



OWA | connect. inspire. lead.
Optical Women's Assoc.

Welcome





Who is the OWA?

Founded in 1997 the OWA is made up of 1000 women across the optical industry in all aspects of responsibilities– from sales and marketing to dedicated service professionals. Our organization is supported by sponsors and individual contributors who believe in the mission and people behind the organization.



Our Mission



To enhance and promote the leadership role of women in the optical industry through networking, education, and peer support.

Our Values



Connect

We connect our members at regional and national events, along with engagement on our volunteer committees.



Inspire

We inspire our members by honoring and celebrating some of the most impressive women in the industry.



Lead

We promote leadership roles for our members with mentoring connections, insightful webinars, and job opportunities.



Executive Committee



Deb Bulken

President

OWA Member Since: 2011
Company: Essilor Luxottica



Lorie Lippiatt, OD

*Vice President
Professional Development Fund
Committee Co-Chair*

OWA Member Since: 2004
Company: The Salem Eyecare Centre
– now Partnered with MyEyeDR



Megan Molony

*Secretary/Treasurer
Professional Development Fund
Committee Chair*

OWA Member Since: 2016
Company: National Vision



Robyn Crimmins

*Immediate Past President
Nominating Committee Chair*

OWA Member Since: 2012
Company: VSP Optics Group

Board of Directors

The Board of Directors chair the different committees among the OWA, acting as leaders, go-getters, and ambassadors of the organization.



Trudi Charest

*Digital Marketing
Committee Co-Chair*

OWA Member Since: 2018
Company: Marketing4ECPs



Jan Cory

*Membership Committee
Co-Chair*

OWA Member Since: 2016
Company: LucyD



Laura Dorris

*Events Committee
Co-Chair*

OWA Member Since: 2013
Company: PECAA



Liz Friedfeld

*Membership Committee
Co-Chair*

OWA Member Since: 2012
Company: ClearVision Optical



Katie Lauver

*Digital Marketing Committee
Chair Website &
Communications*

OWA Member Since: 2018
Company: GPN Technologies



Ashley Mills

*Finance
Committee Chair*

OWA Member Since: 2016
Company: The Vision Council



Courtney Myers

*Events Committee
Co-Chair*

OWA Member Since: 2016
Company: Red Havas



Janna Neal

*Connection & Enrichment
Committee Co-Chair*

OWA Member Since: 2018
Company: Zyloware

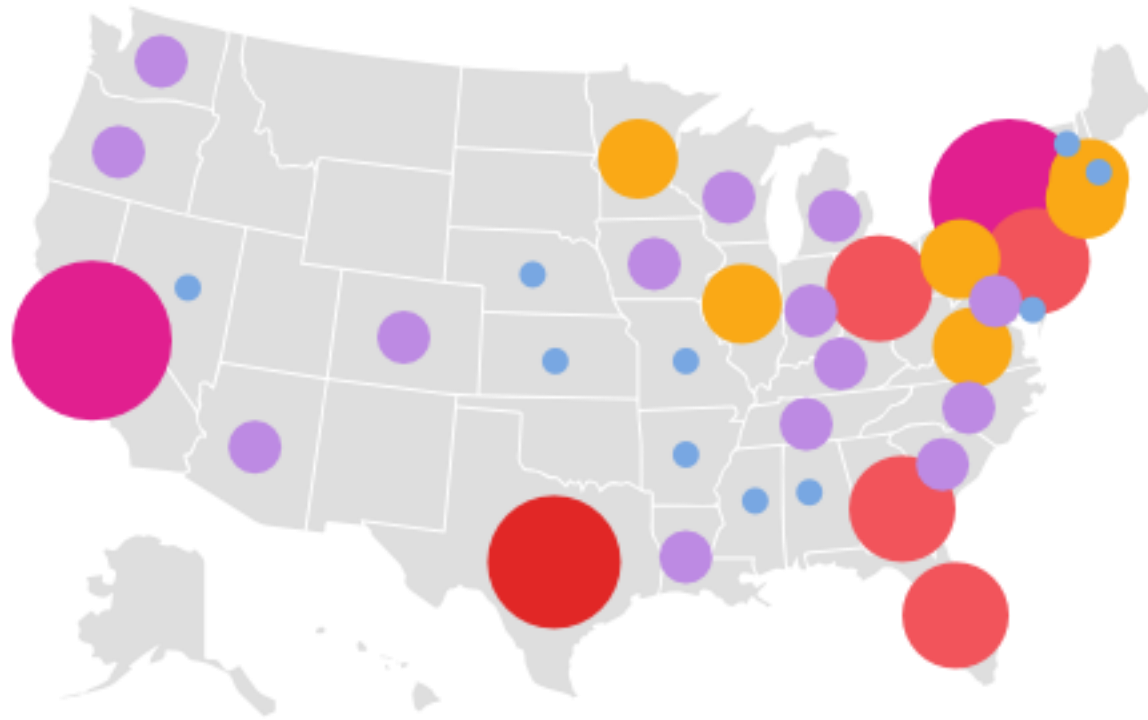


Tamara Sanders

*Connection & Enrichment
Committee Co-Chair*

OWA Member Since: 2016
Company: EssilorLuxottica

Member Representation



Marketing Specialists
CEOs
Brand Managers
Communication Directors
Opticians
Designers
Lab Managers
CMOs
Sales Professionals
Project Directors
Students
Optometrists
Product Owners
Talent Managers
Engineers
Account Reps
Software Developers
Accountants
Production Managers
Data Analysts

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Friends of the OWA



Individual Contributors

Individuals can now show their support of the OWA's mission of enhancing and promoting the leadership role of women in the optical industry. This support directly funds the annual OWA Leadership Scholarships, awards granted to a board-nominated OWA member who has shown exemplary volunteer service in helping the OWA reach its goals. The recipient of this award will be granted an esteemed leadership experience (seminar, conference, workshop, etc.).

Thank you to our Individual Contributors in 2022 so far:

Contribution of \$750 - \$1,000

Alessandro Baronti – President/CEO, DeRigo REM

Scott Jens – Chief “Why” Officer, Sandbox Spaces LLC

James Shyer – Co-CEO, COO, Zyloware Eyewear

Contribution of \$250 - \$499

Deb Bulken – VP of Sales, Eastern Region, EssilorLuxottica

Lorie Lippiatt, OD – Optometrist/Past President, Salem Eyecare, now MyEyeDr

Megan Molony – Sr. Vice President, Merchandising, National Vision



Leadership Scholarships

Individual Contributor support directly funds the OWA Leadership Scholarships. The recipients of this award will be granted an esteemed leadership experience including airfare, hotel, and registration. Platinum Sponsors also get to nominate a female employee who shows promise, dedication, and drive.

2021 Winners:

Dr. Beverly Bienes (Pack & Bienes Vision Care)

Rachel Meyer (Eyefinity)

Dawn Alcorn (Essilor)

Marilyn Bautista (Zyloware)

Marie-Claude Boutin (Essilor Instruments)

Carissa Enea (Safilo)

Emilia Flamini (Luxottica)

Melissa Gomez (VSP)

Staci Johnson (GPN Technologies)

Monica Wheelock (National Vision)

Vision Expo East: Champagne Breakfast



Our signature event at Vision Expo East is our Champagne Breakfast. This event honors the women receiving our Pleiades and Pyxis Awards, as well as other honors including our Pinnacle and Emerging Leader awards.

We were so excited to be back live in 2022 at vision Expo East. This year's Breakfast honored our 2022 award winners and featured keynote speaker, Amy Dix.



Erinn Morgan

Pleiades Award Honoree

Laura Dorris

Pyxis Award Honoree

Dr. Jennifer Stewart

Emerging Leader Honoree

Katie Lauver

Emerging Leader Honoree

Vision Expo West

Connection Series



At Vision Expo West our Connection Series Lunch often features one of the books from the member book selection. In 2022, we were fortunate to have our own Trudi Charest, author of The Digital Sales Rep. Trudi was joined on stage by a panel of experts discussing the future of the eyecare industry and building your personal brand.

Networking Reception



Thanks to our sponsors in 2022 we were able to generate over \$30k worth of raffle and auction items.

The OWA's networking and raffle event takes place annually at Vision Expo West. Money raised from this event goes directly into our Professional Development Funds supporting year-long OWA initiatives.

Carving a New Way

C+E Events

In 2021, OWA C+E Events launched virtual events ranging from Fireside Chats for personal and professional development to Food for Thought Live to OWA Reads.

International Women's Day

In 2021 the OWA took International Women's Day to the next level with a Virtual Event and #ChoosetoChallenge social media campaign.

OWA Connects Blog

In 2022, the OWA launched the OWA Connects Blog as another way to share educational and inspirational articles with members and supporters.

Annual Book Selection

The OWA selects 3 books for members to choose from. These books become focal points of regional and national events.

OWA Talks Podcast

Launched in January 2020, OWA Talks features monthly chats with influential optical leaders sharing their insights on trending topics.

Industry Job Board

Our industrywide job board allows companies and employees to search and find the best talent in the industry.

Fast Company

All OWA members receive a monthly subscription to popular business magazine, *Fast Company*.



Volunteer Committees



Connection & Enrichment

Share your knowledge and grow professionally with insight from fellow members.



Digital Marketing

Help infuse excitement into the online presence of the OWA through our social media channels.



Events

Organize events, Connection Series, and the logistics of successful event planning.



Communications & Website

Manage and author posts for The OWA Connects Blog, while also ensuring the website is easy to navigate and packed full of new information.



Membership

Help develop new way to keep our membership growing and coming back for more.



Finance

Provide financial oversight, financial planning, and growth strategies supporting the financial health of the OWA.

► Let's Connect ◀

Scan Here



www.opticalwomen.com

#DOMORE

At Jobson: Long-Term Initiatives to Recognize and Develop Women in Leadership

- VISION MONDAY (www.visionmonday.com)

Please contact:

Marge Axelrad, SVP/Editorial Director

maxelrad@jobson.com

- WOMEN in OPTOMETRY (<https://www.womeninoptometry.com/home/>)

Please contact:

Marjolijn Blijlefeld, editor

mblijlefeld@jobson.com

Vision Monday – 20 Year of The Most Influential Women in Optical

Femme-tastic!

VM's 20-Year Celebration of Women Who Shape the Optical Industry

20th
Anniversary

20 Years
Most
Influential
Women in
Optical



SPECIAL FEATURE

Vision Monday Leads Spirited Salute to 20 Years of Optical's Most Influential Women



1. Keynote speaker Gina Rudan, director and cultural alchemist at Google X, shared her personal and professional journey with attendees, speaking of courage and *creativity in business*.

2. VM Influential Women honoree, Dr. Giovanna Olivares, Johnson & Johnson, with keynote speaker Google X's Rudan.

3. Two-time MIW honorees, Essilor Luxottica's Dr. Millicent Knight (l) and Sherianne James, shared their own professional path stories and advice.

4. Close to 200 attendees celebrated VM's 20 Years of past and current Most Influential Women in Optical at the special luncheon event held at Vision Expo West 2022.

Jobson's *Women in Optometry*



Leadership:

Cynthia Baker, OD; Julie Schornack, OD



Mentoring:

Essence Johnson, OD



Innovation:

Leslie O'Dell, OD



Industry Influence:

Kate Hamm, OD



Thank You for the Opportunity!