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## **ELEVATE: An OWA-Hosted Event Celebrating the 2020 OWA Award Recipients + Mastering "The Art of Hello"**

**DALLAS, TEXAS – August 21, 2020** The Optical Women's Association (OWA) announces ELEVATE, an innovative **OWA virtual event** sponsored by **Luxottica**, celebrating 2020 Pleiades Award honoree Millicent Knight, O.D. (Essilor of America), Pyxis Award honoree Jean Sabre (Uptown Vision), and Visionary Award honoree Sheena Taff (@OpticianAboutTown).

**Paula Calise**, 2020 Founder and Principal at Linked Executive Search, will be the featured keynote speaker. Ms. Calise is on the Forbes "Top 10 Best Recruiters in the U.S." list and is a professional branding expert. Her experience and enthusiasm for "**The Art of Hello™**" will help all of us create the perfect professional introduction!

**This Zoom event is open to OWA members and non-members alike, and will be held on September 17, 2020, at 7:30 pm ET.**

For more information and/or to RSVP, visit [www.opticalwomen.com/connection-series.asp](http://www.opticalwomen.com/connection-series.asp)

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About the Optical Women's Association: Founded in 1997 as a nonprofit, 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.