

AGENDA HIGHLIGHTS

Schedule subject to change

TUESDAY, JANUARY 26

4 p.m. – 5:30 p.m. EST

Welcome reception hosted by Ashley Mills, CEO of The Vision Council

WEDNESDAY, JANUARY 27

11:30 a.m. – 1 p.m. EST

The Vision Council's Annual Business Meeting and State of the Industry Updates. Download the 2020 Business Meeting notes [here](#). Download the 2021 Board of Directors slate [here](#).

- 11:30 a.m.-12 p.m. Annual Business Meeting
- 12 p.m.-1 p.m. State of the Industry Updates:
 - **VisionWatch Research Updates** – Steve Kodey, Senior Director of Industry Research at The Vision Council
 - **Frame Manufacturing and Supply Chain** – Rebecca Giefer, CEO, Americas at MODO Eyewear and Scott Shapiro, Vice President at Europa Eyewear and STATE Optical Co.
 - **Retail** – James Rosin, Co-President at Rosin Eyecare
 - **Sunglass and Reader** – Renato Cappuccitti, Vice President of Operations and Rx for BAJIO Sunglasses
 - **Lenses and Lens Processing** – Kevin Cross, Vice President of Sales at Schneider Optical Machines Inc. and Keith Cross, Co-Leader & Global Director of Strategic Marketing, Optical Monomers & Coatings at PPG Industries
 - **Lab** – Swen Carlson, Vice President of Operations, Technology, Quality and Systems, VSP Optics Group

1:15 p.m. – 2 p.m. EST

Opening Your Eyes to Diversity, Equity and Inclusion, with a first look and analysis of The Vision Council's 2020 Diversity, Equity and Inclusion Survey Results

- **Overview** – Tarrence Lackran, Director of Partnerships & Programming at The Vision Council
- **Academia and Optometry** – Howard Purcell, OD, President and CEO at New England College of Optometry and Diana Canto-Sims, OD, Co-Owner at Buena Vista Optical
- **Opticianry** – Phernell Walker, ABOM, Director of Optometric Relations at VSP Ventures
- **Suppliers and Manufacturers** – Millicent Knight, OD, Senior Vice President, Customer Development Group at Essilor of America
- **Corporate Eyecare and Retail** – Derrick Artis, OD, Owner at Artis Consulting
- **Q&A** – All panelists

2:15 p.m. – 3 p.m. EST

Breakout Sessions – The Pivot: Changing Your Mindset During Difficult Times

Telehealth: Overview of the Economics of Telehealth in Eyecare in 2021

- **Speaker:** Bryan Rogoff, OD, Senior Product Manager, Disease Management at Zeiss Meditec,

Senior Leadership: Leading Your Team in a Post Pandemic World

- **Moderators:** Marc Ferrara, President, Jobson Optical, and Marge Axelrad, Senior Vice President, Editorial Director of Vision Monday/VMAIL
- **Speakers:** David Gilboa, Co-CEO at Warby Parker; Kate Renwick-Espinosa, President of VSP Vision Care and Marty Bassett, CEO at Walman Optical

Marketing Executives: Adapting Marketing Strategies in the Age of a Pandemic

- **Moderator:** Erinn Morgan, Editor-in-Chief, *Eyecare Business Magazine*;
- **Speakers:** Jonah Berger, Ph.D; and Chase Fisher, Founder and CEO, Blenders Eyewear

3:30 p.m. – 4 p.m. EST	Consumer Insights Part 1: Optical Consumer Insights During the COVID-19 Pandemic Presenter: Nathan Troxell, Director of Consumer and Market Insights at The Vision Council
4:15 p.m. – 5:15 p.m. EST	Keynote Session: How to Be Together Apart with Priya Parker , moderated by Reade Fahs, CEO at National Vision, Inc.
5:30 p.m. – 6:30 p.m. EST	Evening Happy Hour: A Celebration of OPTImism
THURSDAY, JANUARY 28	
11:30 a.m. – 12 p.m. EST	Consumer Insights Part 2: Healthcare Behavior and Consumer Spending Insights During the COVID-19 Pandemic Presenter: Nathan Troxell, Director of Consumer and Market Insights at The Vision Council
12:15 p.m. – 1:15 p.m. EST	Keynote Session: Uncomfortable Conversations with A Black Man: A Fireside Chat with Emmanuel Acho and Three Industry Leaders including: <ul style="list-style-type: none"> • Rick Gadd, President at Essilor of America • Thomas Swinnen, President, North America at Johnson & Johnson Vision • Gary Black, President at Black Optical
1:30 p.m. – 2:15 p.m. EST	Breakout Sessions – The Pivot: Changing Your Mindset During Difficult Times Telehealth: Overview of the Economics of Telehealth in Eyecare in 2021 <ul style="list-style-type: none"> • Speaker: Bryan Rogoff, OD, Senior Product Manager, Disease Management at Zeiss Meditec Senior Leadership: Leading Your Team in a Post Pandemic World <ul style="list-style-type: none"> • Moderators: Marc Ferrara, President, Jobson Optical Group, and Marge Axelrad, Senior Vice President, Editorial Director of Vision Monday/VMail • Speakers: Fabrizio Uguzzoni, President at Luxottica Wholesale N.A.; Karen Roberts, Vice President Global Customer Enablement at Carl Zeiss Vision; and Michael Bender, President & CEO at Eyemart Express Storytelling in 2020: How It Changed and What It Taught Us <ul style="list-style-type: none"> • Moderator: Dee Carroll, Editor-in-Chief of <i>INVISION Magazine</i> • Speakers: Michael A. “Mick” Kling, OD, Founder and CEO at Invision Optometry and John Deluna, Vice President of Marketing at AEG Vision
3 p.m. – 4:45 p.m. EST	Keynote Session: Economic Trends with Brian Beaulieu