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### STEPHANIE K. DE LONG OF EYECARE BUSINESS MAGAZINE HONORED BY THE OPTICAL WOMEN'S ASSOCIATION

Dallas, TX

Stephanie K. De Long, a 22-year veteran of the optical industry, has been selected as this year's recipient of the 9<sup>th</sup> annual Pleiades Award. This award will be presented by the Optical Women's Association (OWA) on Friday April 11<sup>th</sup> at the Marchon showroom, 8 West 40<sup>th</sup> Street (between 5<sup>th</sup> and 6<sup>th</sup> Avenues). Festivities begin at 6 pm, with the award presentation at 6:45 pm.

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 Comm., and is a recipient of the OLA's Directors' Choice Award and Folio's Editorial Excellence Award (in which *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.*, *Management Technology*, and the *New Jersey Star Ledger*. She was also co-owner and operator of an award-winning restaurant in Rye, 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 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. The Pleiades is also known as the "Seven Sisters" referring to the seven brightest stars in the cluster.

The invitation to attend this event is extended to both OWA members and non-members. Please RSVP by March 31, 2008 at [http://opticalwomen.com/pleiades08\\_registration.shtml](http://opticalwomen.com/pleiades08_registration.shtml) or fax to (972) 490-4219

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The OWA would like to thank to Marchon Eyewear for providing the venue for this event.

*"Women of Vision"*