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FOR IMMEDIATE RELEASE
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RENE SOLTIS OF THE VISION COUNCIL TO BE HONORED BY THE OPTICAL WOMEN'S ASSOCIATION WITH GROUP'S 10th ANNUAL PLEIADES AWARD

Dallas, TX ~ Rene Soltis, Director of Training and Education for The Vision Council has been selected to be the recipient of the 10th annual Pleiades Award. This award will be presented by the Optical Women's Association (OWA) on Friday March 27th at the Marchon showroom, 8 West 40th Street (between 5th and 6th Avenues). Festivities begin at 6:00 pm, with the award presentation at 6:45 pm.

Rene D. Soltis, FNAO is a dispensing optician with over 32 years of industry experience. She has developed and implemented numerous education and practice building programs for eyecare professionals, retailers, suppliers and HMO's. She designs and delivers sales training for industry professionals.

Ms. Soltis serves as the liaison to the Conference Advisory Board of International Vision Expos and lectures extensively at the national and international level. Rene is a featured author and has conducted numerous interviews on eyecare, eyewear, and eye health issues with leading consumer publications such as: *Wall Street Journal*, *Consumer Reports*, "*O*", *Parenting*, *Health*, *Golf Digest*, *Glamour*, and *In Style* to name a few. As an industry spokesperson, she conducts media interviews and has appeared on several live TV network news shows, including CBS morning shows, the *Today Show*, the *Early Show*, *Fox Dayside* and *WB11*. In 2004, Ms. Soltis was a recipient of *Vision Monday's* "50 Most Influential Women in Optical" honor.

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.

OWA members and non-members are invited to attend this event. There is no admission fee, and advanced registration is required. Please RSVP by March 13, 2009 at www.opticalwomen.com.

The OWA would like to thank our sponsors for their support and belief in the OWA mission.

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The OWA would like to thank Marchon Eyewear for providing the venue for this event.

"Women of Vision"