

FOR IMMEDIATE RELEASE  
CONTACT: Carol Wilbur  
[office@opticalwomen.com](mailto:office@opticalwomen.com)

## THE OPTICAL WOMEN'S ASSOCIATION ANNOUNCES THREE EVENTS AT VISION EXPO WEST!

**DALLAS, TX – August 22, 2025** – The Optical Women's Association (OWA) is excited to announce their two annual events at Vision Expo West – the [Connection Series](#) luncheon is on **Thursday, September 18**, and the [BID\\$ and BEVS](#) Networking Event is **Friday, September 19**. You're also invited to the Expo Innovation Stage on **Friday, September 19**, for the launch of a new OWA initiative – [Her Story: Honoring Strength in Optical](#).

### **Connection Series Luncheon**

Join us for a dynamic "Lightning Talks" experience, hosted by **Erinn Morgan**, as we celebrate the voices shaping the future of vision care and beyond. **Spark Sessions: Women Who Light the Fire** will highlight powerful perspectives from women who lead with purpose, vulnerability, and vision, through the lens of the OWA's pillars: Connect, Inspire, and Lead. Each 10-minute Lightning Talk - featuring special guests **Dr. Melissa Barnett**, **Dr. Audrey Sue Cruz**, and **Sue Downes** - will be followed by a brainstorming session.

Sponsored by **VSP Vision**, come prepared to connect, reflect, and walk away ready to light your own fire! Seating is limited so advance registration is required. [RSVP here by September 5](#).

#### **EVENT DETAILS:**

- **When:** Thursday, September 18, noon – 1:30pm
  - **Where:** Venetian Level 3, Murano Rm 3304
  - **Cost:** \$40 for OWA members, \$50 for non-members
- 

### **BID\$ and BEVS Networking Event**

Join us on **Friday, September 19, 5:30-7:00 pm**, for OWA's BID\$ and BEVS networking event! Our always fun and exciting raffle features fantastic items donated by our generous supporters, and **EyeMed Vision Care** is proud to sponsor the hors d'oeuvres and cocktails you'll enjoy while networking with friends! All proceeds go toward OWA's Professional Development Programs.

*There is no charge for this event but advance registration is requested.*

#### **EVENT DETAILS:**

- **When:** Friday, September 19, 5:30 pm – 7:00pm
  - **Where:** Venetian Level 3, Murano Rm 3304
  - [RSVP here by September 5](#)
-

## Her Story

Join the OWA on the **Innovation Stage** at Vision Expo West on **Friday, September 19, 11:30 am – 12:00 pm**, as we proudly present *Her Story: Honoring Strength in Optical* — a moving tribute to the women in our industry who have courageously battled cancer.

New OWA President **Megan Molony** and *Her Story* Founder **Mikki Collins** will lead a heartfelt presentation recognizing the powerful stories behind the campaign. Together with members of the *Her Story* Committee, they will celebrate participating sponsors and announce the winning submissions that best reflect the campaign's spirit of perseverance.

A very special moment will be dedicated to honoring this year's *Her Story Hero* — a woman in optical whose journey through cancer has inspired a community.

This event is a celebration of resilience, unity, and the unwavering support that defines the optical industry. All Vision Expo attendees are welcome to join us for this inspiring and empowering presentation.

# # #

About the Optical Women's Association: Founded in 1997 as a nonprofit, 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.