Goodbye Jörg Spangemacher

Special greetings

Mark and Ingeborg Mackenzie Founder of SWV Strategy with Vision

My first memories of Jörg Spangemacher were from the time when Ingeborg and I founded Strategy with Vision. During these first years, usually the most difficult, Jörg helped us in many ways. He explained to me the political landscape of optics in Germany and the role of the ZVA (German Central Association of Opticians and Optometrists). He told me of his plans for the new MAFO magazine and asked me to write an article for the first edition, which I did.

Attending the MAFO conferences, first in Paris before Silmo and then in Milan before Mido, were opportunities to extend my knowledge of the optical industry as well as to meet many of the key players. Here, Jörg never hesitated to put me in touch with those he knew, including many important people in the industry. We had great fun going to the Optical Laboratories Association meetings together and it is thanks to Jörg that Ingeborg and I went to Nashville and had the chance to visit the Grand Ole Opry.

Jörg's insightful editorials in the MAFO and FOCUS magazines were items not to be missed. They could be read in five minutes and thus provided an ideal break from working at the computer. Invariably they were directly relevant to the current state of the industry and had an important point to make. One thing which never ceased to impress me was how up-to-date Jörg always was – both concerning events that had just taken place and those about to happen.

One attribute that I particularly admire in Jörg is his loyalty to those he has worked with and those he believes in, even if his defence actions could have negative effects on the sale of advertising space in MAFO.

