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Contact: Chelsea Pillsbury
media@thevisioncouncil.org

The Vision Council Recognizes Michael Vitale as Recipient of the 2025 Goodfellow Award

Vitale will be Celebrated During The Vision Council's Annual Lab Leadership Forum in April

Alexandria, VA – March 24, 2025 – The Vision Council is proud to announce Michael Vitale as the recipient of the 2025 Goodfellow Award, which recognizes an individual who has significantly contributed to the advancement of the optical industry. Vitale, who serves as Vice President of Membership, Government Relations & Technical Affairs at The Vision Council, was nominated and selected unanimously by his peers and will be honored during the Lab Leadership Forum, taking place April 24-25 in Addison, Texas.

"I believe Michael is not only well deserving of this award, but it is also an honor long overdue," said **Brandon Butler, CEO of Pacific Artisan Labs and Chair of the Lab Leadership Forum Program Committee**. "Michael has played a huge role in my career growth; I looked up to him when I was first making my way in the industry. He is widely respected throughout the optical community and is always eager to lend a helping hand."

Laboratory professionals will gather next month for two days of networking and education at The Vision Council's Lab Leadership Forum, where Vitale will be recognized for his contributions. Read more about his impressive career that has spanned over 45 years [here](#).

Lab Leadership Forum

The Lab Leadership Forum is an exclusive event tailored specifically for The Vision Council's optical laboratory members. It provides attendees with the opportunity to network across activities, participate in discussions, and listen in on informative sessions. A comprehensive agenda can be accessed [here](#).

Members can register for the event at a special price, with a non-member option at a separate rate. [Register today for the Lab Leadership Forum](#).

Attendees are encouraged to book their accommodations at the Renaissance Dallas Addison Hotel using the special Lab Leadership Forum rate by April 2. Reservations made after the cutoff will be based on availability at current rates. Reserve your room [here](#).

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.