



September 2022

Michael Kreuzer, O.D. Pair-for-Pair Retail Optical pioneer



Opticians and optometrists across the United States and Canada witness first-hand the life-changing benefits vision correction provides for their patients. Michael Kreuzer, optometrist and owner of [Glasses Half Full](#) in Edmonton, Canada, wants to help bring those benefits to underserved communities in Liberia, where about 60 ophthalmic professionals serve a population of 5 million people. A founding member of our [Pair for Pair Retail Optical Program](#), for each pair of glasses sold at Glasses Half Full, Michael makes a donation to GoodVision. Now he hopes that you will join him in this worthwhile program.

Michael has always believed in giving back. While studying optometry, he volunteered with an organization that brought donated glasses from North America to communities in need in Ecuador. The results were unquestionably good, but he was struck by the lack of sustainability. He wanted to do more, to empower local communities to help themselves, and to create something that would last. Then he learned about [GoodVision USA](#).

“I love that they aspire to design durable glasses, at prices related to the daily average wage in the countries where they work. I love that they seek to empower and train locals in their initiatives - both in optical and business skills. And most importantly, I am impressed that these locally-run services are intended as sustainable, long-lasting enterprises that further their communities and their local economies for the long-term, rather than for just a few days a year. The concept is brilliant.”



Jennifer Hyde, Michael Kreuzer, and Glasses Half Full staff members at Vision Expo 2022.

The name of his business, Glasses Half Full, reflects his optimistic, generous outlook on life. He believes optometry is the best career in the world. "Not a day goes by when I don't feel blessed by how well I can tailor my optometric interests to my personal ambitions, and to the level of balance I seek in life." Giving back, to his local community, his provincial optometry association, and to impactful charities like GoodVision USA, are cornerstones of his life and his happiness. "Finding your own personal niche to volunteer and to make a broader difference is a way to make a career you love even better!"

When not tending to his customers' eye health, Michael enjoys trail running, bicycling, and skiing. He trained his dog to run on a bungee leash so they could cross-country ski together in the winter. He also enjoys downhill skiing with his wife, Krista, in Jasper, a mountain town west of Edmonton.

We are happy to welcome [East Memphis Optometry](#) as the second member of our Pair for Pair program. We'll tell you more about this practice in a future newsletter. Do you work in retail optometry? Would you like to join Glasses Half Full and East Memphis Optometry in GoodVision's Pair for Pair Retail Optical Program? [Please let us know.](#)

Meet the Faces of GoodVision

GoodVision Technicians from the Class of 2022 are now hard at work in Liberia, bringing vision care services to underserved communities. Because basic vision care services are out of reach for most Liberians, the new GVTs spend much of their time on education, letting people know how glasses can help them succeed at school and at work. This fall, our newsletter and social media will feature stories of the GVTs and the people they are helping.



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