

BE PART OF **THE VISION**

Member Benefits



The Vision Council's Unique Position

The Vision Council commands a unified, diverse and trusted voice for the entirety of the vision industry, creating a powerful opportunity for collective impact and growth.

The Vision Council has a national and global reputation for expertise, empowerment, and impact, positioning optical businesses for success.

The Vision Council is a strong platform for a high caliber optical community. Our network fosters innovation, information exchange and talent development that continues to drive the industry forward.

Vision, Mission, Strategy

VISION



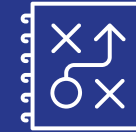
We see the value of vision.

MISSION



Advocate for the economic growth of the vision industry and the success of our members.

STRATEGY



The Vision Council will achieve better vision for better lives through advocacy, research, technical standards, education, community building and trade shows.

OUR MEMBERS

The Vision Council exists to represent any company, brand, or corporation whose business involves the manufacturing, distribution, or sale of optical products and services.



We offer membership to diverse segments of the optical industry including:

- Contact Lens
- Eyewear & Accessories
- Healthcare
- Lens, Lab & Lens Processing Technology
- Over the Counter (Sunglasses & Readers)
- Retail
- Technology

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

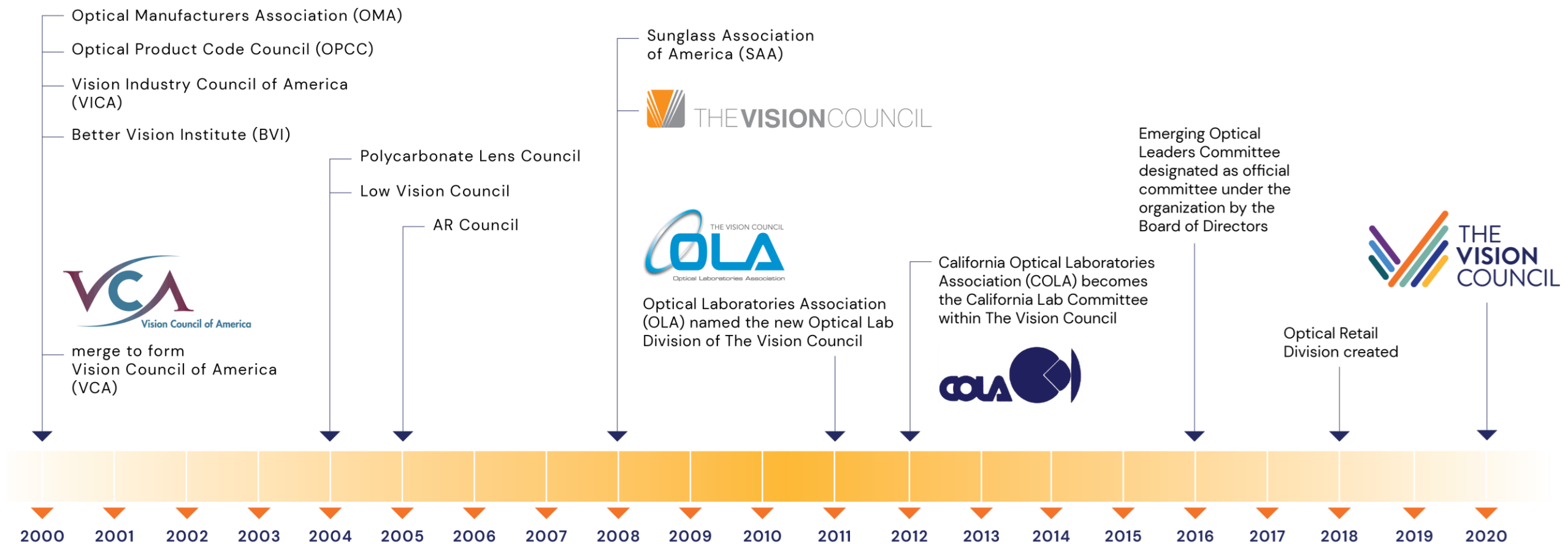
DIVISIONS

- ▶ Contact Lens
- ▶ Eyewear & Accessories
- ▶ Healthcare
- ▶ Lens, Lab, Lens Processing Technology
- ▶ Over The Counter (Sunglass & Reader)
- ▶ Retail
- ▶ Technology

COMMITTEES

- ▶ Emerging Optical Leaders
- ▶ Environmental Sustainability & Social Awareness
- ▶ Finance
- ▶ Government & Regulatory Affairs
- ▶ Market Research
- ▶ Marketing & Communications
- ▶ Nominating & Governance
- ▶ Program
- ▶ Show
- ▶ Technical

Evolution of The Vision Council



OUR VALUE: MEMBER BENEFITS



Research & Data



Technical Standards



Community Building



Government Relations



Trade Shows



Consumer Education & Workforce Development

Research & Data



inSights Research Program

1. Reports that provide a comprehensive perspective on the state of the optical industry
 - Market inSights
 - Consumer inSights
 - Provider inSights
 - Focused inSights
2. Respected and relied upon by industry and national media
3. Additional custom reports available for location lists, frames sales, and demographic information; Report sponsorships are also available



“There's a lot of research that The Vision Council has provided and it's hard to find industry knowledge anywhere else. I think that really sets The Vision Council apart.”

In 2024:

72
reports published

\$10M
Market value of reports
downloaded by
members

Government Relations



Advocacy & Regulatory Affairs

1. Expert team works with policymakers on key industry issues
 - Employment and labor
 - Healthcare and managed vision care
 - Tariffs and trade
 - Workplace safety and manufacturing standards
 - Chemical compliance
2. Real-time updates and advice on policy changes and advocacy efforts
 - Member webinars and newsletters
 - 1:1 office hours for individualized guidance
 - PolicyWatch, a state-level regulation & legislation monitoring service
3. Opportunity to engage with your representatives and have a voice on Capitol Hill
 - VisionPAC
 - Annual fly-in and Congressional Connections

“The government relations advocacy that we do out there, which helps drive our business on a government level, is incredibly important.”

The Vision Council is actively monitoring 15+ pieces of federal legislation pertaining to industry interests



Technical Standards



Technical Standards

1. Leading voice in development of ophthalmic standards domestically and internationally
 - Prescription lenses
 - Ophthalmic frames
 - Sunglasses and Readers
 - Contact Lenses
 - Ophthalmic equipment and medical devices
2. Industry standards for data communication and lens descriptions
3. Real-time information, updates and advice on industry standards
 - FDA agent access
 - Optical Product Codes

The Vision Council is the Secretariat for ANSI Accredited Standards Committee "ASC Z80-Ophthalmic Optics," which oversees 28 national standards

"The Vision Council's optical industry standards help protect us as a company and protect our customers."



Trade Shows



Vision Expo

1. Largest U.S. optical industry event designed to connect the vision community and promote industry growth
 - Vision Expo East in Orlando
 - Vision Expo West in Las Vegas
2. Revenue is directly re-invested into the industry via The Vision Council
3. Exclusive membership-only rates and opportunities



450+ exhibitors
20K+ attendees

“The new accounts, new doors, if you can open them with the attendees, the lifetime value of the customer, that's always in consideration today. And I think that finding an environment to engage with the broader community is a big takeaway from the experience.”



Community Building



Member Engagement

1. Annual networking and leadership development events
 - Executive Summit
 - Lab Leadership Forum
2. Secure, members-only web portal
3. Community building through division and committee engagement



“The Vision Council gives us the opportunity to come together and passionately dream about our overall industry...We celebrate a lot of our successes in the past, but we also collectively dream about the future and where it is going to go. Those things don't happen without The Vision Council pulling us together and keeping us all focused in one direction.”



>300

Industry executives and leaders in attendance for three days of networking, growth and connections

Webinars

The Vision Council hosts engaging webinars year-round to educate and collaborate with members on key industry issues, explore new opportunities, highlight membership benefits, and dive deeper into important topics.

In 2024, we hosted a robust lineup of webinars designed to inform, connect, and empower our members. Topics included:

- Industry Insights & Trends
- Advocacy & Regulatory Affairs
- Professional Development & Mentorship
- Security & Compliance
- Committee & Division Engagement

**In 2024, The Vision Council
hosted 24 member webinars**



Member Community

The Vision Council recently launched the Member Community, an online platform for members to connect, engage, and learn with fellow members of the optical industry.

Key Features

- **Discussions:** Communicate and connect on important topics with fellow members.
- **Resource sharing:** All attachments posted to discussions are archived in a dedicated Resource Library. Members can add documents to share.
- **Member Directory search:** Find members by name, location, company, or area of interest.

Connect with other members year round!

The screenshot displays the homepage of The Vision Council Member Community. The top navigation bar includes links for Home, Communities, Directory, Events, Resources, and Browse, along with a search bar and a 'Create' button. The main banner features a large image of a crowd and the text 'Welcome to The Vision Council Member Community!' with buttons for 'Customize My Profile' and 'Start a Discussion'. On the left, a 'Test Member' section shows a 'Higher Logic' profile with a 'Profile Completeness' of 25% and '87 Points'. Below this is a 'Quick Links' section with icons for Member Benefits, Membership Divisions, Resource Library, and TheVisionCouncil.org. The central content area features a video titled 'Through the Lens of The Vision Council: Congressional Connections with Omar Elkhatab' by Cydney Hartner. On the right, an 'Announcements List' includes a '2024 Market Insights Report' with a market value of \$68.3 BILLION for 2024, and an 'Upcoming Events' section for a 'Member Benefits Webinar' on May 20.

Emerging Optical Leaders

1. Engagement with young leaders across the industry
 - In-person meetings at Executive Summit and the Vision Expos
 - Dedicated EOL Retreat
2. Continuous learning and development opportunities
 - Mentorship Program
 - Leadership development training programs
 - Conversations and panels with industry executives
3. Contribution to The Vision Council
 - Committee participation opportunities
 - Feedback on programs and initiatives

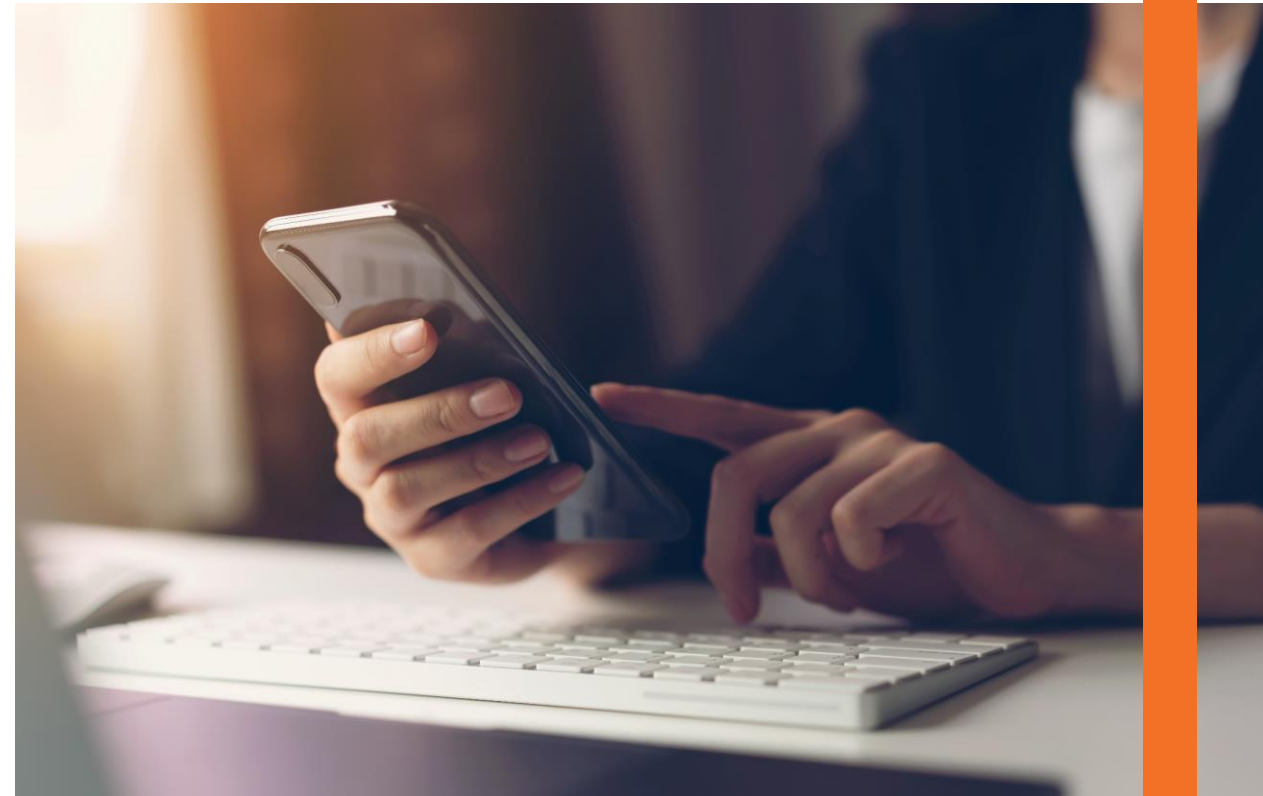
“The focus of EOL is on professional development, but also getting young people from companies that are going to be the future leaders of their organization to understand the value of The Vision Council, providing them opportunities to engage with other industry leaders through The Vision Council.”



Complimentary VMail Subscription

- Members receive a complimentary subscription to VMAIL, a daily digital newsletter published by Vision Monday (Jobson) containing optical business and breaking news
- Available to all employees of member companies
- \$95 value per each subscriber

VMAIL Extra



Optical Industry Education



Optical Industry 101

Optical Industry 101 is a 12-minute educational video designed to introduce members to the essential concepts of the optical industry.

This video, the first in a planned series, highlights the critical role of eye care providers and details the extensive network of manufacturers, suppliers, and distributors who deliver essential vision products and services worldwide.



The Vision Council Foundation: Consumer Education & Workforce Development



The Vision Council Foundation

1. Solving the industry's biggest challenges
 - Industry growth & workforce development
 - Public education
2. Communication and fundraising platform
3. Opportunities for partnership through The Vision Council Visionaries sponsorship program



“It’s important for us as brands, companies, and members of The Vision Council to utilize all of these resources and communications to elevate our accounts, our doctor's offices, our social channels...”

>35

Students impacted by
the Opening Your Eyes
Scholarship

300M

People reached during
2024 National Sunglasses
Day campaign

Public Education Campaigns & Programs

National Sunglasses Day

Back to School

Annual Eye Exams

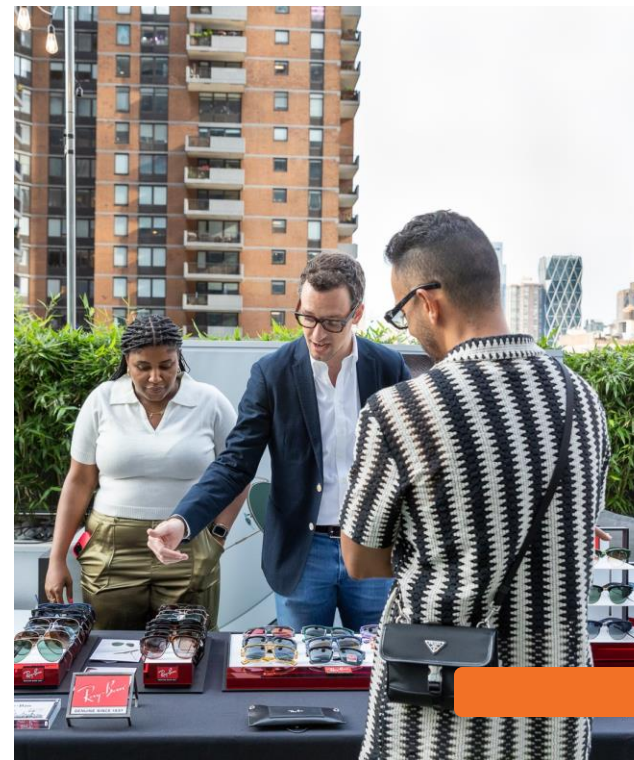
Opening Your Eyes Scholarship
Fund



NATIONAL SUNGLASSES DAY

THE VISION COUNCIL

JUNE 27



Be Part of the Vision

Support The Vision Council Foundation's initiatives by sponsoring a campaign, event, or research report. We welcome partners for National Sunglasses Day, Back to School, and beyond.

Benefits can include...

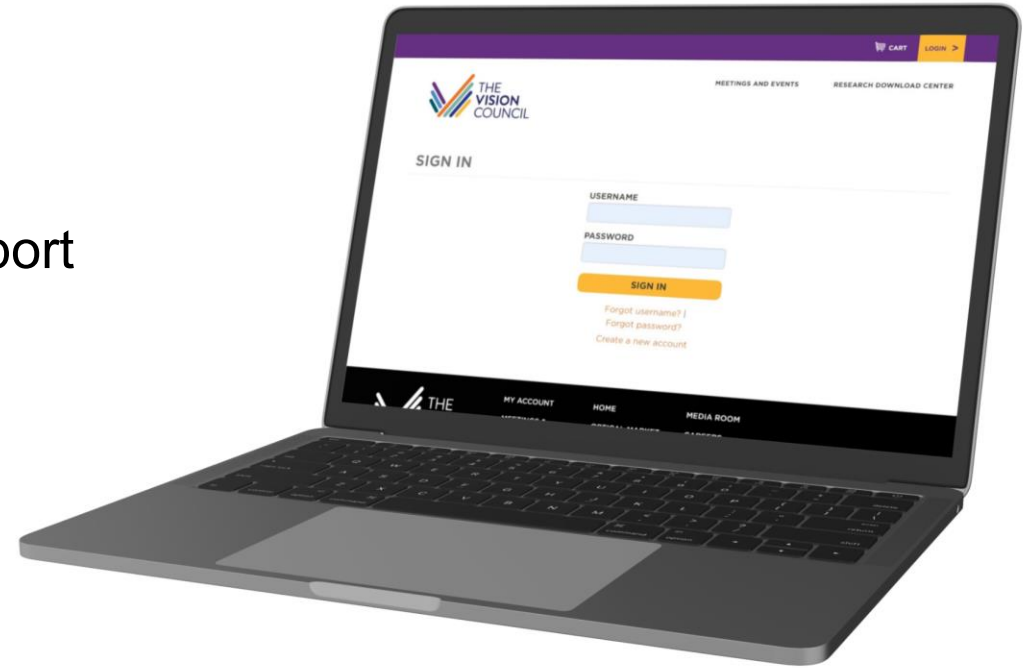
- Dedicated press release announcing partnership
- Recognition of support via website and social media
- Custom marketing toolkit
- Recognition of support via dedicated email to members of The Vision Council
- Custom questions and sponsorship of a Focused inSights report
- Dedicated social media posts (*content subject to approval*)

Access Your Benefits & Get Involved



Access Your Benefits & Get Involved

1. Create an account on The Vision Council website
 - Contact info@thevisioncouncil.org for support
2. Access resources
 - Research Download Center
 - Division Secured Content
3. Access the Member Community
4. Find and connect with other members through the Member Directory
5. Consider volunteer leadership opportunities



Scan the QR code to fill out our committee interest form.



Membership Team



Michael Vitale

mvitale@thevisioncouncil.org

Vice President; Membership, Government Relations & Technical Affairs



Bonnie Whitfield

bwhitfield@thevisioncouncil.org

Director, Member Services



Candice Spurlin

cspurlin@thevisioncouncil.org

Manager, Membership Database & Admin



Cydney Hartner

chartner@thevisioncouncil.org

Manager, Member Communications



Dave Pierson

dpierson@thevisioncouncil.org

Strategic Advisor

Key Contacts



Ashley Mills

amills@thevisioncouncil.org

CEO



Alysse Henkel

ahenkel@thevisioncouncil.org

Research



Michael Vitale

mvitale@thevisioncouncil.org

Membership
Government Relations
Technical Standards



Chelsea Pillsbury

cpillsbury@thevisioncouncil.org

Marketing & Communications
The Vision Council Foundation



Mitch Barkley

mbarkley@thevisioncouncil.org

Trade Shows

Division Contacts



Michael Vitale

mvitale@thevisioncouncil.org

Contact Lens

Lens, Lab, & Lens Processing Technology
Technology



Dave Pierson

dpierson@thevisioncouncil.org

Retail



Mitch Barkley

mbarkley@thevisioncouncil.org

Eyewear & Accessories



Bonnie Whitfield

bwhitfield@thevisioncouncil.org

Healthcare



Ashley Mills

amills@thevisioncouncil.org

Over The Counter

QUESTIONS?

FOLLOW US



LinkedIn:
The Vision Council



Instagram:
@thevisioncouncil



Facebook:
The Vision Council

