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HEADLINE: The Optical Women's Association Welcomes New Board Member

DALLAS, TEXAS –September 14, 2022

The Optical Women's Association (OWA) is pleased to welcome Liz Friedfeld of ClearVision Optical to OWA's Board of Directors as Co-Chair of the Membership Committee. Her experience as ClearVision's head of business development is a perfect match for this role uplifting women in optical. Liz will bring the same friendly warmth and inspiration to the OWA that she does to all of the relationships she's fostered at ClearVision and throughout the optical industry.

Deb Bulken, President of the OWA, had this to say: "Liz brings energy and passion to support our mission and commitment to grow our membership. Joining the other dedicated women of the OWA, together we will ensure a bright future for all women in the optical industry!"

Liz will replace outgoing board member Jessica Goebert, who has served on the OWA board since 2020. The contributions that Jessica has made to the OWA are numerous, notably as chair of OWA's Digital Marketing Committee. We will miss her as she completes her board service, but are grateful she will continue to support that committee and its chair, Trudi Charest.

Visit www.opticalwomen.com for more information.
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About the Optical Women's Association: Celebrating its 25th anniversary in 2022, the Optical Women's Association is a non-profit organization 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.