



Optical Laboratories Association

Voice of the Manufacturing Optical Laboratory - Since 1894

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OLA Goes Online

OLA Opens Online Access to Services

Fairfax, VA, September 10, 2008— Optical Laboratories Association has opened online access to many OLA services through a new website feature - **OLA ONLINE**. "Members and Exhibitors now have another choice of ways to do business with their association," said OLA executive director Bob Dziuban, "through 24/7 online access via the OLA website. Phone, fax, and email will continue to be options; **OLA ONLINE** adds an entirely new option." **OLA ONLINE** includes a Store, Meeting Registration, and Invoice Payments. **OLA ONLINE** can be used by anyone for those services available to all.

The Online Store is available to both Members and Nonmembers, with discount pricing and 'bill-me-later' service available only to Members. Nonmembers are able to purchase with credit card payment through the secure, encrypted processing site.

Online Meeting Registration is available to Members and Exhibitors. Companies can use the list of their personnel in the OLA database, selecting the ones to register, saving a great amount of time compared to completing and sending paper forms.

"Access to open invoice records will be attractive to many Members," said OLA membership manager Carmen Sevilla. A company can research, view, print, and pay their invoices at **OLA ONLINE**, with no need to request copies and wait for them to arrive, and no need to call, fax, or mail payments. "We get calls, faxes, and emails every day – requests for invoice copies or submitting payments," noted Sevilla. "Companies can now complete those much more quickly and on their own schedule. This gives Members more control."

Access to **OLA ONLINE** is via secure logon codes unique to each company. All of the online services provide immediate confirmation of the completed transactions, with a follow-up email confirmation as well. OLA is currently distributing customized communications to Members, Exhibitors, and past participants, confirming their secure logon codes.

All the services of **OLA ONLINE** are accessed through links on the OLA website: www.ola-labs.org. Additional information and logon assistance is available by calling OLA at 800-477-5652.

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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 335 companies, representing 583 Rx manufacturing optical laboratories, and industry suppliers, in the U.S., Canada, and 13 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*, the *Lens Center*, and the *Indispensable Dispensing GUIDE*. OLA sponsors an international conference and exposition - "THE OLA" - the world's largest equipment and materials show 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, or visit the OLA website: www.ola-labs.org.

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