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DeLong of Eyecare Business to be honored at Ninth Annual Pleiades Award Event

Stephanie K. De Long, a 22-year veteran of the optical industry, will be honored as this year's recipient of the ninth annual Pleiades Award. This award will be presented by the Optical Women's Association (OWA) on Friday April 11th at the Marchon showroom. See details below. Festivities begin at 6 pm and the award will be presented at 6:45 pm.



Stephanie K. De Long

Management Technology, and the New Jersey Star Ledger. She was also co-owner and operator of an award-winning restaurant in Rye,

Stephanie has been editor-in-chief of Eyecare Business, a PA-based Wolters Kluwer publication, since 1990. She is a founding Board member of the OWA, a member of Vision Council of America's Strategic Communications Committee, a recipient of the OLA's Directors' Choice Award and Folio's Editorial Excellence Award (*EB* took first place honors in the retail trade magazine category). She is also a frequent speaker at International Vision Expos.

Before entering optical, De Long was a business writer, editor, and contributor to a variety of consumer and business publications, including *Madison Avenue, Manhattan Inc.*,

New York. De Long is a graduate of Wells College in Aurora, New York, and began her career as a public relations writer for IBM. She lives in Lincoln, NE, with husband Ron, whom she met in the optical industry, and has one daughter, Heather, and a granddaughter, Ella, who live in CT.

The Pleiades Award spotlights an individual who has shown commitment to the mission of the OWA by fostering the growth of women in the industry. This award is named for the star cluster Pleiades in the Taurus constellation and is also known at the "Seven Sisters" referring to the seven brightest stars.

THE NINTH ANNUAL PLEIADES AWARD EVENT

Please join the OWA in recognizing a shining star in the Optical Industry

Stephanie K. DeLong Editor-in-Chief, Eyecare Business

Friday April 11th 2008, Marchon Showroom, 6:00 PM - 8:00 PM
8 West 40th Street, 21st Floor (between 5th and 6th Ave), New York City

Cocktails and Hors D'Oeuvres Reception - Silent Auction - Award Presentation

This invitation is extended to OWA members and nonmembers. Registration required.

RSVP by March 31, 2008 to http://opticalwomen.com/pleiades08_registration.shtml
or fax to (972) 490-4219

The OWA would like to thank our sponsors

PLATINUM SPONSORS: Essilor Laboratories of America, The Luxottica Group, Marchon Eyewear, Safilo USA, Shamir
GOLD SPONSORS: Jobson Optical Group, L'amy America, Vision Council of America
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With special thanks to Marchon Eyewear for providing the venue for this event.

One Minute Mentor: Goals and Resolutions. Are You Reaching Yours?

By Sandy Likes – www.businessrx.net

As we approach the second quarter of 2008, it's a good time to reflect and review the first few weeks of the New Year. Do you find you're on the way to reaching your professional goals and personal resolutions that you set for the year?

Take time to re-evaluate your goals. Are they specific, measurable, within your control and realistic? Are they really the right goals for you at this time? If you're making strides to reach your goals, celebrate your accomplishments! If you're not on target, think about what you can do differently to achieve them? Learn from your experiences. Take the time to write down the factors that affect your success. This evaluation will help you understand what you need to do to achieve your goals.

As you fine tune your goals and resolutions for 2008, think about how you can grow professionally and personally. Learn a

new skill, start a second career, volunteer in the community or build stronger family relationships. Think about what is really important to you and align your goals accordingly. A quick checklist to guide you:

- What are the resources you need to be able to succeed?
- Is it time, money or support from others?
- How will you make it a priority?
- What will you do to sharpen your focus so you can reach your goals?

Make a written plan so you have a road map to get you to where you want to be at the end of the year.

Enjoy the journey!

OWA Welcomes President and New Board Members

Celebrating ten years of women leaders in the optical industry, the Optical Women's Association (OWA) welcomes the 2008 board of directors. Grady Culbreth, of Grady & Associates, Inc., an industry marketing company, serves as president, while Andrea Gluck, co-president of Eyewear Designs Limited and Eve Zartman-Ball, director of government and professional relations at VCA, joins the board.

Culbreth is well-known throughout the industry for her work as an educator and as an officer for various industry organizations. She is a member of the Opticians Association of Virginia and immediate past president of the National Academy of Opticianry. In 1999, she became the first female president of the AR Council and was honored as one of *Vision Monday's* "50 Most Influential Women in Optical" in 2003.

A respected industry veteran, Gluck is involved with many optical organizations such as VCA, Prevent Blindness America, the New York Children's Vision Coalition, American Liver Foundation and UJA Federation – Optical Division, among others. She was named one of *Vision*

Monday's "20 Most Influential Women in Optical in 2007" and won the OWA's Pleiades Award in 2002, both for her commitment to fostering the growth of women in the industry and leading by example.

Joining the OWA as vice-president, Zartman-Ball currently oversees all aspects of VCA's advocacy and professional relations efforts and works closely with professional groups and associations within the optical industry. Outside of work, she is involved in various community organizations and serves on several boards across the country.

"The women who serve on the OWA board of directors are truly committed to the advancement of women in our industry," said Sherrie Rogerson, OWA immediate past president. "Grady, Andrea and Eve have already given so much to the industry and we can't wait to see what great things they will do with the OWA."

The OWA, founded in 1997, exists to enhance and promote the leadership role of women in the ophthalmic industry through networking and peer support. Further information is available by visiting www.opticalwomen.com.

Learn more about the OWA at:

Optical Women's Association

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Dallas, TX 75244

Phone: 972-233-9107 | Fax: 972-490-4219

Email: OWA@opticalwomen.com | Web: www.opticalwomen.com

To join, contact any Board Member for an application, visit our website or mail a check to Optical Women's Association for \$125 with your name, company name, address, e-mail address, phone and fax numbers.

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

Communications Committee Chair

Ann E. Englert, Solutions, Englertsolutions@aol.com

Communications Committee Members

Heather Campbell, Briot USA

Jenean Carlton, Carlton and Associates, LLC

Carrie Damschroder, OfficeMate Software Solutions

Gloria Maccaroni, Hoylum Inc.

Christie Rudolph, Eyemaginations, Inc.

C. Jeanine Solomon, Luxottica Group

Amy Spiezio, BCI/Eyecare Business

Pam Wood, L'amy America

Live from Las Vegas - OWA Annual Networking Event

By Pam Wood, L'amy America

The "Entertainment Capital" of the World, hosted the annual OWA Networking Reception. Alive with the sounds of chatter as colleagues and friends are re-acquainted and introductions to new colleagues and friends are made, attendance was at an all time high of 260 plus!

Excitement was building around the sale of raffle tickets as attendees viewed the fabulous prizes on display and all abuzz with hopes of possessing the winning number for coveted items such as the Chloe Bag!

Plaques were awarded to our generous sponsors with a very big "Thank You" for their tremendous support. As I mingled in the group, to my surprise, I see a familiar face, Peg Taylor and her Mom. Taylor worked for a customer of mine long ago and was attending the event to see first hand what the OWA is all about. "Where were you all 21 years ago when I opened my own optical shop," she asked. Taylor tells me her grandfather was an optician and when her Mom wanted to become one and join the business her grandfather told her "It's not for women, find something that is...." She became a

Nurse. We've come a long way Baby! And Peg, we look forward to having you join us at the OWA.

After the new board was introduced and Grady Culbreth, incoming President talks to the group a bit, it's time for the raffle. Everyone is jostling to see who will win! There's the Armani Couture Bag, a Juicy Tote, Versace and, Bvlgari Sunglasses, American Express Gift cards! The sport enthusiasts are eyeing the Columbia grouping and the Oakley head-to-toe package. Watches by BCGB and Kenneth Cole and cologne by Jessica McClintock were admired by all. There were many happy winners as we were ready to close.

But wait, as my colleagues and I take a cab back to the hotel, there she was, crossing in front of our cab, Deborah Schaefer of EyeCare Business by herself with "THE BAG!" I asked the cabbie to speed up and came to my senses when he said he wanted nothing to do with a "chase" in Vegas. Besides, the way she was clutching the bag she would have put up a good fight.

Okay, deep breath, wear it well Deborah!



Clockwise from top left: Sherrie Rogerson, Immediate Past President of OWA, and Grady Culbreth, President of OWA; Claire Goodney and Peg Taylor check in to check out the OWA networking event; Robin Ettinger, Bill Harrison, John Blake, Debora DeLong and Valerie Wolicki of Safilo, an OWA Platinum Sponsor, accept their Thank You award at the networking event; Stephen Rappoport, President of L'amy America, an OWA Gold Sponsor and Bill Gerber of VME; Larry Clark of Satisloh and David Friedfeld, President of ClearVision; Kevin Paddy, National Optronics, Christie Walker of Jobson Publishing, an OWA Gold Sponsor, and Brian Peterson, Satisloh do some networking at OWA event.

Las Vegas POWW event “Effective Communication” was an Eye-opening, Mind Changing Success

By Jeanine Solomon, The Luxottica Group

Who knew that before the night was over attendees would be “visualizing” their way to a new and very successful way of communication? Keynote speaker, Jarrod Davis, communication and training manager for the Wal-Mart organization, made the art of public speaking look effortless and seamless.

Jarrod demonstrated various techniques and shared helpful tools that can make your next public speaking engagement a rousing success. He explained why you need to hold your audience’s attention, how to keep them engaged, how to handle those annoying hecklers, how to think on your feet when you lose your place, and how to maintain audience participation throughout your entire presentation. Captured here is an overview of his workshop. As he said, “Remember — YOU are the Presentation, so make sure you have the right tools and tone to make it a success”.

Preparing for your presentation is very important, and knowing your material is necessary — PRACTICE, PRACTICE, PRACTICE! Use a tape recorder in your practice and listen to yourself. Prior to the event, what type of group are you speaking for this day? How many are attending? How big is the room? Give yourself time to mingle with them before you begin your speech. This will enable you to anticipate any questions that might be raised. DO NOT START your presentation by asking your audience how they are, or shouting “Good Morning!” twice to see whether they are awake, or by making excuses in anticipation of a less-than-stellar-job during the presentation on your part. REMEMBER ----YOU are the MAIN ATTRACTION. They came to see YOU. Make it worth the investment of their valuable time! Visualize - see it clearly in your mind’s eye and expect your awesome success!

Before you begin your presentation, stop and remember to show confidence. Stand straight, and make your movements deliberate. Do not pace, nor wave both arms to express a point – use one hand, and remember to “Relax” and be yourself!

Almost time for you to walk out and begin now...and you discover that you are all “nerves and jitters.” This is natural – everyone feels this way. “Shake” these feelings by shaking your arms to calm yourself. REMEMBER — YOU are the one they came to see.

1. Start by telling them what you are going to tell them — the goals of your presentation
2. Tell them
3. Finish by telling them what you just told them

Break these goals down in parts throughout your speech. Keep them on their toes and interested by surprising them with ongoing, unexpected prizes...everyone loves to win something. Most of your audience is glad to be at your presentation; however, there are hecklers in every crowd.

Diffuse the situation quickly and DO NOT lose your composure. YOU are the main attraction, so rise above this challenge and remember to breathe and go forward.

Helpful tools and tips to make your presentation a success:

- Visual Props...make a point — Coke can with 12 teaspoons of sugar next to it
- Audio/visual...make sure equipment works correctly prior to starting your presentation
- Bribes...keep them interested with little prizes for correct answers — chocolate candy bars work wonders
- Flip charts/ dry erase boards...help to make your points
- Power point presentations...keep them simple with few words on the screen. Know your presentation in case your projector fails
- Remember to build your presentation for YOUR style — not another’s. YOU are the Star
- Tone — avoid setting it too high...remember to under promise and over deliver in your presentation
- Questions — anticipate the difficult ones. Be ready for them. Allow 5 – 7 minutes of questions for each hour you speak
- REMEMBER THAT YOU ARE THE PROFESSIONAL. You are in control

Jarrod’s use of word pictures was amazing — a simple way to stack your conversation and become known as a great conversationalist. Begin each conversation visualizing yourself walking up a sidewalk to a home and when you see:

- Green “Welcome” mat — Welcome your guest into a conversation
- This mat is in front of a large white colonial home — Where do you live?
- There is a big dog lying on the mat, waiting to go inside — Do you have any pets?
- Front door opens and you see two kids playing with their parents and grandparents — Tell me about your family?
- You see a work glove coming out of the chimney — What is your occupation?
- You look up and see a 747 flying in the sky — Do you travel with your job?
- 747 has a tennis racket trailing along behind it — Do you play any sports?
- Tennis racket has a light bulb shining on the top — Any other ideas you might want to talk about with your new friend?

Jarrod stressed using word pictures, props, tools and other aids to assist in your quest for public speaking excellence. However, in the end, remember... YOU are the reason they came to the presentation, give them their money’s worth — monetary and emotional — and leave them always wanting more! This is the key to being a great public speaker!

POWW Shifts Gears to High Performance in Indianapolis

By Heather Campbell, Briot USA

The OLA and the OWA collaborated to present a Professional Optical Women’s Workshop - **POWW** - in Indianapolis at the OLA meeting. Dr. Mel Jurado presented “Shifting Gears to High Performance: from Manager to Leader and Coach”.

The well-attended seminar, which focused on being a leader and not just a manager, was interactive and delivered with much enthusiasm and humor.

Dr. Mel Jurado is a published researcher, writer and speaker in the areas of motivation, service, sales, team building, creative leadership, communications, quality and customer 'delightedness'.

Dr. Jurado presented key strategies for building a loyal team and achieving “superior team performance” through motivation and communication. The strategies below were recommended by Dr. Jurado to set you up for success as a leader:

Ownership by players. The team needs to understand why you’re in business. You may think “of course they do”, but do they know the mission and vision of the company? Are you working off of job descriptions and not result descriptions? Tell your team what outcomes are expected of them.

Are costs understood? When costs are understood, people will act and respond differently. Tell your team what they need to know.

Progress is measured. People want to know how they’re doing. If you have processes in place that aren’t being measured, then they are just slogans. Set objectives with your team and let them know how they’re doing.

Results are clear. Celebrate wins. Really look at losses to figure out how to diminish problems. How are you evaluating wins and losses on a regular basis?

Benefits are obvious. W.I.I.F.M - What’s in it for me to be involved? Let your team know how they will benefit from their best effort.

Trust. People do business with people they trust. High trust environments make a difference to the bottom line and add to the quality of the workplace.

The profile of a high performing team is one where everyone clearly understands the mission, goals and roles of the team. Each person understands their objectives and how their contribution fits into the objectives of the team. The team members have a high degree of trust in one another, and interaction occurs in a supportive atmosphere. Respect is shown for varying viewpoints. Everyone participates and has the opportunity to influence the discussion. Expectations for the group and its members are high, allowing goals to be stretched.



Clockwise from top left:

Bob and Pam Colucci of Essilor, an OWA Platinum Sponsor, at the Vegas Event; Ann Englert, Solutions and Jodi Groh, Nanofilm wait to see if they won a prize during OWA raffle; Gaye Wilson (l), Executive Director of LADO, Jeanine Solomon (c) of Luxottica Group, an OWA Platinum Sponsor and, Suzanne Gammage (r) of GREDCo; Enjoying the OWA event are Debora DeLong (l) of Safilo, an OWA Platinum Sponsor, David Beach (c) of National Optronics, and Rene Soltis (r) of VCA, an OWA Gold Sponsor; Karen Gilbert (l) of Cammirro, Madeleine Kruhsberg (c), Optique of Denver and Mark Gilbert (r); Suzanne Gammage (l) of GREDCo and Sandy Likes (r) of Green Tree Capital LTD.

POWW Workshop Transforms Perspective in NYC

By Amy Speizio, Eyecare Business

A group of optical women gathered in Manhattan to focus on working on themselves by *not* working on themselves. Hosted at OWA board member Corinne McCormack's showroom for her namesake accessories brand, the event served up a light supper and then gave participants plenty of food for thought.

The Professional Optical Women's Workshop, "How to transform your communication skills for more sales, profit and satisfaction," gave the attendees with the opportunity to take a new look at how to experience greater personal and professional satisfaction by approaching life with a different perspective.

Presented by Ariel and Shya Kane, award-winning authors, seminar leaders, and business consultants, the interactive seminar explained the Kane's approach to life and success—Instantaneous Transformation.

Prior to the seminar, OWA members and others who signed up received a copy of the Kane's book, *Working on Yourself Doesn't Work: a Book about Instantaneous Transformation*, which explained the details and benefits of this self-help and personal transformation technology.

Upon arrival, the attendees were ready to hear and discuss the works' primary points.

The couple explained their own journey to find inner satisfaction, an effort that took them all over the world for study with spiritual and self-improvement experts. Their arrival at the realization that they were happy and satisfied people launched their work helping people discover satisfaction and increased productivity in all areas of their lives, without working on their "problems."

For their session with the OWA, the Kanes shared how people can enjoy their lives more through Instantaneous Transformation. Attendees were encouraged to stop fixating on the troubles of the past and the irritations of external

forces and be present in every moment of their lives by using the three Principles of Instantaneous Transformation.

They were:

1. Anything you resist will persist and grow stronger. If you don't like where you are, your resistance is a constant thought in your head and that pressure forces you to stay in the moment.
2. You can only be who exactly who you are at the moment you're in. Not every minute's going to be perfect, but you have to experience the moment. Right now you are having one experience and you can't be experiencing anything else.
3. When you see something without judging it, it completes itself. If you're upset and you allow yourself to be upset, then you can move past it. If you're upset and you try to get over it or stifle it, you will not be able to move beyond the issue. When you give yourself permission to have feelings—good and bad—you'll be able to get on with your life.

For more information about the Kanes, please visit their website at <http://www.ask-inc.com/>.

One person's experience -

An attendee pointed out how one of the Principles of Instantaneous Transformation helped improve her business. This professional found herself losing out on contracts with people who should have been buying her products. What was the common point of the lost contracts? Each time, she was negotiating with men. In each instant she doubted the ability of a man to understand trend and fashion concepts so important in the optical industry. Once she made this realization, she was surprised at the unconscious bias—but she didn't beat herself up about it. She saw the trait without judging it, became aware of the tendency, and was able to put away that issue. Her business transformed along with her life, leading to increased personal and financial satisfaction.



From left to right: Amy Speizio of Eyecare Business and Gloria Maccaroni of Hoplum, Inc.; Ariel and Shya Kane, Board Member Corinne McCormack, Laurie Badone of Seiko and Allison Lomasky of Corinne McCormack, Inc. at POWW in NYC; OWA President-Elect Laurie Badone and Vice-President Eve Zartman-Ball of VCA, an OWA Gold Sponsor, are among the attendees of the POWW.

Integrating technology into your work, life and home

By Christie Rudolph, Eyemaginations, Inc.

If I had to choose a commercial from the past decade that best captures the social impact of technology today, it would be the recent one by AT&T/Cingular. In it, a mother confronts her young daughter about a high cell phone bill caused by the girl's frequent texting. She questions her on whom she is texting and her daughter replies in the newest language of today "IDK, my BFF Jill?" (I don't know, my best friend forever, Jill?). She storms away while the mother struggles with a reply. Children don't find this commercial funny; the daughter has her phone taken away. Parents, however, find it hysterical. They identify not only with the mother's attempts at parental control, but also with her difficulty in keeping up with a technology that seems so effortless for her child.

How do you keep up? Between cell phones and PDAs, PCs and MP3s, TiVo, and digital cameras, new technologies seem to appear almost daily. They are meant to make our lives simpler, but it can be difficult to see how when they seem so complicated to master. So where do you begin?

For most of my adulthood as a working mother, I've had to arrange some form of periodic working from home. That meant integrating office technology in my house. Ten years ago, I had a mobile phone, fax machine and a computer (so large back then that my husband and I had to move it together). I used the computer mostly for typing and the occasional spreadsheet. I exercised with a SONY Walkman and learned to program a VCR.

Today, I have a BlackBerry for phone calls, e-mails, file sharing, pictures and yes, even texting, and my computer is so light and compact that I have to guard it from my 3 year old. I now use it, yes for word processing, but also for multiple platforms such as high tech presentations, forecasting, telecommunicating with our company's sales force as well as keeping in sync with the home office. In my personal life, I now use an iPod to workout, watch movies on the plane or listen to music in my hotel room when traveling. I have mastered TiVo and channel-block for the kids.

How have I done it? Honestly, with help, and one step at a time. The key to mastering technology and making it work

for you is to be confident, patient and proactive. First, confidence: you are not going to hurt your new technological device by exploring its features. Short of slamming it against a hard surface in frustration, you really can't do much permanent damage. Most were designed for users to learn, explore and personalize (and make mistakes while doing so). So try to relax and have fun.

Second: be patient. Don't try to learn every new feature on the latest gadget or program immediately. Most new technologies, whether they are phones, DVDs or computer software programs have basic features as well as more advanced capabilities. It's the cake and the frosting. Start with the cake. For instance, with a cell phone, instead of worrying about personalized ring tones, sending pictures and text messaging, start with programming important numbers, backing up your call list, understanding your minutes plan and invoices. Then try to pick up a new feature each week starting with what you think you'll enjoy the most. Love the idea of text messaging? Practice texting with a friend. (Don't try your first message with your boss!) Wait until you are comfortable with each feature until you move on to the next.

Third and foremost: be proactive. Make it a point to learn new technologies on a continual basis and don't do it alone. Believe it or not, you have an expert 'team of educators' waiting to help. This 'team' consists of colleagues, friends and family. Chances are each of them can assist you with something. I found a wonderful person in my office, a wizard in everything electronic. She is wonderful, patient and does not make me feel like an idiot. I urge everyone to find someone like my "Dee". She makes my professional life a whole lot easier.

Is integrating technology into your work, life and home really worth the effort? Does it really make life simpler? I would have to say decidedly "Yes". Staying abreast of advances in communication, education, and even entertainment, has led me to be able to enjoy a professional career balanced with the demands of family life. Remember, be confident, patient, and proactive. Soon technology could be your new BFF.

The Accessories Council is presenting a
"Hall of Fame" tribute honoring one of our own,
Marge Axelrad,
during Vision Expo East 2008!

The celebration also benefits *Prevent Blindness America*.

Contact the Accessories Council directly to purchase tickets or for further information @ (212) 947-1135.

Congratulations, Marge!



Left to Right: Shirley Platzer-Stocks (l) of SPS Associates, Dana Weeks (c) of Optical Services International and Marge Axelrad (r) of Jobson Publishing, an OWA Gold Sponsor; Christie Rudolf (l) of Eyemaginations, Jeanine Solomon (c) of Luxottica Group and Catherine Skelton (r) of Catherine Skelton LLC give a 'thumbs up' to technology.

A Letter From our President – Grady Culbreth

Dear OWA Members,

I have had the good fortune of experiencing many nice things in my lifetime, but becoming President of the Optical Women's Association ranks as one of the most rewarding. Never have I been associated with so many dedicated women. I fondly remember the early days when OWA was in its infancy; our financial resources were slim but our enthusiasm had no limitations! I'm proud to be in this place and time, and be a member of "Women of Vision".

Your OWA Board of Directors is evaluating options of how we will be able to better serve optical women. Thanks to the generous support of our sponsor companies, we will continue to expand the POWW (Professional Optical Women's Workshop) events around the country. We realize not all optical women attend Vision Expo East or West, and want those women not attending to be able to expand their horizons through local and regional educational sessions with some of the most prominent, distinguished speakers.

My vision is to see more of our members expand their participation by becoming even more active while committing to serve on one of our many committees. This is such a great way for younger women in the early stages of their career to learn to manage, and for those who have been in the industry for some time to continue to build and reinforce their network. Managing different functions on a committee will help the OWA, and it will also help you grow your skill sets.

Our membership continues to increase on a regular basis, but we would like to see it increase at an even faster rate. If you have a friend who is not a member, encourage her to join and become part of the OWA family. Remember, our goal is to enhance and promote the leadership role of women in the optical industry through networking and peer support. When we do, everyone succeeds!

Warm regards,
Grady Culbreth
OWA President

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