



# 2021 ANNUAL REPORT

## OWL'S REPORT TO MEMBERSHIP - NOVEMBER, 2021

**EVENTS** - We were thrilled to resume our physical events in May this year with our joint Reception with WIO held during Hawaiian Eye. With our largest attendance to date, it was clear that the ophthalmic community was craving in-person gatherings. Our Signature Event during ASCRS in Las Vegas also had an amazing turnout and we devoted our event almost exclusively to networking to encourage those much missed personal connections.

We look forward to what we hope will be a steadier year in 2022 and in fully connecting with the OWL community again through more physical events, including relaunching our local OWL chapters.

**VIRTUAL PROGRAMMING** - As well as our physical gatherings, OWL was pleased to offer 10 online programs in 2021, ranging from networking Connects, training on leading more effective meetings - to our webinar series on the Inequity of COVID-19 and our Eyes on Inclusion discussion around being 'out' in eyecare. Thanks to everyone who joined us online - you can find recordings of many of these programs in your membership account 'On Demand'.

**FINANCES** - Despite the challenges of 2021, OWL maintained a strong financial situation with unrestricted net assets up 46% over the same time previous year as at October 31, 2021. Savings on event expenses and the continued support of our partners and sponsors have helped OWL maintain this positive situation. We were thrilled to welcome a new partner company in Horizon Therapeutics and new sponsors in BVI Medical, Tarsus, RVL Pharmaceuticals and Modernizing Medicine. Welcome to the OWL family!

**MEMBERSHIP** - OWL's membership increased slightly for the year at almost 1100 active members, and we saw our greatest increase in Champion Members, our sustaining membership. Around 10% of OWL's membership is now made up of Champions - members who are advocates and champions of the OWL Mission, Vision, and Values. We appreciate you all so much.

**GET-ON-BOARD WITH OWL** - OWL's new program designed to help prepare diverse candidates for corporate board seats launched this year. We were fortunate to have some of the most experienced board members in our community share their time, talents, tips and connections with our attendees. If your company could benefit from a more diverse Board, reach out to OWL today.

**NEW BRANDING** - OWL launched a new logo in Q1! Our new design:

- \* plays with owl imagery (eyes/beak)
- \* implies multiple people with arms stretched (representing diversity and community)
- \* includes loose eye imagery (the ophthalmic world)
- \* uses the blues already in the OWL brand and adds a lighter blue for depth

We love the new look, thanks to the amazing team at Pascale Communications.



## 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."*

Renee Bovellev, MD  
Envision Eye & Laser Center



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Fellows  
*Early Career*



Leadership Summit  
*Mid-Career*



Get-on-Board with OWL  
*Senior Level*

## LAUNCH OF IMPACT PROGRAMS

**OWL'S FELLOWS PROGRAM** - This program has been a great success in its first 2 years. Our goal is to ensure we provide quality connections and our intakes each year are purposefully kept small to allow us the time and space to make the most impact. Aimed at people in their early career stages, we match applicants to appropriate mentors. OWL is grateful to have such a rich community volunteering their time to mentor others and we look forward to continuing this program for years to come.

**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. Attendees will leave the Summit:

- more confident and effective at the negotiation table
- capable of leading, strengthening, and building unified teams
- more equipped to make critical decisions in high-stress and day-to-day situations
- connected to the ophthalmology community and the leaders who are driving change

We look forward to launching this program in 2022

**GET-ON-BOARD WITH OWL** - The objectives of our 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. Our first program was completed in an online format this year, and we look forward to hearing stories of success from our attendees.

*"OWL is a mindset. A willingness to challenge the status quo and to think differently about the problems inherent to healthcare today. OWL collects doers and thinkers to look at our challenges from unique and diverse perspectives."*

Matt Jensen  
Vance Thompson Vision





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## NEW OFFICERS FOR 2021-22:



**PRESIDENT:**  
Erin  
Schallhorn Powers



**PRESIDENT-ELECT/  
VICE-PRESIDENT:**  
Nivine Woods



**IMMEDIATE PAST  
PRESIDENT:**  
Abigail Markward



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

## LEADERSHIP CHANGES Board of Directors



Beth Marsh

We send our sincere thanks to Beth Marsh who steps down from the Board after several years of service. We thank her for her amazing leadership on our committees and as part of our Board of Directors. Beth concluded her Board term as our Immediate Past President and was instrumental in launching both our OWL Fellows and our new Get-on-Board with OWL programs.

## Advisory Board



Claire Bonilla  
Sightlife



Michael Onuscheck  
Presidio Medical

We give our sincere thanks to both Claire Bonilla of Sightlife and Michael Onuscheck of Presidio Medical who have concluded their service on the OWL Advisory Board.

Michael and Claire shared their experiences, knowledge and wisdom so freely and were exceptional organizational advisors.

Thank you, Claire and Michael, for all you've done for OWL.

*"One of the best things I did for my career was joining OWL. As a past-president, I continue to be impressed with the evolution and growth achieved through this largely volunteer-run organization. By combining high-quality education and the opportunity to develop a diverse network of professional connections, OWL offers members unmatched opportunities for both personal and professional growth."*

Yari Mitchell - AcuFocus

