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## **SHIRLEY PLATZER-STOCKS SELECTED AS 2012 PLEIADES AWARD RECIPIENT**

NEW YORK— The Optical Women's Association (OWA) has selected Shirley Platzer-Stocks as the 2012 Pleiades award recipient to be honored at the OWA's annual event at the Top of the Standard Hotel, here on Friday, March 23<sup>rd</sup> from 6 pm to 10 pm. "Shirley has been an OWA member/supporter since the beginning of the organization. She fits the definition of the Pleiades award perfectly: an individual who has shown exceptional support of the OWA and of women in the optical industry," said Grady Culbreth, OWA nominating committee.



Shirley Platzer-Stocks is the owner/partner and owner/consultant of two companies, The Optical Vision Site LLC and SPS Associates. She joined the OWA in year one of the organization and became a board member soon after. It was Platzer-Stocks who created the mentoring program for the OWA and launched the first Professional Optical Women's Workshop. She felt mentoring other women in the industry should be an important component of the OWA. She held the office of treasurer for several years and was involved in early fundraising, selling ads for the OWA membership directory.

"I got involved with the OWA around the same time that I was on the VCA Board. The only women on the VCA Board were Andrea Gluck and myself," remembers Platzer-Stocks. "I realized that women were under represented in our industry when it came to leadership positions on different boards and committees. I didn't think it was because we were being deliberately excluded but because we weren't being noticed. It was up to us to make ourselves noticeable and the OWA has been a tremendous vehicle to make that happen in a proactive, positive and useful way."

Before starting her own company in 1997, Platzer-Stocks was executive vice president for sales, marketing and distribution at Signet Armorlite, in 1987. Platzer-Stocks credits her OWA membership as being instrumental in launching her own business.

"The support from fellow OWA board and committee members helped me have the confidence to start my own business. I don't think I would have had enough confidence to do that without this support group," said Platzer-Stocks.



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Platzer-Stocks will have a star named in her honor and be presented to the industry at the OWA's annual event held during Vision Expo East, on Friday, at the Top of the Standard, at the Standard Hotel.

The Pleiades award is named after the star cluster "The Pleiades" in the constellation of Taurus. The Pleiades is also known as the "Seven Sisters" - referring to the seven brightest stars in the cluster. According to Greek mythology, each star was named after the seven daughters of Atlas who were turned into stars by Zeus. Together these stars create one of the brightest clusters visible in the northern hemisphere, just as by working together, the women of the OWA have created an organization that is bigger and brighter than the sum of their individual efforts.

The Optical Women's Association is a non-profit organization founded in 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Star Network Mentoring Program; the Professional Optical Women's Workshop, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades award which recognizes and honors individuals who have made a significant difference for women in the optical industry.

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

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