

2024 EXECUTIVE SUMMIT

EVENT RECAP & RESOURCES

THE RITZ-CARLTON, NAPLES, FL



THE
VISION
COUNCIL

/ EXECUTIVE SUMMIT

2024 EXECUTIVE SUMMIT

The Vision Council's 2024 Executive Summit brought 330 industry leaders to Naples, Florida for three action-packed days of networking, leadership development, and critical discussions that will shape the future of the optical industry. Designed to highlight emerging business trends and offer tangible strategies to tackle the evolving challenges of the eyecare and eyewear industry and the economy at large, the 2024 Executive Summit featured several engaging presentations, panel discussions, and opportunities for meaningful networking and relationship building.



KEYNOTES



CAROLINE CASEY,
Founder,
the Valuable 500
The Value of Vision



CAROLINE CASEY

President, [International Agency for the Prevention of Blindness](#), and Founder, [The Valuable 500](#)

As a person who is registered legally blind, the issue of avoidable sight loss is deeply personal to Caroline Casey. She has witnessed significant change in both disability inclusion and eye health over the last decade, but the scale of global disability inequality is stark.

Eye care is still unaffordable and unavailable for too many people around the world. The system is currently failing some of the most marginalized communities and the impact and consequences are profound. Sight is integral to wider health issues and facilitates better educational and employment opportunities.

Caroline challenged the attendees to make that argument loudly, clearly, and repeatedly. And with one voice. Only through collective action will we achieve the systemic change that is needed and improve the lives of billions of people and help them fulfil their full potential.

[View Caroline's Interview with Erinn Morgan from Eyecare Business here.](#)

[Download the IAPB Members Pack here.](#)





MIKE WALSH

CEO, Tomorrow

Mike Walsh is the CEO of Tomorrow, a global consultancy on designing companies for the 21st century. For the past twenty years, he has been a leading authority on disruptive innovation, digital transformation, and new ways of thinking. A global nomad from a diverse ethnic background, futurist, and author of three bestselling books, Mike advises some of the world's biggest organizations on reinvention and change in this new era of machine intelligence.

A specialist in AI-powered transformation, Mike's talent is being able to bridge the two worlds of disruptive technology and business leadership, translating deep tech into pragmatic recommendations for leaders to seize new opportunities, transform their organizations, and change their own thinking.

[Access Mike's presentation here.](#)

[View Mike's Interview with Erinn Morgan from Eyecare Business here.](#)

Follow Mike Walsh on social media:



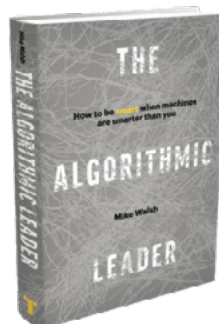
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Mike's book, "The Algorithmic Leader", is available on [Amazon](#) and [Audible](#).

WANT TO SEE INTO THE FUTURE?

As the leader in health-focused vision care, VSP Vision is constantly monitoring the pulse of healthcare transformation. And generative AI is at the forefront, its impact reverberating across healthcare systems, providers, payers, and more. In the VSP Global Innovation Center's latest Futurist Report, [The Future of Generative AI in Healthcare](#), the team spotlights the currents and startups behind the technology's possibilities and potential, as well as how it may impact and intersect with vision care.





DR. ALAN AMLING

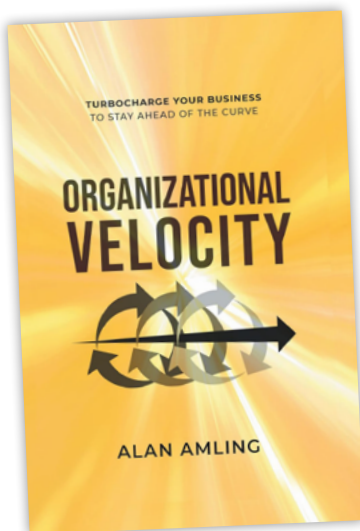
Assistant Professor of Practice, University of Tennessee, and CEO, Thrive and Advance LLC

Alan Amling is a thought leader on harnessing digital disruption for success. Alan helped drive innovation over a 27-year career with UPS and is currently an Assistant Professor of Practice at The University of Tennessee and CEO of Thrive and Advance LLC. He also serves as an advisor for several supply chain startups and industry organizations. His latest book, *Organizational Velocity*, was published in 2022.

Alan teaches supply chain, strategy, and technology courses in the online Master of Supply Chain, MBA, and Professional MBA programs. His research focuses on the digital transformation of the supply chain and disruption in last-mile logistics.

[Access Alan's presentation here.](#)

[View Alan's Interview with Erinn Morgan from Eyecare Business here.](#)



Alan's book, "*Organizational Velocity*", is available on [Amazon](#).



JOHNNY C. TAYLOR, JR.

President and CEO, The Society for Human Resources Management (SHRM)

Johnny C. Taylor, Jr. is President and CEO of [SHRM, the Society for Human Resource Management](#). With over 300,000 members in 165 countries, SHRM is the largest HR trade association in the world, impacting the lives of 115 million workers. A nationally bestselling author, Johnny is a sought-after voice on all matters affecting work. He is frequently asked to testify before Congress and authors the weekly USA Today column "Ask HR."

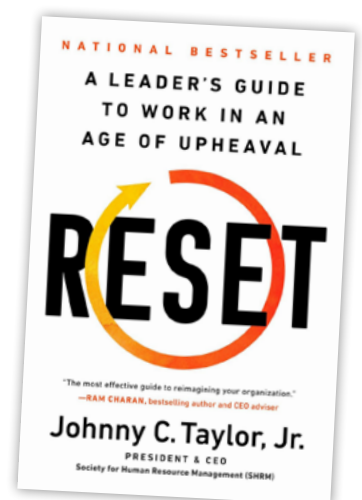
Johnny is the author of *RESET: A Leader's Guide to Work in an Age of Upheaval*. Immediately upon its release in September 2021, *RESET* was in the top three of the Wall Street Journal's list of best-selling hardcover business books. All author proceeds benefit the SHRM Foundation, which is committed to empowering HR as a social force for change.

[Access Johnny's presentation here.](#)

[View Johnny's Interview with Erinn Morgan from Eyecare Business here.](#)



Johnny's book, ["Reset"](#), is available from SHRM or your favorite bookseller.





BRIAN BEAULIEU

CEO, ITR Economics

Brian Beaulieu has served as CEO and Chief Economist of ITR Economics since 1987, where he researches the use of business cycle analysis and economic forecasting as tools for improving profitability. Brian has shared his highly valued research results via presentations, workshops, and seminars in numerous countries to hundreds of thousands of business owners and executives for the last 40 years.

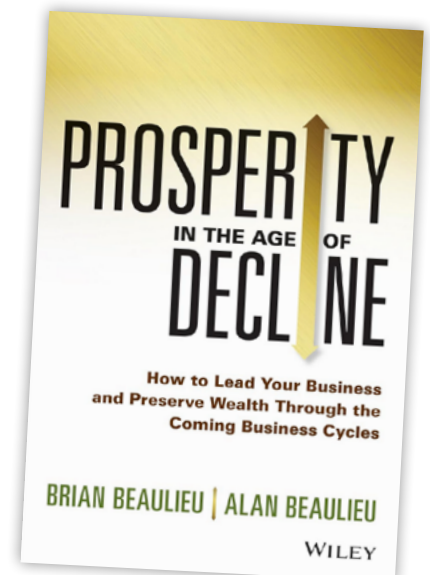
Prior to joining ITR Economics, Brian served as an economist for the US Department of Labor, where he worked on the health-care component of the Consumer Price Index. Brian has coauthored, with Alan Beaulieu, the books "Prosperity in the Age of Decline," "Make Your Move," and, for children, "But I Want It!"

[Access Brian's presentation here.](#)

[View Brian's Interview with Erinn Morgan from Eyecare Business here.](#)



Brian's book,
"Prosperity in the
Age of Decline",
is available from
[Amazon.](#)



PANEL DISCUSSIONS



EMERGING OPTICAL LEADERS PANEL

Kate Doerksen, Independent Advisor and Board Member, Moderator
Christian Hendricks, Senior Vice President, MFG/Labs at Eyemart Express
Janna Neal, Senior Vice President, Operations at Zyloware Eyewear
Jamie Shyer, Co-CEO & COO at Zyloware Eyewear

Learn more about the [Emerging Optical Leaders \(EOL\) Committee](#). To nominate an individual from your company, fill out [this form](#).



TELEHEALTH PANEL

Ruth Yomtoubian, Head of VSP Global Innovation Center at VSP Vision, Moderator
Eric Anderson, Chief Executive Officer at AEG Vision
Ross Goukler, OD, Vice President, EyeCare and Vision Services at Warby Parker
Alex Louw, Chief Operating Officer at DigitalOptometrics

BREAKOUT SESSIONS

Attendees had the chance to dive deeper into their areas of interest through themed breakout sessions.



THE NEXT GENERATION IS TODAY: DRIVING AUTHENTIC CHANGE THROUGH A SOCIAL IMPACT STRATEGY

Marie Deveaux, Founder at High Tides Consulting, Moderator

Tracy Green, Co-Founder & CEO at Vontélle Eyewear

Nancey Flowers-Harris, Co-Founder & COO at Vontélle Eyewear

Jamal Robinson, Co-Founder & CEO at CEV Collection

Jamie Shyer, Co-CEO & COO at Zyloware Eyewear



Returning to the 2024 Executive Summit, Marie Deveaux lead a compelling discussion with a diverse panel representing both emerging and established optical companies. This session provided attendees with a chance to delve into our industry, exploring avenues for authentic change to enhance the overall human experience. The focus was on how a social impact strategy can reshape our approach to supplier relationships and partnerships, fostering an equitable and inclusive industry. Emphasizing a shift towards prioritizing people over profits, the discussion aimed to identify actionable steps that can be implemented today, paving the way for The Next Generation of our industry.

[Read Marie's article, "Effective Social Impact Strategy: Making Values Matter in Your Business," here.](#)

[Sign up for a complimentary 30-minute consultation with Marie here.](#)



OPTICAL RETAIL TELEHEALTH EXPANDED: EMBRACING OVER-THE-COUNTER HEARING AIDS AND REMOTE CARE

Doug Breaker, CEO at MDHearing, Moderator

Dr. Sandra Porps, Head of Audiology at MDHearing

Darren Horndasch, President & CEO at Wisconsin Vision & Eye Boutique

Speakers from [MDHearing](#) and Wisconsin Vision discussed the growing prominence of telehealth in vision care and the opportunity presented to optical practices by the Over-the-Counter (OTC) hearing aid law. The session explored the natural synergy between vision and hearing health, emphasizing the integration of technology and the practical implications of the OTC law. Additionally, insights were drawn from the experiences of European optical retailers who have successfully sold hearing aids in-store for over a decade. A live demonstration of a hearing test illustrated the seamless integration of technology into the assessment process and the impact on the optical patient experience.

[Access the presentation here.](#)

[Download the MDHearing brochure here.](#)



THE VISION COUNCIL FOUNDATION: EYES ON THE FUTURE

Chelsea Pillsbury, Vice President of Marketing & Communications at The Vision Council

Michael Vitale, Vice President of Membership, Government Relations & Technical Affairs at The Vision Council

Special Guests:

Thomas Neff, Opticianry Program Manager, Hillsborough Community College

Jim DeChant, Major Gifts Officer, Broward College

Nhan Tran, GuerBea Lorissaint and Raphaella Mompount, Scholarship Recipients

As the philanthropic foundation of The Vision Council, [The Vision Council Foundation](#) empowers people everywhere to see and look their best through public eye health education and optical industry career training support. Relaunching this year with an enhanced mission and vision, this session learn how The Vision Council Foundation is planning to bridge the gap between the optical industry and consumers, and hear from instructors and students who have been impacted by [The Vision Council Foundation's Opening Your Eyes Scholarship Fund](#).

[Download the presentation here.](#)

TEAM OF EXPERTS



MARKET INSIGHTS UPDATE

Alysse Henkel, Vice President, Market Research & inSights

Kris Stevens, Senior Manager of Data Science

The Market Research team gave an update on The Vision Council Market Research. The Vision Council's latest research estimates the U.S. optical retail market at \$65.6 billion. [Access the Market inSights Report here.](#)

[Download the presentation here.](#)



GOVERNMENT RELATIONS UPDATE

Omar Elkhatib, Senior Manager, Government Relations

The Vision Council's Government & Regulatory Affairs team presented an update on GR and Advocacy initiatives and presented calls-to-action to get involved and connected:

- **Congressional Connections:** Engage with your Representative on Capitol Hill using [this form](#).
- **Capitol Hill 101 Webinar:** Coming soon!
- **PolicyWatch** is the new regulation and legislation monitoring service coming soon from The Vision Council. Email policywatch@thevisioncouncil.org for more information.
- **Learn more about VisionPAC** and its vital role advocating for the optical industry [here](#).
- **Register to attend The Vision Council's Annual DC Fly-In and Hill Day** [here](#). By participating in Hill Day, you will have the unique opportunity to have your voice heard directly by the lawmakers who shape the policies affecting our industry. The Government and Regulatory Affairs team will provide preparation and guidance material for attendees prior to Hill visits to ensure impactful visits with Congressional offices.

CONNECT WITH US

The Vision Council takes pride in its devoted team of experts, committed to enhancing our members' businesses and propelling the industry forward. Reach out to our team [here](#).

SEE YOU NEXT YEAR

Save the date for the **2025 Executive Summit: Wednesday, January 22–Friday, January 24**, at The Ritz–Carlton Bacara, Santa Barbara, California.

