



### It's an exciting time for the optics manufacturing industry.

Thanks to AmeriCOM's national marketing campaign, **Light Up Your Future With Optics**, there is a growing awareness about career paths for optics technicians. We are creating a buzz for students, academic institutions, and employers as the U.S. continues to strengthen its optics manufacturing workforce. This special issue of *Optics Insider* focuses on the campaign and its different phases. Learn more about our extensive research on the optics workforce. Find out how we are reaching future technicians. Follow the journeys of students and technicians entering the field. All that, and more, in this special issue!



**IN THIS ISSUE:**

- Research Guides National Awareness Campaign
- Multi-layered Campaign Raises Optics Awareness
- Meet the Technicians!

### Research Guides National Awareness Campaign

Awareness campaigns are everywhere, covering a range of topics from environmental issues, to social causes, to health advocacy. But until now, there has never been an organized national awareness campaign about one topic that touches virtually every aspect of our lives: Optics. AmeriCOM is charged with elevating the national profile of the optics manufacturing industry. Thanks to some insightful research, we're breaking through the clutter to reach the very people who need to hear our message.



Audience, industry and academic institution research defined marketing strategy.

**"The challenge is that many of the people with these hobbies or traits don't even know career paths in the optics industry exist. But because we can focus our message to these audiences, we're not just raising awareness, we're raising awareness with the right people."**

Josanne DeNatale,  
National Marketing Director for AmeriCOM

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### Multi-layered Campaign Raises Optics Awareness

How do you raise awareness about a topic hiding in plain sight? Yes, optics impact virtually every aspect of our lives. But relatively few outside the optics industry are aware the field exists. That's changing thanks to AmeriCOM's national awareness campaign, **Light Up Your Future With Optics**—the first of its kind for the optics industry. Check out the campaign elements that are creating all the buzz.

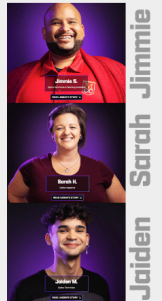


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### Meet the Technicians!

Every great story has a star. They are the ones you root for. They are the ones who carve their own path to meet a challenge or solve a problem. The stars of AmeriCOM's national outreach campaign, **Light Up Your Future With Optics**, are Optics Technicians, each of whom have great stories to tell. Check them out and you'll be rooting for them too.

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### UPCOMING EVENTS

SPIE Defense and Commercial Sensing  
Apr. 30 - May 4, 2023

Hypersonic Innovation Conference  
May 2 - 4, 2023

Education in Optics & Photonics (ETOP)  
May 15 - 18, 2023

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