

ANNUAL REVIEW 2024



connect.  
inspire.  
lead.

# Connecting, Inspiring, & Leading: The OWA Way



# A Personal Thank You from OWA President, Lorie Lippiatt, OD

Dear Sponsors, Individual Contributors, and Friends of the OWA,

2024 once again proved to be an exceptional year for the Optical Women's Association (OWA). Thanks to your generous support and the active involvement of our remarkable members, we were able to honor our shared mission of "enhancing and promoting the leadership role of women in the optical industry through networking, education, and peer support." This objective was furthered this year through our refined website platform, enabling more opportunities for women to connect in meaningful ways through our new Community Corner and other updated features. Our goal remains to continue to deliver more value to your employees by expanding our overall program offerings.



Our signature event, the Vision Expo East Champagne Breakfast, was attended by 500 industry leaders, OWA members, and guests. It was a special moment to honor phenomenal leaders and to spotlight the mentors who have inspired them to achieve and succeed in our eyecare industry. We were able to share with you tales of our rich OWA history and achievements, updates on present status, and our passion for advancing the future goals of the organization. Thank you for making it a great celebration, and we look forward to seeing you all at our new venue in Orlando in February!

As we look ahead to 2025, we continue to focus on new and different ways to meet women in the industry "where they are", while investing in their personal leadership journeys and professional development. We are pleased to announce our continued efforts to investigate opportunities to connect and provide value to your employees who live outside of North America through our new International Expansion Committee. Our second OWA *Unplugged* retreat this fall in Charleston, SC, was again wildly successful, and reinforced the importance of our shared intentions to connect, inspire, and lead. Your investment with the OWA allows us to reinvest in your employees, who comprise a large portion of our membership. We continue to appreciate, value, and welcome all women from your organizations to join us.

Throughout this Annual Review, you will see powerful examples of our accelerated growth and increased opportunities for women to build meaningful relationships, thanks to your support and engaged input. I am deeply committed, as is our board of directors, to providing every opportunity for women in the optical industry to succeed in their individual and professional goals. Through member participation, active committee involvement, an openness to innovation, and the ongoing solicitation of feedback, we will continue to offer the tools and resources that women are requesting. Thank you again for your enthusiastic support and generosity. We value your commitment and simply could not do it without your support!

All my best,

*Lorie L. Lippiatt, O.D.*

President, Optical Women's Association

## 2024 By the Numbers

**125k+**

Website  
Page Views

**28k+**

Website  
Visitors

**11.5k+**

Social Media  
Followers

**1.8k+**

Podcast  
Downloads

**200+**

New Members  
in 2024

**21**

Member  
Spotlights

**100+**

Committee  
Volunteers

**15**

Scholarships  
Awarded

**60**

Total  
Sponsors



# OWA Events In 2024!

## The OWA Expands Internationally

Global connections events: OWA was on the move Internationally, hosting networking events at SILMO and MIDO. At MIDO in 2025 we will focus on successful women in optical as we highlight a panel of women who have made the journey to the top. We will be sharing the OWA International expansion survey results and plans as we continue our global growth efforts.

## The Annual Champagne Breakfast

The OWA Champagne Breakfast, sponsored by EssilorLuxottica, again proved to be a spectacular opening event to kick off Vision Expo East. Five-hundred optical attendees – OWA members, sponsors, and guests – were on hand to recognize OWA's 2024 honorees:

Rebecca Giefer (Pleiades Award), Trudi Charest (Pyxis Award), Reagan Colpitts (Emerging Leader Award), and OWA Lifetime Award recipient Marge Axelrad.



## Upgrade To Website

This year, our website committee made some tremendous improvements to the OWA website: a new and updated platform and look for the website, and a brand-new Member Portal that houses the Community Corner. Creating connections among our members is at the heart of the OWA; the website improvements will be a new way for our members to connect with and inspire each other.



## Bid\$ & Bev\$

At the BID\$ and BEVS Networking Event at Vision Expo West, attendees enjoyed hors d'oeuvres and cocktails while networking with friends! Highlights were again the fantastic items donated by OWA's sponsor companies for the annual online auction and in-person raffle.

All proceeds went to Professional Development Programs. EyeMed Vision Care sponsored the evening's refreshments.

## Full Circle Mentorship

Designed to foster meaningful connections among our members, Full Circle offers support and learning opportunities for everyone – whether you're launching your career, facing mid-career challenges, or reflecting on years of experience. With Full Circle, members can network, exchange knowledge, and offer guidance in a casual, flexible setting. It's an opportunity to both learn from and inspire like-minded professionals, no matter where you are in your journey.



## The OWA Retreat

OWA's second annual retreat was held in Charleston, South Carolina at the Charleston Harbor Resort, and sponsored by Zyloware and Bausch + Lomb. Deliberately limiting attendance to 40 OWA members, the purpose of the retreat was to provide an opportunity to "unplug", connect, recharge, relax, and be truly present in the moment, while also laying the groundwork for future retreat planning.

## Stars, Sips & Scholarships

OWA's cocktail reception at Vision Expo East – newly renamed "Stars, Sips, and Scholarships" – saw a record attendance as OWA members, sponsors, and guests gathered to network and continue the celebration of OWA's annual award honorees and Leadership Scholarship recipients.

With your support, the OWA was able to provide 15 individuals with a Leadership Scholarship Award in 2024.

# Sponsor Benefits 2024

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Friend \$1,500
Recognition at the highest exclusive level, including most visible logo placement on the OWA website	✓	✗	✗	✗
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	✓	✗	✗	✗
Free memberships for women within the Sponsor's company	10	5	3	2
OWA Talks podcast opportunities	1	✗	✗	✗
Additional sponsorship recognition at specified number of virtual events	2	1	✗	✗
Rotating banner ads on OWA website. <i>Platinum = 70% exposure</i> <i>Gold = 30% exposure</i>	✓	✓	✗	✗
Touchpoints on social media channels	2	1	1	✗
OWA Connects Blog article opportunities	2	1	✗	✗

## All of our valued sponsors receive these great benefits:

- ✓ Recognition at Vision Expo East & Vision Expo West live events
- ✓ Recognition at virtual events throughout the year
- ✓ Unlimited OWA continuing education programs throughout the year for members
- ✓ Acknowledgement in all OWA email communication
- ✓ 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 listings on the OWA Job Board
- ✓ Electronic "Proud Supporter" Badge for placement on sponsor's website with link to OWA
- ✓ Company logo with link to sponsor website on the OWA website

# Thank You, Sponsors

For Your Continued Support of The OWA



Your OWA Board of Directors

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Friends of OWA

