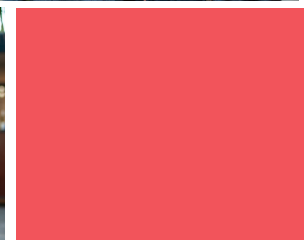
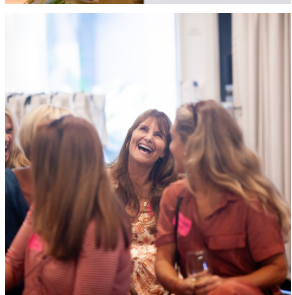


ANNUAL REVIEW 2023



connect.
inspire.
lead.

Connecting, Inspiring, & Leading: The OWA Way



A Personal Thank You from OWA President, Lorie Lippiatt, OD

Dear Sponsors, Friends, and Individual Contributors of the OWA,



2023 proved to be an exceptional year for the Optical Women's Association. Thanks to your generous support and the active involvement of our remarkable members, we were able to honor our shared mission of *"enhancing and promoting the leadership role of women in the Optical Industry through networking, education, and peer support."* This objective was furthered by expanding our overall reach; offering more opportunities for women to connect, creating more awareness through the creation of our "We See You" brand video and digital marketing efforts, and delivering more value to your employees by expanding our overall program offerings.

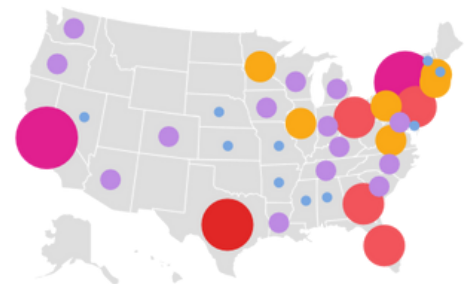
Our signature event, the Vision Expo East Champagne Breakfast, was attended by over 400 industry leaders, OWA members, and guests. It was a special moment to honor phenomenal leaders and to spotlight the mentors who have inspired them to achieve and succeed in our eyecare industry. We were able to share with you tales of our rich OWA history, updates on our present status, and our passion for advancing the future goals of the organization. Thank you for making it a great celebration!

As we look forward to 2024, we are focusing on new and different ways to meet women in the industry "where they are," while investing in their personal leadership journey, as well as their professional development. Our inaugural OWA Unplugged retreat this Fall was wildly successful and reinforced the importance of our shared intentions to connect, inspire, and lead. Your investment with the Optical Women's Association allows us to reinvest in your employees, who comprise a large portion of our membership. We continue to appreciate, value and welcome all women from your organizations to join us.

Throughout this Annual Review, you will see powerful examples of our accelerated growth and increased opportunities for women to build meaningful relationships, thanks to your support and engaged input. I am deeply committed, as are our board of directors, to providing every opportunity for women in the optical industry to succeed in their individual and professional goals. Through member participation, active committee involvement, an openness to innovation, and the ongoing solicitation of feedback, we will continue to offer the tools and resources that our women are requesting. Thank you again for your enthusiastic support and generosity. We value your commitment and simply could not do it without you.

All my best,

Lorie L. Lippiatt, O.D.



2023 By the Numbers

52k+
Website
Page Views

14k+
Website
Visitors

10.6k+
Social Media
Followers

1.4k+
Podcast
Downloads

210
New Members
in 2023

23
Member
Spotlights

100+
Committee
Volunteers

15
Scholarships
Awarded

58
Total
Sponsors



OWA Events In 2023!

Connection Series Luncheon

In September of 2023 OWA once again hosted a memorable Connection Series luncheon.

We were privileged to hear from guest speaker Shannon McKain, the creator of Shannon's five-step "RALLY Mentality" plan.

Shannon shared how to define and defeat perceived limitations, whether self-imposed or the result of circumstances.



The Annual Champagne Breakfast

Sponsored by EssilorLuxottica in the beautiful Gotham Hall venue, OWA hosted a champagne breakfast for our Vision Expo East 2023 attendees.

The breakfast celebrated women in leadership and we were pleased to honor three extraordinary women for their impact on the optical industry.



Our First Town Hall

This year OWA hosted our first-ever Town Hall meeting in September. The theme was "We See Greatness When We See You" and OWA members along with the board were able to network and educate themselves about OWA initiatives and activities.

Networking Reception & Raffle

During Vision Expo West, OWA held their annual networking reception that includes a raffle and silent auction. While the event itself is exciting, it's also a great way for OWA to raise money for our Professional Development fund. This fund is used throughout the year to support OWA initiatives.

The OWA Retreat

October 2023 was an exciting month for OWA as we hosted our Unplugged retreat, the first-ever retreat to give our members a place to "unplug", recharge and connect with each other. The retreat lasted 3 days and included a welcome reception, a Fireside Chat, book discussions, bonding activities and many chances to relax and enjoy each other's company. We are looking forward to planning future retreats!

Optical Women's Association
TOWN HALL
We See Greatness When We See You



Leadership Scholarships

Individual Contributor support directly funds the OWA Leadership Scholarship Awards. The recipients of this award will be granted an esteemed leadership experience!

With your support, the OWA was able to provide 15 individuals with a Leadership Scholarship Award in 2023.

Sponsor Benefits 2023

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Friend \$1,500
Recognition at the highest exclusive level, including most visible logo placement on the OWA website	✓	✗	✗	✗
One company employee will receive a Leadership Scholarship. Honoree to be selected by the sponsor company and does not have to be an OWA member	✓	✗	✗	✗
Free memberships for women within the Sponsor's company	10	5	3	2
OWA Talks podcast opportunities	1	✗	✗	✗
Additional sponsorship recognition at specified number of virtual events	2	1	✗	✗
Rotating banner ads on OWA website. <i>Platinum = 70% exposure</i> <i>Gold = 30% exposure</i>	✓	✓	✗	✗
Touchpoints on social media channels	2	1	1	✗
OWA Connects Blog article opportunities	2	1	✗	✗

All of our valued sponsors receive these great benefits:

- ✓ Recognition at Vision Expo East & Vision Expo West live events
- ✓ Recognition at virtual events throughout the year
- ✓ Unlimited OWA continuing education programs throughout the year for members
- ✓ Acknowledgement in all OWA email communication
- ✓ Included in the OWA advertisement in Vision Monday's Most Influential Women Issue
- ✓ Included in the event ads in major trade publications
- ✓ Listed on all event promotional print material and banners
- ✓ Sponsorship-level name badge recognition ribbons for all company staff attending OWA events
- ✓ Free listings on the OWA Job Board
- ✓ Electronic "Proud Supporter" Badge for placement on sponsor's website with link to OWA
- ✓ Company logo with link to sponsor website on the OWA website

Thank You, Sponsors

For Your Continued Support of The OWA



Your OWA Board of Directors

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vsp VISION.

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Visionworks
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Jobson
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EXCEPTIONAL COMPANY VALUES



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LUXURY BRAND PARTNER

myeyedr.

OCUCO
SOFTWARE WITH VISION

PentaVision
POWERED BY BROADCASTMED

Silhouette

TURA



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Kavanagh Consulting, LLC

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