



Contact: Chris Allen, Executive Director
Tel. 901.388.2423
Cell Phone: 901.568.0306
Email: chris_allen14@att.net

FOR IMMEDIATE RELEASE

MORE THAN 70 STATE LEADERS GATHER AT THE OAA STATE LEADERSHIP CONFERENCE

LAKELAND, TN, February 16, 2009 – The mood was upbeat and optimistic at the recent State Leadership Conference hosted by the Opticians Association of America (OAA) in New Orleans, LA. The conference is the only event that attracts such a large group of state leaders to learn from one another, make new connections within the industry and obtain the latest techniques in association management. Vision-Ease Lens, Shamir Insight, Inc., Alcon, Signature Eyeware, the Luxottica Group, Marchon Eyewear, Elmo Spellman and Gaye Wilson sponsored this year's State Leadership Conference.

Under the theme "The Future is Now," the leaders from over 20 states and Canada attended educational seminars and topic specific breakout sessions that addressed subjects from growing membership numbers and legislative affairs to hosting meetings and communication synergy.

In addition to learning from presenters, the over 70 state leaders immersed themselves in networking events to help build better synergy throughout North America. These interactive social events were designed to help create a strong grassroots network within the industry, so that the attendees would continue to communicate and share ideas with one another regularly to ensure success in their home states.

Tom Hicks, President of the Opticians Association of America said, "This conference develops and builds stronger relationships between state leaders, which enables state associations to effectively face and overcome the many challenges our industry is and will face in the future."

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, or www.oaa.org.

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