

# D.R.E.a.M.S. *in the city*

## 2019 Dare to Dream Honoree



### **Peter Friedfeld**

Executive Vice President  
ClearVision Optical

Peter serves as the Executive Vice President of *ClearVision Optical*, a leading, family-run eyewear design and distribution company which was founded by his father, Fred Friedfeld in 1949.

Working alongside his brother David, sister Liz, and his parents has been one of the greatest joys of his career. During his tenure, Peter has been responsible for building new business development, brand management and corporate sales, and has been instrumental in creating eyewear collections for major designer brands.

*ClearVision* prides itself on family values and philanthropic outreach, and has had the honor of being listed as one of the 'Best Companies to Work for in New York

State' for several years consecutively. Peter is also a partner in a new start-up, *Tech Print Industries*, a global technology business specializing in customizable, 3D printed eyewear and virtual eyewear software.

Born and raised in Merrick, Long Island, Peter graduated from Syracuse University in 1980 with a dual degree in Marketing and Advertising through *The S.I. Newhouse School of Public Communications* and *Martin J. Whitman School of Management* (formerly *Slocum School of Business Management*). Upon graduation, Peter joined *ClearVision* and has worked in all areas of the business, with a focus on product development and marketing.

In February 2014, on a routine doctor's visit, Peter was misdiagnosed as a Type 2 Diabetic. Over the next 2 1/2 years, he attempted to manage his diabetes with exercise, a carefully managed diet and an increasing amount of medicine. In August 2016, he received a correct diagnosis as a Type 1 Diabetic and began insulin therapy. The relief of a proper diagnosis was coupled with the realization that his life would be forever altered. In order to reduce the stress that came along with his new diagnosis, Peter embraced yoga and mindfulness, sought out the help of a diabetic coach and nutritionist, and began his outreach to the T1D community.

Peter has become a passionate advocate for diabetes awareness and is involved with several causes that support Type 1 Diabetics. His love of the outdoors and biking led him to assemble his first biking team for the *Diabetes Research Institute Foundation* 'Ride for the DRI - Tour of the Hamptons' in 2017. He is a member of the *American Diabetes Association: Call to Congress 2019* advocacy group, and is a founding member of *Diabadass 100*, a budding group of Type 1 thought leaders in the Mid-Atlantic region. Peter's interests have also spurred him to start developing resources for diabetic travelers and the formation of a yoga and wellness retreat for Type 1 Diabetics.

Peter's interests include travel and exploring, the arts, yoga, biking, cooking (a lifelong foodie) and spending time with friends and family. After spending 25 years in Manhattan, Peter escaped the hustle of the city for an equally energetic life back on Long Island. Today, he lives in East Hampton with his husband of 30 years, Patrick McLaughlin, a real estate broker, and their two rescue dogs, Russell and Bella.