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Janet Callif to be honored by the OWA with the Seventh Annual Pleiades Award

By Angela Carr

NEW YORK - The OWA will honor Janet Callif, Senior Vice President of Merchandising and Lenses, Luxottica Retail North America, with the 7th Annual Pleiades Award at its cocktail and award reception on Friday, March 31, during the weekend of International Vision Expo East in New York. The event will be held in the Marchon Eyewear Showroom located at 8 West 40th Street. Cocktails and hors d'oeuvres will be served at 6 p.m. The award presentation will begin at 6:45 p.m.

Janet Callif has built her 19-year optical career with Luxottica Retail North America, starting as a buyer and merchandiser in the founding years of LensCrafters. Janet now oversees the entire lens buying team for all Luxottica Retail optical brands as well as store merchandising for LensCrafters, Pearle Vision and Sunglass Hut. In 2004, Janet was honored as one of *Vision Monday's* "50 Most Influential Women".

Janet also believes community involvement is important to balance success in the workplace. She is a board member for Give the Gift of Sight Foundation, and recently finished a three-year term on the board of the Cincinnati Hamilton County Community Action Agency, which includes



Janet Callif

projects like Headstart. Janet is a graduate of the Leadership Cincinnati program (Class 25) and is a graduate of The Ohio State University, where she earned her BSBA in marketing.

The Pleiades Award spotlights an individual who has shown a commitment to the mission of the OWA by fostering the growth of women in the industry. The Pleiades Award is named for the star cluster Pleiades in the Taurus constellation. The Pleiades is also known as the "Seven Sisters" – referring to the seven brightest stars in the cluster. The cluster was named for Atlas' seven daughters, whom Zeiss turned into stars. Pleiades Award winners have a star named after them and receive a star map and certificate as part of their recognition. Prior recipients have included Dana R. Weeks, Optical Services International (OSI), Carene S. Kunkler, Sight Resource Corporation, Andrea Gluck, Eyewear Designs, Inc., Tom Styers, Essilor, Charles 'Pat' Patterson, Walman Optical and Mimi Friedfeld, ClearVision Optical.

OWA introduces the Professional Development Fund

The OWA introduces the Professional Development Fund. Created to support the OWA mission by delivering meaningful services to Women of the Optical Industry, this fund will promote the OWA's initiatives to provide events, programs and new resources for the membership.

Funds will support agenda items such as the networking events at East & West Expos, P.O.W.W. workshops, One Minute Mentor and Members only Professional Development grants.

Several levels of sponsorship for "Supporters of the OWA" are available. Sponsors will receive recognition in all OWA publications, ads and at events. As of this writing, Essilor, Marchon, Safilo and VCA have signed on at the Platinum level. Transitions enlisted at the Silver level. For information on the Professional Development Fund, please contact Sherrie Rogerson at sarogerson@eyeamerica.com or any board member to discuss this important fund raising effort.

One Minute Mentor: Check out OWA'S Listserv

By Amy Spiezio

Do you have a question that needs answering? Tap into the knowledge base of the Optical Women's Association by participating in the OWA's One-Minute Mentor program. Getting help, suggestions, and solutions can be as quick as a mouse click.

Send in your questions today via the Optical Women's Association's listserv.

A listserv is an email mailing list that allows participants to send questions, comments, and information to a group of people and interact as a "private network." If you haven't signed on, try it today. Go to www.opticalwomen.com and under the Membership Info header, click on the ListServ tab and follow the simple instructions. If you need the members only passcode, contact OWA @ 612.520.6185 or OWA@opticalwomen.com

Once you've signed up for the listserv, simply address your email to our OWA listserv address (owa-members@opticalwomen.com). All submissions will automatically be sent to **all** participants. Include your name, company, and e-mail if you want others to contact you directly should they have questions or comments that are not specific to the listserv discussion.

State concisely and clearly the specific topic or the comments in the subject line. This allows members to respond more appropriately to your posting and makes it easier for members to search the archives by subject. OWA listserv members can respond either directly to you or share their thoughts with the entire list-24/7!

Not quite ready to take your questions to cyberspace? Email Mentor Committee head Sandy Likes at sandylikes@hotmail.com, and the committee will help you find the answers you're seeking.

A special thank you to Jodi Groh for filling in for communications committee member, Tammy Deastlov, this edition. Congratulations Tammy and family on the birth of your new baby.

The Optical Women's Association presents The 7th Annual Pleiades Award

OWA members and non-members
Join us in recognizing a shining star in Optical,
Janet Callif

Senior Vice President of Merchandising and Lenses
Luxottica Retail North America

Friday March 31st, 2006
Marchon Eyewear Showroom
8 West 40th Street · New York, New York

Cocktails and hors d'oeuvres 6:00 - 7:30 p.m.
Award presentation will begin at 6:45 p.m.

RSVP by March 27 via email to owa@opticalwomen.com.
A special thank you to Marchon Eyewear for providing the venue for this event.

The OWA Star Network Mentoring Program

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OWA: Who continues to inspire you today?

SL: Currently I belong to the South Eastern Butler County Leadership 21 organization that is made up of business leaders focused on developing leadership in the community.

In general I'm inspired by passionate people who have worked hard to overcome challenges and to achieve their goals, all while giving back to others and the community. They possess a can-do win/win attitude.

OWA: What were some of your reasons for participating in the OWA?

SL: The OWA is a growing organization that I really enjoy being a part of because I get to build relationships with and learn from other successful women in the industry that I would not have had the opportunity to know if it weren't for the OWA. It is rewarding to be part of an organization that promotes and recognizes the professional accomplishments of women in the industry. The OWA is a great resource for networking and having people to go to for input on ideas and projects.

OWA: Whom would you encourage to join the OWA?

SL: Women that want to belong to a professional network to build relationships and contribute to the goals and objectives of the OWA should join and become an active member of a committee.

OWA: What is your hope for the future of the OWA?

SL: My hope for the OWA is that it continues to create an environment for professional women to build relationships and recognize the professional accomplishments of women in the industry.

OWA: What is your hope for the future of the optical industry?

SL: My hope for the optical industry is that good companies become great companies for people to work in by focusing on the attributes of what makes a good company great. Attracting and keeping talented people in the industry at all levels is important to the future of the industry.

Learn more about the OWA by reaching us at:

PO Box 11463
Minneapolis, MN 55411-0463
E-mail: owa@opticalwomen.com
Visit our website at www.opticalwomen.com

To join, contact any Board Member for an 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 per person.

IN the ZONE in 2006 - The Five Keys to Optimum Achievement

By C. Jeanine Solomon

It is the beginning of a New Year. You set new goals for all arenas of your life. When thinking about what you want to accomplish each day, month, quarter, and year – do you sometimes wonder – Will I ever get this all done? I never seem to have enough time for my family! Are you sometimes overwhelmed and think you never have enough time to complete everything you need to accomplish both in business and on a personal level? These negative thoughts can leave you feeling frustrated and disappointed.

Enter - Jim Fannin and the S.C.O.R.E.[®] for Life system. This system will help you identify, change, and balance all arenas of your life.

You ask ... Who is Jim Fannin? *His Bio states: "Jim Fannin, known as the "Zone Coach", is an author, consultant and mental coach for the world's top athletes and corporate executives. He is the founder and creator of the S.C.O.R.E.[®] Performance System, the leading peak performance program. Drawing from his 25 plus years of experience in sports, education and business, Jim helps people from all walks of life become more successful by showing them how to attract the Zone mindset."*

"In 1977 Jim founded S.C.O.R.E.[®] Performance Systems, Inc. For the next 25 years, he studied and perfected the System into the leading formula to help people live, work and play in the champion's mindset called the Zone. Today his client list reads like a 'who's who' in sports and business. He has coached large corporations such as IBM, Mercedes Benz, Apple Computers, Starwood, Bertram Yachts, to name just a few, to world re-known top performing athletes like Alex Rodriguez (New York Yankees) and Grant Hill (Orlando Magic) to Reilley Rankin (LPGA tour) to Schuyler Riley (Equestrian). He has coached in over different 30 industries and has coached many well known sports figures."

"What does S.C.O.R.E.[®] stand for:

S-Self Discipline=Goals/ Control=Tolerance, Patience, Direction, Strategy, Tactics, Persevere, Simplicity, Targets

C-Concentration=Tasks/ Focus=Channeling, Accuracy, Productive, Intense, Detail, Laser like, Efficiency, Center

O-Optimism=I Can/ I Will/ I Am=Confidence, Self-Esteem, Determined, Faith, Hope, Belief, Positive, Expectancy, Trust

R-Relaxation=Comfortable/ Loose= Effortless, Calm, Peace, Smooth, Tranquil, Serene, Harmony, Ease, Fluid

E- Enjoyment=Move/Smile=Enthusiasm, Excitement, Desire, Energy, Fun, Passion, Vitality"

"S.C.O.R.E.[®] System is based on specific principles: you possess free will, only you possess your thoughts, no



Jim Fannin

thoughts can enter your mind without your permission, negative and positive thoughts cannot be thought of at the same time, prepare your subconscious mind for positive results, your thoughts dictate your physical actions, your collection of thoughts,

verbal and non verbal reactions to these thoughts determine your attitude, everyone possesses a high and low S.C.O.R.E.[®] level at any given time, changes in your S.C.O.R.E.[®] and your competition's are absolute, the 3 time elements to every performance- pre-performance, performance, post performance, and managing your S.C.O.R.E.[®] as you pass through the performance time segments is the key to peak performance."

I was very fortunate to be able to speak with Jim Fannin personally. I was curious to find out how he coached men and women. What sets women apart from men? Does he coach them differently? The amazing thing I learned in my interview with Jim, "I coach women and men exactly the same. They all work with the S.C.O.R.E.[®] system which is a performance improvement system to help one attain the ZONE mindset. The ZONE is the mindset of the True Champion. It is a plan, the flow, that can show you how to change thought dynamics within yourself and or your organization." He says women seem to possess the abilities to be better listeners and are more intuitive than men. Women are super at visualization. He mentioned overall he feels women have the wonderful abilities to be great leaders and sees more women moving into leadership roles of more major corporations and in politics.

We discussed the importance of mentors in one's life. Did he feel a mentor was important? Who was his mentor? What had he learned? What had mentoring meant to him? "Mentors are most important". He feels mentoring is extremely valuable in the business world. It is a way for a more experienced person to share guidance and help. Who was his mentor? The mentor that meant the most to him was his Mother. She taught him to make decisions clearly with good thought processes. She allowed him to fail, but never to be hurt, if it was a lesson he needed to learn. She taught the value of hard work, the feeling of accomplishment, and that you are in control of your own life and destiny. He was at her side as she passed away and her last words to him were "S.C.O.R.E.[®] - go for it." He carried through on his promise to her -- S.C.O.R.E.[®] became a reality and a huge success.

Jim Fannin is currently on a book tour across the US and talking about the benefits of living in the ZONE. For more information on Jim and S.C.O.R.E.[®] for Life visit his web site at www.zonecoach.com

Quotes from S.C.O.R.E.[®] For Life book by Jim Fannin and from his website www.zonecoach.com

The OWA Star Network Mentoring Program

An invitation to empower the future of the optical industry.

By Amy Spiezio and Sandy Likes

The OWA Star Network Mentoring Program is dedicated to raising the level of professionalism of women in the optical industry and to increase their participation in industry related associations and activities. Leaders in the optical industry are matched with OWA members who have made a commitment to their professional development and whose companies do not have a competitive conflict. The reciprocal benefits of this program are the gifts shared by mentor and mentee, working a partnership to establish a strong network of women committed to the future of the optical industry.

The program entails a 12 month commitment in which participants spend 1-2 hours a month working with each other through meetings, emails or phone. The mentee is responsible for initiating the monthly contact.

The Star Mentoring Committee is recruiting members to participate in all levels of the mentoring program. Recently **One Minute Mentoring** has been added to the program. With this expansion of member benefits, tips will be provided to all members thru list serv. We're looking for members to contribute on a monthly basis. Go to www.opticalwomen.com for more information.

We sat down with Board Member and the Chairperson of the Star Mentoring Committee, Sandy Likes. Following is an excerpt of the discussion.

OWA: What is your personal history in optical?

Sandy Likes: Nineteen years ago I joined LensCrafters as an executive and worked in New Business Development, Vendor Relations, Product Development and Inventory Management.

In 2005 I founded GreenTree Capital, Ltd. The company is dedicated to working with companies to hire and retain top performers based on the characteristics of their company's top performers' profiles and working with top management to take their company to the next level by improving cash flow.

OWA: Who were your major influences in your career?

SL: My major influences in the optical industry were the Leadership Team at LensCrafters as well as industry leaders like Barry Baum.

Over the years I have learned from many mentors beginning with my Dad. I actively reach out to others to build a mentoring network.

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OPTICAL WOMEN'S ASSOCIATION
PO Box 496471
Garland, TX 75049-6471

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