



PREMIER

CORPORATE CULTURE

FEBRUARY 2019



CORPORATE CULTURE COMMITTEE

If asked to describe Company Culture in a few words, what would you say? Realistically, all of us would give a unique response, but we would most likely all end up touching concepts like diversity, innovation, talent, teamwork and many more. The Corporate Culture Committee will help us dive into these concepts through monthly newsletters, special events, informed speakers, and interactive activities, aiming to make company culture an essential focus during our daily routine. The Corporate Culture Committee serves as the culmination of the organizational structure and all the core values we believe at Premier Eye Care.

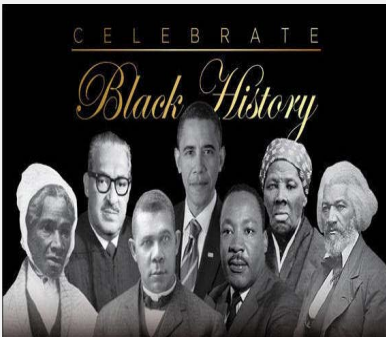
BLACK HISTORY MONTH – A Brief History

Black history month commemorates the accomplishments and contributions of African Americans to U.S. history. From George Washington Carver's 300 products created from peanuts, Madam C.J. Walker becoming America's first woman self-made millionaire, Frederick Douglas leading the abolitionist movement in Massachusetts and New York, to Barack Obama being the first African American elected to the presidency.

African American historian, scholar, journalist, and author Carter G. Woodson devoted his life to historical research and accumulated thousands of publications. Woodson noted that African American contributions "were overlooked, ignored, and suppressed". Therefore, in 1926 Woodson launched "Negro History Week" on the second week of February, which coincided with Frederick Douglass and Abraham Lincoln's birthday. "Negro History Week" was created to bring awareness to his Woodson's mission and help the school systems coordinate their focus on African American history. In 1976, on America's bicentennial year, President Gerald Ford decreed Black History Month a national observance for the whole month of February.

Local events:

<https://www.sun-sentinel.com/entertainment/music/sf-black-history-month-roundup-sistrunk-festival-20180207-story.html>



PEC Talk

On Thursday, February 21st, we will have an amazing speaker in our Boca Raton office as part of our Cultural Enrichment Speaker series. Spoken word poet Walter "Wally B." Jennings will be joining us to share and discuss common experiences from everyday life, ranging from: diabetes, marriage and fatherhood, youth empowerment, and self-determination. Wally B. is founder of "Black on Black Rhyme-Tampa", one of Central Florida's largest and longest running open-mic poetry shows since September 2001. We are coordinating times for our entire team to join one of 3 sessions scheduled in the afternoon. <https://www.youtube.com/watch?v=Qyh9jCf6rZw>

Food for Thought Corner:

"Diversity is being invited to the party; inclusion is being asked to dance."
Verna Myers (Diversity and Inclusion Consultant).



ABOUT PREMIER EYE CARE

Premier's People, Planet, Profit triple bottom line means we are dedicated to helping the community. Contributions to 501(c)(3) charities since 2012 have topped \$600,000 and include diverse groups like the American Heart Assoc., the Drug Abuse Treatment Assoc., the Girl Scouts, Kenya Rescue, Tampa Crisis Center, Preserve Vision Florida, and more. Stay tuned for company-wide opportunities.



PREMIER EXPERTISE. PREMIER SERVICE.