

## News Release

FOR IMMEDIATE RELEASE  
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**Contact:** Dr. Trisha Beal  
Board Chair

CALGARY, Alberta – The Eye Recommend (“Co-op”) Board of Directors has undertaken an extensive review of the Co-op’s organizational and leadership structure to accurately assess and diligently prepare for the future success of the organization.

The board is now commencing a Chief Executive Officer (CEO) search and has made the following developments to realign the cooperative’s organizational structure.

Lee Raffey, CFA, MBA, CPA (CMA), has accepted the role of Interim CEO (previously VP Finance and Administration) as the search for the next CEO commences.

This position will continue to develop and foster the management of overall resources, operations and provide the necessary support to ensure the organization remains financially successful during this time.

Lee has over 10 years of management, financial, and Executive experience with small and medium sized businesses.

He will work with the Board of Directors to advance the strategic plan and to build upon the members continued success.

Shenif Kassam has been promoted to the position of Chief Operating Officer (COO), adding the strategic oversight of member services (Coaching, Training, Events and Marketing) to his portfolio and continues to manage and expand all vendor partner relationships.

Over the last 5 years, Shenif has worked diligently with our vendor partners and internal resources to enhance strategic partnerships, member experiences and programs.

Eye Recommend will continue to offer exceptional coaching, training, marketing, and event programs, placing a high value on these services for members.

The organization is dedicated to providing timely communication, enhanced business support, and strong financial support to help members continue to offer personalized, comprehensive eye care and strategize for their future growth.

It is the intention to optimize member value with the organization through innovation and by enhancing and increasing accessibility to existing programs and services.

The Eye Recommend leadership team is working to build a solid roadmap for continued success in order to provide members with the utmost value and to continue growing independent optometry across Canada.