

Opticians Association of Iowa Virtual Spring Conference Saturday, May 21st



Laurie L. Pierce, ABOM, NCLC

Ms. Pierce is an instructor in the Opticianry program at Hillsborough Community College in Tampa, Florida. Laurie is a graduate of Newbury College’s opticianry program in Boston, and managed Lugene Opticians, an upscale optical boutique in Boston’s Copley Place. Ms. Pierce lectures extensively on optical theory and management topics at local, regional and national optical conferences. Ms. Pierce is an ABO Master Optician and is certified by the National Contact Lens Examiners. She received the National Federation of Opticianry Schools Educator of the Year award, 2003, and was named by Vision Monday one of America’s Most Influential Women in Optics, 2010.

Kayla Ashlee



In 2006 Kayla stepped into optical and has sought out ways enhance the magic of our industry ever since. Finding a passion for optics as an optician, she began incorporating her business and marketing education into her love of optics. Developing as business consultant for multiple opticals, she created a unique tool for maximizing the profitability of frame boards. She was asked to work for a lens distributor and used her skills as a speaker to solidify partnerships with the independent opticals they serviced. The next step needed to be something BIG! She & Rook joined forces and created Spexy. Sharing the belief that the independent can do more, if they just had access to it.

8:00 - 8:30	Log in - Waiting Room
8:30 - 8:50	Welcome, Intros
9:00 - 9:50	Kayla Ashlee - Rise Up
10:00 - 10:50	Kayla Ashlee - Overcome Mediocre Madness
11:00 - 11:30	Vendor Partner Videos / Giveaways
11:30 - 12:20	Laurie Pierce - Camber Technology, Next Gen Digital Progressive Lenses
12:20 - 12:30	Bio Break / Grab Your Lunch
12:30 - 1:00	Vendor Partner Videos / Giveaways
1:00 - 1:50	Laurie Pierce - Connecting the Refraction to a Patient’s Rx
2:00 - 2:50	Laurie Pierce - Anatomy of a Successful Optical Business
2:50 - 3:30	Conclusion of Day