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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 22, 2023

The Optical Women's Association (OWA) is pleased to announce this year's **Connection Series** event – **The RALLY Mentality** - at Vision Expo West on **Thursday, September 28**, from **noon - 1:30 PM PST**.

Special guest speaker **Shannon McKain** is a former NFL cheerleader, a 15-year executive recruiter, and is regularly seen on ABC, CBS, NBC, and Nickelodeon. With her experiences both on and off the field, she is frequently called on by organizations and corporations to help bring to the surface the complex issues standing between employees, teams, and success. Her **RALLY Mentality** plan can help anyone define and defeat perceived limitations.

Sponsored by **VSP Vision**, this energetic, highly interactive keynote will guide you in assessing where you are, what hurdles are blocking your way, and how to effectively overcome them to achieve your personal and professional goals.

EVENT DETAILS

- **When:** Thursday, September 28, 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 lunch will be served! *Seating is limited so advance registration is required.*
- **RSVP here by September 15**

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, 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.