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Optical Women's Association Presents Professional Development Workshop at Vision Expo West: *Secrets of the Successful Optical Woman*

Las Vegas NV ~ The Optical Women's Association will host a professional development workshop at the upcoming International Vision Expo West Conference in Las Vegas Nevada. The OWA will shift the format of its workshop experience this year. A panel of women from different segments of the optical industry will discuss their road to success, offer advice and answer questions in the session entitled *Secrets of the Successful Optical Woman*.

These accomplished women will address registrants on Wednesday, October 6th from 4:30pm-6:00pm at the Venetian/Palazzo Congress Center, Level 1 - Room #803. OWA members receive complimentary admission to the event as a benefit of membership. The fee for non members is \$35. Advance registration is required. Visit www.opticalwomen.com to register for this inspirational and motivating program.

Secrets of the Successful Optical Woman will be moderated by Christie Walker, Editor of Lab Talk. "For this year's OWA workshop at Vision Expo West we are trying something a bit different and very exciting," said Christie Walker, OWA Program Committee member and VEW workshop coordinator. "Instead of a single speaker, we have assembled a panel of women who will be sharing their secrets to success."

The panel for *Secrets of the Successful Optical Woman* consists of five women in optical who have achieved success in various segments and positions in the industry. Panelists include: Lorie Lippiatt, OD, founder of The Salem Eyecare Center; Corinne McCormick, creator of Corinne McCormick, Inc.; Audrey Reed, executive director of the Essilor Vision Foundation; Barbara Wagner, marketing manager of Santinelli International; and Rhonda Whitcomb, lab manager, Walman Optical.

"Each of these women has a great story to tell and will be sharing secrets for success with the audience. There will be a specific question and answer period for each speaker to ensure plenty of audience participation," said Walker. Attendees will each receive a handout with a total of ten tips from the five panelists.

International Vision Expo West 2010 will be held October, 7-9, 2010 at the Sands Expo and Convention Center in Las Vegas.

The Optical Women's Association is a non-profit organization founded in 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Professional Optical Women's Workshop, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and



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West; and the annual Pleiades award which recognizes and honors individuals who have made a significant difference for women in the optical industry.

The OWA would like to thank its sponsors for their generous support and belief in the OWA mission.

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