



OWL

Advancing Diversity in Leadership

2020 ANNUAL REPORT

OWL'S REPORT TO MEMBERSHIP - NOV 10, 2020

EVENTS - OWL began 2020 optimistically with plans to continue our local chapter growth by launching new chapters in Texas and New England, as well as to continue the momentum behind our 2019 launches of chapters in North Carolina, NY/NJ and Northern California. We were thankful to be able to provide in-person networking opportunities at Hawaiian Eye in January in partnership with WIO, and at both our SoCal and NorCal chapters in March before COVID made us pause on meeting in person.

VIRTUAL PROGRAMMING - In lieu of physical gatherings, OWL was pleased to offer 13 online programs, ranging from networking Connects, training on presentation skills, our ASCRS Signature Event with Julie Swidler of Sony Music - to our webinar series on COVID-19 connecting Doctors and Industry and our highly regarded series on Race in Ophthalmology. Thanks to everyone who joined us online.

FINANCES - Despite the challenges of 2020, OWL maintained a strong financial situation with net revenues up 78% over the same time previous year as at October 31, 2020. This can be attributed to savings on event expenses and the continued support of our partner companies. We are also thrilled to welcome a new partner company in **Aerie Pharmaceuticals** and look forward to a wonderful relationship moving forward.

MEMBERSHIP - OWL's membership remained steady for the year at just over 1000 active members, but we saw a marginal increase in Champion Members, our sustaining membership. We would typically have expected to record an increase this year - particularly around the time of our Signature Event - but COVID kept our numbers static. One area in which we are proud to report an increase is in membership engagement. Voting for our 2020 Awards was up 73% over previous years!

NEW COMMITTEES - Continuing our focus on membership growth and engagement, we were pleased to form two new committees in our Digital Committee and our Membership Impact Committee. Led by Board Members, Matt Jensen and Kristen Ingenito respectively, we look forward to their work in ensuring OWL continues to provide an excellent experience for our membership.



MEET OWL

OWL is the only non-profit in ophthalmology to unite every stakeholder: leading practice administrators, industry executives, consultants, media, PR, physicians and more. It is, inarguably, the best network in Ophthalmology.

VISION

OWL's vision is to promote and develop diverse leadership to advance Ophthalmic Innovation and Patient Care.

MISSION

OWL works across Ophthalmology. Our mission is to provide professional and personal development and create opportunities for collaboration.

"OWL brings together the innovators and leaders who shape our industry. It provides the ideal environment to build meaningful personal connections that advance careers and creates opportunity."

**John A. Vukich, M.D.,
Summit Eye Care**



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Fellows
Early Career



Leadership Summit
Mid-Career



Get-on-Board with OWL
Senior Level

Initiatives for 2021

OWL'S FELLOWS PROGRAM - Our mentorship program was a great success in 2019 and our second class of Fellows will begin their journey in November. Aimed at people in their early career stages, we match applicants to appropriate mentors. We were taken aback this year by the wonderful support of the OWL community in offering their services as mentors and look forward to a great second year.

OWL LEADERSHIP SUMMIT - Targeted at people in mid-career looking to achieve the highest levels of leadership, OWL's new leadership course aims to create skilled future leaders who will build and lead diverse teams. The program will help attendees:

- Learn critical decision-making and team building leadership skills
- Build a personal brand with an effective virtual leadership presence
- Deliver an impact from the podium, and show how to land and develop internal and external speaking opportunities

GET-ON-BOARD WITH OWL - The objectives of this new program are to increase diversity on Boards and interrupt the current situation where a majority of board seats come from referrals from other board members. OWL's new program will help prepare diverse candidates to position themselves for Board roles by:

- Providing education and awareness of roles & responsibilities of private and public board of directors.
- Preparing attendees to understand the process of board selection and how to gain access to the network.
- Developing diverse candidates who may be ready for board service and have in-demand skills that boards require.

"OWL has expanded my professional network and provided ongoing opportunities to touch base with my ophthalmic colleagues; OWL is a wonderful resource I can count on!"

Laurie Brown,
BSM Consulting





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NEW OFFICERS FOR 2020-21:



PRESIDENT:
Abigail Markward
PentaVision



**PRESIDENT-ELECT/
VICE-PRESIDENT:**
Erin
Schallhorn Powers
Zeiss



**IMMEDIATE PAST
PRESIDENT:**
Beth Marsh
*Apellis
Pharmaceuticals*



**SECRETARY/
TREASURER:**
Jai Parekh, MD

LEADERSHIP CHANGES

OWL expresses sincere thanks to our Board members completing their terms this month. We have witnessed much change and growth since their Board appointments and they are in no small part responsible for the positive trajectory OWL has set:

Thank you:



**Michael
Ackermann, PhD**
Oyster Point Pharma



Georgette Pascale
*Pascale
Communications*



Sheryl Stevenson
*Ophthalmology
Times
MJH Life Sciences*



**Audrey Talley
Rostov, MD**
*Northwest Eye
Surgeons*

NEW BOARD MEMBERS FOR 2020-21

OWL is pleased to welcome the following new Board Members to help guide the organization forward. Please meet and help us welcome:



Amy Jacobs
Sandbox Strategic



Lisa Kim
*Allergan, an AbbVie
Company*



**Ravaughn
Williams**
*Alcon
(appointed July)*



Nivine Woods
*Johnson & Johnson
Vision*

“OWL provides me the opportunity to meet and collaborate with mentors who have coached me as an individual contributor to leader and manager. We learn from each other, and OWL fosters best practice sharing and networking for personal growth.”

Erin Schallhorn Powers

