

# Envision

SEEING BEYOND

JULY - AUGUST 2012



**Knock,  
Knock!**

*Are You  
Letting In  
New Lenses?*

The Variety of  
High-Index  
Plastic Lenses

Discover the Latest in  
Stem Cell Research

Designer  
Bruno Palmegiani  
Shares his Aspirations



[ Angela Marsellos ]



[ Julie Legendre ]



[ Lora Discenza ]



[ Nicolas Tountas ]



[ Pedro Silva ]

## New Dynamic Leaders

Nikon Optical Canada recently announced the following key organization changes with the goal of realizing more responsive, more personable relationships with their customers.

Nicolas Tountas, newly appointed as VP customer services, is a licensed optician whose experience owning a practice will serve as an asset in his commitment to developing a more proactive customer service department.

Angela Marsellos has been promoted to director of marketing and communications, leading the marketing team to develop and execute key programs. With thirteen years of experience in marketing at Nikon, Angela's passion for the Nikon brand will be critical in the effective communication of the company premium philosophy.

Lora Discenza, who was appointed as marketing communications manager, is central to effective communications for new product launches, advertising, promotions and other marketing

projects. Working for Nikon for over eight years, Lora's experience is essential in the realization of projects.

Julie Legendre has been promoted to quality director in a new department created specifically to continuously improve and sustain the company's quality policy, while implementing timely processing and resolution of warranty issues. Julie is a licensed optician, with six years of experience successfully managing Nikon Optical Canada customer services.

Pedro Silva, director of the strategic marketing and sales group, is responsible for analyzing and evaluating the success of Nikon's initiatives. Drawing on his ten years of experience at the company, his recommendations on product strategy and pricing help Nikon respond to changing market demands therefore sustaining their relevancy in the Canadian optical industry.

## WestGroupe Goes Green with Levi's Eco-Friendly Line



With today's consumers focused on environmentally friendly products, eco-friendly eyewear is a natural progression. Launching with three acetate models, the Levi's Eco Eyewear collection is constructed from over 95 percent recycled materials.

The look is modern retro with a mixture of shapes and colours. The centerpiece of the collection is the LS 606E, a retro-inspired, modified round shape with a key hole bridge. Available in tortoise, black crystal and crystal, this model is perfect for the eco-conscious hipster.

In addition to the use of recycled material for the frames, the Levi's Eco Eyewear line also is committed to using recycled material for all its packaging.



## BECOME AN OPTICIAN IN ONLY 6 MONTHS

Optical Dispensing is a high-growth industry with good pay and job security.

Train for a "Career With Vision", or even start your own business.

- 6 months MORNING class starts **Sept. 10<sup>th</sup>, 2012.**
- Financial assistance available.
- *Hurry... enrolment limited!!!*

**BC COLLEGE OF OPTICS**  
208 – 10070 King George Blvd., Surrey, BC

www.bccollegeofoptics.ca    604.581.0101