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**FOR IMMEDIATE RELEASE**

**THE OPTICIANS ASSOCIATION OF AMERICA BEGINS PREPARATIONS FOR THE  
25TH ANNUAL STATE LEADERSHIP CONFERENCE**

**LAKELAND, TN, June 8, 2009** – The 2010 State Leadership Conference is scheduled to take place January 21-23 in Memphis, Tennessee, the Home of the Blues and Birthplace of Rock N’ Roll. The Opticians Association of America will celebrate “25 Years of Success and Leadership” at the Silver Anniversary of this premiere event.

OAA’s State Leadership Conference is the only event that attracts such a large group of national and state leaders. These leaders are given the opportunity to learn from one another, make new connections within the industry and obtain the latest techniques in leadership and association management.

Each year, the conference offers unique educational seminars and topic specific breakout sessions that address subjects from growing membership numbers and legislative affairs to communication synergy and leadership skills. In addition to learning from presenters, the attendees immerse themselves in networking events to help build better synergy throughout North America. These interactive social functions are designed to help create a strong grassroots network within the industry, so that the attendees will continue to communicate and share ideas with one another long after the close of the conference.

Curt Duff, a former OAA President, is the only leader that has attended all 25 State Leadership Conferences. Mr. Duff stated, “It is amazing to see how this gathering of influential leaders has grown over the years. I believe that this is truly a must attend event for anyone who is a current leader within the industry and for those who want to continue to steer our industry in a productive direction.”

Registration and hotel arrangements will soon be available on the Opticians Association of America’s website, [www.oaa.org](http://www.oaa.org). OAA is expecting a record attendance, so registering early will be the only way to ensure your place at the 2010 State Leadership Conference.

Established in 1926, the Opticians Association of America (OAA) serves as the only national organization representing opticianry’s business, professional, educational, legislative and regulatory interests. For more information about the organization please contact the OAA office at 4064 E Fir Hill Drive, Lakeland, TN 38002, 901.388.2423, [chris\\_allen14@att.net](mailto:chris_allen14@att.net), or [www.oaa.org](http://www.oaa.org).

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