

The Principal Sponsor-
The Barbara Heine Family Trust

About John Heine (1944-2002)

As Chief Executive Officer of the global optical company Scientific Optical Laboratories of Australia (SOLA), for two decades **John Heine** was an outstanding example of a business leader who created wealth for his shareholders.

SOLA began as an entrepreneurial venture in Adelaide in 1954. By 1959 SOLA was the path finder in the world of plastic lenses. The company was acquired in 1979 by Pilkington Brothers and in October 1981, at the age of 37, John was appointed Managing Director. It was in this role that John built a multi million dollar global business which gained worldwide recognition through its commitment to quality and strong technology base.

John's talent for people management, hard-nosed marketing campaigns and new product development allowed the company's fortunes to soar. It established marketing operations throughout Europe, the Middle East, Africa, China and India. Whilst SOLA had international operations before John arrived, in 1988 he moved Head Office from Adelaide to San Francisco, for the clear purpose of having a better view of their world wide markets. SOLA competed in the international market with only two other companies- *Essilor* of France and *Hoyer* of Japan.

In 1993 when the company was sold for US\$114m to a private consortium (AEA Investors Inc.), John was appointed President and CEO. Two years later, SOLA was listed on the New York Stock Exchange. Finally, in 1997 AEA sold SOLA for US\$343m.

Away from the cut and thrust of business, there was only one activity that competed with record annual result- fishing. He chose Tasmania as his fishing home, with a "shack" on Jonah Bay, Arthur's Lake. Sadly, it was at this location, having spent some hours out in his "tinnie" that John died in January 2002, aged 58.

John Heine is remembered as a formidable business competitor who demonstrated a fierce drive to succeed. Prior to his untimely death, John had commenced a series of philanthropic steps for those he saw deserving of his help. His dream is continued through his wife's initiative, the Barbara Heine Family Trust. John is survived by his wife and three children, Peta, Kate and Marc, who have chosen to honour him by becoming the major supporter of this national business plan competition.