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## **MARGE AXELRAD SELECTED AS 2013 PLEIADES AWARD RECIPIENT**

NEW YORK— The Optical Women's Association (OWA) has selected Marge Axelrad as its 2013 Pleiades award recipient to be honored at the OWA's annual event at a to-be-named New York venue, on Friday, March 15<sup>th</sup> from 6 pm to 10 pm. "As the OWA celebrates its 15 year anniversary, we couldn't have selected a better Pleiades award winner than Marge Axelrad; a driving force in growing the OWA into the organization it is today," said Ann Englert, OWA president.



Marge Axelrad is the senior vice president and editorial director of the Jobson Optical Group, responsible for the overall direction of VMail newsletters, VisionMonday.com and special events such as the VM Global Leadership Summit. Axelrad was part of the OWA fifteen years ago on day one as one of its founding members. Since the beginning, Axelrad was instrumental in reaching out to the industry for involvement and sponsorships, and as part of the Program Committee, helped create programs such as the Pleiades award events. Using her journalism expertise, Axelrad helped the fledgling organization with its marketing and communication efforts, later joining the Professional Development Fund, Program, Membership and Nominating committees.

"This is an honor that's very meaningful to me, personally and professionally," said Axelrad. "The OWA was developed to bring networking and development opportunities to the wide range of women who make contributions in all of the many facets of the optical industry and vision care profession. It's very exciting to watch OWA become 15-years-strong."

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 September of 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Professional Optical Women's Workshop, providing women in the optical industry with personal and professional growth opportunities;



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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.