

women of vision

“Hassen’s Vision told at Expo West”

August 2002

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SPECIAL POINTS OF INTEREST:

- Hassen speaks at the OWA Suite in Lax Vegas at the Venetian Hotel, September 13 at 6:00 p.m.
- Dos and Don'ts for Expo West
- OWA Suite at the Venetian September 13 – 5:30 to 7:30 – Suite sponsored by VCA and AE & S

By Amy Spiezio

LAS VEGAS—Motivational speaker Kathleen Hassen has vision on her mind. Her take on creating Rx's for vision correction starts in the spirit. She'll be the speaker at the OWA's Vision Expo West meeting on September 13 and will present her inspirational message-Shades of Success: "A Brighter Future Begins Now" which dovetails perfectly with the OWA's work to promote personal and professional growth opportunities.

Hassen encourages the development of a positive inner vision. "What you think about becomes your reality," she says. Too often, a defeatist attitude prevails, as women focus on what they don't want instead of what they do want. "If you see the glass



ceiling, you're going to hit your head on it," Hassen observes. While her current career started in fitness, Hassen says that she made an inner journey to resolve conflicts that stood in the way of her happiness. "I was doing all body work and not mind, body, spirit work," she says. Discovering this mix, Hassen says she realized that she was ready for a change in career. It was her work as a motivational

speaker that brought her into contact with the optical field. Emphasizing a bright future, she presents sunglasses during her presentations. Recently, Clear Vision Optical got involved and donated sunwear for Hassen to provide to an audience of young leaders. Clear Vision continues their support of this positive message by sponsoring her trip to Las Vegas for the OWA meeting.

Expect a fun, lively, thought-provoking session filled with stories, pointers, and humor. Don't miss this opportunity to accentuate your positive side." I'm reminding people of their personal power – 85% of our self-talk is negative. Become mindful and replace those thoughts with positive thoughts to achieve your goals."

Go West, Young Woman! By Christie Walker

Once again it's time to pack your suitcase, grab your laptop and head for Vision Expo West. Check out these travel tips to stay safe on your journey west!!

- **Safety** –Never use your home address and phone number on luggage tags– use a business card in the luggage tag slot.
- **Safety** - Look up your destination BEFORE you leave. Make sure you are staying in a good area of the city. Check out www.lasvegas.com for info and maps. Stay away from downtown. Most areas of the strip are pretty safe.
- **Comfort** – Wear comfortable shoes for travel to & from the airport and on the plane. Dance slippers are great for long flights. Carry your 'work' shoes on the plane and change at your destination.
- **Comfort** – For long flights – anytime you can sleep – bring your pillow from home. You may look like a kid in the airport with the pillow, but on the plane everyone will be jealous and think you are brilliant!
- **Clothing** – Average temps in Las Vegas in Sept. are 94 in the daytime and 65 at night. Inside the show will be low 70s. Dress in layers and leave the wools home.



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Think back to Vision Expo – East 2002

By Deborah Malokoff and Eileen Baird

Think back...it's the day after Vision Expo East 2002. HOW DID YOU FEEL!! Energized, Excited, Relieved, Refreshed, or just plain exhausted? At the close of any tradeshow, especially Vision Expo there are probably a wide variety of attitudes, expressions and sentiments. Needless to say we've experienced them all. One enlightened individual described it as her version of what the Army's boot camp must be like.

As veterans in the tradeshow and optical biz, we have covered more show floors than Monsanto and we're here to share a few secrets on how to become a "Survivor" and NO you won't get a million bucks at the close of the show!!

Vision Expo is a spectacular event and a wonderful opportunity for the women in the vision industry. Everyone is there and the fast-paced days are filled with business meetings and industry greetings leading into the late nights of wining, (not whining) and dining and endless parties. It's nonstop action and not for the fainthearted regardless of gender.

The most important thing we can tell you is don't wait until the show opening day to prepare your self. Start now. Start today. Get into "expo" condition.

Everyone benefits from being in good health and good shape, and events like Vision Expo put your condition to the test. So if you are like most of us, you could use a little improvement in your endurance. Before the show – get some quality walking in as it remains one of the best exercises around. You don't need a trainer or gym membership to get it done.

Throughout the show there are some hard and fast rules to keep in mind, that only the foolish deviate from" NO NEW SHOES" NO SKY HIGH HEELS, NO SANDALS". Break these rules and at the end of the day, the pained expression on your face will not come close to the pain in your feet.

Try to pack remedies for almost every ailment imaginable...you may not need it, but undoubtedly one of the many people you come across at the show will. Some of the favorite lifesavers: Carla Santora, VP, Rodenstock – Moleskins for your Feet! (Thanks Carla) and from Mindy Bernstein, Kenmark – "Shout" Instant Spot remover in individual packages...for those like me that are not so neat!

Here are some other great tips: Mini bottle of Evian face spritzer, Listerine Pocket pack Cool mint mouth strips. Get plenty of quality sleep, drink lots of water (to counteract the booze and schmooze), eat a balanced breakfast; candy on the show floor will only give you a sugar rush and a quick slump!

Las Vegas has some fabulous spas – they will cater to your heart's desire. Come in a day or two early to get prepared mentally and physically at the spas...or stay a day later...to regroup and recoup at the spa. Canyon Ranch has a wonderful spa at the Venetian!

Or better yet...Eat a lot, Drink a lot, Party a lot. It's EXPO in VEGAS. Who Sleeps? Worry about the rest on Monday, September 16th...Good luck for a great show! See you in Vegas.

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