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FOR IMMEDIATE RELEASE
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HEADLINE: The Optical Women's Association Announces Its Annual Connection Series Luncheon at Vision Expo West!

DALLAS, TEXAS –August 15, 2022

The Optical Women's Association (OWA) is pleased to announce this year's **Connection Series** Event: ***Be Bold. Be Visible. Be Unstoppable.*** at Vision Expo West on **Thursday, September 15**, from **noon - 1:30 PM PST**.

Focusing on one of the key messages of her book, ***The Digital Sales Rep***, best-selling author and Co-Founder of Marketing4ECPs **Trudi Charest** will inspire and energize you to identify and combine those special skills needed to help you stand out from the crowd. The book is a timely guide for sales and business professionals who realize that times have changed, making a personal online brand and presence crucial in today's world.

Sponsored by **VSP Vision**, this year's Connection Series luncheon promises to be an information-packed event. Following her opening presentation, Trudi will welcome a panel of industry executives to share their insights on trends and the future in optical: **Dana Schwarzinger**, Vice President, VSP Sales Enablement; **Sherianne James**, Chief Marketing Officer & Sr. Vice President, Wholesale Marketing, EssilorLuxottica North America; and **Amy Jantz**, Divisional Vice president, West, America's Best, National Vision.

EVENT DETAILS

- **When:** Thursday, September 15, noon-1:30 pm PST
- **Where:** Venetian Level 3 - Murano, Rm 3304
- **Cost:** \$35 for OWA members, \$40 for non-members. Everyone is welcome and a boxed lunch will be served! *Seating is limited so advance registration is required.*
- **RSVP here by September 2nd**

Thank you to VSP Vision, our event sponsor!

Please visit www.opticalwomen.com for more information.

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About the Optical Women's Association: Founded in 1997 as a nonprofit and celebrating 25 years in 2022, the Optical Women's Association is 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.