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OPTICAL WOMEN'S ASSOCIATION ANNOUNCES APPOINTMENT OF LAURA DORRIS TO BOARD OF DIRECTORS

DALLAS, TX – March 29, 2017 – The Optical Women’s Association is pleased to announce the addition of Laura Dorris of Vision West to the OWA Board. OWA President, Maureen Cavanaugh said, “Laura has been a great contributor to the OWA in her committee work and will be a great asset to our Board. She has strong marketing, human resources and business skills that will complement our board composition. We are excited to have her join us.”

Laura started working for an Ophthalmology/Optometry office in 1989 and soon became the practice manager. Over the years, she learned all aspects of running a successful Optometry practice. Under the guidance of the primary OD, she learned a lot about organized Optometry and was relied upon to help run the successful practice.

She moved to the business side of Optometry in 1998 when she joined Vision West and she has truly enjoyed working on vendor partnerships, education, practice management resources and marketing. She currently oversees Human Resources, as well as Business Development which includes working closely with 10 State Optometric Associations, supporting and growing many vendor partnerships, marketing, PR, and a slew of other responsibilities.

She took a leave from the industry for a few years. She returned to the Optical industry in 2007 and absolutely loves her current role.

Laura has been a member of the OWA since June of 2013 and has contributed to the Association in a number of ways including serving as co-chair of the Program Committee and a member of the Digital Marketing committee. Laura states, “I am truly honored to join such an amazing group of people on the

OWA Board and look forward to serving with them to further the goals of OWA to connect, inspire, lead and support women in our industry.”

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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.