



March 5, 2010

Greetings and welcome to COLA!

Since its inception, COLA has been the voice of wholesale optical labs in the Western U.S. The industry continues to change and COLA has kept up with the times. The COLA membership is comprised of corporate-owned, independently-owned and family owned/operated labs. We share a genuine fellowship and friendship which is genuine and difficult to duplicate. COLA offers a great opportunity for of us to voice our ideas of how to overcome the tough obstacles that we all face on a daily basis within our industry. Our vendors and suppliers are also considered to be part of the COLA family. We share a special relationship with many companies that have been forged at COLA meetings for many years.

On behalf of COLA, I would like to invite you to attend our **Annual Meeting at the Temecula Creek Inn on the dates of April 29th to April 30th**. Our agenda is designed to tackle some very important insurance updates, marketing issues, creating websites, and technological issues. We will also have the opportunity to address the issue of “Mergers and Acquisitions” within the optical industry. As you can see from our schedule, we will all have the opportunity to ask questions and receive feedback from the members on our panel Saturday afternoon. COLA’s goal is to help give all of us some ideas to help our laboratories grow during the strenuous economic times we are facing today. Once again, we have a full program that will bring clarity to many difficult and complicated issues.

All COLA members are encouraged to attend this meeting. If you haven’t been to a meeting for a while, we welcome you with open arms and look forward to seeing you. COLA will continue to provide its members with cutting-edge education, invaluable resources and a forum for camaraderie & the sharing of ideas. Our board is constantly at work to provide the membership with a viable and relevant organization. If you have any questions or concerns regarding COLA, please feel free to contact me at anytime. Once again, we look forward to seeing all of you on April 29th and 30th at COLA’s Annual Spring Meeting being held at the Temecula Creek Inn. Please visit our web site for registration and hotel reservations @ www.colalabs.net.

Sincerely,
Timothy Steffey
COLA President
(702) 480-5005