



## FOR IMMEDIATE RELEASE

### Organization Contact

Angela Bedell, Executive Director  
abedell@owlsite.org  
(913) 269-9642

### Media Contact

Lauren Colella, Pascale Communications  
lauren@pascalecommunications.com  
(215) 350-0535

## OWL Celebrates Successful Events Promoting Leadership, Looks Ahead to AAO 2017

**KANSAS CITY, Mo. – May 31, 2017** – OWL: Advancing Diversity in Leadership, an organization dedicated to driving innovation and patient care by advancing diversity in eye care leadership, held its annual Signature Event and Networking Event on May 5<sup>th</sup> and May 6<sup>th</sup> at the 2017 ASCRS · ASOA Symposium & Congress in Los Angeles, and then hosted its Connect Event at the 2017 Association for Research and Vision in Ophthalmology (ARVO) Conference in Baltimore on May 6.

At the Signature Event, 225+ attendees heard a panel of colleagues share their unique leadership journeys and key influencers along their professional pathways in *Lessons in Leadership: A Panel Discussion on Overcoming Obstacles & the Value of Self Discovery*.

“At this year’s Signature Event, we heard a consistent message from three highly successful people in our industry: Dr. Donnenfeld, Ashley McEvoy and Tracy Valorie: Don’t be afraid to take a risk with your career. While it may feel very uncomfortable at the time, you will push yourself to learn and excel in ways you never dreamed possible,” said Jane Rady, DVP, Business Development, Johnson & Johnson Vision.

The Networking Event addressed a topic challenging to many managers: having difficult conversations. The panel provided concrete approaches they use to prepare for, approach and manage these situations to the benefit of both parties with resolution in mind. Some key takeaways:

- 1) Always assume that the other person is coming from a good place (no ulterior motive).
- 2) Prepare for the discussion and ensure there is a plan for follow-up afterward.
- 3) Take time to let the other person feel what they feel (it’s natural to respond with emotion). Give them a moment to collect themselves to make good progress.

“OWL events are a powerful networking opportunity for ophthalmologists, consultants, practice administrators, industry executives and key opinion leaders,” said Dr. Cynthia Matossian, President at Matossian Eye Associates. “What a terrific way to learn from each other to continually make ophthalmology better.”

“Feedback from these sessions was extremely positive. Attendees told us they gained insights, expanded their leadership skills, and learned from seasoned leaders in the community,” said Heather Ready, OWL President. “This Connect Event in Baltimore and our events in Los Angeles delivered on our mission and vision. OWL panelists shared important insights from their leadership journeys that will provide direct benefits to everyone in attendance. I was particularly impressed by their candor and sage advice. We are so fortunate to be in a community that believes in reaching out to enhance leadership and advance patient care.”

Looking ahead, the highly anticipated Annual OWL Awards Event will offer opportunity to recognize leaders in the eye care community at the American Academy of Ophthalmology (AAO) 2017 meeting, in New Orleans from November 11 to 14. Details of the nomination process will be posted at [www.owlsite.org](http://www.owlsite.org).

### **About OWL: Advancing Diversity in Leadership**

OWL: Advancing Diversity in Leadership is a national, not-for-profit organization that seeks to foster relationships and provide professional and personal development to help individuals and organizations reach their full potential, while also creating continued opportunities for collaboration that advance patient care. Comprised of individuals from all facets of eye care, including industry, consultants, ophthalmologists and practice professionals, OWL is founded on a belief in inclusive, diverse professional environments that inspire, support and connect. Through sponsored educational and networking events, OWL promotes diversity in leadership to drive improved outcomes, and the development of professional environments that respect the contributions of all members of the team.

###