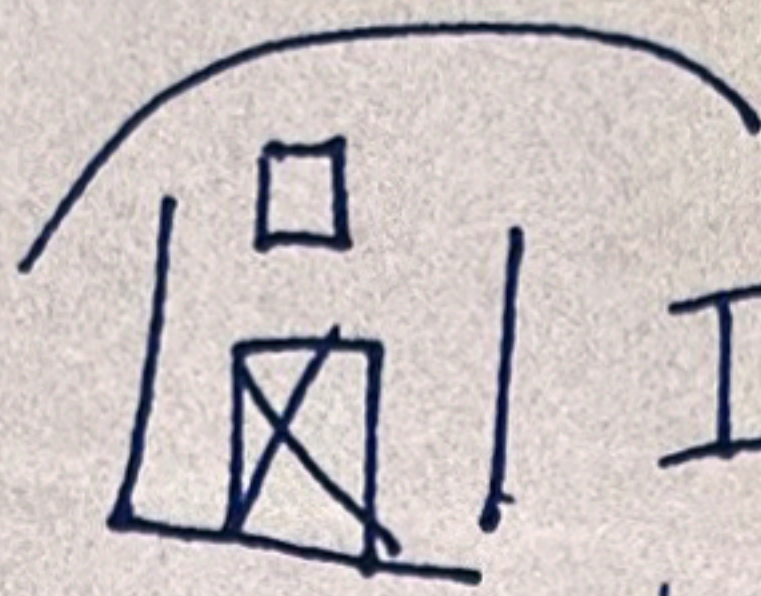


# Sanity Files

HOW EYE PROFESSIONALS KEEP THEIR COOL IN A CRAZY WORLD



I grew up on a farm.

My family has "artie parties" where we sit at the dining room table and simply create. ♡

Life in the U.S. between 1850 and 1900 fascinates me.

I love all things creative

Besides InVision, "Psychology Today" is my favorite magazine.

Some of my very best friends were customers first.

## TAMRA ASMUTH

ONE HIP CHIC, ROCHESTER, NY

We've ushered in a new America's Finest Optical Retailer, so we must say goodbye to 2020's. Tamra has served with humility and grace and her final duty is no different. "My favorite parts of running my business are getting to know my customers and doing my best to make them happy ... [as well as] the variety of the tasks required of me: optician, therapist, accountant, advertising exec...the list is endless and I love it." What she doesn't love are the occasionally 10-12 hour days, reps who don't follow through, and the — understandably sad — passing of a beloved customer. For Tamra, a reset means heading outdoors. "Being in nature, whether it's a walk on a trail or lying in a hammock between two towering pines, is my favorite way to unwind."

I have a wicked sweet tooth.

