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OPTICAL WOMEN'S ASSOCIATION PRESENTS ITS "CONNECTION SERIES" LUNCH AND LEARN PROGRAM SEPTEMBER 17 AT VISION EXPO WEST

DALLAS, TX – August 4, 2015 — The Optical Women's Association will present its **Connection Series: Connecting Members to Leadership Ideas** at Vision Expo West on Thursday, September 17th from noon to 1:30 p.m.

Have you ever been frustrated because you feel you're not speaking the same language when you talk to someone from a different generation? Have you ever wondered why one of your business colleagues acts or thinks the way they do? Have you found yourself saying, "They just don't get it," when talking about a co-worker from a different generation? Why do *they* think that way? Well you are not alone. Generational differences can cause conflict and misunderstandings in the workplace because generations DO speak a different language based on when they grew up and the different cultural events and experiences happening at that time.

This year's OWA Connection Series event, ***Getting Four Generations to Work Together***, is a 'light lunch and learn' program which brings together six panelists from the four generations in the workplace today to tackle common "sticking points" that arise, such as communication styles, how feedback is delivered and how often, and what is considered a good work ethic.

Representing the Traditionalist generation is Mimi Friedfeld, ClearVision Optical; representing the Baby Boomers are Donna Gindy, REM Eyewear and Dr. Gary Gerber, the Power Practice; representing Gen Xers is Dr. Jill Saxon, Bausch + Lomb; and representing the Millennials are Gillian Mulhere, Jobson, and Steven Squires, LocalEyeSite.

Moderated by Baby Boomer, Christie Walker and Millennial Nogah Jones, the event will take place on Thursday, September 17th from noon to 1:30 p.m. Open to members and nonmembers, men and women, this program is free to OWA members and only \$35 to nonmembers. Pre-registration is required at www.opticalwomen.com. The event includes a boxed lunch. Check in begins at 11:45 a.m. with the program beginning promptly at noon.

About the Optical Women's Association: 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 the Connection Series, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Star Award Ceremony & Networking event, which recognizes and honors individuals who have made a significant difference for women in the optical industry.

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