



OPTICAL WOMEN'S ASSOCIATION

women of vision

the OWA newsletter

April 2003

Volume 4,
Issue 8

www.opticalwomen.com

Raining Praise in New York

By Christie Walker

NEW YORK- Neither rain, nor war protesters, nor threats of terrorism could keep OWA members and guests from honoring Carene Kunkler, president and CEO of Sight Resource, as the 4th Annual OWA Pleiades award recipient. Over 150 women and men took part in the celebration as Kunkler was presented with a star named in her honor at Corrine McCormack's new showroom on 36th Street in New York, on the Friday evening of Vision Expo East.

"I can't believe I have a star named after me," said Kunkler upon receiving the framed certificate and map coordinates for her star. "Now I'm going to have to go out and buy a telescope."

In her acceptance speech, Kunkler emphasized the importance of mentorship and how her mentors helped her to get where she is today.

"I learned that listening and paying attention are extremely important and valuable skills," said Kunkler.

"I believe in conscientious mentoring - recognizing talent

and developing it. I try to seek out talent and then promote it. I hope everyone will 'pay it forward' and become a conscientious mentor," Kunkler urged attendees.

In addition to her responsibilities at Sight Resource, Kunkler has been a director of Eyeshop.com USA, inc., a subsidiary of Eyeshop since May 2001 and serves as president and CEO. She served in the following positions at LensCrafters, Inc., an optical retail company, from 1987 to 2000: vice president, sun category; vice president of product supply; associate general manager of stores; and senior marketing director. Prior thereto, Ms. Kunkler served in the advertising and marketing division of The Procter & Gamble Company from 1979 to 1987.

As CEO of Sight Resource, Ms. Kunkler turned the business around and has been a supportive leader, mentoring both men and women within the company. An OWA member since April 2002, Kunkler has helped a number of women reach key positions within the organization. OWA

board member and co-worker of Kunkler, Sandy Likes, cited her persistence and flexibility as well as the setting of high standards as keys to Kunkler's success.

"Her philosophy, 'You have to believe you're going to succeed. You don't always have to have all the answers. You just need to know where to find them,'" said Likes before presenting Kunkler with the Pleiades Award.

The Pleiades Award is named after the star cluster Pleiades in the Taurus constellation. Legend has it that the cluster was named for Atlas' seven daughters, whom Zeus turned into stars. Together these stars create one of the brightest clusters visible in the northern hemisphere, just as by working together, the women of the OWA have created an organization that is bigger and brighter than the sum of their individual efforts.

Prior recipients have been: Charles "Pat" Patterson of Walman Optical; Tom Sloan of Southern Optical and Essilor Laboratories of America; and Andrea Gluck, of Eyewear Designs.



(l to r) Corrine McCormack, David Friedfeld of ClearVision, Ann Englert, and George McCormack



(l to r) Andrea Gluck, Jim Cox of Rodenstock, Shirley Patzer-Stocks of SPS Associates, and Chris Shyer of Zyloware

Pleiades Profile: Carene Kunkler

By Amy Spiezio

NEW YORK- This year's Pleiades Award winner, Carene Kunkler, is surrounded by success. In addition to finding her own success, she encourages future achievement in others by nurturing careers defined by hard work and imagination, and unlimited by job description.

She recommends that women in the industry seek new challenges - when you go above and beyond the job, somebody will notice.

"It's not about waiting for a change. To shine, it's making sure that you've got your job down well enough that you have time to contribute in a way people weren't expecting. People can find new ways to go above and beyond the call, and they will get noticed."

This lesson was instilled by her parents, Kunkler noted as she accepted her Pleiades Award. "The first mentors in my life are my parents. They told me: 'You can be anything you want to be as long as you work for it.'"

Her career has embodied this sentiment. Starting in 1979 at The Procter & Gamble Company in the

marketing department, Kunkler put in long hours and gained notice from her first professional mentor—a division leader many levels above her supervisor. He exhibited the willingness to teach and share his insights with others and helped her grow. By taking the time to explain his opinions to her and listen to her interests and concerns, he helped her form her own opinions and beliefs in business. She took this experience with her in 1987 when she joined Dean Butler at the LensCrafters chain. Starting as a marketing manager, Kunkler says it was a thrilling time to join the optical field. "It was very exciting bringing marketing to the optical industry. It was a relatively new idea at the time."

In 2000, Kunkler joined Butler in another new venture, Eyeshop.com, which later merged with Sight Resources, where she is currently CEO and president. Even at this level, Kunkler observes, mentoring never ends. She still turns to her mentor Dean Butler with questions.

Today, Kunkler experiences both sides of the mentor/mentee relationship. For her, serving as a mentor is a very subtle process. In fact, a receptionist at



President Lorinda Fraboni presents the Star Registry to 2003 Pleiades Award recipient Carene Kunkler.

a Sight Resources location in Cleveland is one of her mentees, though the receptionist may not be aware of the conscious effort Kunkler makes to mentor her. Rather than call direct lines, Kunkler calls the main number and gives the receptionist career-building ideas. "She was looking to try something new. She's being encouraged to grow to her fullest potential."

Being a part of the OWA is another way to grow the talented members of the optical field, Kunkler says. "The OWA is becoming a more influential and important organization within the industry. Its goals are important. I encourage people who aren't a part of the OWA to join."

women of vision

the OWA newsletter

is produced by OWA members, including

Tammy Deastlov, Nanofilm

Lorinda Fraboni, Walman Optical

Carol Norbeck, Silhouette

Amy Spiezio, EyeCare Business

Christie Walker, Frames Data

Jeanine Solomon, Silhouette

Ann E. Englert, Solutions

Contributions are welcome.

Come join us at the

Midwest Vision

Congress Expo

Thursday, May 15, 2003
at 5:00PM.

OWA members and guests will gather on the show floor at the Beach Party.

Look for OWA signs, and be sure to bring a friend along so they can learn more about us.



To learn more about OWA, contact us at:

PO Box 496471
Garland, TX 75049-6471
E-mail: owa98@aol.com
Visit our website at
www.opticalwomen.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, e-mail address, and phone and fax numbers.

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

A String of Pearls...wisdom from industry experts

In this issue of Women of Vision, we are introducing a series of articles called "A String of Pearls...Wisdom from Industry Experts". These articles will address topics suggested by members in a recent survey. Carol Norbeck's lessons on time management begin the series.

Carol is the VP of Special Projects at Silhouette Optical. She has owned and operated a high-fashion retail chain. Carol speaks at training seminars internationally and is the author of *See the World in Style*, a book guiding consumers in how to select eyewear. Carol is a three time winner of 20/20 Magazine's "Best and Brightest Award". She was also awarded "Most Creative Emerging Business" and is the recipient of the Beverly Myers Achievement Award from the National Academy of Opticians. She has been the source for eyewear articles in many national and international magazines. Her television appearances include CBS This Morning and The Oprah Winfrey Show. Carol also serves as the Eyewear Consultant on Fashion Emergency on E! Television.

The Time of Your Life

By Carol Norbeck

What have I learned about time management over the last 50 years? When my children were small, "time management" meant staying up all night Thursdays to clean the house and do the laundry. As an entrepreneur, I used that one sleepless night to pay bills and do taxes. Eventually, age caught up with me and I had to admit to my need for sleep. It was time for me to learn to manage the hours I'd been given.

Managing time is really *managing your life*. Marshall Cook, an author of several books on time management, suggests that we start substituting the word "life" for "time". To know how to spend your time, you must know what the goals of your life are. If the highest goal of your life is to own three beautiful houses, you will manage your time far differently than someone whose primary goal is to raise happy, healthy children.

Set realistic goals and expectations. It is not realistic to expect to be a perfect mother, a perfect spouse, and a perfect employee. Rarely should perfection be a goal in life. Picture yourself retired, sitting on a porch, looking back at life. What accomplishments really made a difference in the world? Prioritize the items on your "to do" list by their level of importance to achieving the primary goals of your life, not to satisfy some immediate need. If the children are your goal, say "no" to the church's request for you to be the

treasurer of the women's group, and "yes" to planning youth group field trips. Only spend your time on things that further your progress on your life goals.

Another key to time management is the ability to *embrace stillness*. The number of e-mails you receive and hours you work do not measure your importance. I remember one afternoon 15 years ago when I suddenly realized that I had nothing scheduled for about three hours. The staff in my stores was well trained, my children were in school and I had no huge project looming. I felt nothing but panic. Is there something I should be doing that I'm not remembering? What if no one really needs me anymore? I was truly terrified. I had to learn to embrace stillness. Try right now to sit quietly for one full minute. Listen to the sounds, feel the air and your breath. Open your eyes to the beauty all around you.

A *centralized information system* is critical to time management. Whether a notebook, a day timer, a palm pilot, or a three ring notebook, the most important part of its success is your discipline in using it. This one information source should include your notes on phone messages, emails, meeting notes- all information you need to reference on a regular basis. Success in this requires the creation of a habit. It takes a month of forced discipline to create any good habit, but it is well worth the investment when we no longer have to frantically hunt for notes taken on a scrap of paper.

The best time management tip I ever

received was *do it once*. Open a piece of mail, read it, then act upon it. Register for the meeting now. Read the entire newsletter now or throw it away. As tasks arise, look at them and decide if they really need to be done. I create a file for each week of the month. Each task is assigned a time for completion. Each week starts by cleaning out the file from the previous week. Uncompleted tasks are assigned a new completion time. Often something that has been postponed more than once does not really need to be done. Maybe your job or the world would be improved if it had been done, but you can only do so much. Accept it. Give up the guilt (and the egotism) that makes you think that you should have been able to do it all.

Last but not least, *take care of yourself*. Sit down and make a list of your seven sinful pleasures- things that make you smile every time. Maybe it is a cup of coffee enjoyed in a cute little shop with a totally useless magazine. Maybe it is running away for an impromptu lunch with a friend. It could be a pedicure, a massage, or a movie. Try paying a visit to a friend on maternity leave so you can witness the renewal of life. I could list many more, but these are *my* sinful pleasures. Complete your list and start treating yourself to one sinful pleasure a week. You are worth it. Do not compromise.

I know some of you are saying, "If I had time to do all this, I wouldn't be in this mess!" But *your time is your life*- what could be more important? Make time to plan. Do it now. Look at your calendar and count the number of items that further your progress on the most important goal of your life. If you don't like what you see, make the time to change your life by managing your time.

A Letter from OWA President Lorinda Fraboni

2003 started with lots of activity. The OWA Membership Directory, delivered to members and sponsors in January, received many positive comments. Our web site has a new look, which can be seen at www.opticalwomen.com. Recently a link to each of our supporters was added under the "OWA Friends" tab. We had the chance to meet with many of these friends at Corinne McCormack's New York City showroom, where during Vision Expo East we honored Carene Kunkler of Sight Resource. This venue was well attended and well received, as it provided the opportunity to easily talk and network with others.

Throughout 2003, we will continue to focus on ways to accomplish our mission to enhance and promote the leadership roles of women in the ophthalmic industry. Methods for doing this include:

- stimulating participation in the Star Network Mentoring Program
- actively encouraging members to participate in OWA Committees to enhance leadership skills
- updating our web site to provide resources for education and job enrichment opportunities
- sponsoring seminars and motivational speakers at national OWA events
- recognizing and honoring individuals who have made a difference for women in the optical industry
- publishing the OWA Membership Directory, which has become the "*Who's Who of Women in Optical*."

From all this effort, I strongly believe there are many women who will emerge as leaders... role models for women striving to make a difference in their organizations. My personal hope is that the OWA will serve as a pool of resources, helping women gain access to leadership positions in the industry.

Email is an essential tool for communicating all the news and events sponsored by the OWA. Please send your current email address to OWA@opticalwomen.com so your address can be recorded in our database. *The OWA takes your confidentiality seriously. Your personal data will not be sold. Only members and directory advertisers receive a hard copy of the directory. No electronic copies are distributed.*

The Optical Women's Association begins its sixth year in September 2003. We have become a respected and influential organization composed of a diverse group of women with skills from virtually all areas of the optical industry. We have an enthusiastic Board of Directors and Committee Members with fresh ideas. We encourage you to participate on a committee so that you can be a part of this exciting time.

As we pursue our mission to network, support and promote the professional development of women in the ophthalmic industry, we thank you for your commitment and support for the future of your organization.

OWA BOARD

President
Lorinda Fraboni,
Walman Optical
lfraboni@walman.com

President-Elect
Corinne McCormack,
Corinne McCormack, Inc.
Corinnemccormack@mindspring.com

Vice President
Renee Soltis
Vision Council of America
rdsfocus@aol.com

Secretary/Treasurer
Martine Breheny
Vision Consultants, Inc.
martine@bruneni.com

Immediate Past-President:
Marge Axelrad
Jobson Publishing LL
mixelrad@jobson.com

DIRECTORS:
Grady Culbreth
Carl Zeiss Optical
gculbreth@zeiss.com

Ann E. Englert
Solutions
englertsolutions@aol.com

Sandy Likes
Sight Resource Company
sandylikes@hotmail.com

Shirley Platzer-Stocks
SPS Associates
stocksplat@aol.com



OPTICAL WOMEN'S ASSOCIATION

PO Box 496471
Garland, TX 75049-6471