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## OPTICAL WOMEN'S ASSOCIATION WELCOMES TWO NEW BOARD MEMBERS

FOR IMMEDIATE RELEASE

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**DALLAS, TX – August 9, 2016** — The Optical Women's Association welcomes Debra Bulken of Luxottica and Lorinda Fraboni of Walman Optical, as their newest board members.

"We are very excited to attract such distinguished women to our Board of Directors. A successful board is enriched by complimentary backgrounds, capabilities and skill sets. Both Lorinda and Debra will provide a well-balanced level of professionalism and leadership to contribute to our mission of enhancing the leadership role of women within the Optical Industry," Maureen Cavanagh, OWA president.

Debra Bulken has worked in the optical industry for the last 30 years. Since 2012, Bulken has been the regional sales director for Luxottica. Before 2012, Bulken worked at Ciba Vision (now Alcon), Hydrogelvision, and Marcolin. Bulken was also named a *Vision Monday* Influential Woman in Optical in 2015. An OWA member, Bulken has served on the Program committee and volunteered at OWA events.

"My first real participation at an OWA event was the Connection Series event luncheon with the panel discussion on "Sticking Points". This was a game changer for me and I have been hooked ever since. Observing all of these amazing women in action, dedicated to a common cause has invigorated my interest in being not only a part of this organization, but an advocate for its mission and continued growth! I can already see the benefit of networking with the members and taking advantage of the opportunity to become friends with such intriguing and accomplished women has been particularly meaningful," said Bulken.

Lorinda Fraboni has more than 40 years of experience with Walman Optical in information systems, project management, and information technology for ophthalmic operations and adult training in technology. A founding member of the OWA in 1997, Fraboni served for 11 years – as a board member, President Elect, President, and Past President. Currently on the Membership committee, Fraboni has also served on the Professional Development and Mentoring committees. Presented with the OWA's Pyxis award in 2010 for support in the growth of the OWA, Fraboni was also recognized by *Vision Monday* as one of 50 Most Influential Women in Optical in 2003.

"The women I've met in the OWA were and still are so significant. They demonstrated to me that "women" can be presidents and the top leaders of their businesses. At the time I was getting initiated into the OWA in 1997, I had the top female position in the company and I was barely middle management. I pressed our top management for years to hire more women in management positions and we've gone from literally zero women as branch managers and corporate managers to about 40, including two women on the board of directors. I am grateful for the OWA giving me the courage to speak out for women," said Fraboni.

Both Bulken and Fraboni will be sworn in at the September 14th OWA board meeting in Las Vegas.

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*About the Optical Women's Association: The Optical Women's Association is a non-profit organization founded in September of 1997 with the mission of supporting and promoting the professional development of women in the optical industry through networking, education and peer support. Projects and programs include the Connection Series, providing women in the optical industry with personal and professional growth opportunities; networking events at both International 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.*