



Optical Laboratories Association

Voice of the Manufacturing Optical Laboratory - Since 1894

January 31, 2008

Fellow OLA Member,

Two years ago the OLA Board recognized that the bylaws and dues structure of our association reflected our industry at the time they were written – more than 30 years ago – and not our industry today. We formed a focus group of industry leaders, and sought input from the Member Advisory Board and many other members of our association. We want to acknowledge and thank the OLA Members who gave their time and effort over the past two years to help the OLA Board chart the future direction of the association.

The result of all of that time and effort is in the packet you are holding in your hand right now. You spoke and we listened.

When you have finished reviewing these proposed changes, we hope you will cast a Yes vote to make this document the foundation upon which we define the membership eligibility, leadership representation, operating procedures, and dues structure for the organization.

What about OLA's Bylaws?

- OLA's current Bylaws were drafted before 1976. At that time, the Optical Wholesalers Association was remade as the Optical Laboratories Association, and the bylaws we use to this day were created.
 - After 82 years of representing only wholesale laboratories, the organization began to acknowledge and represent retail laboratories as well as traditional wholesale labs.
 - Over the last 10 years, various "patches" were made to the Bylaws to recognize more types of self-consuming labs.
- Now, 30 years after the creation of OLA, the variety of organizations engaged in the manufacture and distribution of eyewear vastly exceeds the wildest imaginings of the "framers" of the OLA Bylaws.

What did the OLA Board do?

- For the past two years, extensive Board discussions, Member Advisory Board discussions, and focus group meetings with OLA Members produced conclusions and recommendations for changing the OLA Bylaws to represent the Rx manufacturing optical lab industry of the 21st century.

- The Board set out to collect from OLA Members the answers to three questions:
 1. What characteristics separate optical labs into different categories?
 2. How should optical labs be represented in the OLA volunteer leadership?
 3. What is a common basis among optical labs for determining dues support for OLA?

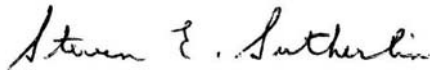
What were the answers?

- OLA is, has been, and should continue to be, the “Voice of the Rx Manufacturing Optical Laboratory” – the businesses whose mission is to fabricate the highest quality eyewear.
 1. All Rx manufacturing optical labs should be included in the same category of OLA membership.
 2. All categories of membership should have representation in the OLA leadership.
 3. The clear message was that Rx’s are our common denominator. Dues for all lab members should be based on volume of eyewear production – number of Rx jobs.

With these conclusions and recommendations, the OLA Board of Directors has prepared the enclosed Bylaws changes. The material on the following pages compares the existing Bylaws to the proposed Bylaws.

Enclosed with this information is a Ballot for you to use to vote your approval of these changes. Both of us, and all of the OLA Board, are available to discuss your questions. Please call 800-477-5652 or email ola@ola-labs.org.

Regards,



Steve Sutherlin
Chairman, OLA Bylaws Committee



Barney Dougher
OLA President

Enclosures:

- Bylaws Ballot
- Summary of Bylaws Changes
- Complete Proposed Bylaws