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CONTACT: Laurie Badone
LBadone@rodenstockusa.com

OPTICAL WOMEN'S ASSOCIATION WELCOMES NEW BOARD MEMBERS

Dallas, TX - The Board of Directors for the Optical Women's Association meet in Las Vegas prior to Vision Expo West. At the annual strategic planning meeting the OWA welcomes two new board members. Industry veteran Deborah Lochli McGrath and Karen Zappia, VP of Sales for Live Eyewear join the board in October 2008.

Lochli McGrath has made the optical industry her professional home for over 30 years. She is well known for her work in the field which ranges from retail executive to VP of brands and product development for top optical companies. She is frequently quoted in the trade press and was a recipient of Jobson's 50 Most Influential Women. Currently an optical industry consultant, she is a spokesperson for the Vision Council and conducts interviews on eyecare and eyewear on their behalf. Her advice on how to select eyewear was recently highlighted in O Magazine.

Karen Zappia is the Vice President of Sales for Live Eyewear Inc., an OveRx sunglass manufacturer based in San Luis Obispo, California. She oversees the company's domestic and international sales operations and has a track record in optical for successfully establishing a nationwide customer base and sales teams. Zappia has been an active member of the OWA since 2003 and has consistently enlisted her staff to get involved in the organization and OWA events.

"These two women who are highly regarded in the industry will help the OWA continue the mission of promoting the leadership role of women" said Laurie Badone, OWA president elect.

Lorinda Fraboni of Walman Optical and Sandy Likes of GreenTree Capital will be stepping aside from the board in October. These two ladies have been great contributors to the development of the OWA and are two of the most dedicated and long serving Board Members. "The OWA thanks them for their passion for this organization. We know we can count on them for their continued involvement as the OWA extends its reach within the industry" says OWA president Grady Culbreth.

The Optical Women's Association is a non-profit organization founded in 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Star Network Mentoring Program, Professional Optical Women's Workshop (POWW), providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades award which recognizes and honors individuals who have made a significant difference for women in the optical industry.

2008-2010 Executive Board, Optical Women's Association

Grady Culbreth	President	Grady and Associates, Inc.
Laurie Badone	President-Elect	Optical Distribution Corporation
Eve Zartman-Ball	Vice President	The Vision Council
Amy Spiezio	Secretary/Treasurer	Wolters Kluwer – Eyecare Business
Sherrie Rogerson	Immediate Past-President	Doctor’s Vision Center
Marge Axelrad	Director	Jobson Optical Group
Ann Englert	Director	Solutions
Andrea Gluck	Director	Eyewear Designs
Corinne McCormack	Director	Corinne McCormack, Inc.
Deborah Lochli McGrath	Director	DL Consulting
Karen Zappia	Director	Live Eyewear
Dave Beebe	Executive Director	Madeleine Crouch & Company