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Optical Laboratories Association

**For Immediate Release
June 23, 2009**

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OLA Announces Sweeping Changes

Responsiveness to Member needs and wants guides changes.

Fairfax, VA, June 23, 2009 – “OLA is charting a new course – evolving, contemporary – responding to Member needs and wants.” said OLA president J.Larry Enright in an open letter to the optical industry announcing sweeping changes in OLA’s look, programs, and meetings. Displaying the new OLA logo for the first time, Enright called it “the most visible indication of the changes ongoing at OLA, transformed to represent OLA’s forward momentum and increasing responsiveness.”

Equally striking is the transformation underway with THE OLA 2009 Annual Meeting. “This will be the most exciting meeting held in recent years,” said Enright. “We are responding to OLA Members and Exhibitors concerns with these changes.”

“We’re listening,” said OLA 2009 program chairman Jon Jacobs, “and we’re responding. Our dedicated Annual Meeting attendees and exhibitors asked us for some changes. We listened carefully, and now we’ve delivered.”

The 2009 OLA Annual Meeting will have these new features:

- A 2-day meeting instead of a 3-day meeting – Friday and Saturday
- Early December dates – December 4-5 in 2009
- Renewed focus on lab education, including an operations-intensive “Surfacing & Finishing University”
- New social/networking events – an Opening Reception at the close of Friday’s exhibit session
- Recognition events held during the meeting days – Awards of Excellence winners announced on Friday night, and Hall of Fame inductees honored on Thursday night
- Use of the exciting Gaylord National Resort venue, on the banks of the Potomac River, and incorporating the premier monuments, museums, historical sites, and shopping in Alexandria, VA and in Washington, DC

“These changes will save time and money for OLA delegates and exhibitors,” said Enright, “and will reduce their travel expenses as well. Changing the schedule has allowed us to offer the fabulous Gaylord National Resort for less than \$200 per night.”

“The education program has all the cutting-edge topics you expect to see at THE OLA Annual Meeting,” said Jacobs, “and we have added an intensive program focused on

“Since 1894 ... bringing the best possible eyewear to consumers.”

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operations and production – the ‘Surfacing & Finishing University’ – that will address not only ‘getting back to basics’, but also cover the most complex contemporary issues.”

Enright closed his letter by saying, “Throughout 2009 we will be working to better identify what OLA is now and what OLA Members want it to be in the future – identifying what will provide the maximum value from OLA Membership. Whether we are revising or renewing our traditional tools, reinventing or repositioning existing tools, or creating and releasing entirely new tools – we will be responding to OLA Members.”

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The 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 275 companies, representing 478 Rx manufacturing optical laboratories, and industry suppliers, in the U.S., Canada, and 11 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 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, or visit the OLA website: www.ola-labs.org.

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