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## **OPTICAL WOMEN'S ASSOCIATION ANNOUNCES NEW LEADERSHIP – LORIE LIPPIATT, OD, NAMED NEW PRESIDENT TO FOLLOW DEB BULKEN**

**DALLAS, TX – September 27, 2023** – The Optical Women's Association is proud to announce a new president and four new board members.

**Dr. Lorie Lippiatt**, optometrist for MyEyeDr. in Salem, OH, and previous vice president of the OWA, has assumed the position of president effective immediately. Additionally, **Dr. Beverly Bianes**, optometrist and co-owner of Pack & Bianes Vision Care, **Christina Perraud**, Director of Planning and Inventory for MyEyeDr., **Kerri Ann Raimo**, Managing Editor at Broadcast Med, and **Erika Plank**, Director, Provider Communications at VSP, will join the OWA Board of Directors.

"We are delighted to welcome Beverly, Christina, Kerri Ann, and Erika to the OWA board! Their collective talent complements the already amazing women of the board who serve tirelessly to enhance and promote the leadership role of women in the optical industry," said Lippiatt.

The OWA would like to give special thanks to the following departing board members: **Robyn Crimmins**, Division Vice President, Commercial Markets West, for VSP; **Laura Dorris**, Executive Vice President and General Manager, Strategic Sales for PECAA; **Ashley Mills**, CEO of The Vision Council; and **Jan Cory**, VP, NA Retail & Outlook for Safilo.

We would also like to thank our outgoing president, **Deb Bulken**, Vice President of Sales, Eastern Region for EssilorLuxottica, who has provided leadership and direction to our association for the past two years. During her term, the *OWA Connects* blog was launched, the *OWA Fireside Chats* evolved from OWA's original Advisory Groups, the *OWA Talks* podcast welcomed two new hosts, the first OWA Town Hall Meeting took place, and the first *OWA Unplugged Retreat* will be held in October, 2023. Bulken also partnered with mentor Holly Rush to develop the *Full Circle Impact* program, designed and created to invest in the women who dedicate countless hours to enhancing and promoting the leadership role of women in the optical industry. Bulken will remain on the OWA Board as Immediate Past President for two years and will also Chair the OWA Nominating Committee.

New president Lorie Lippiatt OD had this to say about the outgoing president: "Deb's impact on the OWA and its mission has been remarkable. Her passion for promoting and providing leadership opportunities for women in the industry is unassailable. Deb's leadership paved the way for mentoring

and sponsorship never seen before in the organization, providing engagement mechanisms for women and companies to partner with the OWA in meaningful and significant ways. I have been honored to stand beside her as Vice President and look forward to building on Deb's rich legacy."

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About the Optical Women's Association: Founded in 1997 as a non-profit, 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.