

The participants in OWA's Star Network Mentoring Program have just such an opportunity. Drawing from a pool of mentors including industry leaders Ed Greene, president, Carl Zeiss Optical, Inc.; Alan Ritter, chairman, Universal Photonics; Gail Israel, regional manager, Luxottica; and Jean Simone, vice president of optical sales, B Robinson Optical, the program offers women with the will and potential to progress further; a

unique opportunity to develop their career path in optical by working with someone who knows the business.

"Mentors are people who have significant experience in the industry, are in leadership positions, are good with people, and are supporters of OWA and its goals," says leader of the OWA Start Network Task Force Shirley Platzer-Stocks of SPS Associates.

With strong mentors ready to go, the OWA is seeking applicants at any level in their careers for mentee positions. One success story in the program is that of Tracy Goldenberg. One of the first OWA members to sign on as a mentee, she says the

program was an intriguing opportunity. "I thought it was a great thing to experience."

The program entails a 12 month commitment in which the participants must spend 1- 2 hours a month with each other through meetings, email or phone. The mentee is responsible for initiating the monthly contact; and while OWA gives the mentor - mentee a set of guidelines to work with, each relationship is tailored to suit the needs of the participants. "It's definitely something that can help anybody grow," Goldenberg says.

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"On The Scene" Report from EyeQuest

By Amy Spiezio

Chicago--No one was singing the blues at the recent gathering of the OWA at EyeQuest. The Hyatt's Knuckles lounge was hopping as show attendees took a break after a day on the show floor and in the classrooms to enjoy cocktails with the OWA. It was a prime opportunity for members to catch up on the latest news and for potential new members to express their interest in joining the organization.

On hand were OWA vice president Rene Soltis from VCA and secretary/treasurer Martine

Breheny from Vision Consultants, as well as board member Grady Culbreth from Carl Zeiss Optical. Attendees included a cross section of women-and even a few good men-from throughout the industry, from manufacturers and retailers to the media. Members mixed with those interested in joining OWA. Judging by the number of business cards exchanged, the interest in signing on is higher than ever! The next official event for OWA is slated for Vision Expo West in Las Vegas. If you have ideas for future OWA events, please let us know by contacting Program Chair - Rene Soltis via email - rdsfocus@aol.com



Front - Renee Soltis, Martine Breheny, Linda Tripp
Back- Tracey Goldenberg, Grady Culbreth,
Cathy Karlen, Jeanine Michalec and Deborah Malakoff

Membership Directory

The membership directory is a membership list and a complete networking tool! Each member has a complete page in the directory that lists all pertinent career data. The OWA Directory is printed annually. Send in your membership renewal today! Please be certain that we have your current email address in order to keep you up to date on the news and events sponsored by OWA. Send an email to lfraboni@walman.com to record your email address in the OWA database. Please note: The OWA takes your confidentiality seriously — no electronic copies are distributed.

LETTER FROM THE PRESIDENT —LORINDA FRABONI

2001 was a year of change and challenge for OWA members and citizens of the USA. Our annual event at Vision Expo West in September of 2001 was canceled due to the shutdown of air transportation nationwide. Back on track in March 2002 at Vision Expo East; we had a fabulous breakfast meeting at the Hotel W Times Square in New York. The room was packed and there was electricity in the air as our business ignited excitement for all those in attendance. I had a number of people tell me how thrilled they were to support the OWA in its efforts of mentoring and promoting the professional development of women.

I was personally pleased to note there were about 30% men in attendance. It is inspiring to realize we attract such a board scope of women in our industry; and are receiving support from so many men as well. This is critical for the continued growth and success of the OWA and for women in the industry. Three men were so inspired, that within a week of the meeting, I received a check for \$1,000 from each of their companies to help continue our efforts. My personal thanks, on behalf of all women in the OWA, go to Bill Thomas of the Vision Council of America and Barry and Richard Baum of EyeWear Designs for their generous contributions.

Andrea Gluck was honored as our 2002 Pleiades award winner. Andrea is a role model for all women...mother of two beautiful children, loving wife, Co-President of EyeWear Designs, world traveler and someone who still has time to donate her precious hours and talents to a number of charitable organizations. I believe there are many "Andrea's" undiscovered in our industry...role models for women striving to make a difference in their organizations. My personal hope is that we can pool these women into our organization and work together to mentor women into higher positions.

The OWA will be starting its fifth year in September 2002. We have a new Board of Directors with fresh enthusiasm, who are enlisting new committees of OWA members to work on all aspects of running this organization. Please contact us if you would like to participate on a committee and do not hesitate to let me or any of our Board Members hear your comments. **Lorinda Fraboni, OWA President, lfraboni@walman.com**

OWA BOARD

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