

# A Day in the Life...



## ...Optical Across America

### VM STAFF REPORT

NEW YORK—At *Vision Monday*, we see how vast and manifold the optical industry is every single day, but outside of a trade show, like this month's Vision Expo West in Las Vegas, the rest of the industry is rarely afforded the same privilege. So, we thought it would be fun to show our readers just how diverse and vibrant this industry is by asking different sectors to document various parts of their day.

We asked readers across the country, "What do you do each day?" and tasked them with photographing and explaining the different parts of their day that were remarkable or characteristic of their particular job.

We had to wade through a whole heap of fun and interesting pictures!

It will come as no surprise that we all sit through a lot of meetings. *A lot*. If you're lucky (like VisionWeb) you get to do them outside! And of course, several of us spend much of our day in front of a computer completing a variety of tasks from customer service fulfillment, to designing product or marketing materials, to reviewing exam results.

Still others spend their days seeing patients, on the road visiting accounts who have become friends (or is that friends who have become accounts?), producing video shoots, driving fork lifts (the VM team was particularly envious of that one) or, if you work at Oakley, doing a great deal of bike riding.

From the mundane to the outrageous, we saw it all. Of course, we could not include all of the pictures we received, and the participants we are featuring are by no means an exhaustive or comprehensive representation of the entire industry, but we found the snapshots a wonderful portrait of our industry and a great reminder of the opportunities that being an opti-employee provides.

Enjoy the glimpse into "A Day in the Life" of optical across America over the next several pages. You can even check out more pictures online in the Digital Edition of this issue at [www.VisionMonday.com](http://www.VisionMonday.com), and if you feel like sharing your own pictures from a day in your optical life, feel free to do so on Vision Monday's Facebook page or tweet us @VisionMonday using #DayInTheLife! ■



7:03 a.m. CT

OGI Eyewear, Minneapolis

**Hitting the Highway**

Sales rep Eric Larson starting out for his first sales appointment of the day. Eric's looking at a three-hour drive to two Sterling Optical locations in Fargo, N.D. "I leave Minneapolis early in the morning with a lot of coffee."

7:21 a.m. ET

VA Medical Center, White River Junction, Vt.

**Making Their Case**

Dorothy Hitchmoth, OD, chief of optometry and director of residency at the VAMC, leads case rounds review with staff, resident optometrists and optometry students. This morning's topic: a case presentation by an intern on a difficult uveitis case. (L to R) Mai Ty, Crystal Tong, OD, Nicole Gaibrois, OD, Katherine Wingate, Jessica Luu, OD, Molly Fellows, Hitchmoth, David Nadeau, OD, Jeff Ho, and Joseph Gallagher, OD.



7:46 a.m. CT

OGI Eyewear,  
Minneapolis**On the Road Again**

Sales rep Eric Larson's checklist:  
Coffee and scone? ✓  
New releases? ✓  
Order forms and files? ✓  
Let's go!

7 AM



7:30 a.m. PT

Oakley HQ, Foothill Ranch, Calif.

**Pedal to the Metal**

Getting in their morning workout before the work day begins, "Oakleyites" meet up at the entrance to the company's Interplanetary Headquarters. Many employees opt to cycle into work and some will even use their lunch hour to hit the road again for another ride.

7:53 a.m. MT

Smith Optics, Sun Valley, Idaho

**Coming Into View**

"Here's the view we all enjoy as we arrive for work every morning at Smith Optics." – Christina Romano, dealer services and front desk.





# A Day in the Life of Optical



8:04 a.m. CT

Schneider Optical Machines,  
The Colony, Texas

## Smiles All Around

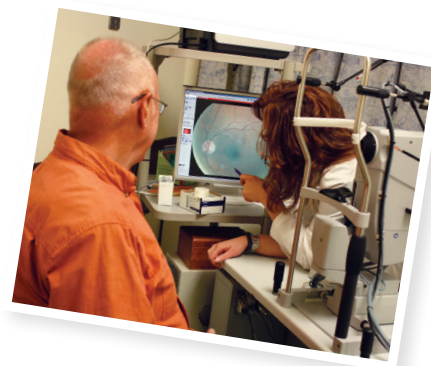
At the start of her workday, Taylor McQuestion, order fulfillment specialist, with an upbeat personality and a smile on her face, begins processing all parts and consumables orders that come in via fax, phone and email.

8:24 a.m. PT

REM Eyewear, Sun Valley, Calif.

## Strategic Moves

CEO Mike Hundert begins his day by pouring through reports to help guide and communicate the company strategy.



8:46 a.m. ET

VA Medical Center,  
White River Junction, Vt.

## Getting Down to Business

Dorothy Hitchmoth, OD gets down to the business of eyecare, counseling a patient on the procedure she is about to perform, an Intravenous Fluorescein Angiography (IVFA).



8:29 a.m. ET

VA Medical Center,  
White River Junction, Vt.

## Time For Patients

In the main hallway of the optometry outpatient clinic (l to r) Molly Fellows, Dorothy Hitchmoth, OD, David Nadeau, OD, Martin Diaz, OD, Jessica Luu, OD and Vy Mai head over to the optometry outpatient clinic exam rooms to begin seeing patients.

8:49 a.m. HAST

Hawaiian Optics, Kauai, Hawaii

## Dashboard View

Owner Marti Nice provides a dashboard glimpse into her daily commute to work, declaring, "I never get tired of this view!"



9 AM

More →



9:03 a.m. ET

Kenmark Group,  
Louisville, Ky.**Custom Made**

Jason Wehlage, product designer, in Kenmark's design space looking at color boards. "I am reviewing fall color palettes to match acetate and create custom colors."

9:16 a.m. ET

Rhode Island Eye Institute, Providence, R.I.

**Helping the Little Guy**

Jodi Donovan, optician, takes young Grant Beland's PD measurement at this Vision Associates location.

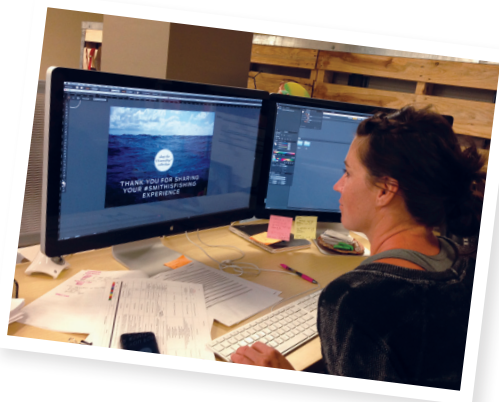


9:37 a.m. CT

Schneider Optical Machines,  
The Colony, Texas**Beep, Beep!**

Roger Beeler, warehouse manager, checking in the inventory for the weekly shipment from Schneider Germany (HQ). He ensures daily shipment of orders, as well as logistics for the Schneider U.S. office.

9 AM



9:19 a.m. MT

Smith Optics, Sun Valley, Idaho

**Make it "Pop"**

Cara Shumate, graphic designer, in the Smith marketing/art department designing a visual for a social media contest targeted at the fishing industry based on the brand's new ChromaPop lens technology.

9:40 a.m. CT

Walman Optical, Minneapolis

**Meeting of the Minds**

(L to R) Vice presidents Bryan Schueler, Bob Gustin, and Craig Giles discuss opportunities and initiatives for the Walman lab group while in Gustin's office.



9:56 a.m. ET

OneSight Clinic,  
Fishkill, N.Y.**Fresh Air and Eyecare**

Cara Londin, Luxottica's associate general counsel, at the OneSight Vision Clinic, providing Fresh Air Fund summer campers with free eye exams and glasses.



# A Day in the Life of Optical



**10:04 a.m. CT**

Hoya Vision Care,  
Lewisville, Texas

## What an Experience!

The Hoya customer experience team gathers for their biweekly meeting to discuss opportunities, new products, goals, programs and the previous week's occurrences.

**10:22 a.m. PT**

Desert Valley Eye Care, Kennewick, Wash.

## Kidding Around

A patient's child plays in this PECAA location's kid's room while mom is having an exam with Maureen Fahey, OD.

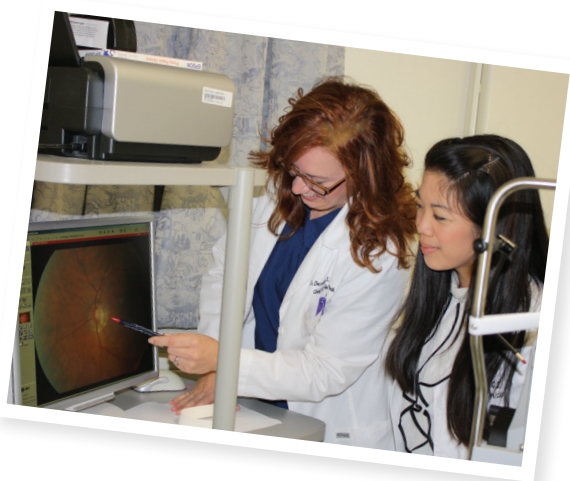


**10:45 a.m. CT**

Europa International,  
Chicago

## Pick, Pick, Pick

Justin Loeffler, assistant warehouse manager, one of several on Europa's warehouse team, picks frames to fulfill customers' orders.



**10:26 a.m. ET**

VA Medical Center,  
White River Junction, Vt.

## Testing, Testing...

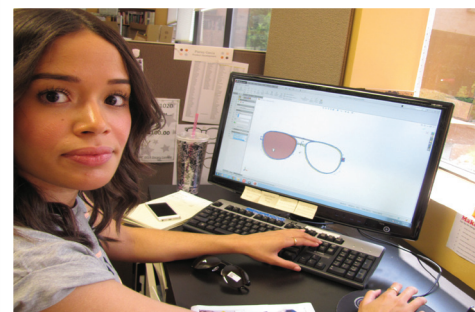
Dorothy Hitchmoth, OD, (I) and Jessica Luu, OD, a resident, are in the Intravenous Fluorescein Angiography (IVFA) room reviewing test results.

**10:43 a.m. PT**

VSP Global HQ,  
Rancho Cordova, Calif.

## How Can I Serve You?

Customer service representative, Monique Murray, happily answers a call from a VSP member.



**10:53 a.m. ET**

ClearVision Optical,  
Hauppauge, N.Y.

## In the "Imaginarium"

ClearVision's product development team creates initial product samples in-house using 3D printing. Here, product engineer Pia Garcia is in the company's "Imaginarium" readjusting a CAD drawing of a design prototype.

More →



### 11:02 a.m. CT

Vision Source Member Support Services, Kingwood, Texas

#### Eye Like It

Bryan Pinciario, SVP and chief marketing officer "reading *Vision Monday* of course! Bryan loves his daily *VMail* and we have magazines in the common areas of the office."

### 11:19 a.m. CT

Schneider Optical Machines, The Colony, Texas

#### Demo Room

Bill Yee, process engineer, gets a better understanding of a customer's questions by assessing equipment in the demo room available for hands-on troubleshooting.



### 11:34 a.m. ET

VA Medical Center, White River Junction, Vt.

#### Star Pupils

(L to R) Staff and student optometrists Crystal Tong, OD, Vy Mai, Nicole Gaibrois, OD, David Nadeau, OD, Dorothy Hitchmoth, OD, Martin Diaz, OD, Joseph Gallagher, OD, Molly Fellows, Jeff Ho, Katherine Wingate and Jessica Luu OD, are reviewing inpatient and outpatient consults and schedules.

11 AM



### 11:23 a.m. HAST

Moonbow Tropics, Lahaina, Maui

#### Mahalo, Lahaina

Hawaiian Optics' Maui sales rep Jackie Campbell (l) re-stocking with store manager Karen Bennett.

### 11:53 a.m. CT

Essilor HQ, Dallas

#### SciFeye

Rachel Yacoub, dispensary manager takes Melie Debrosse's digital measurements using the Visioffice 2 System.





# A Day in the Life of Optical



12:04 p.m. PT

Oakley HQ, Foothills Ranch, Calif.

## Sport Report

(L to R) Global VP of sports marketing, Pat McIlvain, athlete, Bubba Watson, Global Golf marketing manager, Nathan Strange, and Oakley employees at a quarterly team meeting “where our CEO, Colin Baden and other Oakley executives report on the state of the business. The meeting is usually followed by some sort of fun activity.”

12:36 p.m. ET

Bay Hill Eye Care, Orlando, Fla.

## Lunch & Learn

(L to R) Sean Coughlin, OD, Elizabeth Zully Alejandro, Devin Coffey, Nancy Garcia, Ashley Meadows-Collazo, Anand Boodram and Elena Santiago. Elizabeth is conducting a lunch and learn with the staff to highlight new products and answer questions.



12:18 a.m. ET

Original Penguin Offices (Perry Ellis) at Hippodrome, New York, N.Y.

## Try This on for Eyes

Adam Weir, Original Penguin director of design, (l) and Jason Wehlage of Kenmark Group review the fall 2015 trend book and clothing collection.

12:34 p.m. CT

Crown Vision Center's First Look Lab, Wood River, Ill.

## Rad in the Lab

Bret Castlebury, production manager, and Ron Jackson, director of optical manufacturing, running jobs through Satisloh AR Lab.



1 PM

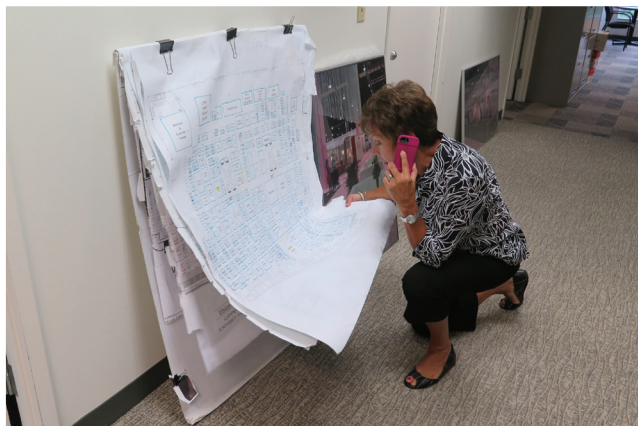
12:46 p.m. PT

Urban Optics, San Luis Obispo, Calif.

## What's Up, Doc?

Kayla Skinner, optician, adjusting Dave 'Doc' Schultz' latest pair of glasses, putting him well over 50 pair. Frame: Garrett Leight 'Kinny' color: champagne. Lenses: 1.67 Hoya Array, Transitions Green with EX3 AR.

More →



1:06 p.m. ET

Reed Exhibitions, Norwalk, Conn.

**Expo Bound**

To determine the best booth space available for exhibitors, Valerie Scott, VP, strategic accounts, examines the floor plan for Vision Expo West in Las Vegas.

1:36 p.m. CT

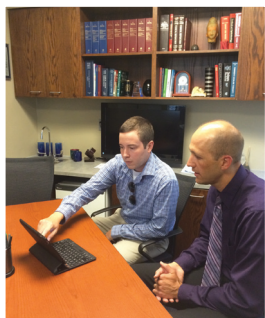
Crown Vision Center's First Look Lab, Wood River, Ill.

**Next Generation**

Crown Vision's Ron Jackson and Tiffany Runion run jobs through the Schneider digital lens generator.



1 PM



1:13 p.m. CT

EyeCare Specialties, Lincoln, Neb.

**High Finance**

Paul Oslin (l), PECAA member business analyst, provides a personal, in-office financial consulting service in this MBA Meeting for Todd Pfeil, OD.

1:34 p.m. ET

Luxottica's Coach Brand Immersion, New York, N.Y.

**Brand New**

Previewing the latest collection of Coach eyewear, the Luxottica North America sales team learns the latest aspects of this licensed brand at the Gansevoort Park Avenue Hotel.



2 PM



1:47 p.m. ET

ClearVision HQ, Hauppauge, N.Y.

**Going Viral**

For ClearVision's annual intern video, (standing l to r) Mary Tarantino, Amanda Booth, Nicole Wong and Danielle Halperin film two 2014 interns—Angelo Gonzalez (l) and Jonathan Prinz.

More →





## 2 to 3 PM



## A Day in the Life of Optical



2:03 p.m. CT

Vision Source Kingwood  
Optical Lab, Kingwood, Texas**Opticianry Magicianry**

Michelle Koonce applies her opticianry skills to tighten a loose screw on a pair of eyeglasses.

2:22 p.m. ET

Luxury Optical Holdings,  
New York, N.Y.**Sweet Treat**

Preparing for a meeting with *Vogue*, Jeff Press, Luxury Optical Holdings' VP of merchandise and design, enjoys a milkshake at the Brooklyn Diner in Times Square.



2:42 p.m. PT

VSPOne Lab, Sacramento, Calif.

**Blocking Blanks**

Chong Vang, surfacing technician, prepares lens blanks at the surface blocking machine to help fill the more than 4,000 jobs that go through this lab each day.

2 PM



2:38 p.m. PT

Desert Valley Eye Care,  
Kennewick, Wash.**Dispensing With Care**

At checkout, Maureen Fahey, OD, hands out a "Share the Care" card while dispensing product to her patient, Celina.

2:17 p.m. CT

Hoya Vision Care,  
Dallas**Framed Out**

In the frames department, Hoya lab employees prepare frames for eyeglasses.

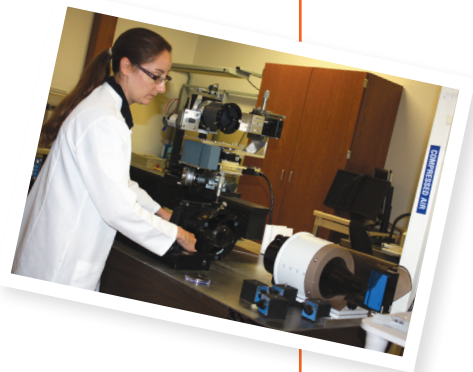


2:56 p.m. CT

Essilor R&D Center,  
Dallas**Measure for Measure**

To ensure accuracy during research and development, Sheila Hurley, R&D engineer, checks optical measurements.

3 PM



More →



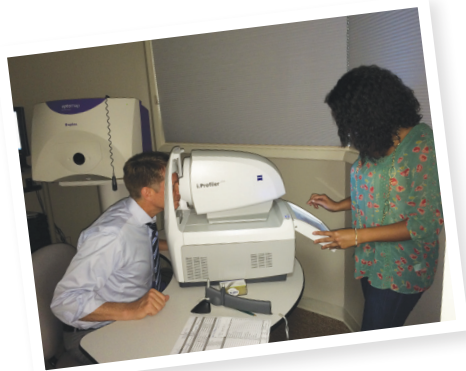




3 to 4 PM



## A Day in the Life of Optical



3:01 p.m. ET

Bay Hill Eye Care,  
Orlando, Fla.

**Test Taker**

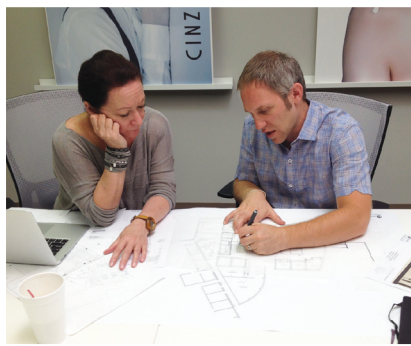
In the testing room of this PECAA member, optical tech Nancy Garcia creates a patient's visual profile using the Zeiss iProfiler Plus.

3:19 p.m. CT

Europa International, Chicago

**Blueprint for Success**

Founder and creative director, Cynthia Shapiro and an architect review blueprints for the company's new headquarters and factory in the conference room of Europa's current headquarters.



3:38 p.m. MT

Smith Optics, Sun Valley, Idaho

**Turbo Charged**

As the video shoot takes place nearby, the Smith Optics team gathers in the Turbo conference room for a product marketing meeting. (L to R) Drew Chilson, director of development, Adam Green, marketing director, Cory Smith, senior marketing manager, and Mallory Burda, endurance promotions manager. Not pictured: Graham Sours, helmet category manager and Cassie Abel, communications manager.

3 PM



3:13 p.m. CT

Crown Vision HQ  
St. Louis

**May I Help You?**

Crown Vision CEO Matt Matthews and product assistant Jenni Brink, discuss strategies for inventory.

3:36 p.m. MT

Smith Optics,  
Adams Gulch Trailhead, Idaho

**Hold That Pose!**

At the Adams Gulch Trailhead, a mile from Smith Optics headquarters in Sun Valley, Idaho, Smith Optics multimedia manager John Hechtkof and model Anna Parker shoot a video for Smith's new women's lifestyle/performance piece, the Asana.



3:52 p.m. PT

REM Eyewear, Sun Valley, Calif.

**Brand Awareness**

Meanwhile, in Sun Valley, Calif., Mike Hundert of REM Eyewear (c) joins Julie Chi, director of product development (l), and creative director Nicolas Roseillier as they share ideas about the company's house brands, Indie and Surface.

More →





# 4 to 5 PM



# A Day in the Life of Optical



4:02 p.m. MT

Optometry Giving Sight,  
Golden, Colo.

## News Update

The staff of Optometry Giving Sight takes time out of their World Sight Day Challenge prep to catch up on optical news in *Vision Monday*. (L to R) Tanya Ray, Pamela Capaldi, Eric Anderson, Lori Smith and Yana Donat.

4:22 p.m. CT

Blink Eyewear, Bismarck, N.D.

## Sales Call

OGI sales rep Eric Larson visits Kelley Dockter, owner of Blink Eyewear. "I've known her for almost 18 years," said Larson. "She is service and style-driven, which insures customers get personal service and fashion forward looks in a fun and welcoming atmosphere."



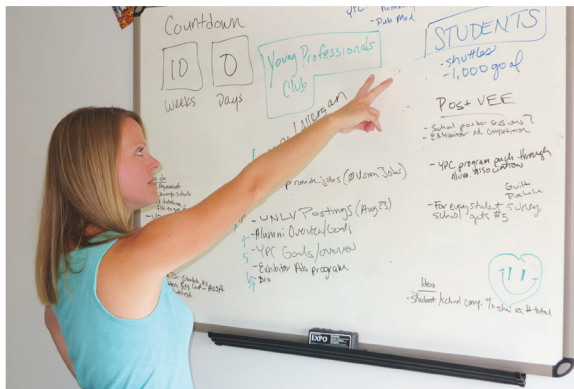
4:43 p.m. ET

Morgenthal Frederics  
SoHo, New York

## Hollywood Spec-tacular

Morgenthal Frederics' Jeff Press guides a pull with Woody Allen's styling team for Allen's new movie.

4 PM



4:25 p.m. ET

The Vision Council, Alexandria, Va.

## Westward, Ho!

Professional relations manager Kristen Reynolds works with Angela Harar, senior director of shows (not shown), on planning programs and events for Young Professionals Club members at Vision Expo West.

4:57 p.m. CT

VisionWeb HQ, Austin, Texas

## Social-eyezing

VisionWeb staffers hold a social media brainstorming session on an outdoor terrace. (L to R) Ravel Thai, product marketing manager, Sharon Chin, inbound marketing specialist, Kate Nabinger, marketing intern and Cookie DeSilva, marketing associate.



5 PM

More →





5 to 7 PM



## A Day in the Life of Optical



5:06 p.m. PT

Oakley HQ, Foothill Ranch, Calif.

**Crowd Pleasers**

The Oakley team ends the day the way it began, as they gather in front of Oakley Interplanetary Headquarters.



6:12 p.m. PT

San Luis Obispo, Calif.

**Vintage Ending**

David Schultz, OD, owner of Urban Optics ending the day in his self-built wine cellar. Looking for just the right vintage, he selects a bottle of wine for dinner with all his favorite ingredients—“Eye Chart Wines, Red Blend, Napa Valley.”

5 PM



5:36 p.m. ET

VA Medical Center  
White River Junction, Vt.**Team Work**

Dr. Hitchmoth (c) and her medical team heading to the inpatient care department to consult on the day's cases.

6:24 p.m. PT

Gogosha Optique, Los Angeles

**Moment of Reflection**

“I finally decided to get the Claire Goldsmith I’ve been on the fence about since March. Sometimes you have to remember to push your own comfort zones. I’ve also gotten in the habit of taking my own OC measurement.”—Julia Gogosha Clark, owner.



7 PM



6:50 p.m. CT

Crown Vision Center,  
Alton, Ill.**Just the Right Fit**

Adria Blessing taking a patient's PD at Crown Vision Center – City Place Office.

For a look at all the pictures that were submitted for our Day in the Life feature, go to the Digital Edition for the Sept. 1 issue on [VisionMonday.com](http://VisionMonday.com).





