

AGENDA

2026 Lab Leadership Forum Las Vegas, NV

Wednesday 09/16	Arrivals and LLF Golf Tournament
12:00pm – 5:00pm	Lab Leadership Forum Golf Tournament – <i>Revere Golf Club, Concord Course</i>
Thursday 09/17	Panel Discussions
8:00am – 9:00am	Networking Breakfast
9:00am – 10:30am	Equipment – Kurt Atchison, Schneider / Rich Hughes, Satisloh / Roy Rosales, MEI / Robert Kohn, A&R Optical Machinery
10:30am – 11:00am	Networking Break
11:00am – 12:30pm	Lens Design – Marcos Garcia, IOT / Albert Pogorschelske, Horizons / Alan Mayo, Novar / Steve Jones, Shamir /
12:30pm – 1:30pm	Networking Lunch
1:30pm – 3:00pm	Lab Management Systems – Steven Shanbaum, Ocuco / John Keane, DVI
3:30pm – 4:30pm	Open Networking Time
5:30pm – 6:30pm	Welcome Reception
6:30pm – 8:30pm	Goodfellow Award Presentation and Dinner
Friday 09/18	Programming
7:00am – 8:00am	Networking Breakfast
8:00am – 8:15am	Opening Comments
8:15am – 8:30am	LLLPT Division Update – <i>Tina Lahti & Christian Hendricks</i>
8:30am – 9:30am	Guest Speaker – Scott Shapiro, Europa Industry Leadership / Motivation / Knowledge
9:30am – 9:45am	Quick Break
9:45am – 10:00am	Regulatory Issues Update - EPA, PFAS, etc. – <i>Rick Van Arnem, Esq. – Regulatory Affairs Counsel</i>
10:00am – 10:15am	Emerging Optical Leaders (EOL) – Introduction and Update – Bonnie Whitfield
10:15am – 10:30am	United Opticians Association (UOA) – <i>Gwen Cooper, Executive Director, Bob Alexander, Director of Education</i>
10:30am – 11:00am	Networking Break
11:00am – 12:00pm	Keynote Speaker – Samantha Toth, Marketing Rockstar – Innereactive Beyond Turn-Time and Price: How Optical Labs Win in the New Market The optical laboratory landscape is more competitive than ever. As pricing pressure increases and turn-time becomes expected, labs must look beyond traditional differentiators to drive growth. Today's most successful labs are redefining their role, not just as production partners, but as strategic growth engines for the practices they serve. In this forward-looking session, Samantha Toth introduces the VISION framework for aligning brand positioning, customer experience, digital influence, and operational intelligence. Attendees will gain practical insights into strengthening customer relationships, increasing loyalty, and competing more effectively in a rapidly evolving market. – Samantha Toth, Marketing Rockstar – Innereactive
12:00pm – 1:00pm	Open Discussion and Closing Comments, Boxed Lunches