



14070 Proton Rd, Suite 100  
Dallas, TX 75244  
P: 972.233.9107 F: 972.490.4219  
office@opticalwomen.com  
www.opticalwomen.com

FOR IMMEDIATE RELEASE  
CONTACT: Carol Wilbur  
[office@opticalwomen.com](mailto:office@opticalwomen.com)

## Optical Women's Association Announces 2022 Award Honorees

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The Optical Women's Association (OWA) has announced their 2022 OWA award honorees.

**Erinn Morgan**, Editor-in-Chief and Editorial Director of *Eyecare Business* magazine, will receive the Pleiades Award, recognizing her exceptional dedication and support in advancing the leadership role of women in the optical industry.

**Laura Dorris**, Executive Vice President and General Manager of Strategic Sales for HEA+PECAA, is the Pyxis Award honoree, acknowledging nearly a decade of service and commitment to growing the OWA and promoting it throughout the optical industry.

**Dr. Jennifer Stewart**, Co-Founder and Chief Vision Officer for Performance 20/20, and **Katie Lauver**, Vice President of Business Relations for GPN Technologies, will both receive the Emerging Leader Award, identifying them as rising stars within the optical industry who display exemplary leadership qualities.

"The OWA Board of Directors is proud to present the 2022 honorees - we have seen their commitment to excellence in everything they do! These women have impacted OWA members and non-members alike, and we've all benefited greatly from their leadership, mentorship, and the personal investments they've made to ensure that we continue to grow as an organization and encourage successful leaders for the future. My deepest gratitude to Erinn, Laura, Jennifer, and Katie for all of their contributions," said Deb Bulken, OWA President.

The award recipients will be honored at the OWA's annual Champagne Breakfast on Thursday, March 31, 2022 during International Vision Expo East. Sponsored by EssilorLuxottica and the OWA, this event will be held at Gotham Hall in New York City.

### About the Honorees

**Erinn Morgan:** The Editor-in-Chief and Editorial Director of the award-winning *Eyecare Business* magazine, a PentaVision publication, Erinn Morgan has been covering the business and fashion trends of the optical industry for over 20 years. *Eyecare Business* recently received the Folio Award for the Best Magazine issue in Healthcare in 2020 for its coverage and reader support during the Covid-19 pandemic.

Erinn is also the Director of Social Media for PentaVision LLC, parent company of *EB* and 10 other publications and was recently named the Editorial Director of *Contact Lens Spectrum*.

She has been deeply involved in the vision care industry and the OWA, having been a member of the OWA's Board of Directors and Chair of the OWA Communications Committee, as well as holding a long-standing position on The Vision Council's Marketing & Communications Committee.

Erinn's resume also includes numerous additional editorial positions, such as Editor-in-Chief of *20/20* Magazine, Editor-in-Chief of *FrameBuyer*, and Editor-in-Chief of the award-winning *SoHo Style* magazine, a cutting-edge magazine that focused on the culture and style of downtown New York City.

Erinn is the author of the book "Picture Yourself Going Green", the founder of the fitness- and health-focused blog *WomensMovement.com*, and her written work has appeared in *The New York Times*, *National Geographic Adventure*, *Outside* magazine, *Skiing*, and numerous other publications.

**Laura Dorris:** Laura Dorris currently serves as the Executive Vice President and General Manager of Strategic Sales for HEA+PECAA, where she works with the Solutions team, state optometric associations, and other industry partners. With more than 25 years in the eyecare industry, Laura brings a background of optical sales, practice management, human resources, event planning, and customer service to her role. Prior to her 18 years in the buying group/GPO business, she got her start in the industry in 1989 working with one of the leading corneal surgeons and pioneers of refractive surgery. She later went on to manage a very successful multi-location optometry practice in San Diego.

As an active member of the OWA, Laura has served the last 5 years as a member of their Board of Directors and as Co-Chair of the Events Committee, where she has helped create some highly memorable OWA events. She previously served on both the OWA Digital Marketing and the Website Design Committees. In 2013, *Vision Monday* named Laura as one of the "Most Influential Women in Optical" in the "Mentor" category.

Outside of work and the OWA, Laura enjoys traveling, reading, cooking, and spending time with her husband and two daughters.

**Jennifer Stewart:** Dr. Jennifer Stewart is an optometrist, speaker, writer, consultant, and entrepreneur. She is a partner at Norwalk Eye Care and has been involved in the optometric community for almost 20 years. She is a nationally recognized speaker, with a passion for helping optometrists and organizations with operations, optical success, contact lens sales, and practice management through her company OD Perspectives. She is an established writer and has been featured in most optometric publications. She is also an Adjunct Assistant Professor at the New England College of Optometry and a consultant for Coopervision, Zyloware, and GPN.

With a deep interest in sports vision, Dr. Stewart is the Co-Founder and Chief Vision Officer for Performance 20/20, which provides services for sports and performance vision training. She is a recipient of the Theia Award for Innovation by *Women in Optometry* and serves on the Executive Board for the International Sports Vision Association. She is a proud member of the OWA Membership and Schools Initiative Committees, and is dedicated to increasing awareness and membership in the optometric community.

Dr. Stewart is passionate about sports safety, enhancing performance, and helping business owners achieve their goals. An avid Disney fan, she lives her life by the quote, "If you can dream it, you can do it." She is inspired to help others with their dreams!

**Katie Lauver:** Katie Lauver has worked in the optometry industry for 10 years, including her current tenure at GPN Technologies. In 2012, Katie started her career as an optician for a downtown optometry practice in Asheville, NC. With zero experience in optical aside from being a patient herself and an eyewear lover, she dove into the industry with her whole heart and learned everything she could about

opticianry. She worked her way up to the position of business manager for a high-volume optical practice, then shifted her focus to opening her own business, which blended her love of herbalism and eye care. With *The Herbal Spectacle*, she sold eco-friendly eyewear and herbal medicine geared toward eye health and overall wellness to the local community, while also continuing her optical career.

After leaving the practice to go full time with her own business, Katie was offered the opportunity to move to the vendor side of the industry with GPN Technologies in 2016. First starting in sales at GPN, she is now the Vice President of Business Relations for the company, and works to educate both practice owners and partners on the importance of utilizing data analytics in their business.

Katie joined the OWA in 2018 and is now serving on the Professional Development Fund Committee, managing the “sponsor ambassador” program. She loves working with these OWA sponsor contacts and provides personal and professional development talks to them designed to help enrich their lives and promote radical action in their careers. The OWA's mission to connect, inspire, and lead is near to her heart as she empowers women to be the best version of themselves through personal connection and leadership.

In her spare time, Katie enjoys being outdoors with her husband, little boy, and Shih Tzu. You will often find her hiking, paddle boarding, fishing, biking, camping, cooking, reading, and listening to music!

*For more information on the Optical Women's Association, please visit [www.opticalwomen.com](http://www.opticalwomen.com).*

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About the Optical Women's Association: Celebrating its 25<sup>th</sup> anniversary in 2022, the Optical Women's Association is a non-profit organization committed to supporting and promoting the professional development of women involved in all facets of the optical industry. As the vision of the OWA evolves and expands, it maintains the focus of the OWA's founding principles and core mission: to enhance and promote the leadership role of women in the optical industry through networking, education and peer support.