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## **Top Optical Executives Chart the Industry's Path Forward at The Vision Council's 2026 Executive Summit**

***The annual meeting set the tone for a year of forward-thinking, industry advancements,  
and collaboration***

**Alexandria, VA – January 29, 2026** – This week, The Vision Council convened over 250 optical industry executives in Amelia Island, Florida, for the **2026 Executive Summit**. Centered around the theme **Vision 2030**, the event was designed to inspire long-term thinking and provide strategic direction for the next five years. Over the course of three days, attendees engaged in leadership development, curated networking opportunities, and collaborative discussions aimed at shaping the future of the optical industry.

"The Vision Council's Executive Summit once again brought industry leaders together for meaningful collaboration, education, and dialogue to jumpstart the year ahead," said **Ashley Mills, CEO of The Vision Council**. "Our programming addressed critical industry topics, including AI, tariffs and trade policy, and the economy, while creating intentional opportunities for connection and discussion that continue to meet a real need across the industry."

The organization's **Annual Business Meeting** was held on Tuesday, January 27, highlighting The Vision Council's accomplishments over the past year and introducing new division leadership. Newly appointed division chairs include Kent Iglehart of Dr. Tavel Optical Group as Retail Division Chair and Tim Fern of Eyebot as Technology Division Chair. The following officers were confirmed to serve a second term on the Board:

- Jamie Rosin, Rosin Eyecare, as Chair
- Jim McGrann, Advancing Eyecare, as Vice Chair
- Scott Shapiro, Europa Eyewear, as Immediate Past Chair
- John Lakey, Hilco Vision, as Secretary/Treasurer

### **Event Highlights**

Leaders from The Vision Council delivered timely updates throughout the Summit, including insights from the government relations team on ongoing tariff developments and advocacy efforts on Capitol Hill. Attendees also received an exclusive presentation from the inSights Research team, featuring findings from their latest report, **Market inSights 2025 with 2026 Forecast**. Additional programming included panel discussions on the intersection of hearing and audiology with eyecare, as well as the evolving role of artificial intelligence in optical.

Due to weather-related travel challenges, select programming was live-streamed to ensure virtual attendees maintained access to key discussions and industry insights.

The Summit featured a robust lineup of keynote speakers addressing timely and forward-looking topics:

- **David Burkus**, best-selling author and former business school professor, presented *“Best Team Ever: The Surprising Science of High-Performing Teams,”* exploring emotional intelligence, collaboration, and best practices for building successful teams.
- **Dan Chuparkoff**, innovation and AI expert, delivered *“AI & the Future of Vision Care,”* offering practical insights into how businesses can effectively leverage AI.
- **Dr. Christopher Thornberg**, economist, closed the event with *“Federal Deficits, Tech Bubbles and the Outlook for the Vision Industry,”* providing attendees with a clear-eyed economic forecast for the year ahead.

Attendees also participated in a variety of networking activities throughout the event, including a golf tournament, a historic walking tour of Amelia Island, and pickleball games on the opening day. The return of **Networking in Nature** walks allowed participants to enjoy the island’s scenic coastline, while the **Chairperson’s Dinner** and **Welcome Reception** provided opportunities to reconnect and build new relationships. During the fundraiser game *On a Roll*, participants entered a raffle for donated prizes in support of The Vision Council Foundation’s [Opening Your Eyes Scholarship](#). Thanks to [Eyedaptic’s](#) generosity, donations were matched up to \$1,000.

Post-event resources and photos will be available on The Vision Council’s website in the coming days. For more information, visit [thevisioncouncil.org](https://thevisioncouncil.org).

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### **About The Vision Council**

*The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.*