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Learn Effective Communication at POWW event

By Carrie M. Damschroder

While you're in Las Vegas winning big bucks at the slot machines (hopefully!), eating gourmet meals by Wolfgang Puck, attending the exhibits and classes at Vision Expo West, the OWA is inviting you to attend the Professional Optical Woman's Workshop (POWW) and learn how to effectively communicate. This POWW event will take place on Wednesday, Oct 3, 2007, from 5:00-7:30 pm and will highlight an informative, fun and helpful workshop presentation by Jarrod Davis, a communications and training manager at Wal-Mart. He enjoyed attending VEW last year and when the OWA had a need for a speaker at this year's event, he happily volunteered.

Jarrod is highly qualified to speak about effective communication—he's been communicating about communication his entire career! Early on, he worked as a radio broadcaster and then dabbled in marketing before joining the pharmacy department at Wal-Mart as a professional recruiter. For the past five years he has worked as a recruiter and trainer giving presentations to pharmacy students at training seminars and colleges. His goal is to give students communication tools to use in their future careers.

In his presentation, Jarrod will demonstrate and provide tools for public speaking, slide presentations, defining speech patterns, using the right words, and even dealing with hecklers! Technology has become so savvy

that people feel they don't really *have* to communicate anymore. But not **YOU!** As a professional woman, you



Jarrod Davis

realize how important effective communication is inside and outside of the optical industry. With your commitment to improving communication skills, Jarrod will give you new tools and the opportunity to test them right away. This workshop is *very* interactive! Every person in the audience will have the chance to speak and give a quick presentation. Attendees will participate in one-on-one activities and learn how to talk to people at meetings and other small venues. By the end of the evening, everyone *will* know your name!

Some "before the presentation" tips that Jarrod offers include to have an interest in what you're presenting, anticipate difficult questions, and don't forget to breathe! Come to the workshop ready to participate and enjoy a great time! You will walk away with more confidence in what you have to say; less anxiety about your communication techniques; and the ability to get your message across to one or 1,000 people clearly and concisely. See you in Las Vegas! Register @ www.opticalwomen.com.

www.opticalwomen.com
owa@opticalwomen.com

"Effective Communication"

Wednesday, October 3rd 2007

5:00 pm to 7:30 pm

Venetian Hotel – Galileo Room 903

Members – Complimentary Admission, Non-Members \$35

OWA Annual Reception and Raffle Event

Friday, October 5th 2007

6:00 pm to 7:30 pm

Venetian Hotel – Ballrooms 3201/3202

Complimentary Admission

The OWA would like to thank our sponsors for their generous support and belief in the OWA mission.

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One Minute Mentor: Making the Most of a Tradeshow – Be a Resource

By Sandy Likes

One of the ways to get more out of a trade show experience is to put more into it by being a resource for others. Whether you are there to sell, buy or educate you have other resources to offer people. Share ideas and information beyond your primary business reason for attending the show. Offer to connect people that you think may benefit from knowing each other. We all have favorite websites, processes, products, people and/or places that others would find interesting and helpful. In planning your schedule keep 30 % of you time flexible so you can take advantage of meeting new people at the show.

Get out of your comfort zone and attend new seminars and events to expand your knowledge and network. Give out your business card and ask for other people's business cards. Actively listen and when an opportunity comes up in the conversation offer to be a resource. After the show you can follow-up with an e-mail or a call to keep in touch. By being a resource you will build your relationships and network. Vision Expo West and the OLA are two great trade shows where you can be a resource to others. Get the most from the shows by being an active participant.

NYC OWA POWW Event: How to Transform Your Communication Skills for More Sales, Profit and Satisfaction

This seminar is based in an anthropological approach to self-discovery and involves a non-judgmental noticing of how we relate. You will gain a fresh perspective on effectively and effortlessly creating sales, approaching projects and having all of your business relationships thrive. In a format designed to allow you to discover the nuances of true communication, this course acts as a laboratory environment which reveals and dissolves those unaware, reflexive behaviors that are counter-productive in a sales situation. Some key benefits are: the ability to remain focused in stressful or confrontational situations, expanded ability to respond to the needs of customers and clients, and increased sales & satisfaction. If you are interested in a highly satisfying work experience while operating at peak efficiency, this course is for you.

Ariel & Shya Kane

Since 1988 Ariel & Shya Kane have acted as catalysts for effective communication, offering individual coaching, personal development and executive excellence courses. In their



seminars they create an environment in which participants experience dramatic improvements in the quality of their communications and in their ability to be productive, effective and satisfied. The Kanes have found that even a

slight shift in an organization's or individual's way of seeing - their perceived reality - can produce an immediate quantum leap in productivity, personal well-being and teamwork. This shift has a measurable impact on the organizations' and individual's ability to produce outstanding results.

Award-winning authors and internationally acclaimed seminar leaders and business consultants, the Kanes have presented transformational seminars both nationally and throughout Europe, in Central and South America, Australia and Indonesia. In the United States, they have taught for many organizations such as The United Nations Women's Guild, The United Nations Society for Enlightenment and Transformation, The New York Theosophical Society, Organizational Development Network, Omega Institute, Swedish Institute, The Learning Light Foundation, The Learning Annex, The Seminar Center and various conferences and health expos.

The Kanes' book, *How to Create a Magical Relationship*, just won the prestigious Nautilus Book Award in the category of Relationships / Men & Women's Issues and their radio show, *Being Here*, is one of the top shows on its network. To find out more information about the Kanes, visit www.ask-inc.com.

Save the Dates

NYC - OWA POWW EVENT

“How to Transform Your Communication Skills for More Sales, Profit and Satisfaction”

Presented by Ariel and Shya Kane

NOVEMBER 1, 2007

Location and time to be announced
New York City, NY

Members: Complimentary Admission
Non-Members: \$35

OLA - OWA POWW EVENT

“How to Lead vs. Manage”

Presented by Mel Jurado

NOVEMBER 15, 2007

9:20 a.m. – 10:20 a.m.

Indiana Convention Center, Indianapolis, IN

Complimentary Admission

Dealing with Change

By Amy Spieizio

No one likes major change. Even when that change is for the better, such as a new corner office or a promotion, anxiety may still be an issue with which to contend. According to a recent article in Health magazine by Fran Smith there are a few easy steps to ease transitions.

Group support. Put together an email list of friends, subscribe to a listserve joke board, and put together a phone list of the folks who always make you smile. Then use those resources to shore yourself up.

Emotional triage. Celebrate your old reliable favorites, a book, movie, or a soak in the tub can take you away from the anxiety of the moment.

Go ahead, be upset. Change can make you feel uneasy and unbalanced. Rather than powering through the emotions with a stiff upper lip, give yourself a permission slip to be scared or anxious.

Coulda, shoulda, woulda. As optical women, we

understand the concept of 20/20 more than most. But when it comes to hindsight put down the magnifying glass. Examining things that have happened and are history can create extra stress and upset.

Time to worry. Allow yourself a window of full tilt anxiety. Schedule 30 minutes a day to gnaw away at the worries in your life. Think, make lists, analyze. Then, when those 30 minutes are up, move on.

Be your own (and others') cheerleader. Remember that you've had success in the past. Think of specific victories in your life. And share that happiness with others. Root on their efforts as well. The positive energy you expend will come back to you again and again.

Take care of yourself. It's easy to let the visit to the gym, the nutritious diet, and the full nights' sleep slip in times of stress. This is when your body needs the energy of healthy living the most. Treat your engine right if you want to make it for the long haul.

Join the OWA for a fun evening at the Annual Networking Reception and Raffle Event

You'll have the opportunity to enter drawings for some fabulous gifts such as:

- Armani evening bag - Value - \$800
 - Juicy Tote - Value - \$300
- Oakley head to toe package - Value - \$435 - includes sunglasses, wallet, hat, belt and purse
 - Chloe handbag - Value - \$1100
- Columbia backpack and jacket - Value - \$200
- Four Kenneth Cole watches - Value - \$250 each
 - Two BCBG watches - Value - \$180 each
 - BCBG leather handbag - Value - \$288
- Jessica McClintock cologne set - Value - \$128
- Three \$500 American Express gift cards
- One \$300 American Express gift card

All proceeds go to the Professional Development Fund to enhance OWA membership benefits and services.

The OWA would like to thank our sponsors for their generous support and belief in the OWA mission.

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Learn more about the OWA at:

Optical Women's Association
2417 West 105th Street
Bloomington, MN 55431
Call: 612.419.7546

Email: OWA@opticalwomen.com or
drebis@comcast.net

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 our President – Sherrie Rogerson

Dear OWA Members,

It is hard to believe that my term as OWA President is coming to a close. I would like to thank you for your support of this growing organization. At the close of its 10th year, OWA has much to celebrate. By continuing to provide an outlet of support, networking opportunities, resources, and passion, we are over 225 members strong today!!

To continue to enhance our mission to advance and promote the role of women in the optical industry, we were once again able to secure monies through the generous support of our Professional Development Fund sponsors. Our sincere appreciation to **Essilor, Marchon, Safilo, Essilor Labs, Wal-Mart, Jobson Publishing, Vision Council of America, L'amy, Marcolin, Transitions, and Aspex** for their belief in this organization.

These funds allowed us to offer member benefits beyond our expectations. This year we will host four regional **Professional Development Fund Workshops (POWW)**, all of which will be **free** to our members for the first time in OWA history. Members also received a monthly subscription to **PINK** professional women's magazine.

Our networking events, **The Pleiades Award at VEE** and the **Networking and Raffle Social at VEW** allowed us to recognize a strong woman in the industry and offered a networking function that was so well attended we had to move to a different venue this year.

Generous contributions from the trade press allowed us to promote OWA events throughout the year. Our thanks to **EyeCare Business, Jobson Publishing, OptiCourier, and Vision Care Product News** who donated precious ad space to support our efforts.

Last, but certainly not least, thanks to each of you – our members! Sincere appreciation for your time, your support and most of all your belief in this organization. Without you, we would not exist.

Again, I encourage you to get involved and stay connected with your peers in 2008 and beyond. Together we are one, we are strong and we are in charge!

Sherrie Rogerson

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