



## **LPT Division Meeting at 2016 Executive Summit**

The LPT division saw a change in leadership with Kevin Cross of Schneider-OM stepping down as division chair and Rick Clemente of Santinelli International taking the helm. Kevin was presented with an award of appreciation for his three years of service to the division.

A discussion of the "In-Office Processing" campaign was held and a new joint working group with the Lab Division will be formed to look at options for launching the campaign. Any LPT members interested in participating in the working group should contact Paul Wade. The group will be meeting for the first time at Vision Expo East 2016.

The new DCS Q&A website was presented to the division. The website is currently in beta testing and anyone interested in participating in the testing phase should contact Paul Wade for instructions on accessing the site.

Ron Krefman reminded the members of the numerous types of industry reporting that is available to TVC members. He reviewed the various ways to access the ECP marketing data as well as the Vision Watch Report Card. For more information members can contact Brin Miller at The Vision Council.

Deb Castor introduced the new VP of Trade Shows for the Vision Council, Ashley Mills. Melissa Ashley and Tom Loughran from Reed Exhibition were on hand to discuss the upcoming expansion of the level 3 area at the Javits Center. An additional 45,000 sq. ft. of exhibition space is being created. It was also confirmed that the Expo dates will be moving back to March in 2018.

Rick Clemente reviewed upcoming initiatives for 2016 and led an open discussion among the members. A request was made for historical data related to marketing initiatives centered around LPTResources.com to determine if new marketing campaigns should be launched to increase traffic to the site. Additionally, a new committee was formed consisting of medical diagnostic equipment vendors. The target for the first meeting of this committee is Vision Expo East 2016. Members interested in participating in the committee should contact Paul Wade.

The next division meeting is currently scheduled for Vision Expo West 2016.