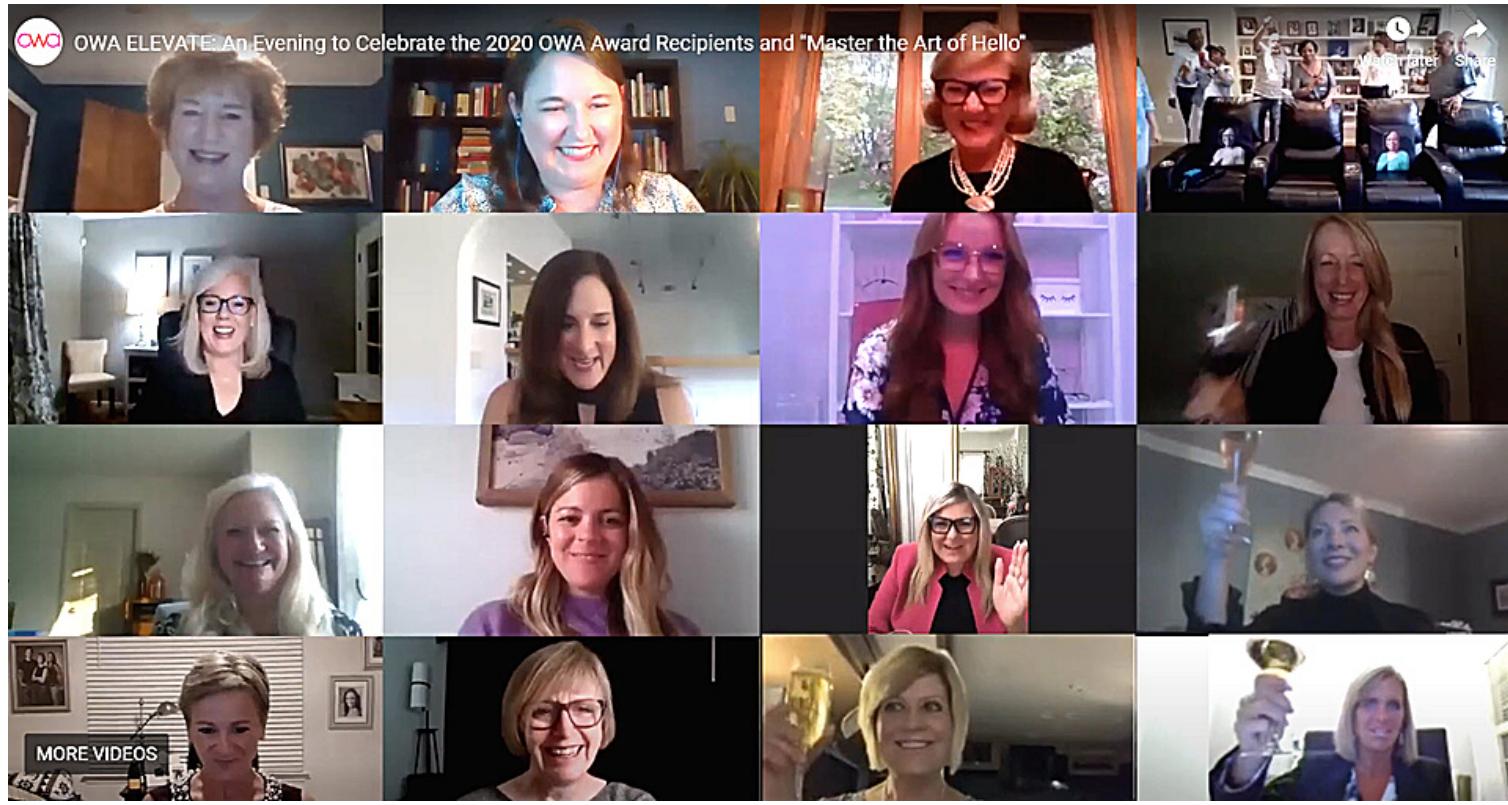




Connecting Inspiring & Leading: The OWA Way

2020: A Year of Accomplishments



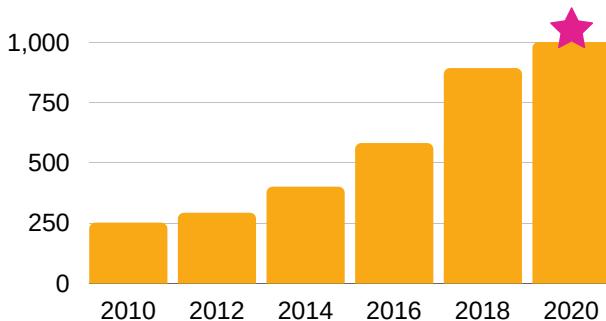
A Message from Robyn Crimmins

Dear Sponsors of the OWA,



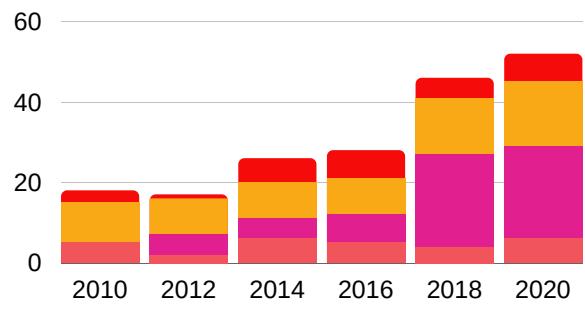
2020 has been an unprecedented year. My heart goes out to all those adversely affected by the COVID-19 pandemic and the many other difficulties faced this year. While we all dealt with significant changes, loss, and the insecurities of not knowing what will come next, our need to celebrate, adapt and grow allowed the OWA to flourish and further our mission of advancing the leadership roles of women in the optical industry. This year, the members of OWA rose to the challenge, quickly mobilizing to adapt to the virtual world creating new and better ways for women to connect, inspire and lead.

In this, our inaugural annual report, we hope you'll enjoy seeing and celebrating our accomplishments with us. This year we've delivered new programs such as virtual Coffee Breaks where women come together to share their experiences, and Food for Thought to celebrate the diversity of our membership and the differences in culture, heritage, and family traditions. Despite the pandemic, we've gained more than 100 new members this year and have earned the support of four new sponsors. Most importantly, we've been able to reach even more women extending beyond the typical member profile and going deeper into the organizations we serve.



Member Growth

★ Grew to over 1,000 members



Sponsor Growth

Platinum Silver
Gold Friend

On behalf of the OWA board of directors, our commitment to you is that your investment in the OWA will return to you in a myriad of ways in the form of women who seek to fulfill their potential, advance in their professional development, and give back to the companies that make up this amazing industry.

With gratitude, be well and be safe. Thank you for believing in the OWA.

Robyn Crimmins

Robyn Crimmins
President

Carving a New Way in 2020

2020 brought about challenges for not only our industry, but the world itself. We focused our time and resources on providing a place where our members could be inspired and connect with each other in a time when we all needed it most. Here's how we did it.

Visionary Award

Announced in January, the OWA recognized a member known as a "Visionary" in the industry reflecting the accomplishments of 2020.

OWA Talks Podcast

Launched in January, OWA Talks features monthly chats with influential optical leaders sharing their insights on trending topics.

Food for Thought

Launched in August, Food for Thought celebrates the diversity of our members and creates dialogue to embrace & highlight cultural differences.

Elevate Event

In September, OWA hosted an industry-wide virtual event honoring the 2020 award honorees and featuring keynote speaker, Paula Calise.

Finance Committee

Developed in October, the OWA's Finance Committee provides financial oversight, planning, and growth strategies.

Advisory Groups

Launched in November, OWA Advisory Groups connects members through business disciplines of Finance, Sales & Marketing, and Professional Development.

Coffee Breaks

Launched in June, Coffee Breaks have brought our regional, in-person events into the virtual world allowing us to get creative with new virtual events and member connection.

"Coffee Break became a safe place for me to share my thoughts, feel supported, and be mentored by incredible leaders in our industry. I cherish the new friendships I've made through the OWA."



-Dr. Beverly BIANES

By the Numbers

13K+

Website Visits

10K+

Social Media Engagements

120K+

Social Media Impressions

13

Virtual Events

1K

Podcast Downloads

51

Sponsor Ambassadors

76

Committee Volunteers

9

Scholarships Given

OWA
Optical Women's Assoc.

Sponsor Benefits

 New Benefit in 2021

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Friend \$1,500
Recognition at the highest exclusive level in the optical industry & profession	✓	✗	✗	✗
Free memberships for women within the Sponsor's company	10	5	3	2
★ One company employee will receive a Leadership Scholarship. Honoree to be selected by the sponsor company and does not have to be an OWA member	✓	✗	✗	✗
★ Additional sponsorship recognition at specified number of virtual events	2	1	✗	✗
Featured Article in OWA Newsletter focusing on a selected woman of leadership in the sponsor company and/or Feature Article placed on OWA website focused on selected topic or product of choice	✓	✗	✗	✗
Most visible sponsor logo placement on the OWA website	✓	✗	✗	✗
Rotating banner ads on OWA website. <i>Platinum = 70% exposure</i> <i>Gold = 30% exposure</i>	✓	✓	✗	✗
Cause-related marketing campaigns promoted in conjunction with OWA social messaging	3	2	1	1
OWA Talks podcast opportunities	2	✗	✗	✗
Touchpoints on social media channels	4	2	1	✗

Sponsor Benefits

All of our valued sponsors receive these great benefits:

- ✓ Recognition at Vision Expo East & Vision Expo West live events
- ✓ Recognition at webinars throughout the year
- ✓ Unlimited OWA continuing education programs throughout the year for members
- ✓ Acknowledgement in the Welcome Letter emailed to new members
- ✓ Acknowledgement in the Annual Member Book Selection mailing to all members
- ✓ Acknowledgement in One-Minute Inspiration monthly emails
- ✓ Acknowledgement in Electronic Newsletter emailed 4 times annually to all members
- ✓ Acknowledgement in "Save the Date" event announcements, invitations, and reminder emails
- ✓ Acknowledgement in Member Renewal Notice emails and Board Member Calls for Nominations
- ✓ Included in the OWA advertisement in Vision Monday's Most Influential Women Issue
- ✓ Included in the event ads in major trade publications
- ✓ Listed on all event promotional print material and banners
- ✓ Sponsorship-level name badge recognition ribbons for all company staff attending OWA events
- ✓ Free listing on the OWA Job Board
- ✓ Electronic "Proud Supporter" Badge for placement on sponsor's website with link to OWA
- ✓ Electronic company logo with link to sponsor website on the OWA website

We look forward to supporting your company and the women of your organization in 2021.

www.opticalwomen.com



Thank You Sponsors

For Your Continued Support of The OWA



Your OWA
Board of
Directors

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Friends of OWA



OWA
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