

June 2006

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Event Adds Shine to Big Apple

By Amy Spiezio

The Vision Expo East networking event, held at Marchon's New York City showroom, brought members and non-members together for an evening to recognize the hard work of an inspiring woman in optical.

Over 250 attendees enjoyed the chance to chat with friends, old and new, and to recognize the recipient of the OWA's Seventh Annual Pleiades Award, Janet Callif, Senior Vice President of Merchandising and Lenses for Luxottica Retail North America.

In her acceptance speech, Janet noted some valuable lessons that she's learned over the course of her career (see below).

A silent auction was held during the evening event. Luxury products provided by some of Marchon's licensing partners were bid upon by the crowd. Items such as Coach Luggage with matching hat, umbrella and passport



Pleiades Award honoree Janet Callif with OWA president Renee Soltis and past president Corinne McCormack

holder; Nautica bedding; Calvin Klein home accessories; Fendi luggage set and travel pillow; a Michael Kors handbag; and Nike sporting tickets from Ticketmaster were available. Almost \$3,000 was raised for the OWA's Professional Development Fund, a program dedicated to expanding valuable member services.

Lessons Learned by 2006 Pleiades Award Recipient Janet Callif...

- Everyone makes an impact. Whether it's shipping a special order to the store or negotiating a multi-million dollar deal, every person makes a difference.
- Maintain the level of customer service. Since my early days in retailing, I've believed that the stores pay my salary. So every phone call, every request is important for me to maintain the level of customer service for which I want to be known.
- Get results or you're not in the game. Results establish your credibility. Credibility usually earns you the opportunity for the next big challenge.
- You have to fail once in a while. You have to be willing to learn from mistakes or you're not really learning.
- Be aware of your strengths and weaknesses. It takes years to undo negative impressions.
- Hire the talent and skills you need. Recruit and surround yourself with great people. You'll get great results.
- Find mentors. My first and most influential mentor was my Grandma Resi. She was a self-educated businesswoman who came to America from Hungary not even knowing the language. In her business, she taught and showed me that innovative ideas, high quality and excellent service create success. Her "can do" attitude and perseverance allowed her to be involved in charitable work, ensure all 6 of her grandchildren received college educations, and maintain a thriving business.

www.opticalwomen.com
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Save This Date!!

Wednesday, September 13, 2006
5:30-7:00PM in Las Vegas, NV



See page two for details.

One Minute Mentor: How to Get the Raise You Deserve

By Sandy Likes

Improve your chances of getting the raise you deserve by using these proven techniques.

Be Prepared

Make a list of your accomplishments that have increased profits by improving sales or reducing costs for the company. Working harder is not enough of a reason to get a raise in most companies. The bottom line needs to show improvement for companies to be able to afford to give raises. Research the pay ranges for jobs similar to your job including the size of the company, geographic location, education requirements and skills necessary to perform the job. Industry associations have salary information and you can use search engines such as Yahoo to get your information. Practice your talking points so you are confident when you meet with your boss.

Know What You Want

Think through exactly what you want in the way of increased compensation. Is it a standard raise of X%, more paid vacation time, stock options or flex-time? If the company is not agreeable to the money they may be agreeable to work conditions that meet your needs.

Timing Can Be Everything

Timing is a critical element in increasing the chances of getting a raise. If you are in a seasonal business ask during periods of peak sales. After a big accomplishment or when you've been

handed additional responsibilities are two good times to meet with your boss. When the company's stock price is increasing is another good time to ask. There are times in almost everyone's career when you are the one person with key skills and information in a department due to other people leaving the department. Use these opportunities to increase your pay as you take on additional responsibilities. If the additional responsibilities are temporary, negotiate a bonus or temporary increase for being the loyal and capable employee. Make sure you meet with your boss when she can focus on the discussion.

What Not To Do

Focus on the business reasons why you deserve a raise. Bringing up personal and unrelated issues will only weaken your case. This includes things like "I bought a new car, my insurance went up, I've been here 5 years, it has been 2 years since my last raise, Janet makes more than me and we have the same position". All of these examples will become distractions. Focus on your accomplishments and the positive impact they have had on the company. Don't act like you are entitled to a raise. Show that you deserve a raise.

Results

Congratulations are in order when you succeed at getting your raise. If you do not get what you think you deserve get specific input on what you need to do to make more money. Set goals based on the input and keep your boss informed of your progress.

OWA Kicks Off Vision Expo West with POWW Event – Save the Date Now!

The Optical Women's Association will host an educational course entitled "Strategies for Working with Difficult People" during Vision Expo West in Las Vegas. This program is an installment in the Professional Optical Women's Workshop Series (POWW) and will be presented by Mary Schmidt on Wednesday, September 13th from 5:00 to 7:30pm.

This is a hands-on, interactive workshop and will provide attendees with useful information for managing real-life communications with difficult people including patients, vendors, co-workers and supervisors. The cost is \$35 for members and \$50 for non-members. Light hors d'oeuvres and drinks will be served.

Schmidt is an industry veteran with more than 20 years of experience in the optical field and is president and founder of EyeSystems, a consulting firm specializing in practice management as well as ophthalmic education. She was honored by Jobson's Vision Monday as one of the 50 Most Influential Women in 2005.

For further information or to register check out the OWA website @ www.opticalwomen.com. Email: owa@opticalwomen.com Mail: OWA, PO Box 11463, Minneapolis, MN 55411-0463 Fax:770-246-1294

POWW Program

Strategies for Working with Difficult People

Date: Wednesday, September 13th, 2006

Time: 5:00 to 7:30 pm

Location: To be announced

Cost: \$35 for members and \$50 for non-members

The OWA would like to thank our sponsors for their belief in and support of the OWA and its mission to enhance and promote the leadership role of women in the ophthalmic industry.

Platinum Sponsors

Essilor

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Building Benefits

Sherrie Rogerson Talks about the OWA, PDF, & the Future

By: Carrie M. Damschroder

Why are you a member of OWA? Perhaps you're a member because of the industry networking opportunities. Or because of the programs. Or maybe because you want to meet strong, successful women like yourself who are passionate about eyecare. Whatever your reason, Sherrie Rogerson, OWA President-Elect, Professional Development Fund (PDF) creator, Director of Marketing at Doctors Vision Center (DVC), and professional woman extraordinaire, is working hard to make the reasons you joined the OWA more compelling and formidable. She is committed to building member benefits; in fact, her vision for the future of OWA and the PDF is to "generate excitement and have the funds necessary to expand OWA member benefits beyond expectations."

Sherrie Rogerson has worked for DVC for almost 18 years, primarily directing product marketing activities. She realizes the importance of training and creates broad training programs that are offered through various media to everyone from optometrists and opticians to office staff. Her work with this innovative company has spurred her involvement in the OWA and her passion for strengthening the ties between women in the optical industry. In order to build member benefits, Sherrie spearheaded the creation of the PDF in 2005.

The need for OWA vendor support has always been strong. The support of optical companies gives the OWA the ability to offer members enhanced programs, education, and networking opportunities. Sherrie realized that there was never a clear program in place that allowed



the OWA to obtain vendor support that provides these benefits and also provides benefits back to the sponsors. During the first year since its inception, the PDF has been able to strengthen OWA's programs through the support of committed vendors. In addition to networking events at Vision Expo's East and West, the OWA will now be able to expand its Professional Development Women's Workshop (POWW) events to regional and local markets and provide tools such as books and other resources through the new PDF committee.

Throughout the next year, Sherrie plans to further develop the PDF. Up until now, PDF committee members have been limited to members of the OWA board. Sherrie hopes to expand the committee to include OWA members and tap into the experiences that may be available to help enhance this program. If you are interested in volunteering in this committee, contact Sherrie at sarogerson@eyeamerica.com.

Although you might not get the chance to meet Sherrie during the next year, you will most likely feel the impact of her work. Her goal is to grow OWA membership and provide feedback and support to all OWA members. Simply stated, Sherrie says that, "The greater our membership, the more resources we have to offer; the greater the diversity, the more beneficial we will be to, most importantly, our members, but also our sponsors, and to the industry as a whole."

Coming this summer ~ 2006 OWA membership survey

The OWA is committed to provide women in the optical industry with personal and professional growth opportunities. We'd like your input on topics of interest so we can produce events and resources that are specifically designed to meet your needs. Take a few minutes and let us know what you want from the OWA.

Learn more about the OWA by reaching us at:

PO Box 11463
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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.

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A Word from President-Elect Sherrie Rogerson

To enhance and promote the leadership role of women in the ophthalmic industry through networking and peer support has been the mission of the OWA since its inception. We have finalized plans for programs and services for 2006 and in order to support that mission and deliver meaningful services to our members, we have created the Professional Development Fund. I am pleased to be the chairman for this committee to have the opportunity to enhance the benefits for our members. This fund will allow us to continue to provide proven events and programs as well as add new resources for our growing membership. Some of the events and programs being offered are

- Vision Expo East 2006 Pleiades Award networking event
- OWA Regional "POWW" Workshops
- Vision Expo West 2006 Networking event
- "POWW" Leadership workshop Vision Expo West 2006
- OWA bi-monthly "One Minute Mentor" listserv
- Members Only Professional Development resource 2006
- Members only Professional Development grants/scholarships

The Professional Development Fund is designed with varying levels of sponsorships ranging from \$1,000 to \$10,000 and consists of specific benefits depending on the sponsorship level. These benefits include but are not limited to, logo recognition and sponsorship level acknowledgment on printed materials such as invitations, posters and email communications with our members; acknowledgment of sponsors in trade publication ads and press releases promoting the OWA and our events and workshops; complimentary entrances to fee based POWW events and regional workshops: listing on OWA website and in the printed directory acknowledging sponsorship level.

We are pleased to announce our 2006 sponsors and thank them for their belief in the OWA and its efforts. Platinum Sponsors are Essilor, Marchon, Safilo and VCA and our Silver Sponsor is Transitions.

2006 is going to be an exciting year for the OWA. As our membership grows, we are thrilled that the Professional Development Fund will not only allow us to continue to offer valuable tools and services to our members but will provide added enhancements to help women become a recognized force in this industry

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