



Safilo USA, the U.S. subsidiary of Safilo Group, is proud to join the OWA in its ongoing efforts to enhance and promote the leadership roles of women in the ophthalmic industry. The OWA has significantly raised the visibility of women throughout the optical community and through networking events, mentoring programs and ongoing peer support, the OWA has provided a multitude of personal and professional growth opportunities that Safilo has only begun to take advantage of and prosper from as a new member.

Safilo Group is a world leader in the design, production and distribution of optical frames and fashion and sports sunglasses. Since 1934, Safilo has been producing and distributing some of the most prestigious eyewear collections in the international fashion and luxury circuit, which has spanned seven decades and three generations of the Tabacchi family.

Offering a vast array of luxury eyewear collections, Safilo USA's most prestigious designer labels include, Alexander McQueen, Bottega Veneta, Boucheron, Diesel, Dior, Emporio Armani, Juicy Couture, Kate Spade, Giorgio Armani, Gucci, Marc Jacobs, Max Mara, Valentino and Yves Saint Laurent, to name a few.

This rich and varied portfolio of luxury brands shares not only the creativity of their famous designers but also the high quality standards that are synonymous with Safilo: a name that over the years has forged tradition, prestige and technological innovation. These characteristics are also present in Safilo's proprietary house brand collections such as Carrera, Chesterfield, Safilo Elasta, Safilo Emozioni and Safilo Team, as well as in Safilo USA's mid-tier fashion brands including, Claiborne, Fossil, Liz Claiborne, Nine West and Saks Fifth Avenue, which demonstrate the quality, design and service for which Safilo continues to be proud.

Safilo Group's eyewear collections are always one step ahead of fashion trends and offer the most progressive products on the cutting edge of the eyewear sector. The company's commitment to design, quality, technology, service and distribution allow the company to foresee constant and enduring growth.

For more information on Safilo USA products and services, visit www.safilousa.com or call 800-631-1188.

And Now, a Word from Our Sponsors...



A stronger optical industry relies on dynamic individuals who are stewards of their professions and careers. As the fastest-growing segment of the optical industry, the success of female optical professionals plays a large part in fortifying the entire vision industry.

OWA has done an outstanding job in creating opportunities for its membership and other women within the vision community to learn, grow, and succeed. By recognizing the needs of professionals just starting their careers and providing networking and mentoring programs, OWA helps to ensure that women entering the optical industry have the support they need to achieve their goals.

The Vision Council of America (VCA) is proud to join OWA in its efforts to build a stronger optical industry. VCA offers continuing education courses and networking opportunities through its International Vision Expo family of shows. VCA also supports the vision industry with its Check Yearly. See Clearly. campaign, which educates consumers about the importance of regular eye exams. Additionally, VCA partners with major consumer media to promote the value of eyewear as a fashion accessory.

VCA's members benefit from research, tailor-made training programs and networking events for members of the optical community, regardless of company size or specialty. Perhaps most important, VCA members have a voice on the issues that matter to their businesses.

Through VCA, OWA and other member organizations, the optical industry can find common ground and make a positive impact. VCA commends OWA on its ability to continually expand its reach, elevate its position within the industry and command the respect of the entire business. VCA wishes OWA continued success and encourages all women in optical to participate in the organization.

For information on how you can benefit from VCA's services, please visit www.visionsite.org.



Clockwise from top left: (1) Jamie Shyer, Zyloware, Fred and Mimi Friedfeld, Clearvision Optical. (2) Renee Soltis, OWA president. (3) John Greco, Vision Star, Nancy Handel, Zyloware, and Shane Hammond, Vision Star. (4) Dana Weeks, OSI, and Grady Culbreth, Carl Zeiss Vision. (5) Donna Suter, Suter Consulting, Gina Montello, Nanofilm, Erin Schlussel and Michelle Boyles, Optometric Management.

Clockwise from top left: (1) Linda Rollins, Catherine Jandrow, and Elaine Kennedy, Vision Council of America. (2) Janet Callif, Luxottica Retail. (3) Robin Cassidy, Vision Star, Nancy Roelker, Carl Zeiss Vision, and Lorinda Fraboni, Walman Optical. (4) Attendees watch the presentation of this year's Plieades Award. (5) Edward Chernoff, New Millennium Eyewear, Janet Callif, Luxottica Retail and Plieades Award honoree, and Sandy Likes, Green Tree.



As **the worldwide leader in the ophthalmic industry**, we are **dedicated to growing our business and enhancing our customers' quality of life.**

Essilor of America, Inc. (Essilor), is the leading manufacturer and wholesale distributor of prescription lenses in the United States. Through its subsidiary, Essilor Laboratories of America, Inc., (ELOA), Essilor owns the largest and most comprehensive optical laboratory network in the United States.

Essilor of America is proud to support the Optical Women's Association (OWA) for its significant contributions towards the growth and leadership of women within the industry through networking and peer support programs.

Three key factors – research, product innovation and service to the eye care professional – distinguish Essilor from its competitors and characterize Essilor as the world leader in ophthalmic optics. Essilor is committed to the research and development of innovative products, and the company continues to set new standards within the industry. Through training and education, Essilor is equally dedicated to helping eye care professionals provide the most up-to-date solutions for their patients. The company will continue to develop new and innovative products into the next millennium, while always focusing on its main objective – helping people to “see the world better.” Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, DEFINITY™ and other Essilor brand names.

Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA). Essilor International is the official worldwide supplier of ophthalmic lenses to Special Olympics-Lions Club International Opening Eyes Program™.

Research and Development

Over the years, Essilor's R&D teams have created products that have revolutionized the treatment of common vision problems — notably, the company's development of the progressive addition lens (PAL). Essilor's Varilux is the world's leading progressive lens and is the most technologically advanced solution for presbyopia, an age-related eye condition that affects the eyes' ability to view objects close-up. Varilux lenses enable wearers to see near, far and in-between without the tell-tale age lines found in bifocals. Essilor has also pioneered the use of plastic and lightweight lenses and, together with its joint venture partner, PPG Industries, created Transitions® lightweight photochromic lenses that automatically darken in bright light.

For more information, visit www.EssilorUSA.com.

Varilux, and Crizal are registered trademarks and DEFINITY is a trademark of Essilor International, S.A. Thin&Lite, is a registered trademark of Essilor of America, Inc. Special Olympics-Lions Clubs International Opening Eyes program is a trademark of Special Olympics, Inc. Transitions is a registered trademark of Transitions Optical, Inc.



Since the group's inception, Marchon has supported the OWA's mission to enhance and promote the leadership role of women in the ophthalmic industry by providing valuable tools and membership services.

Marchon has been an ongoing sponsor of OWA events including lending its glamorous New York penthouse showroom to the OWA for the annual Pleiades event during Vision Expo East. Marchon helps the organization to raise money at the affair by acquiring donations of gifts from its licensors that are auctioned during the cocktail party. This year Marchon's licensors provided Coach luggage, Nike sporting event tickets, Calvin Klein cashmere blanket and pillow, Michael Kors handbag and FENDI leather accessories. All the proceeds are donated to the Professional Development Fund.

Marchon Eyewear, one of the world's largest private manufacturers and distributors of quality fashion and sport eyewear and sunwear, has experienced rapid growth acquiring prestigious licensed brands, patented technologies and expansion into over 80 countries.

The company's portfolio of brands includes:

| | | | |
|---------------------------|-----------------|----------------------|---------|
| Calvin Klein | cK Calvin Klein | Coach | Disney |
| FENDI | Michael Kors | MICHAEL Michael Kors | Nautica |
| Nike and Nike with Flexon | X Games | | |

The company holds exclusive patents for Flexon memory metal; Airlock; a patented lens mounting system for rimless eyewear and exclusive folding readers with telescoping temples. Recently, Marchon signed a global licensing agreement with Sean Combs for global distribution of Sean John eyewear and sunwear.

Headquartered in the USA, Marchon markets and distributes its products globally with regional headquarters in Amsterdam, Tokyo and Hong Kong. Design Centers are located in New York and Italy, with additional resources in the US, China and Japan – all linked by 2-D and 3-D CAD technology. The company's products are manufactured at Marchon, Italy, as well as in Japan and China. Multiple production facilities allow Marchon maximum flexibility in sourcing a wide range of products offering innovation, quality and value.

Technology is a priority for Marchon and as a result the company is a leader in the industry for service. The company was one of the first in the industry to utilize the power of the internet for online ordering, account information and marketing tools.

Marchon invests heavily in marketing to promote sell through. The in-house ad agency produces point of purchase displays, collateral, advertising materials including TV spots, catalogs and more to create consumer awareness for their collections. The Marchon PR department delivers celebrity placements and editorial coverage by all leading fashion publications.



Clockwise from top left: (1) Jon Harris, Transitions Optical, David Padgett, Marchon, Sherrie Rogerson, Eye America, Kevin Travis, Transitions Optical. (2) Attendees in the Marchon showroom. (3) The Shamir Insights team. (4) Ann Englert, Solutions and Emily Rogers, industry specialist. (5) Tom Earhart, Bill Scott, Mike Tansy, of Jobson with VCA's Renee Soltis.

Clockwise from top left: (1) Janet Callif, Luxottica Retail with past Pleiades award honorees Dana Weeks, OSI, Andrea Gluck, Eyewears Designs, and Mimi Friedfeld, Clear-Vision Optical. (2) Attendees socialize in the Marchon showroom. (3) Tom Earhart, Jobson Publishing, Laura Collins, Ice-Tech, and Larry Roth, Marchon. (4) Kristen McCabe, Luxottica Retail, Jodi Groh, Nanofilm, Jennifer Ling and Pam Luke, Luxottica Retail. (5) Al Berg and Larry Roth, Marchon.