



WELCOME

The Vision Council's All-Member Meeting

An aerial night view of a city, likely Las Vegas, featuring numerous brightly lit buildings, a prominent Ferris wheel, and a large illuminated dome structure. The word "WELCOME" is overlaid in large, white, sans-serif capital letters across the center of the image.

WELCOME



View the Welcome Video
on YouTube

Agenda: Special Guests



Scott Shapiro



Darren Horndasch

Welcome

- Ashley Mills, CEO & Scott Shapiro, CEO of Europa Eyewear

Vision Expo

- Mitch Barkley, VP of Trade Shows & Events
- Darren Horndasch, President & CEO of Wisconsin Vision, Inc. and Eye Boutique, Inc.

Industry & Market Research

- Alysse Henkel, Senior Director of Market Research & Analytics
- Mark Carmona, Manager of Optical Products Strategy & Innovation at Kaiser Permanente

Advocacy, Government Affairs & Industry Standards

- Omar Elkhatib, Senior Manager of Government Relations
- Scott Shapiro, CEO of Europa Eyewear
- Michael Vitale, VP of Membership, Government Relations & Technical Affairs

The Vision Council Foundation & OYES

- Chelsea Pillsbury, VP of Marketing & Communications
- Michael Vitale, VP of Membership, Government Relations & Technical Affairs
- Thomas Neff BA, LDO, ABO-AC, NCLE-AC, Program Manager, Hillsborough Community College

Your Membership

- Ashley Mills, CEO & Scott Shapiro, CEO of Europa Eyewear



Mark Carmona



Thomas Neff

Our Mission: IS YOU

VISION

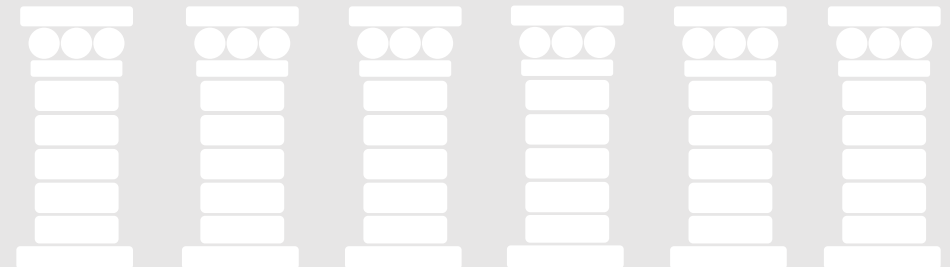
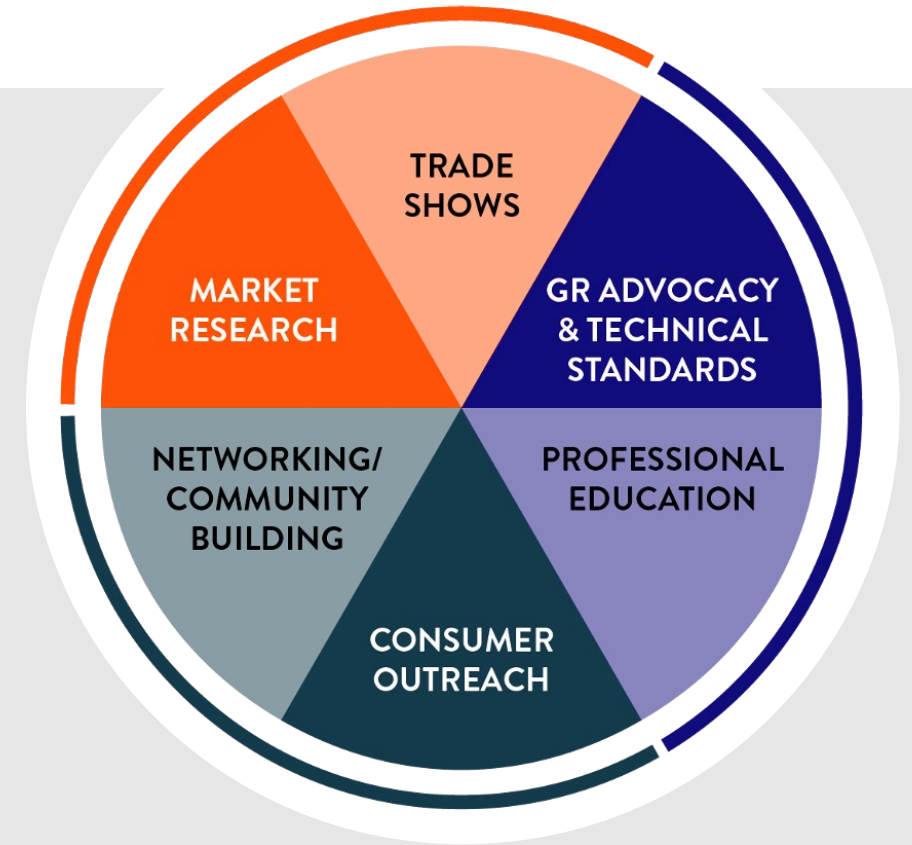
To be the vision care leader in enabling better vision for better lives.

MISSION

Advocate for and promote growth in the vision care industry.

STRATEGY

The Vision Council will realize its Vision and achieve its Mission through consumer awareness, community building throughout the value chain, professional education, advocacy, research, and trade shows.



Vision Expo



Mitch Barkley

VP of Trade Shows and
Events

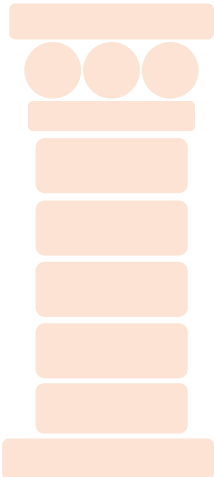


Darren Horndasch

President & CEO of
Wisconsin Vision Inc, Eye
Boutique Inc.



Vision Expo: Highlights

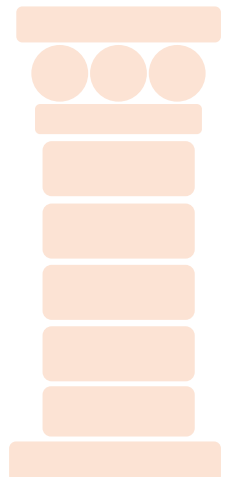


STRATEGIC PILLAR: TRADE SHOWS

Vision Expo: Highlights



INNOVATION STAGE



STRATEGIC PILLAR: TRADE SHOWS

Vision Expo: Highlights



WHAT'S NEW? At the Innovation Stage

- EYEnovate
- Panel topics
- Career Zone
- OptiCon sessions

INNOVATION STAGE



General Session:
A Conversation With Rebecca
Alexander



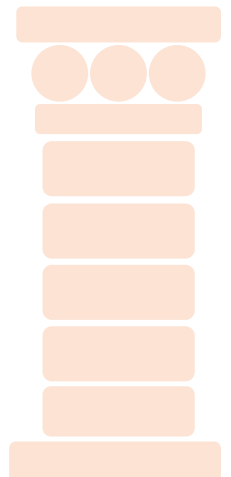
Vision Expo: Highlights



WHAT'S NEW?

VisionEd Conference

- Over 200 sessions/320 hours
- Global Contact Lens Forum
- Vision Series

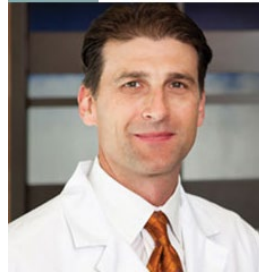


STRATEGIC PILLAR: TRADE SHOWS

Vision Expo: Education Planning Committee



Marc Bloomenstein
OD, FAAO
EPC Chairman
Scottsdale, AZ



Michael Kling
OD
San Diego, CA



Melissa Barnett
OD, FAAO, FSLs, FBCLA
Davis, CA



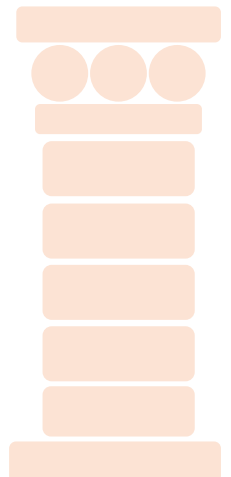
Millicent Knight
OD, DHL, FAAO, FAARM
Dallas, TX



Mark Dunbar
OD, FAAO
Miami, FL



Steven Ferrucci
OD, FAAO
North Hills, CA



Vision Expo: OptiCon Advisory Board



- **Tina Palumbo**
OptiCon Advisory Board Co-Chair
ABO-NCLE Public Board Member
Foerster & Hayes LTD



- **Phernell Walker**
MBA, ABOM, NCLEC
OptiCon Advisory Board Co-Chair
Pure Optics, LLC



- **Janet Acara**
NCLEM, ABOC
Erie Community College



- **Lanard C. Atkins**
ABOC, NCLEC
Owner, Timeless EYEidentity



- **Tom Barracato**
ABOC, NCLEC
Owner, Adolph Optical



- **Sandra K. Brown**
ABOM, NCLEC
NCLE Board Chair
VisionWorks



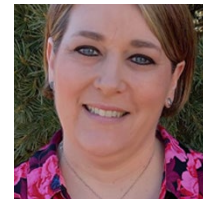
- **Ledonna Buckner**
ABOC, NCLEM
CooperVision Specialty EyeCare – Americas



- **Curt Duff**
ABOM, NCLEM
ABO Board Chair
Owner, Tinder-Kraus-Tinder



- **Dianna L. Finisecy**
ABOM
Wagner Opticians, Inc.



- **Carri L. Russell Rivera**
NCLEM
NCLE Immediate Past Chair
Bausch Health Specialty Vision Products

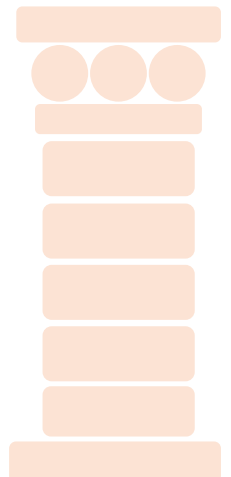
Vision Expo: Special Event Highlights

Wed. September 27

- **6:00 AM – 6:00 PM:** Prevent Blindness Swing Fore Sight Golf Tournament at Bali Hai Golf Club
- **7:00 AM – 9:00 AM:** BusinessOutside® Connection Hike
- Global Contact Lens Forum and Symposia, throughout the day
- Marketing4ECPs sessions throughout the day
- TVC Division & Committee meetings throughout the day
- **1:00 PM – 2:30 PM:** Medical Advisory Panel Luncheon
- **3:30 PM – 5:00 PM:** TVC All-Member Meeting
- **5:30 PM – 7:30 PM:** TVC Member Welcome Reception, Sugarcane at the Venetian

Thurs. September 28

- **9:45AM – 10:45AM:** EYEnovate at VEW – 4 sessions on the Innovation Stage
- **12:00 PM – 1:30 PM:** Optical Women's Association (OWA) Connection Series Luncheon
- **12:30 PM – 1:30 PM:** OptiCon General Session feat. Rebecca Alexander, Innovation Stage
- **5:30 – 7:30 PM:** Vision Council VisionPAC Event, Rosina at the Palazzo
- **9:00 PM – 12:00 AM:** Vision Expo West Opening Night Party, Brooklyn Bowl



Vision Expo: Special Event Highlights



Fri. September 29

- **9:45 AM – 10:45AM:** EYEnovate at Vision Expo – 4 sessions on the Innovation Stage
- **12:00 PM – 2:00 PM:** Vision Monday's Most Influential Women in Optical Luncheon
- **12:30 PM – 1:30 PM:** ABO-NCLE Patient Choice Awards, Innovation Stage
- **5:30 PM – 7:00 PM:** Optical Women's Association Annual Networking & Raffle Event
- **4:30 – 5:30 PM:** VisionED Conference Happy Hour
- **5:30 PM – 7:30 PM:** PECAA Member Cocktail Reception, Cañonita
- **7:00 PM – 9:30PM:** ODs on Facebook - Fluorescence Party, Drai's Beachclub



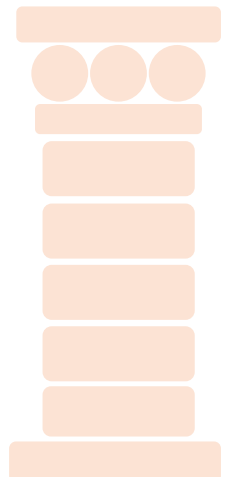
Sat. September 30

- *Career Zone* open all day, located at the Innovation Stage
 - Morning & afternoon panels
 - Professional headshots
 - Ice cream social

Vision Expo: Show Committee



- **James Rosin**, Rosin Eyecare – Show Committee Chair
- **Scott Shapiro**, Europa Eye – Past Show Committee Chair/
Current Board Chair, The Vision Council
- **James Shyer**, Zyloware
- **Giulia Valmassoi**, Thema - A Family Factory
- **Alex Incera**, Coburn Technologies
- **Hugh McManus**, Super Optical
- **Jennifer Wright**, Marcolin
- **Leo Mac Canna**, Ocuco
- **Julie Lewis**, CooperVision

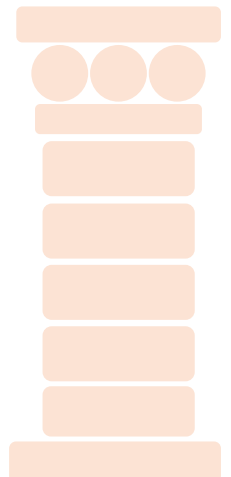


Vision Expo: Highlights



Visit **The Vision Council Booth (F2091)**, located near the Innovation Stage

Meet with Membership, Government Relations, and Research staff during Thursday & Friday Office Hours



Vision Expo: A Conversation

Darren Horndasch,

President & CEO of Wisconsin Vision, Inc. and Eye Boutique, Inc.

“What are the **most important** reasons you attend Vision Expo?”



Vision Expo: A Conversation

“How has attending Vision Expo impacted your business?”



Industry & Market Research



Alysse Henkel

Senior Manager of Market Research & Analytics



Mark Carmona

Manager of Optical Products Strategy & Innovation at Kaiser Permanente



Research: Highlights

\$5.2M:

value of research reports
downloaded by members
so far in 2023

Reports released to date in 2023:

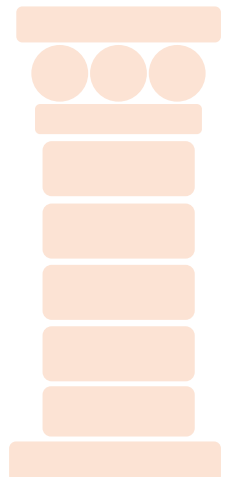
(12 main reports, 44 supplemental)

56

3,157: reports downloaded
by members so far in 2023

Reports published in 2023:

- Market inSights
- Consumer inSights
- Provider inSights
- Focused inSights

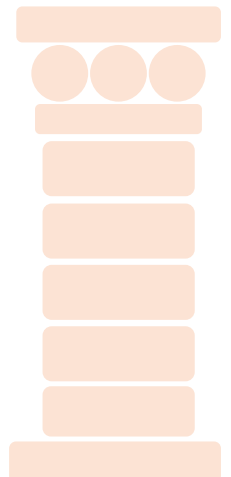
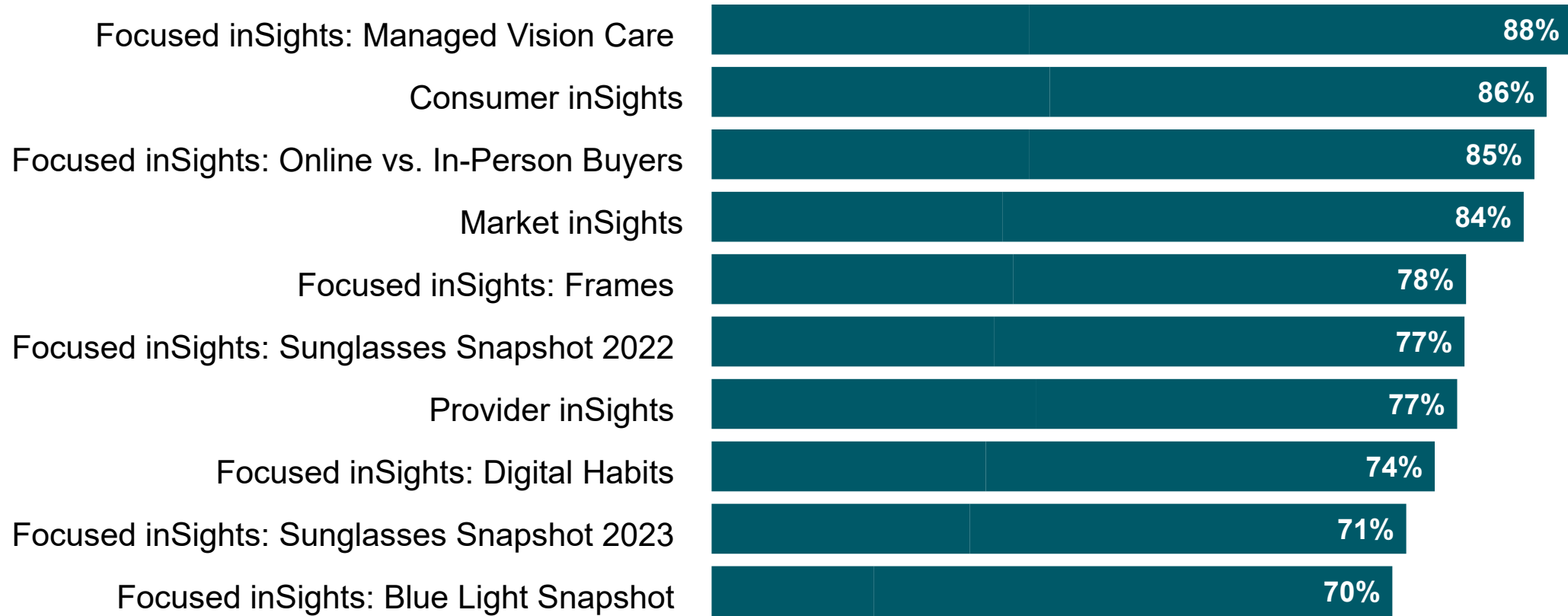


Research: Highlights



Members Satisfied with inSights Reports

Percentage very satisfied or satisfied



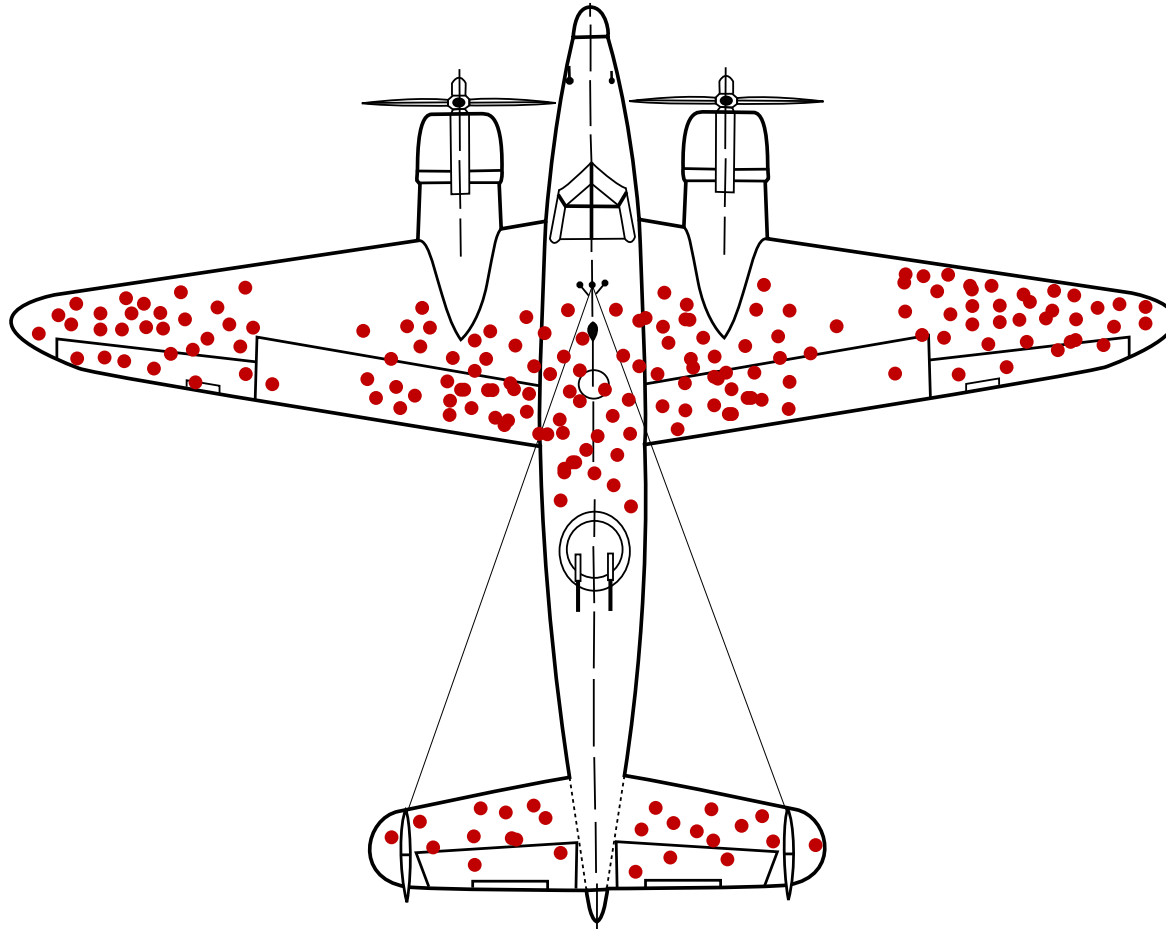
Research: A Conversation

Mark Carmona, *Manager of Optical Products Strategy & Innovation at Kaiser Permanente*

“Why is The Vision Council’s inSights Research Program **important** for your business?”



Research: A Conversation



By Martin Grandjean (vector), McGeddon (picture), Cameron Moll (concept) - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=102017718>

STRATEGIC PILLAR: RESEARCH

Research: A Conversation

“How do you share information from The Vision Council's reports with your team?”



Advocacy, Government Affairs, & Industry Standards



Omar Elkathib

Senior Manager of
Government Relations



Scott Shapiro

CEO of Europa Eyewear



Michael Vitale

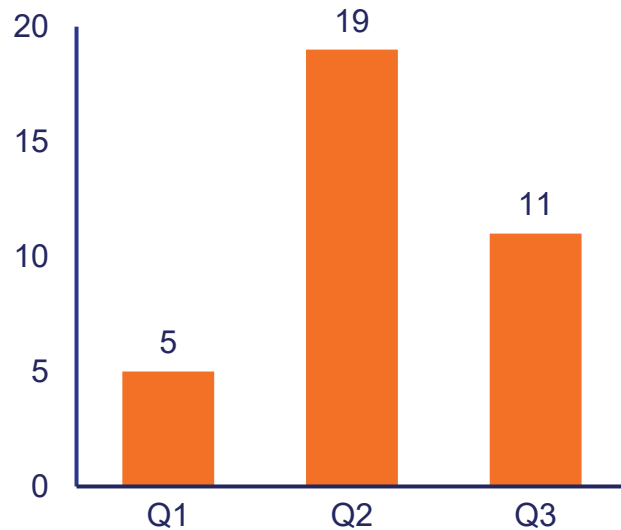
VP of Membership,
Government Relations, &
Technical Affairs



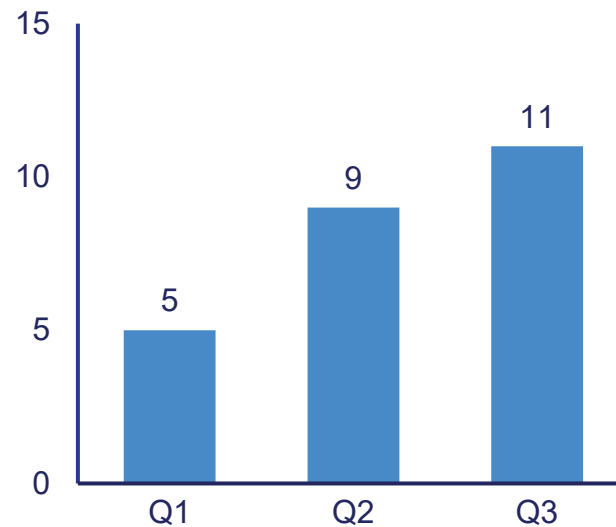
Government Relations: Highlights

By the Numbers:

Office Hours



Member E-Blasts



Notable eBlasts Include:

- State Managed Vision Care Plans
- Government Shutdown Impact
- Ways and Means Committee Letter

Government Relations: Highlights

Hill Activity

Resolutions



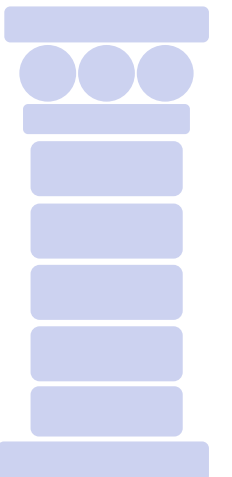
March: Workplace Eye Wellness Month - H.Res.264
sponsored by Representative Donald Payne of NJ



April: Sports Eye Safety Month - H.Res.364
sponsored by Representative Richard Hudson of NC

Upcoming

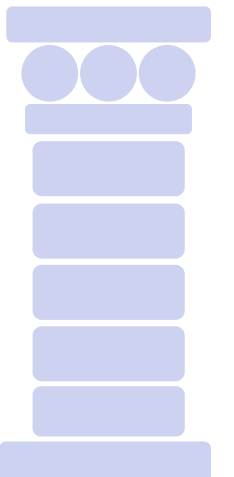
Children's sports eyewear event NC 9th District - Date TBD



Government Relations: Annual Fly-In

Annual All-Member Fly-In

- Originally planned for Oct 23–26 in Washington DC
- Moved to Spring 2024 due to government shutdown
- We want Congress attentive and focused on our issues
- Details to come by end of year
 - Will include expert preparation prior to Hill visits
 - Speaker events to outline effective advocacy tools



Government Relations: VisionPAC

Why a PAC?

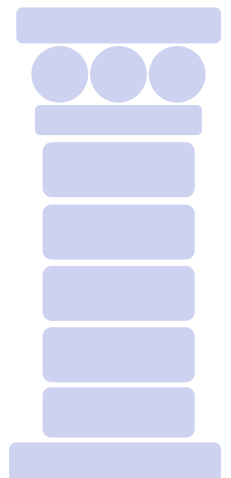
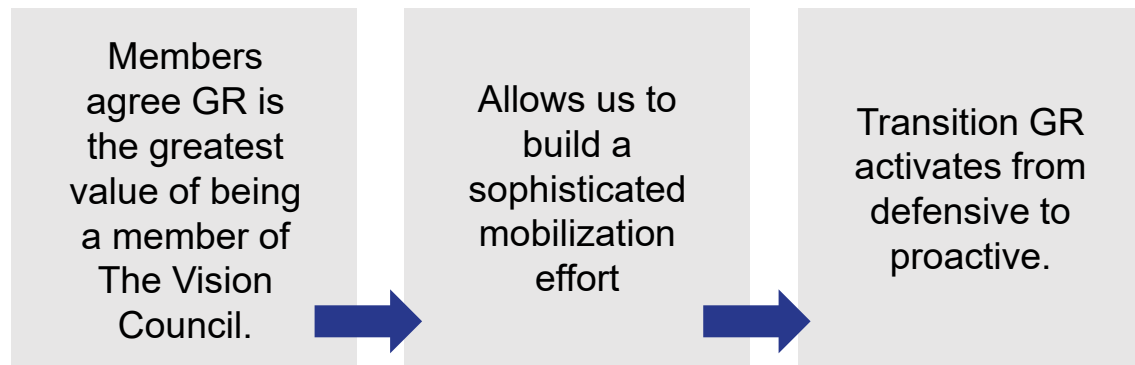
It is far more effective to utilize PACs over personal donations as they better convey your issues in a timely and effective manner. When VisionPAC gives a check – lawmakers know it is for vision issues. When an individual donor does, they don't.

Which candidates will be supported?

VisionPAC is non-partisan, and only supports elected officials in Washington, DC who are champions of our issues and in positions of influence.

What is a PAC?

A political committee that pools campaign contributions from members and donates those funds to campaigns for or against candidates, ballot initiatives, or legislation.



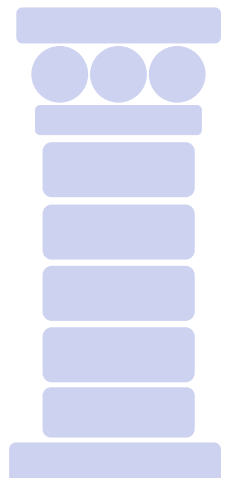
VisionPAC Effect

Letter signed by three House Ways and Means Committee members sent to United States Trade Representative requesting tariff relief for prescription and nonprescription eyewear. Signers are:

- Rep. Drew Ferguson
- Rep. Brad Wenstrup
- Rep. Carol Miller

Other Q3 Accomplishments

- Letter sent to House Ways and Means Committee Chairman Jason Smith (R-MO) urging Congress in renewing and retroactively applying the Generalized System of Preferences (GSP) program.
- Letter supporting the Medicare and Medicaid Dental, Vision, and Hearing Benefit Act sent to 6 Senators



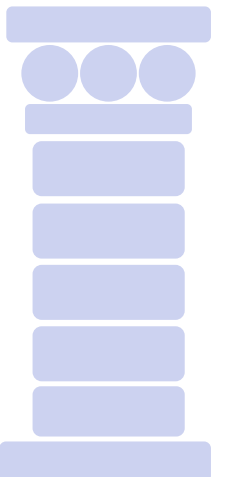
Government Relations: How to Get Involved

Twitter: Thank you to @RepDrewFerguson @RepCarolMiller @RepBradWenstrup for your commitment to vision care, and for asking the USTR to consider 301 tariff exclusions for prescription and nonprescription eyewear.

Make a Phone Call: Please consider calling the offices of these legislators to thank them for their support. Be sure to identify yourself, your role, and our association. Express your appreciation for their work and highlight how it has positively impacted our industry. It may seem simple, but these actions make a difference; a phone call can have a significant impact.

Share Your Story: If you have a personal story about how tariff relief would positively affect you or your business, don't hesitate to share it. Stories can be powerful reminders of the real-world impact of their work.

Encourage Ongoing Support: Politely encourage the lawmakers to continue their valuable support for our industry and the specific issues that matter most to us.



Government Relations: A Conversation

Scott Shapiro, *CEO of Europa Eyewear*

“Why do you think it's essential for individuals within the industry to **have a voice and participate** in the legislative process?”

Government Relations: A Conversation

“How have you benefitted from the Government and Regulatory Affairs team and the work being done?”

Government Relations: A Conversation

“What do you hope to **see or achieve in 2024** when it comes to the legislative and regulatory space?”

Government Relations: A Conversation



“Why is it important to join
VisionPAC?”

Government Relations: Please Join Us



VisionPAC Reception

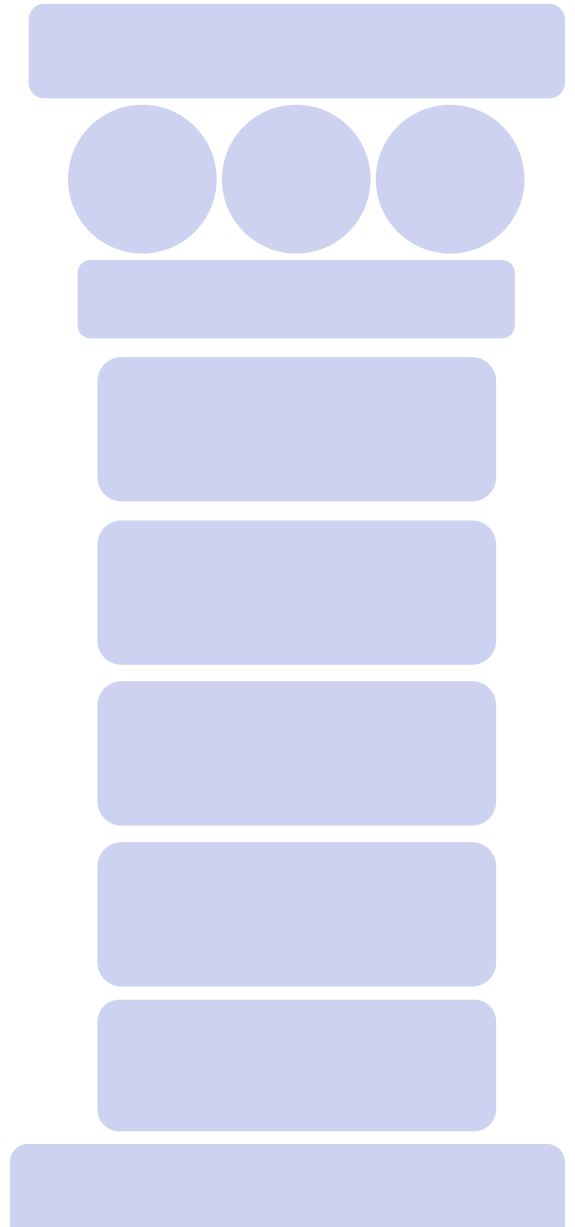
Thursday, September 28

5:30–7:30pm

Rosina Cocktail Lounge (Palazzo)

**Limited Capacity*

STRATEGIC PILLAR: GOVERNMENT RELATIONS & TECHNICAL STANDARDS



Technical Standards: Highlights

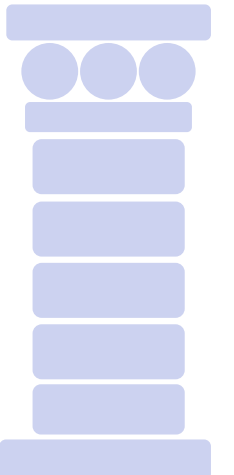


Secretariat for ASC Z80

ASC Z80 is the only entity accredited by ANSI to develop national standards in the ophthalmic optics field. A separate website, www.z80asc.com, supports this committee. Some of the content on that website is restricted to Z80 members. ASC Z80 oversees 25 U.S. standards.

The Vision Council also produces industry standards such as the Data Communication Standard, Lens Description Standard and others.

- Z80.1 – prescription eyewear – under revision
- Z87.1 – safety eyewear – under revision



The Vision Council Foundation & OYES



Chelsea Pillsbury

VP of Marketing &
Communications



Michael Vitale

VP of Membership,
Government Relations &
Technical Affairs



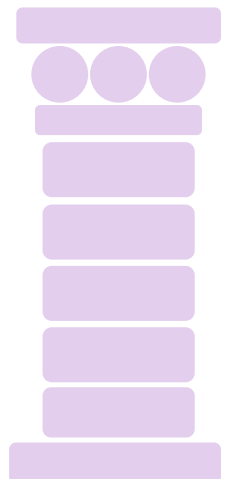
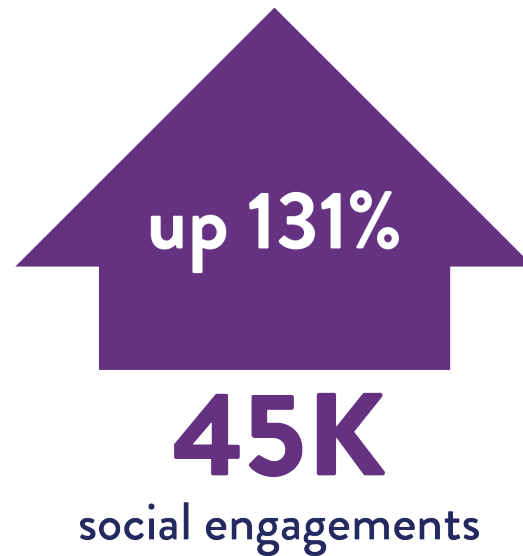
Thomas Neff

Hillsborough Community
College



Marketing & Communications: Highlights

2023 Metrics



STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION

The Vision Council Foundation: Highlights



- Formerly the Better Vision Institute*
 - Brings the power of sight to all through eyewear and eyecare educational programs and optical industry career training support
 - A 501(c)(3) charitable nonprofit organization dedicated to enabling better vision for better lives
- Better vision for better lives: at home, at work and at play



Empowering consumers



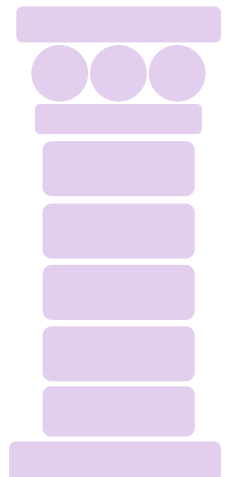
Resource hub



Funding opportunities



Partnerships



STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION

The Vision Council Foundation: Highlights



NEED HELP NAVIGATING LOW VISION?

A low vision diagnosis isn't the end of treatment, it's the start of a new vision journey. Ask us for information on low vision specialists, assistive devices, rehabilitation services, and more. **Let's navigate low vision together.**



• Consumer

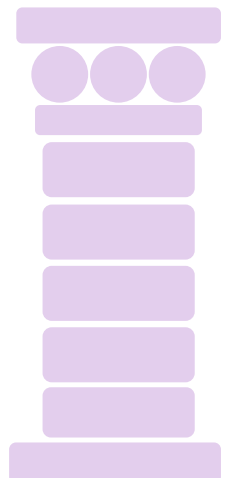
- Healthy Vision Month
- National Sunglasses Day
- World Sight Day

• Industry

- Scholarships
- Career pathways
- Industry training

• Health & Wellness

- Low vision
- Back to school & annual eye exams
- Find an eye doctor



The Vision Council Foundation: Highlights



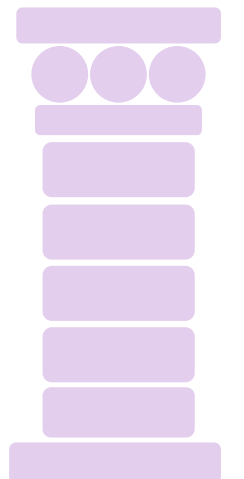
AMOUNT AWARDED: **>\$200,000**

20 SCHOOLS
PARTICIPATING

18 DONORS
IN THE PROGRAM

NUMBER OF STUDENTS IMPACTED: **>25**

STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION



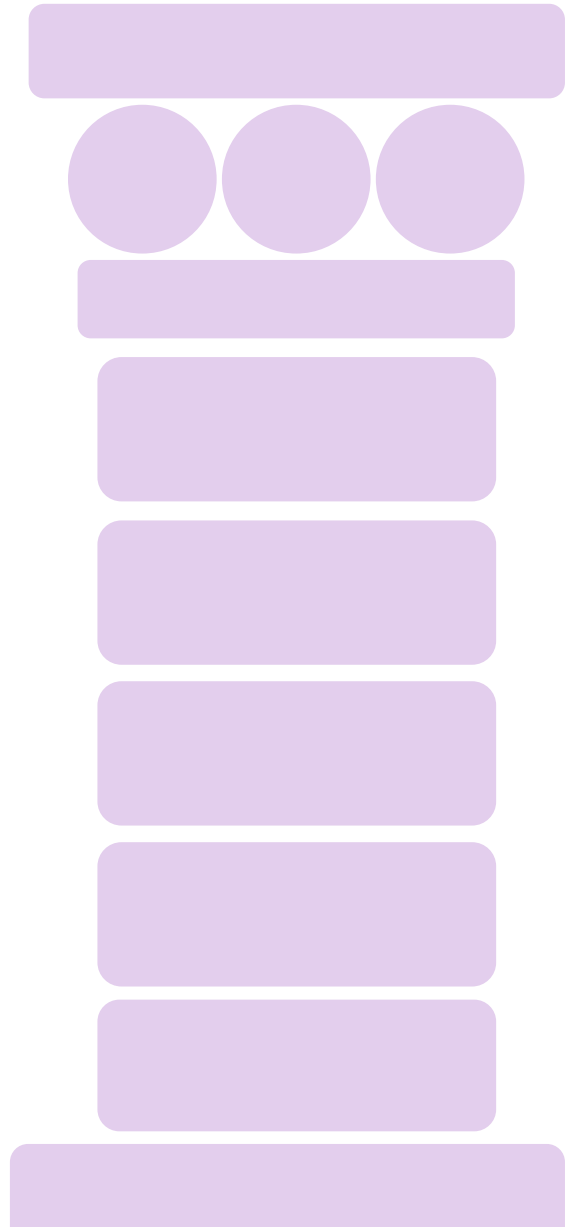
The Vision Council Foundation: A Conversation

Thomas Neff,
Hillsborough Community College

“How does our **scholarship program** impact the industry?”



STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION



Your Membership



Ashley Mills

CEO of The Vision Council



Scott Shapiro

CEO of Europa
Eyewear



Closing: Your Membership

TODAY

- Connect with us in-person

THIS WEEK

- Encourage people to visit our booth; communicate that The Vision Council is the host of Vision Expo; promote the value of membership

THIS YEAR

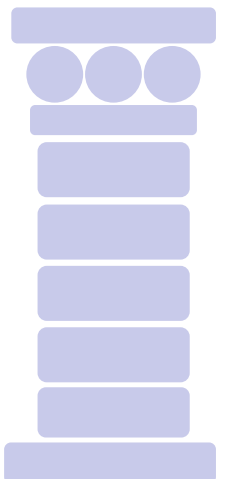
- Fill out the **Member Satisfaction Survey** and give us your feedback!

NEXT YEAR

- Join us at the Executive Summit from January 22-24 in Naples, FL



Scan here to access
the member
satisfaction survey.



The background is a dark blue field filled with various colorful geometric shapes. There are several thick, rounded lines in shades of yellow, light blue, teal, orange, and purple, all oriented diagonally. Two large, light-colored chevrons (V-shapes) are also present, one pointing downwards at the top and one pointing upwards at the bottom, both in a light teal or mint green color. The overall composition is dynamic and modern.

THANK YOU