

VISION COUNCIL OF AMERICA

2006 ANNUAL REPORT

# MAKING THE CONNECTION



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JANUARY 2007



Andrea Gluck

CHAIRMAN

Vision Council of America

CO-PRESIDENT

Eyewear Designs Limited

Dear Friends,

I'm pleased to present the 2006 Annual Report for the Vision Council of America (VCA). Over the past year, we have grown tremendously as an organization, expanding upon our consumer outreach, tradeshow, membership and advocacy initiatives. Solid relationships were key to our growth in 2006, as we worked with VCA members, the vision community and consumer groups to better the vision industry.

Partnerships catapulted VCA's consumer outreach to new levels in 2006. AARP, Reading Is Fundamental and Scholastic provided new avenues to spread the messages of VCA's *Check Yearly. See Clearly.* campaign, while the vision community maintained its strong support of the program. VCA's *Eyecessorize* initiative also kept close ties with the fashion media, generating top-level placements in newspapers and magazines and on television.

The vision community convened at the International Vision Expo tradeshow, as over 30,000 eyecare professionals shopped the exhibit halls and attended continuing education courses. What attracted eyecare professionals to the shows? A celebration of International Vision Expo's 20<sup>th</sup> Anniversary, a stellar continuing education program developed by International Vision Expo's Conference Advisory Board and the most extensive product showcase in North America.

Membership continued to climb in 2006, as VCA added 46 new members to its ranks. With an increasingly involved member base, VCA's divisions and committees took an active role in developing programs to benefit each segment of the industry, such as the International Vision Expo "Frame Buyers Certificate Program" and anti-reflective (AR) media outreach. Members also took advantage of VCA's Business Information Services, which connected them with valuable information about the health of the vision industry.

Advocacy efforts were invigorated this year under the guidance of the new Government Relations Committee. VCA, along with an alliance of vision care organizations, continued its fight for children's vision care on Capitol Hill, while also drumming up support from grassroots supporters across the country and expanding its work on regulatory issues.

Across the board, VCA has worked with individuals and organizations that have contributed greatly to its success. Titled *Making the Connection*, the 2006 Annual Report highlights the results and achievements of these valuable partnerships.

Thank you for your support as we continue to work together to strengthen the vision industry.

Sincerely,

Andrea Gluck  
Chairman

VCA's *Check Yearly. See Clearly.* campaign went big in 2006, creating successful partnerships and employing unique communication techniques to reach consumers. While eyecare professionals remained steadfast supporters of the campaign, groups including AARP, Scholastic and Reading Is Fundamental helped bring Check Yearly to a new level. The result? Check Yearly's vision health initiatives were plentiful and in-depth, educating millions of Americans about the importance of eye exams.

### The Results are In...

...And Check Yearly's public service advertisement (PSA) campaigns are a hit! Having completed its first year, Check Yearly's "Here Kitty, Kitty." PSA campaign made huge waves in 2006. With a 24:1 return on investment, over 150 million consumers heard the PSA's messages on television and radio and in newspapers.

In 2006, Check Yearly shifted its focus to adults and created its next PSA campaign to educate those 40 and older about the need for regular eye exams. Check Yearly partnered with AARP on the "An Eye Doctor Can See Things You Can't" PSA, which was distributed to 8,500 media outlets in

September 2006. Endorsed by the Ad Council, the pre-eminent authority on PSAs, the campaign has already shown great success, reaching 19 million consumers through over 14,000 media placements.

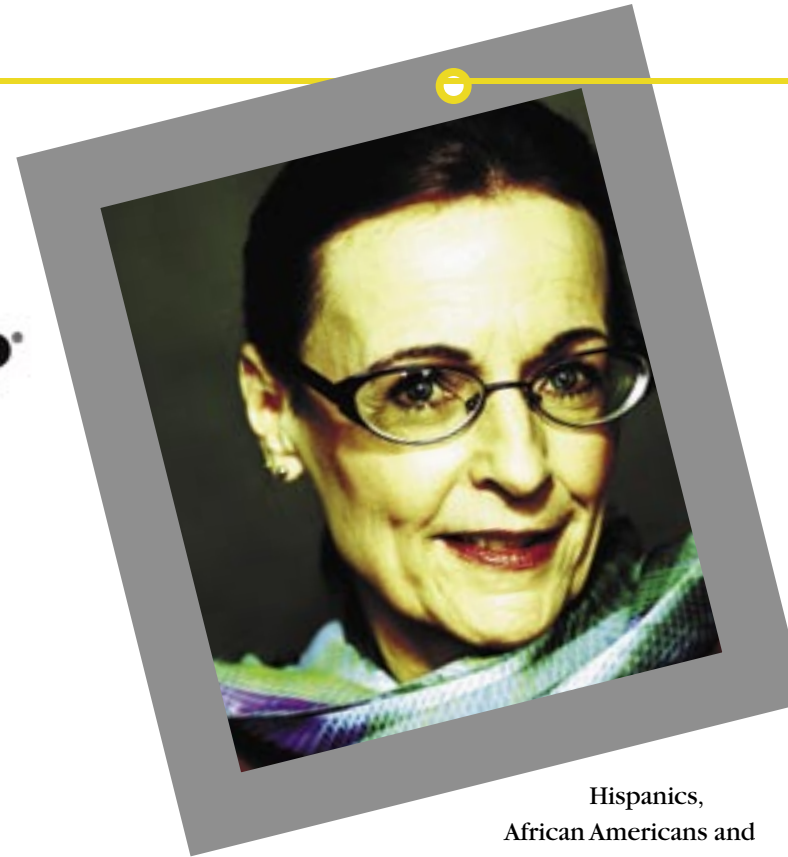
To further the campaign's reach, Check Yearly created posters and brochures based on the print PSA to educate consumers. Broadcast versions of the PSA were made available for download on Check Yearly's website, allowing eyecare professionals to utilize the PSAs in their practices. And as a result of the AARP partnership, the PSA was spread through AARP networks, directly hitting our target audience.



### Newsworthy

Vision health made headlines across the country this year, as Check Yearly generated hundreds of media placements. Over 20 million Americans learned about the importance of regular vision care in newspapers and on television and radio, raising awareness in a big way.

Check Yearly took a targeted approach in its outreach, focusing on several key populations that are disproportionately affected by vision problems. Reporting on a 2006 National Eye Institute study,



Hispanics, African Americans and seniors were educated about their increased risk of developing vision problems and were encouraged to schedule an eye exam. This media outreach resulted in coverage in Hispanic and African American publications, such as *Que Pasa* and the *Baltimore Afro-American*, as well as on national radio stations.

As the school season began, Check Yearly honed in on its messages and educated parents about the importance of vision care for children. News releases sparked interest among reporters and warned that vision problems may result in academic difficulties. Additional outreach was

### A CLOSER LOOK

Transitions Optical Inc. and its *Eye Didn't Know That* campaign joined with VCA's *Check Yearly. See Clearly.* campaign in 2006 to educate parents about the importance of vision care for children. With similar messages and goals, a seamless partnership was built between the two organizations.

Transitions Optical and VCA worked with Scholastic Publishing to create a teaching guide titled "Our Amazing Eyes." By combining resources, the organizations were able to reach out to teachers, an important audience for both campaigns.

"Our partnership with VCA has been extremely beneficial in helping us educate parents and children on the importance of vision care," said Rick Elias, president of Transitions Optical. "With education at an early age, we can encourage children to care for their eyes throughout their life."

**8,868,000**

Check Yearly educational materials distributed.

**19,032,171**

Total viewers of the "An Eye Doctor Can See Things You Can't" public service advertisement in the first two months.

**166,000**

Educators who received the "Our Amazing Eyes" teaching guide.

**24:1**

Return on investment for the "Here Kitty, Kitty." public service advertisement campaign.

**25,502,468**

Media impressions generated from Check Yearly outreach.

conducted on the importance of sports safety, which included tips for emergency eyecare.

To complement Check Yearly's PSA outreach, a VCA-commissioned report, *Keeping Our Eyes on the Road*, was issued in November and drew the link between healthy vision and road safety. Media outreach was conducted on a state-by-state basis and resulted in in-depth national and local coverage. Top newspapers and broadcast outlets educated consumers about the need for regular vision care to ensure road safety through notable placements in the *Boston Globe*, *Newark Star-Ledger* and *Detroit News*, as well as on CNN's *House Call with Dr. Sanjay Gupta* and on the ABC radio network.

### Check Yearly + Partnerships = Success!

Joining with organizations of all sizes, inside and outside of the vision community, proved to be an essential and beneficial resource to effectively deliver Check Yearly messages to the public.



Continuing its outreach to children, Check Yearly partnered with Scholastic Publishing and Transitions Optical, Inc.'s *Eye Didn't Know That* public health campaign to create a teaching guide titled "Our Amazing Eyes." Distributed to 166,000 teachers, the guide—developed to meet national education standards and benchmarks—provided fun and educational lesson plans for students to learn about their eyes and vision care. Since teachers typically pass along Scholastic materials to three to five of their colleagues and there are on average 30 children in each classroom, Check Yearly's vision care messages reached approximately 20 million families.

Check Yearly and Reading Is Fundamental were at it again this year and expanded upon their 2005 partnership—this time reaching out to librarians. Vision health kits were sent to over 40,000 public librarians, elementary

school librarians and Reading Is Fundamental volunteers. With library-focused activities, a parent take-home letter and Check Yearly poster, many librarians expressed gratitude for the kits, like Crystal McCurdy of the Mexico Audrain County Library. "Thank you for offering the vision health education kit," she said. "Being able to read is so important!"

Wal-Mart shoppers heard Check Yearly's messages loud and clear, as the store broadcast radio announcements on the importance of vision care throughout the year. The store also hand-distributed 5.4 million children's brochures to parents shopping during the back-to-school season. What's more, Wal-Mart Vision Centers prominently displayed the Check Yearly logo on their point of purchase materials, recall cards and invoices.

Organizations within the vision community played an active role in promoting VCA's Check Yearly campaign. Throughout the year, members of the National Association of Vision Care Plans promoted Check Yearly to consumers at open enrollment sessions and through educational newsletters. The Optical Laboratories Association, a longtime supporter of

"You provide great tools to help us create awareness. Thank you."

—Maria M. Mova, Sam's Club Optical

the campaign, recruited its members to distribute 1.1 million brochures in 2006.

Check Yearly's partnership with eyecare professionals remains invaluable. Eyecare professionals ordered over two million Check Yearly educational materials in 2006, ranging from posters to brochures to insert cards. Additionally, by supplying complimentary copies of the "Our Amazing Eyes" teaching guide and the library vision health kit, eyecare professionals were given tools to help educate their local communities.

### Internet Resources

In today's online world, a website is your face to consumers. In 2006, the Check Yearly website got a facelift, with a redesigned site that is both fun to use and easy to navigate. Equipped with vision health news, partner information and ways to get involved, games and a sight-saver test, checkyearly.com is a

resource for consumers, educators and eyecare professionals alike.

By turning the "Here Kitty, Kitty." print PSA into a web advertisement, Check Yearly was able to deliver its children's vision message directly to parents through targeted placements. Advertisements on parents.com, child.com and familycircle.com were viewed over 1.5 million times, driving the message home to parents.





# the Vision Community

Over 30,000 eyecare professionals agree—VCA's International Vision Expos were "The Place to Be" in 2006 to conduct business, fulfill continuing education (CE) requirements and network with peers from throughout the vision community. In 2006, VCA implemented multiple strategies to attract attendees and improve the exhibitor experience, solidifying International Vision Expos as the premier optical trade show.

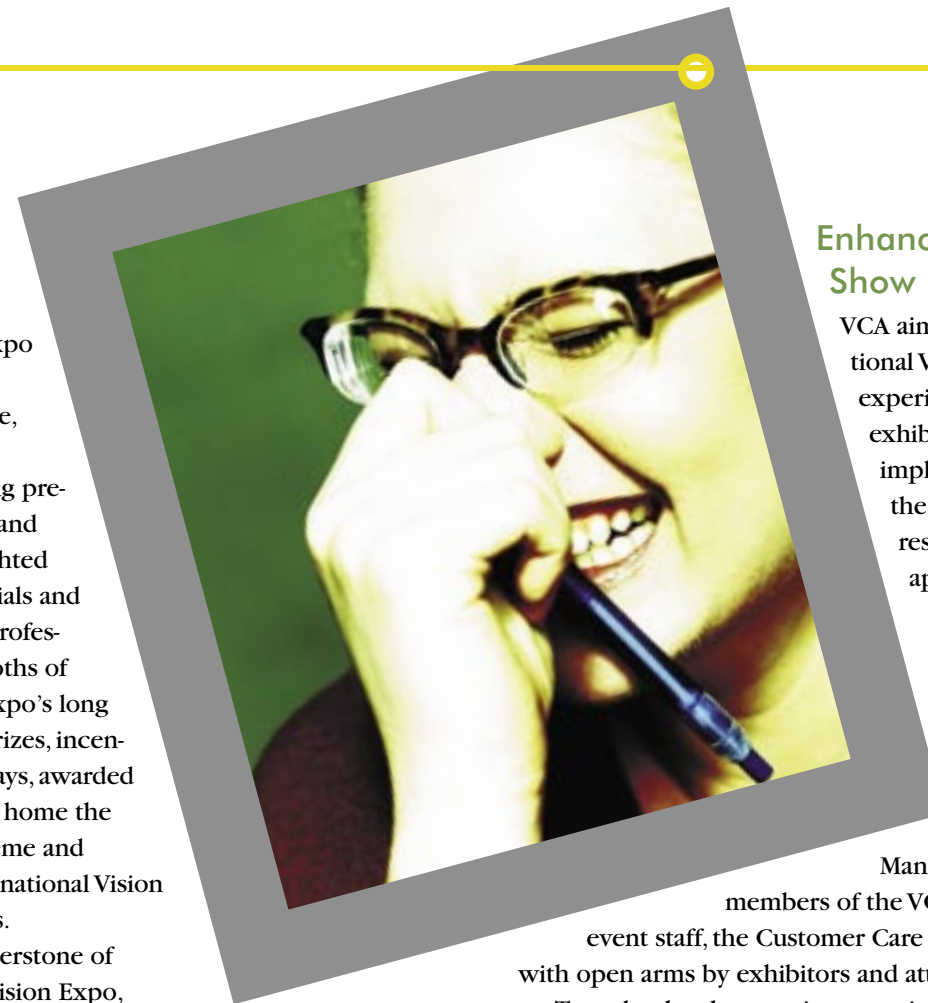
## Happy Anniversary!

International Vision Expo East celebrated its 20<sup>th</sup> Anniversary this year in New York City and heralded two decades of giving back to the vision industry. A grand opening ceremony kicked off the show, with a ribbon cutting, champagne toast and opening remarks to thank loyal attendees and to recognize

the 59 companies, or Founding Exhibitors, that have exhibited at International Vision Expo every year since 1986.

To drive attendance, anniversary-themed promotions—including pre-show advertisements and on-site flyers—highlighted exhibitors' show specials and encouraged eyecare professionals to visit the booths of International Vision Expo's long standing exhibitors. Prizes, incentives and cash giveaways, awarded in groups of 20, drove home the anniversary theme and energized International Vision Expo attendees.

As the cornerstone of International Vision Expo, the Founding Exhibitors were honored during the show. Special floor decals were displayed at each Founding Exhibitor's booth and all exhibiting staff members were given Founding Exhibitor pins to wear during the show. In addition, each exhibitor was awarded with a plaque for their support over the past 20 years.



## Enhancing the Show Experience

VCA aims to make International Vision Expos a positive experience for attendees and exhibitors alike. Programs implemented in 2006 satisfied the needs of both groups, resulting in high marks of approval for the shows.

Customer Care Centers were a new addition to International Vision Expo in 2006, conveniently located in booths throughout the exhibit hall and lobby.

Manned by knowledgeable members of the VCA and Reed Exhibitions event staff, the Customer Care Centers were welcomed with open arms by exhibitors and attendees.

To make the show easier to navigate for eyecare professionals, International Vision Expo marked each booth with floor decals indicating the booth number. To further plan their trip to International Vision Expo, attendees took advantage of "My Vision Expo," an online resource that allows eyecare professionals to connect with peers and exhibitors, schedule appointments, search CE courses, create a personalized to-do list and build an event plan map for the show. As a result, attendees were able to more effectively shop the show floor and find exhibitors with ease.

## A CLOSER LOOK

Ultra Palm Optical has been a participant in VCA's Sales Pro Incentive Program since the program's inception at International Vision Expo East 2004. Over the years, Ultra Palm has opened up their employee participation not only to their sales professionals, but also to their customer service employees at their home office. Customer appreciation is high, as Ultra Palm ensures that their accounts are registered to attend International Vision Expo for free.

"We love the Sales Pro Incentive Program and will continue participating in the program at future shows," said Robin Kadish, national sales manager for Ultra Palm. "It's a great way to incentivize our employees and increase recognition for our company."

At International Vision Expo West 2006, Ultra Palm Optical submitted 340 registration forms and their employees earned over \$2,500. Ultra Palm sales representative Tom Cody received special recognition as the first runner-up in the Sales Pro Incentive Program—earning over \$1,400 and bringing 35 new attendees and conferees to the show.



## International Vision Expos over the past 20 years:

**38**

Shows produced.

**6,667,950**

Net square feet.

**17,415**

Exhibits.

**426,890**

Attendees.

**60,000**

Conference attendees.

**1,600**

Conference faculty.

**6,000**

Continuing education  
hours provided.



More qualified buyers make for a better show for International Vision Expo exhibitors, so VCA sponsored events at International Vision Expo West for top laboratory buying groups that represent over 200 buyers and laboratories. VCA also continued its Sales Pro Incentive Program in 2006, which rewards sales professionals for registering new attendees to the show. More than 300 sales professionals participated, bringing 1,431 new buyers to the shows.

What do exhibitors really want? VCA learned this year as it hosted its first Exhibitor Town Hall meeting in conjunction with TS<sup>2</sup> and Exhibitor University. Attended by 45 International Vision Expo exhibitors, participants found the event informative and entertaining. "VCA provided a great program that allowed an open forum with dozens of people in the same field from all over the country," said Emily Murtha, tradeshow specialist with Carl Zeiss Surgical, Inc. "It was an eye-opening, thought-provoking and greatly executed experience that served in many ways—learning, teaching, networking and exchanging ideas."

## Only at Vision Expo

With an outstanding CE program, International Vision Expos are the place for eyecare professionals to take advantage of the latest advances in eyecare and eyewear. Developed by the Conference Advisory Board, International Vision Expos had a record-breaking year for conference, offering cutting-edge courses with turn-key information. In 2006, over 8,500 eyecare professionals elected to take CE at International Vision Expo East, West and Midwest Vision Congress and Exposition.

VCA sponsored courses, only offered at International Vision Expo, to provide eyecare professionals with valuable strategies they can use to increase their profitability. An expanded "Business Institute" launched in 2006 and focused on practice management as a means to increase sales, while the ever popular "Optical Boot Camp (I & II)" continued to educate newcomers to the optical field on the keys to dispensing. "Magnify Your Future," a low vision immersion course,

offered up-to-date information on this growing field.

Several new courses were added to the roster of VCA-sponsored CE in 2006. The "Frame Buyers Certificate Program," "Contact Lens Boot Camp" and Midwest Vision Congress and Expo's exclusive "High Impact Visual Merchandising Retail Panel," debuted this year, each specifically designed to maximize the revenue potential of a dispensary. "Women Ask for Directions—Opportunities and Career Growth," a course targeting the largest growing segment of the optical community, rolled-out this year and proved to be very successful.

VCA's investments in education have paid off, as attendees raved about the conference program. Christy Graham, optical manager of Tracy Optometry, applauded the conference: "The CE courses were great—education you can't find anywhere else and all in one place."

## All in the Numbers

"How do the numbers look?" VCA is proud to answer that question for exhibitors and provide them with accurate and meaningful information

"Fantastic show. One of the best in many years in terms of dollars sold. We were ecstatic!"

—Felix Perry, vice president of sales & marketing,  
Eastern States Eyewear

regarding International Vision Expo attendees. In its second full year, VCA's third-party audit of its three trade shows confirmed that International Vision Expos deliver a broad spectrum of vision professionals and qualified buyers to the shows.

The audits provide a transparent look at the number of attendees at VCA shows, as well as detailed

demographic information, including practice type, job title and region. As the only optical trade show that offers this information, International Vision Expo exhibitors have an unrivaled edge to effectively connect with attendees. Armed with this demographic information, exhibitors can confidently craft their show approach to reach their target customers.





# Members

**A**s a membership organization, VCA continually focuses on providing value-added programs and services to benefit its members. With targeted division initiatives, customized training, precedent-setting standards and meaningful statistical analysis, VCA members are poised to enhance their business and increase their bottom line.

To take advantage of these opportunities, 46 new members joined VCA in 2006. With growth spread throughout the organization in all divisions, VCA remained strong in representing the entire optical marketplace.

## An Innovative Approach

In 2006, VCA members developed and implemented high quality programs designed to grow the industry. In working together, VCA's divisions and committees demonstrated their dedication to find solutions to the challenges that face each segment of the industry.

The Eyewear and Accessories Division tackled several issues in 2006, creating taskforces to address each, including the Fashion Taskforce, Country of Origin



Taskforce and Counterfeiting Taskforce. To

ensure frame sell-through, the division expanded upon its "Frame Buyers Certificate Program," adding components to assist buyers in finding the best frames for their local demographics.

To increase efficiency, the Lens Technical Committee of the VCA Lens Division worked in 2006 to standardize ink markings needed to identify and align lenses. VCA's Lens Processing Technology (LPT) Division also worked to enhance

optical machinery, addressing the edging of certain lenses with hydrophobic coating. To help promote the efficiencies of in-office processing, the LPT Division developed and delivered an education course titled "How to Control Your: Quality, Destination and Profits."

The VCA Low Vision Division saw continued success with its new and improved "Magnify Your Future" course presented at International Vision Expos. Bringing their expertise to even more attendees, the division also launched a continuing education (CE) course held in the Medical and Scientific Pavilion, "Making Low Vision Work for You: A Checklist for Success."

VCA's newest membership group, the Anti-Reflective (AR) Committee, implemented multiple programs to increase AR usage. With a CE course, "How to Increase Your AR Sales by 90%" and a comprehensive media campaign, the AR Committee made great progress in educating both eyecare professionals and consumers. And to stay abreast of the ever-changing AR technology, a subcommittee was formed to study hydrophobic coated lenses.

## Top-Notch Training

High-quality and high-tech educational programs have positioned VCA as the go-to resource for customized training courses. Over 675 educational seminars were delivered to eyecare professionals



## A CLOSER LOOK

Collectively as an industry and individually as an organization, the VCA Low Vision Division and Eschenbach Optik have greatly benefited from VCA's training and education programs. As a group, the Low Vision Division developed a comprehensive curriculum designed to introduce eyecare professionals to low vision care and in the last year alone, educated over 100 eyecare professionals about the growing field.

Early in 2006, Eschenbach Optik selected VCA to conduct its Annual Sales Meeting. VCA's training and education consultant, Rene Soltis, worked with the Eschenbach Optik management team to design a customized two-day sales meeting at VCA's office. The Eschenbach Optik sales team immedi-

ately implemented the new and unique sales approach taught at the meeting and have reaped the benefits ever since.

**46**

New VCA members in 2006.

**17**

Educational webinars, customized training programs and research presentations performed.

**6,081**

Visits to VCA Executive and Sales Professional Lounges at International Vision Expos.

**632,000**

Dollars saved by members through International Vision Expo and Vision Watch discounts.

**18**

Free research programs and reports available to members.

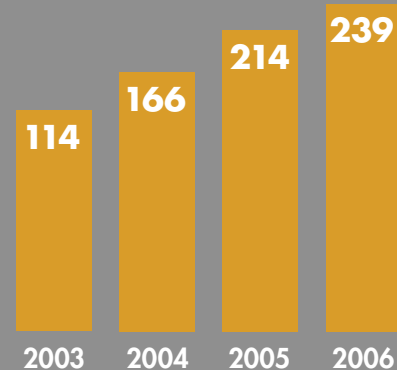
in 2006 utilizing VCA created programs. Courses such as "The \$2,000 Minute," "Strata: Achieving Higher Levels of Success" and "CPR: Consult, Present and Resolve," were made possible through the VCA "Training the Trainer" program. This program allows VCA members to deliver value-added services and programs to their accounts to help them improve their businesses.

Customized sales training was also utilized by VCA members as companies tapped VCA to create training courses, guides and videos. By focusing on each company's specific needs, VCA education programs increased morale and enhanced the skills of the company's sales force.

### Improved Standards

Working with U.S. and international organizations and agencies, VCA and its members led the way in developing and refining optical standards. The Data Communication Standard, designed to simplify the exchange of electronic data among optical laboratory machines and computers, was broadened in 2006. It now includes data interchange requirements for automated lens inspection equipment, direct surfacing machines

**109% Growth**  
in membership since 2003



and related lens design sources used to create free-form lenses and drilling data for rimless drill-mount frames.

The increasing automation of lens laboratories also led to a new standard for the Automation Job Tray, the tray used with conveyor systems to move lenses and related items as they progress through the laboratory.

### Watching the Market

Industry statistics and consumer trends play a vital role for any successful business. VCA makes obtaining and analyzing this data easy by conducting

"The VCA Benchmarking Study is the single most valuable asset of membership. It provides us a clear window into how our company is performing in dozens of ways, ranging from operational and financial, to sales, customer service and marketing."

—Michael Hundert, president and CEO of REM Eyewear

several surveys to measure industry growth and future direction. According to John Alofs, CEO of Eyewear by ROI, VCA's research programs provide valuable information: "We have been able to pinpoint areas in which we need improvement as well as to recognize where we have excelled."

The VCA and Jobson Publishing VisionWatch survey provides key insights into consumer opinions and purchasing behaviors. Interviewing over 100,000 consumers each year, the VisionWatch survey reports on all aspects of the optical market - including frames, lenses, contact lenses, sunglasses, readers, eye exams and refractive surgery. In 2006, VCA provided members with VisionWatch Executive Summaries, which included top line information on vision correction and market data. VCA also shared its Consumer Barometer report

with members, offering a detailed look at consumer demand for eyewear and eye exams.

VCA's research is more than just measuring consumer data. Industry-specific information is compiled to help optical manufacturers improve upon their operations. The Ophthalmic Retail Study tracked national lens purchasing patterns at over 300 independent and chain optical retail locations, while the International Optical Trade Analysis reported on the international movement of lenses, frames and sunglasses. In addition, the Wholesale Shipments Program measured sales and shipments data in the U.S. wholesale market for the Eyewear and Accessories, Lens, LPT and Low Vision Divisions. The Eyewear and

Accessories Division also saw a record-setting year for member participation in its Benchmarking Study, as more members anonymously compared their business practices to those of other optical manufacturers.

Customized research was also conducted to get a closer look at how eyecare professionals shopped the show floor at International Vision Expos. To better understand the in-office processing concerns of retailers, the LPT Division crafted a comprehensive research plan consisting of a survey and focus group implemented in conjunction with International Vision Expos. With participation from over 1,000 eyecare professionals, VCA analyzed this data to develop a forecast for equipment buying in the near future for the LPT Division.





# CONNECTING *the Media*

**W**ith a focus on fashion, VCA's *Eyecessorize* campaign successfully elevated eyewear as a "must-have" accessory in 2006. By communicating the latest eyewear trends, lifestyle options and fitting tips to over 250 media outlets, Eyecessorize educates consumers about eyewear, while at the same time generating publicity for VCA members' products.



## All Things Eyewear

Editors and journalists know that Eyecessorize is their one-stop shop for all things eyewear. Eyecessorize issues seasonal press kits in the spring and fall to keep the media up-to-date on the latest eyewear styles and innovations. By highlighting the season's eyewear trends and



showcasing celebrity eye-style, the press kits kept the media coming back for more in 2006.

Targeted outreach kept the media drumbeat going throughout the year, as Eyecessorize put the spotlight on the eyewear of the Olympic athletes and American Idol stars, offering frame suggestions for consumers looking for similar eyewear. Other media outreach gave tips for finding the right frames at any age and drew the strong connection between eyewear and ready-to-wear fashions. Helpful hints on eyewear lingo also served to educate consumers about the many lens options available, such as anti-reflective, photochromic and progressive lenses.

As a result of the print media outreach, top magazines and newspapers spread Eyecessorize



## A CLOSER LOOK

A long time participant in the Eyecessorize program, Nouveau Eyewear received significant media coverage for its eyewear collections in 2006. By submitting new product information, Nouveau took advantage of the strong working relationships Eyecessorize has with the media.

Nouveau's products were included in the Eyecessorize seasonal press kits and were utilized in media requests throughout the year. As a result, their eyewear was featured in *Child* magazine and on local news shows in Chicago and Denver, reaching over one million consumers in total.

"The Eyecessorize program has given us the opportunity to share our eyewear with consumers across the country and ultimately helps to increase sales. This is definitely a VCA member benefit where we see tangible results," said Marj McGraw, co-president and co-CEO of Nouveau Eyewear.

**18,414,184**

Print media impressions generated by Eyecessorize media outreach.

**40**

Television segments featuring VCA Full Members.

**51,775**

Visitors to [www.eyecessorize.com](http://www.eyecessorize.com).

**2,400,000**

Viewers of "Cool Shades for Hot Weather" (CBS Early Show).

**500**

Seasonal press kits sent to fashion editors.

messages, encouraging consumers to update their look with eyewear. Among the proponents: *InStyle*, *Men's Health*, *Child*, the *Wall Street Journal*, *New York Daily News* and *Boston Globe*.

### Trends on TV

Eyecessorize was all over the airwaves in 2006 with 40 television placements promoting fashion and lifestyle eyewear. From national morning shows to local news stations, VCA members' products received high quality and widespread exposure through Eyecessorize broadcast placements.



From the CBS Early Show to Live!

*With Regis and Kelly* to the Spanish language news show, *Al Despertar*, eyewear was touted as a must-have accessory by fashion-forward spokespeople. Reaching millions of viewers,



the television segments encouraged multiple pairs of eyewear to meet the consumers' needs. Information regarding featured eyewear was also posted on the stations' websites, furthering the reach of the television segments.

Television media tours also spread the word about eyewear fashion, as over two million Americans heard about the latest eyewear options. Several tours showcased eyewear as a gift idea—for everything from Mother's and Father's Day, graduation and during the holiday season. A "Summer Fun" media tour reminded consumers to pack their shades when they head outdoors during the summer months and a "Back-to-School Fashion" media tour got kids ready to head back-to-school with style.

### Top Media Expo-sure!

International Vision Expo is the destination for fashion media mavens to find the latest and greatest in eyewear trends and technologies. Walking the show



floor, over 50 editors and journalists saw firsthand how eyewear truly has become a fashion accessory. This year, representatives from top media outlets, like *Women's Wear Daily*, *Newsday* and *Accessories*, not only attended the show, but published eyewear articles as well.

International Vision Expo also took the show on the road, as VCA spokesperson Rene Soltis appeared on



multiple television shows to promote eyewear and the trade show. Top television programs, such as *Sunday Today* in New York, Fox *Dayside* and New York's WB *Morning News* all welcomed Soltis as a resident eyewear expert, tapping her for the scoop on new eyewear and sunwear trends.

"As an organization, VCA plays a vital role in communicating the fashionable aspects of eyewear. I believe eyewear is as important to one's fashion image as a great pair of shoes. VCA is the vehicle to communicate this message to the consumer and the eyecare professional."

—Corinne McCormack,  
president, Corinne  
McCormack, Inc.



## Advocates

**W**ith a full-fledged public affairs program, 2006 was a pivotal year for VCA advocacy initiatives. Under the guidance of the newly formed Government Relations Committee, a group comprising VCA members and vision professionals, VCA advocated for stronger public policy to protect American's vision and to improve access to vision care products.

### Consensus on Capitol Hill

Children's vision remained at the forefront of VCA's advocacy agenda and advanced greatly as VCA negotiated a legislative compromise among the leading vision care groups. As a solid alliance, VCA, the American Academy of Ophthalmology, the American Association for Pediatric Ophthalmology and Strabismus, the American Optometric Association and Prevent Blindness America moved forward in promoting national children's vision care policy in 2006.

VCA worked with U.S. Senator Christopher "Kit" Bond (R-MO) to introduce S. 3685, the Vision Care for Kids Act. Having been personally affected by amblyopia, Senator Bond was a strong advocate for the legislation, which aims to increase the number of children who receive vision care.

In the House of Representatives, H.R. 6227, the Kids Vision Care Act of 2006, was introduced by Representative Vito Fossella (R-NY) and serves as a companion to the Senate bill. Supported by VCA and the alliance, both the House and Senate

legislation confirm that children's vision care is a priority among policymakers.

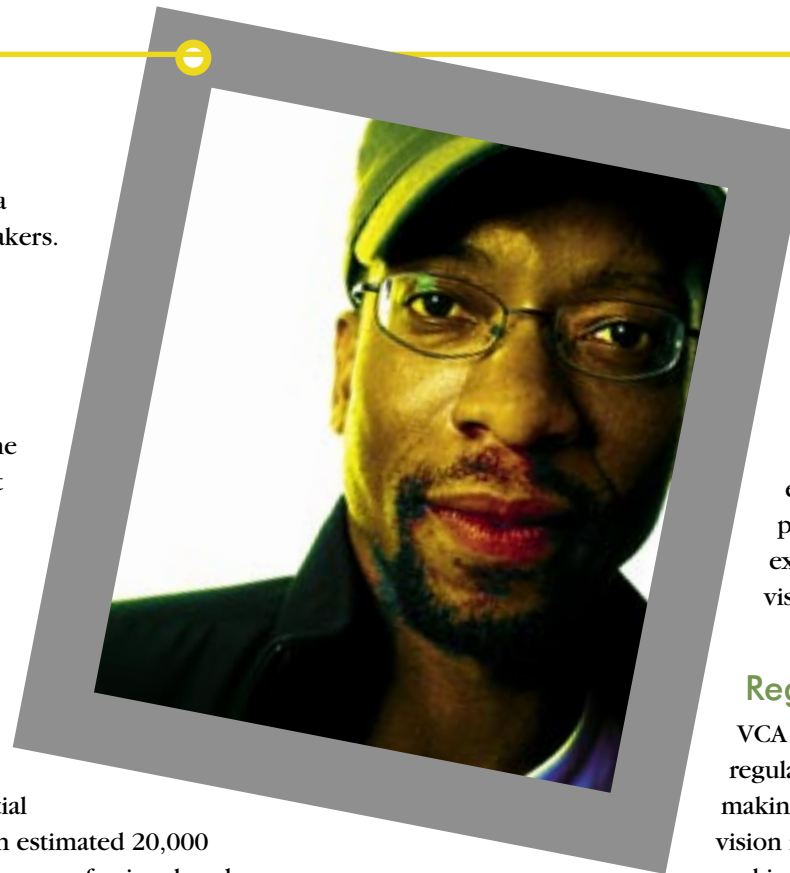
### Lending Support

VCA continues to stay tapped into legislative efforts in states across the country, lending support and praising newly enacted laws. Oklahoma and North Carolina saw victories in 2006, as existing vision screening laws were improved to include mandatory eye exams for students who fail initial screenings. As a result, an estimated 20,000 children will see an eyecare professional each year.

### Growing Our Grassroots

When it comes down to it, it's the everyday people that really count in passing legislation. That's why VCA worked to greatly expand its grassroots network in 2006, encouraging eyecare professionals and concerned citizens to become advocates for vision care.

Through targeted e-mails, trade advertising and Vision PAC events, VCA was able to effectively grow its grassroots network and generate



support for vision care legislation. Additionally, VCA's advocacy website, 2020advocacy.com, connected visitors with local and national politicians, providing them with a quick and easy way to share their personal stories and express their support for vision-related legislation.

### Regulatory Affairs

VCA took charge on several regulatory issues in 2006, making great strides on key vision industry issues. In working with several anti-counterfeiting groups, including the U.S. Chamber of Commerce and the International Anti-Counterfeiting Coalition, VCA developed concrete ways to help address this issue.

On behalf of the Low Vision Division, VCA educated the Centers for Medicaid and Medicare Services (CMS) about low vision devices. Pointing out their medical necessity, VCA encouraged CMS to include low vision devices under their coverage plans. With a strong coalition of support, VCA has communicated the need to correct this problem, especially as the population ages.

### A CLOSER LOOK

To ensure that VCA's advocacy initiatives meet the needs of VCA's members, a Government Relations Committee was formed in 2006. The group consists of members from each of VCA's operating divisions and is advised by optical professionals—ophthalmologists, optometrists and opticians.

The Government Relations Committee is responsible for setting the direction for VCA's public affairs agenda and approving all legislation, policies and programs. In 2006, the committee played a significant role in facilitating compromise within the optical community on children's vision legislation.

"Over the past years, VCA has become a leading vision care advocate," said R. Michael Daley, president and COO of Essilor Lenses and chair of the Government Relations Committee. "Now, I can confidently say we are on the forefront in the fight for better vision care for all Americans and have proven ourselves as a unifying entity on Capitol Hill."



# Resources

**A**t the foundation of VCA are the forward-looking finance and administrative operations. By continually improving these operations,VCA ensures the success of the organization now and in the future.

## Finance

Members come first; and in 2006,VCA implemented programs to give back to its members and thank them for their support.VCA introduced a discount program for members who pay their dues in a timely manner and announced a one-time rebate to offset the planned increases in booth rental costs at International Vision Expo. Always looking out for the bottom line,VCA's financial incentives provide a valuable benefit for members.

## Human Resources

In 2006,VCA created an Employee Advisory Committee to evaluate VCA policies and to plan and organize staff events. The committee began its work by conducting an extensive review of the VCA policy manual, updating and improving many of the policies in place. Consisting of volunteer staff members from each department, the committee will serve as a sounding board for future VCA internal activities and initiatives.

VCA also continues to ensure that operations for its trade shows and main headquarters will not be interrupted in an emergency situation. VCA continually reviews and revises these plans so that future situations have little or no effect on VCA's operations.



The table below represents budgeted figures. This budget reflects a net income from operations of \$225,643, resulting in net assets, or reserves, of \$10,154,870.

## VCA Revenue

Shows & Expositions	\$5,780,000	(74%)
Dues & Assessments	850,000	(11%)
Short Term Investment Interest	91,000	(1%)
Other (Royalties, Publications, Services)	1,111,300	(14%)
<b>Total</b>	<b>\$7,832,300</b>	

## VCA Expenses

Marketing & Communications	\$1,797,453	(23%)
Advocacy	411,441	(5%)
Member Services	2,454,414	(32%)
Shows & Meetings	1,956,423	(25%)
General & Administration	1,111,926	(14%)
<b>Total</b>	<b>\$7,731,657</b>	

Net Income from Operations	\$100,643
Long Term Investment Income	\$125,000
<b>Total Net Income</b>	<b>\$225,643</b>

“Twenty years ago a small group of optical industry executives came together with one goal: to have a great international trade show that gave profits back to the industry. Today, Vision Expo and VCA have met that goal in providing world class shows and developing programs to grow the industry such as Check Yearly. See Clearly.”

—Alan Ritter, president,  
Universal Photonics

## 2006 BOARD MEMBERS

**Al Berg**  
Marchon Eyewear

**Richard Bullwinkle**  
DAC Vision

**Larry Clarke**  
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## 2006 MEMBERS

1-800-CLIP-ONS

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A&R Optical Machinery, Inc.

A.I.T. Industries

ABS Smart Mirror

Accessories By Ron's Optical

Acuity Plus Anti-Reflective  
Coating Lab

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Aearo Company

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Aoyama USA, Inc.

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Aspen Optical Laboratory

Assist Vision

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Balester Optical

BBH Eyewear, Inc.

Beecher Research, Inc.

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Briot

Bushnell Performance Optics

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Company, Inc.

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Charmant USA

Chemat Technology, Inc.

Chemtura Corporation

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ClearVision Optical

Collard Rose Optical Lab

Colors In Optics

Compulink Business Systems

Corinne McCormack, Inc.

Corning Incorporated

CTP Coil, Inc.

DAC International

DAC Vision

Dakota Optical

Davis Vision

Daylight Company

Designs for Vision, Inc.

Dioptics Medical Products

Diversified Ophthalmics

Duratran Company

Eastern States Eyewear

Elite Eyewear

Enhanced Vision

Eschenbach Optik of America

Essilor of America

Excelite, Inc.

Eye Q Eyewear Incorporated

EYECOM

Eyewear By ROI  
Eyewear Designs Limited

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Fedon America

Ferro Electronic Materials

FGX International

First Vision Media Group

Freedom Vision

Fubi EPF

Future Optics, Inc.

Gerber Coburn

Gilbert Displays

GK Optical, Inc.

Global Optics, Inc.

Global Optique, Inc.

Good-Lite

Grant USA/Estroff Optical

Hart Specialties Incorporated

Heidelberg Engineering

Hoya Corp/Hoya Lens  
of America

I. Frame, Inc.

Ice Tech Advanced Lens  
Technologies

I-Coat Company

I-dealoptics

Indo Lens US

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Intercast Europe

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KBco The Polarized Lens Company

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Kio Yamato Optics

Lafont Company

L'Amey Incorporated

Laramy-K Optical

Lauren Eyewear

LBI

Lens Coating Laboratories, LLC

Lens Technology International

Leybold Optics

Lightbenders, Inc.

Lighthouse International

Live Eyewear

LS&S, LLC

Luxee/Clip House

Luxottica Group

Luzerne Optical Laboratories

LWW Vision Care Group

Management Recruiters Menlo Park

Marchon Eyewear, Inc.

Marcolin USA, Inc.

Match Eyewear

McGee Group

McLeod Optical Co., Inc.

Menizzi Italy, LLC

2006 MEMBERS

MH Optical Supplies, Inc.	Optical Supply Co-op	Schroeder Optical Laboratory	Truckee Meadows Optical
Miki Sangyo (USA), Inc.	Optical Synergies	Schweizer and Multilens of America	Tura L.P.
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Modern Optical	Opticom Incorporated	See Worthy, Inc.	US Vision
Morel Cottet	Opti-Courier	Seiko Optical Products of America, Inc.	Ultra Optics Company
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New Millennium Eyewear Group	Precision Optical Laboratories	Specialist Data Solutions	Vision Star, LLC
New South Laboratory	Precision Tool Technologies	Sunstar Labs	Vision Technology, Inc.
Nexus Vision Group	PRIO Corporation	Super Systems Optical	Vision-Ease Lens
Noir Medical Technologies, Inc.	Pulse Data Humanware	Sutherlin Optical	Volunteer Optical
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Oakley Incorporated	Quantum Innovations, Inc.	Techtran Polylenses Limited	Wal-Mart Home Office
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Optical Dimensions, Inc.	Santinelli International		Zyloware Corporation
Optical Distributors International, Inc.	Satisloh North America, Inc.		
Optical Services International	Sax-North Atlantic Services		
	Schneider Optics Machine		