

**RESOLUTION NUMBER 188**  
**Midland Optical**

**WHEREAS**, Midland Optical started in 1955, and had several owners until 1989. The company was actually planning on closing until Matt Iovaldi bought it; and

**WHEREAS**, in 1989 Matt purchased the company at the age of 29. Matt is a St. Louis University High School St. Louis University graduate, majoring in Accounting. Matt's family is from the St. Louis Hills area, where Midland Optical moved to 8 years ago; and

**WHEREAS**, for the past 21 years, Mr. Iovaldi has been the president, growing the company to approximately 175 employees and producing over 30 million dollars in sales annually; and

**WHEREAS**, in February 2005, Matt partnered with the Essilor Corporation to help continue in growing the business; and

**WHEREAS**, "We Do More..." isn't just the company tag line, it is the company culture instilled by Matt. Midland's goal is to provide eye care professionals with highest caliber of optical solutions. Midland is the leading optical lab committed to supporting the eye care practices in ways that exceed their expectations for service, performance, and quality; and

**WHEREAS**, with an in house coating and surfacing center, Midland offers quick service and ensures premium quality on the best selling lens treatments. Midland's focus on technology guarantees the customers are receiving the leading edge of materials, technology, products and processes; and

**WHEREAS**, Midland Optical has a customer loyalty rating higher than most optical labs in the country. "We Do More..." is the Midland way; and

**WHEREAS**, Midland Optical is committed to the City of St. Louis as demonstrated by their intent to stay at their location on 59th Street and having just completed a multi-million dollar renovation of their facility.

**NOW THEREFORE BE IT RESOLVED** by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize Midland Optical and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy to the end that it may be presented to our honoree at a time and place deemed appropriate by the Sponsor.

Introduced on the 24th day of September, 2010 by:

**Honorable Joseph Vaccaro, Alderman 23<sup>rd</sup> Ward**

Adopted this the 24th day of September, 2010 as attested by:

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David W. Sweeney  
Clerk, Board of Aldermen

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Lewis E. Reed  
President, Board of Aldermen