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OPTICAL WOMEN'S ASSOCIATION PRESENTS WORKSHOP ON EFFECTIVE COMMUNICATION AT VISION EXPO WEST

LAS VEGAS– The Optical Women's Association will present a Professional Optical Woman's Workshop (POWW) on Effective Communication, Wednesday, October 3rd, 5:00 pm to 7:30 pm, in Las Vegas, in conjunction with International Vision Expo West.

Workshop leader Jarrod Davis is the development and communications manager with Wal-Mart and is responsible for training new associates on presenting skills and techniques. This hands-on presentation will include role-playing opportunities, tools for speaking in public, building better presentations and tips on how to handle hecklers and troublemakers. Participants will leave the workshops with skills they can put to use immediately on the show floor.

The event is open to OWA members and non-members. For the first time, the POWW workshop will be **complimentary** to OWA members as an exclusive members benefit to members who register in advance via e-mail. To register, send an e-mail to owa@opticalwomen.com to reserve your spot. The fee for non-members is \$35. Workshop includes light hors d'oeuvres and non-alcoholic beverages.

The Optical Women's Association is a non-profit organization founded in September 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Other projects and programs include the Star Network Mentoring Program providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades award, which recognizes and honors individuals who have made a significant difference for women in the optical industry.

"Women of Vision"