



P.O. Box 11463
Minneapolis, MN 55411-0463
Email: owa@opticalwomen.com
Web: www.opticalwomen.com

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CONTACT:

Gloria Maccaroni
gloria@mikliltd.com

DEBORAH MALAKOFF OF VISION COUNCIL OF AMERICA HONORED BY THE OPTICAL WOMEN'S ASSOCIATION

Minneapolis, MN

Deborah Malakoff, a 20 –year veteran of the optical industry has been selected as this year's recipient of the 8th annual Pleiades Award which will be presented by the Optical Women's Association (OWA) on Friday, March 23. This year's event will be held in the Marchon showroom located at 8 West 40th Street between 5th and 6th Avenues. Festivities begin at 6 pm with award presentation at 6:45pm.

Currently Deborah serves as the vice president of Trade Shows for the Vision Council of America, a non-profit association representing eyewear manufacturers. In her role, Malakoff works closely with Reed Exhibitions and the VCA Show and Exhibitor Advisory Committees to establish and direct the long range objectives of the International Vision Expo family of trade shows. She is a member of the International Association of Exhibitions and Events, the Optical Women's Association and the American Society of Association Executives.

Joining the optical industry in 1984, as marketing and visual merchandising manager for Eyelab she led a team of visual merchandisers in the expansion of four stores to a chain of 38 optical superstores. She later joined Bob Hillman, where she served as director of creative services and was part of senior management which helped to execute the new Hillman/Kohan Eyes concept, evolving into 10 fashion eyewear superstores.

Deborah holds a bachelor's degree in both Advertising Design and Marketing from the University of Maryland. In her spare time, she enjoys skiing, golf and traveling.

The Pleiades Award spotlights an individual who has shown commitment to the mission of the OWA by fostering the growth of women in the industry. This award is named for the star cluster Pleiades in the Taurus constellation. The Pleiades is also known as the "Seven Sisters" referring to the seven brightest stars in the cluster.

The invitation to attend this event is extended to both OWA members and nonmembers. Guests

“Women of Vision”