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VISION MONDAY

DECEMBER 15, 2014
VOL. 28 / NO. 14 / \$15
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Mark Becker

SHAMIR NAMES BECKER VICE PRESIDENT OF MARKETING AND STRATEGIC PARTNERSHIPS

SAN DIEGO— Shamir Insight has named Mark Becker vice president of marketing and strategic partnerships. Becker joined Shamir with more than 20 years of executive optical experience. He previously co-owned and operated the Precision Optical Products lab in San Diego and served as regional vice president of Essilor of America.

Becker will be responsible for all marketing and communications initiatives, including branding, merchandising, product marketing, and public relations. He will also drive the growth and development of key market segments and establish initiatives to advance Shamir partnerships.

"Becker brings to Shamir a wealth of experience and knowledge that will be extremely useful and beneficial as we continue to grow and expand our market offerings," said Ranaan Naftalovich, CEO. "Mark had worked for Shamir back in 2002 as the vice president of sales, and we are excited to have him back on our team."



Larry Rodriguez

RODRIGUEZ PROMOTED TO PRESIDENT AND CEO OF HIGH PERFORMANCE OPTICS

ROANOKE, Va.— High Performance Optics, Inc. (HPO) has announced that Larry Rodriguez has been promoted to president and chief executive

officer of the technology company.

Rodriguez joined HPO in May 2013 as chief operating officer, bringing a track record of successfully building businesses, developing strategic business plans, and delivering dramatic results, the company noted. With his new role, Rodriguez will remain a member of the HPO board. Mike Packard will continue as HPO's chairman.

"Since joining HPO, Larry has proven himself to be a tremendous asset to the company and a proven leader," said Packard. "The HPO Board and our strategic partners have found him to be of the highest integrity, a collaborative problem solver, a forward thinker for both HPO and our partners, and extremely competent in leading HPO operations."

Founded in 2006, HPO's mission is to protect the human retina from the hazards of blue light.



Dennis Davis

WESTGROUPE U.S.A. NAMES DAVIS VP OF SALES

PLATTSBURGH, N.Y.— WestGroupe has announced the appointment of Dennis Davis as the new vice president of sales for WestGroupe U.S.A., effective Dec. 1, 2014. Davis will report directly to Mike Debono, vice president of North American sales.

"I am excited to be able to share my 20 plus years of experience, knowledge and insights in the optical industry with the WestGroupe team," said Davis. "I'm looking forward to joining such a progressive and forward thinking organization."

Davis began his career in the optical industry in 1991 as a sales representative with Optyl/Carena. For the last 10 years, he has held the position of vice president of at sales at the Charmant Group Inc., U.S.A.

"I am confident that his contribution to our organization and to our customers will be tremendous," added Michael Sulitcani, president of WestGroupe. ■

LETTER



Dear Friends,

I have just completed 50 wonderful, fulfilling and enriching years in the optical industry. It has been a great career and now its time to put away my sample bags and move into my next stage of life.

It was great experience representing and managing over these 50 years for such great companies as Safilo USA, Marine Optical, IC Optics/Versace, Logo of America/PremiereVision and Sunairness. My first company, Mintz Optical Supply was a true love affair for 10 of those years. The friends I made at these companies were wonderful partners and teammates. They will all be missed.

Now I plan to spend more time with my family, grandkids, friends, travel the world, have new unique experiences and make many new friends around the world. I want to say "Thank you" for your friendship and great support over the years. I wish you continued success for the years ahead.

Sincerely,

Steve Mintz

West Coast Regional Manager

Logo of America/Premiere Vision