



# Secrets Of The Successful Optical Woman

October 6, 2010

## Professional Optical Women's Workshops (POWW)

### Educational Opportunities on Topics Important To You

The OWA's Professional Optical Women's Workshops (POWW) provide unique educational opportunities, both regionally and in conjunction with major trade shows, for members and guests to explore topics of interest to women working in the optical industry that will enrich their personal and professional lives.

The OWA's Program Committee launched the first POWW event in California in 2005. This popular event has become an OWA "signature series" with the goal being to provide forums for OWA members to gather and network in various areas of the country while having access to information that will help move them along their career path.

Past topics have included:

- When the Going Gets Tough, The Tough Get Back to Basics!
- The Lost Art of Writing
- Peak Performance – Communicating at Your Highest Level
- Strategies for Dealing with Difficult People
- Leadership Skills for Professional Women
- How to Meet 1500 People at Lunch

All OWA POWW sessions are based on topics that you told us are important to you.

Today's POWW event, ***Secrets of the Successful Optical Woman*** is being moderated by **Christie Walker**, *LabTalk* editor and OWA member.



## **Dr. Lorie Lippiatt**

*Salem Eyecare Center*

Dr. Lorie Lippiatt is president and founder of the Salem Eyecare Center, Inc., a state-of-the-art 5,000 sq. ft. facility located in Salem, Ohio. Dr. Lippiatt and her associates provide full-scope optometric care in a paperless, technology integrated environment. Dr. Lippiatt has served as a professional industry consultant for Officemate Software the past seven years, specifically in the development of electronic medical records. Dr. Lippiatt has authored numerous professional journal articles, and lectures nationally on the topic of integrated technology. Dr. Lippiatt also serves as a consultant for Marco.

### **Dr. Lippiatt's Secrets to Success**

*“ Create an “experience” for your clients/patients that separates you from your competition. Our staff is trained to create a “Starbucks”-like experience for our patients: The ambience, music, décor, medical care, optical boutique, and staff all reflect this effort in our practice.*

*Learn how to maximize your time with excellent time-management skills. Being a successful business woman in today's competitive marketplace requires extremely good use of skills such as delegation and multi-tasking. Learn and embrace technology, as it will be your friend in this endeavor. ”*



## **Corinne McCormack**

*Corinne McCormack, Inc.  
FGX International*

Corinne McCormack is founder of Corinne McCormack, Inc., a subsidiary of FGX International. Ms. McCormack started her own eyewear business more than 15 years ago and now sells her products in more than 2,000 leading retail stores. In 2009, her company was acquired by FGX International, Inc. the largest designer and manufacturer of non-prescription reading glasses and sunglasses. With the acquisition, Ms. McCormack became FGX International's first female vice president and fashion director. Ms. McCormack has served as past president and board member of OWA since 2003.

### **Corinne McCormack's Secrets to Success**

“ Do what you love and be passionate about your life and career. Do everything as if it really matters and it all really does matter.

You can't do it alone; every successful woman needs to have a team of people and learn to support and nurture that team. ”



## **Audrey Reed**

*Essilor Vision Foundation*

Audrey Reed spent four years in the Air Force before joining the optical industry. She has spent 40 years working in retail, wholesale, manufacturing, distribution, facilities, and purchasing. Ms. Reed has a long-standing reputation of service both in and out of the optical industry. Currently the executive director of the Essilor Vision Foundation and the global coordinator for Special Olympics for Essilor, Ms. Reed was a founding officer and board member of the Optical Women's Association. She was selected by Vision Monday as one of the Fifty Most Influential Women in Optical and recently was a 2010 Ernst & Young Entrepreneur of the Year Southwest Area - North finalist.

### **Audrey Reed's Secrets to Success**

“ Don't be afraid to take risks, they can be exciting and so worth it. Look outside your current skill sets and believe you can do anything.

Develop a great work ethic, doing just what is expected or what your job description says will never get you to where you want to go.”



**Barbara Wagner**  
*Santinelli International*

Barbara Wagner joined her family's company, Santinelli International, in 2002 to head the marketing department after a career in marketing French and Italian wines and spirits. Santinelli International is the exclusive U.S. distributor of the Nidek line of optical equipment. A graduate of the University of Hartford with a BA in Marketing, Ms. Wagner resides on Long Island with her husband and two daughters. An OWA member since 2002, Ms. Wagner was the chairperson of the Vision Council Statistics Committee from 2006-2009.

### **Barbara Wagner's Secrets to Success**

*“ When working in a family-business, it's important to treat each other in a professional, emotionally-detached way. In other words, maintain a respectful supervisor-to-employee or colleague-to-colleague relationship without invoking the more informal, personal side of your off-hours affiliation.*

*Keep work-related issues and discussions out of non-working time together. That can be hard when you're in the throes of a project or have exciting news to share. It should even apply to letting go of a potentially negative encounter or experience that may have taken place at the office. Either way, everyone should be able to enjoy the time together as a family and have fun without bringing home the work!* ”



## **Rhonda Whitcomb**

*Walman Optical*

Rhonda Whitcomb is a wholesale optical lab manager for one of the largest labs of Walman Optical. Ms. Whitcomb was hired as a customer service representative in May of 1984. Over the next several years she performed front office lab duties advancing to the lead staff person in the front office. In 1997, she was promoted to office supervisor. Ms. Whitcomb was recognized by her peers in January 2002 and awarded Walman's Inspiration & Spirit Award. Her lab was awarded Walman Branch of the year in both 2005 and 2007. In June of 2008 she was promoted to branch manager and has one of the most profitable labs in the Walman network.

### **Rhonda Whitcomb's Secrets to Success**

“ *Never pass by a chance to learn something new. Work on facing tough challenges head on and think of them as future opportunities.*

*Devote as much dedication and passion into your work as possible. Help inspire others to do so as well. Put emphasis on your strengths and work daily on your weaknesses.* ”



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