

**For Immediate Release  
October 5, 2009**

**Optical Laboratories Association Announces  
2009 Directors' Choice Recipient**

**Fairfax, VA. October 5, 2009** — “I am very proud to announce that the OLA Board has selected Daniel Torgersen as the recipient of the 2009 OLA Directors' Choice Award,” announced OLA president J.Larry Enright, Perferx Optical. “This is OLA's most prestigious award, and it is given to one individual or organization each year to recognize outstanding contribution to the optical laboratory and ophthalmic industry,” said Enright.

Daniel Torgersen is Vice President, MIS and Special Projects, for Walman Optical Company, Inc. in Minneapolis, MN. “Dan actually has a ‘multiple-personality’ with optical labs,” said OLA executive director Bob Dziuban. “He has served as the OLA technical director for more than 15 years, and has been an outstanding resource to both OLA members and the OLA Board. And, he has served as the chairman of the two committees that develop the ANSI Z80.1 and ANSI Z87.1 Standards.”

“Dan Torgersen's vast knowledge and experience have touched virtually every product and service provided to OLA members,” said OLA president elect Kevin Bargman, Hawkins Optical. “Whenever a lab refers to the expertise and credibility of OLA, they are referring to the influence and efforts of Dan Torgersen.”

The 2009 OLA Directors' Choice Award will be presented to Daniel Torgersen on December 4, 2009, at ceremonies during the Opening Reception of THE OLA 2009 Annual Meeting, at the Gaylord National Hotel, near Washington DC.

Optical Laboratories Association (OLA) is an international business association founded in 1894 to serve the needs of the optical laboratory industry. OLA's current members include 258 companies, representing 520 Rx manufacturing optical laboratories, and industry suppliers, in the U.S., Canada, and 8 other countries. OLA produces a variety of education and training materials for optical laboratories

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including technical, legal, and regulatory bulletins and manuals; and for eye care professionals, including the *Lens Menu*, the *Progressive Identifier*, the *Lens Center*, and the *Indispensable Dispensing GUIDE*. OLA sponsors an international conference and exposition - "THE OLA" - the premier annual event, exclusively for optical laboratories. For more information contact OLA at 1-800-477-5652 or +1-703-359-2830, fax +1-703-359-2834, email: [ola@ola-labs.org](mailto:ola@ola-labs.org), or visit the OLA website: [www.ola-labs.org](http://www.ola-labs.org).

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**For more information about Optical Laboratories Association:**

<http://www.ola-labs.org>