



Optical Laboratories Association

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**For Immediate Release  
August 26, 2009**

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### **OLA “Walks the Walk” Cuts Cost to Attend Annual Meeting**

**Fairfax, VA** – OLA announces a cash subsidy program to help labs and suppliers get together at THE OLA 2009 Annual Meeting. “We’re going to pay part of the hotel cost,” said OLA president J.Larry Enright, Perferx Optical, “to help labs and suppliers come together for education, networking, and the business of buying and selling, and to help the industry during difficult economic times.”

Anyone registered for THE OLA 2009 who stays at the Gaylord National hotel for three nights (Thursday through Saturday) will receive a \$100 credit on their hotel bill. “If you stay for four nights (Wednesday through Saturday), you will receive a \$150 credit on your hotel bill,” said OLA executive director Bob Dziuban. OLA will also give free meeting space to any group or company staying on Wednesday night, that wants to hold private meetings on Thursday, buying groups, user/customer groups, corporate or sales teams, lab networks, lens-lab partner groups – any group of people registered for THE OLA 2009 is eligible.

“Exhibitors at THE OLA 2009 are supporting and participating in this program by distributing the hotel credit vouchers to their customers,” said OLA convention manager Carmen Sevilla. “Labs should check the Exhibitor List on the OLA website ([www.ola-labs.org/exhibitors](http://www.ola-labs.org/exhibitors)) and call their suppliers. Tell them you are going to THE OLA 2009, and you want the hotel credit voucher for credit on your hotel bill.”

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“The OLA Board knows how closely labs are controlling their expenses,” said OLA president-elect Kevin Bargman, Hawkins Optical, “and we also know how valuable it is to get together with other labs and learn more ways to operate efficiently and save money. We are taking action to make it a little easier to come to the annual gathering of labs in 2009.” “We have an outstanding education program,” said OLA vice president Jon Jacobs, Superior Optical Labs, “including specialized, intensive, ½-day programs on surfacing and finishing. We want to help labs come to THE OLA 2009 to take advantage of that education.”

THE OLA 2009 Annual Meeting and Exhibits will be held on December 4-5, at the Gaylord National Convention Center, nearby Washington, DC. For additional information, go to [www.ola-labs.org/ola2009](http://www.ola-labs.org/ola2009), or call OLA at 800-477-5652.

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 including technical, legal, and regulatory bulletins and manuals; and for eye care professionals, including the *Lens Menu*, the *Progressive Identifier*, and the *Indispensable Dispensing GUIDE (under revision)*. 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:**

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