



# 2023

## ANNUAL REPORT

## FROM THE CEO



Dear member,

As we look back on 2023, I am delighted to recount the achievements and milestones that have shaped our journey. With the backing of our Board of Directors and the unwavering dedication of our members, The Vision Council has propelled forward, fostering growth and connectivity within our industry.

Our staple events continued to inspire, with the 2023 Executive Summit in Austin, TX, kicking off the year and setting the stage for continued dialogue, connections, and strategic advancement. The first-ever Emerging Optical Leader-exclusive retreat provided a platform for further engagement and collaboration, laying the groundwork for leadership within our community. The success of Vision Expo East in New York City and Vision Expo West in Las Vegas underscored our commitment to facilitating unparalleled networking opportunities and industry showcases.

In a strategic move poised to amplify our impact, we announced the relocation of Vision Expo East to Orlando, FL, beginning in 2025, ushering in a new chapter of growth and expansion. Furthermore, the first steps were taken to rename the Better Vision Institute to The Vision Council Foundation, reflecting our dedication to advancing the industry through educational and philanthropic opportunities.

Our advocacy efforts reached new heights, with Government and Regulatory Affairs initiatives making significant strides. We continued to push for eyewear products to be exempt from China 301 Duties, encouraged policymakers to support our efforts in strengthening our industry's domestic supply chain through reasonable Made in the USA labeling, and amplified our engagement within the United Nations Friends of Vision. The relaunch of VisionPAC, our non-partisan political action committee, further solidified our commitment to amplifying the collective voice of our members on critical policy issues.

Acting as a trusted resource for industry knowledge remains a cornerstone of our endeavors, with the continuation of the inSights Research Program producing 72 reports, including seven Focused inSights reports, designed to inform our members as well as the public with easily digestible data.

Our consumer education efforts also remained a priority throughout the year. Notably, our National Sunglasses Day campaign, "Share Your Solar Flair," garnered widespread reach, uniting celebrities and everyday individuals in championing UV-protection and awareness. From promotional PR mailers to a consumer media rooftop event in New York City, our multifaceted outreach initiatives resonated deeply, amplifying our awareness efforts, and spotlighting our members and their eyewear products on a global scale.

As we move forward into 2024, I want to express my sincere appreciation for your ongoing support and dedication. Let's embrace the opportunities before us and work together to create a future marked by innovation, collaboration, and remarkable growth.

A handwritten signature in black ink that reads "Ashley Mills". The signature is fluid and cursive, with a small dot above the 'i' in Mills.

Ashley Mills  
Chief Executive Officer  
The Vision Council

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# INSIGHTS RESEARCH PROGRAM

In 2023, The Vision Council embarked on another year of extensive research, providing unparalleled insights into the optical industry. Throughout the year, a total of 72 reports were published, with members downloading nearly 5,000 reports from the online Research Download Center. These reports were developed using advanced analytics and methodologies, reflecting our organization's commitment to delivering accurate and relevant research. Each report offers valuable perspectives on consumer trends and market dynamics, contributing to a comprehensive understanding of the industry landscape.

## KEY REPORTS

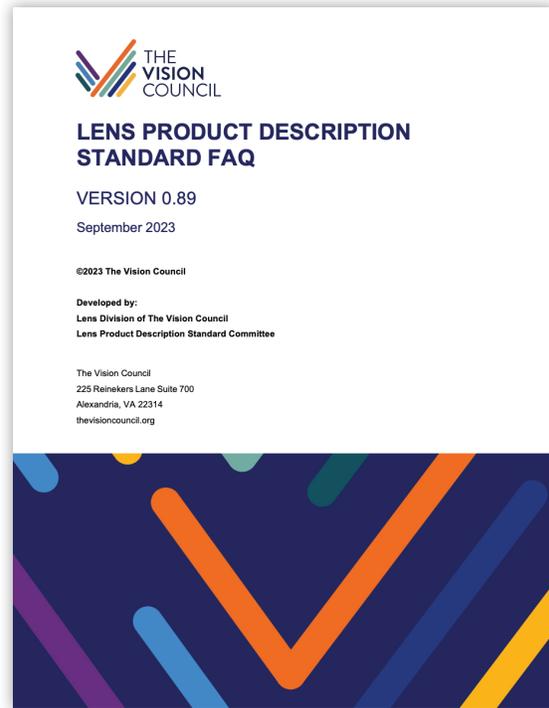
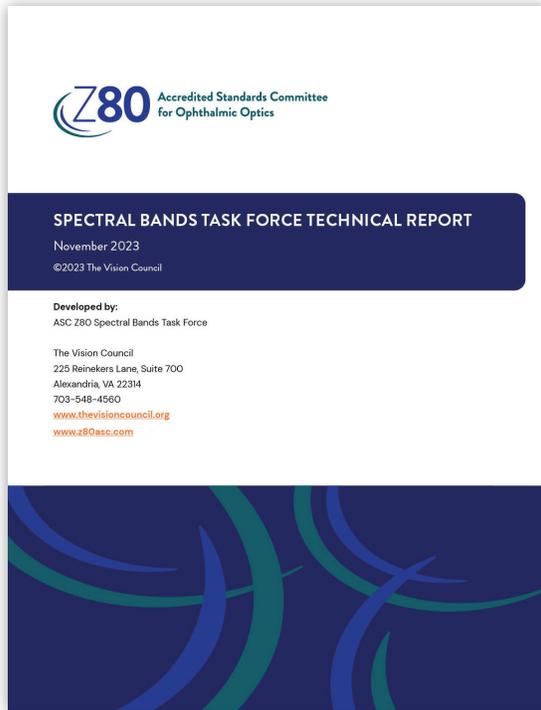
The Vision Council released the Market inSights 2022 Report early in the year and reflected on the health of the industry in relation to the overall U.S. economy. Additionally, The Vision Council developed the 2023 Market inSights forecast. This was done by using quarterly data on consumer spending, billing, and payments from 2019–2022.

**Focused inSights:** In-depth special interest reports on topics important to members. The seven topics covered in 2023 included: Parental Perspectives on Myopia, Telehealth, Smart Eyewear, Vision Equipment Use and Purchasing, Frames, Sunglasses Snapshot, and Managed Vision Care.

**Consumer inSights:** Quarterly summary of ongoing consumer surveys about vision correction, eye exams, eyeglasses, contact lenses, readers, and plano sunglasses. The reports feature an executive summary accompanied by data visualizations and analysis of each product category. The data is representative of the general U.S. adult population, with 15,000 respondents per quarter in 2023. This year, The Vision Council released three Consumer inSights quarterly reports, and 33 Consumer inSights+ reports.

**Provider inSights:** Quarterly report that contains information on operations and sentiments of U.S. eyecare providers. These reports detail how eyecare providers view the current state of their practices, staffing, telehealth offerings, the eyecare industry, and the overall American economy. The Vision Council released three Provider inSights quarterly reports in 2023.





## TECHNICAL AFFAIRS

The Vision Council Technical Affairs team continued to manage multiple open and active programs, working on behalf of our member companies, across the U.S. and around the globe. As the secretariat for ANSI ASC Z80, The Vision Council oversees 28 national standards for ophthalmic optics and serve as the US TAG to ISO TC172/SC7. We also provide leadership and expert knowledge to ANSI ISEA Z87 for eye protection and ASTM F08.57 for sport eyewear.

### ASC Z80 SPECTRAL BANDS TASK FORCE TECHNICAL REPORT

In December, The Vision Council and ASC Z80 announced the publication of the Spectral Bands Task Force Technical Report by the American National Standards Institute (ANSI) Accredited Standards Committee Z80. This Technical Report documents the discussion and decisions of the ASC Z80 Spectral Bands Task Force regarding the standardization of terminology/nomenclature for the 380–500 nm spectrum of radiation.

### LENS PRODUCT DESCRIPTION STANDARD (LPDS)

The Vision Council completed and approved Version 1.00 of the Lens Product Description Standard (LPDS). Created by The Vision Council's Lens Product Description Standard Committee, this standard serves as an eventual replacement for the Lens Description Standard v2.2 (LDS v2.2), which had long been the industry standard for lens manufacturers to provide technical information about their lenses and lens blanks.

### DATA COMMUNICATION STANDARD (DCS)

The Data Communication Standard establishes a method by which machines and computer software systems used in the fabrication of ophthalmic lenses can exchange information. This standard is maintained by a group of industry experts to ensure it remains current.

## PROFESSIONAL DEVELOPMENT & MEMBER OUTREACH

**Membership:** In 2023, The Vision Council welcomed 28 new members and implemented new ways to engage divisions and members with in-person and virtual content, including the addition of an in-person and virtual Fashion Trends Presentation in conjunction with Vision Expo East, a new Lab eLearning series and several division and committee virtual meetings. These new measures are aimed at providing more valuable content and opportunities for members to learn and connect with each other.

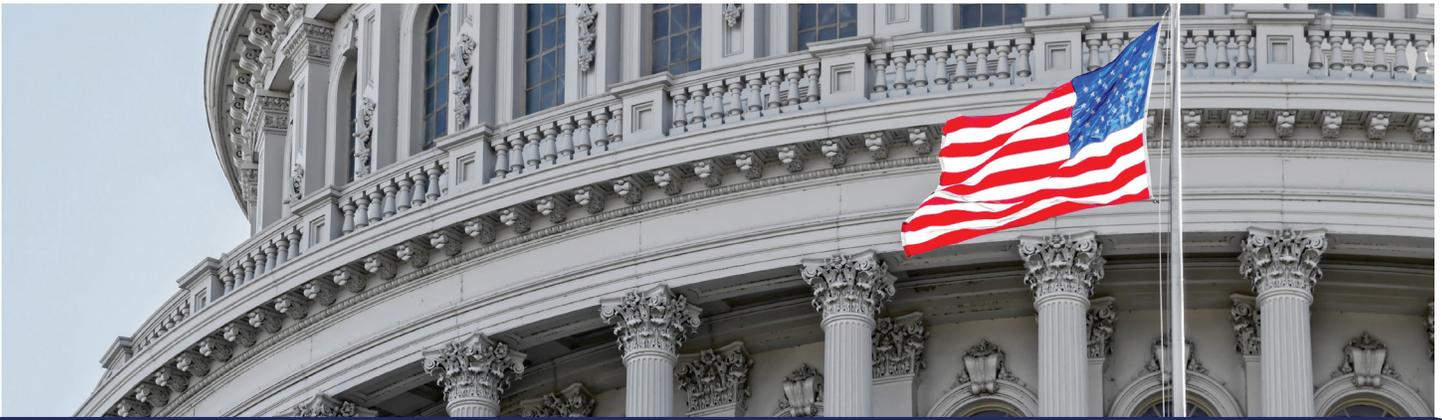
**eLearning Series:** In 2023, the Lab Division hosted three e-learning webinars. Each webinar covered a specific topic geared towards the optical laboratory. This included Prescription Labs and Safety Protectors, OSHA inspections and Hazardous Waste Management.

**Emerging Optical Leaders (EOL) Committee:** The Emerging Optical Leaders (EOL) Committee enhanced the development of committee members with great participation in seven in-person and virtual events, including the first EOL-exclusive retreat to visit Europa Eyewear outside of Chicago. The mentorship program enriched the knowledge of more than 20 emerging leaders by pairing them with exceptional leaders in the optical industry.

## STAFF VISITS TO MEMBER COMPANIES

In July, members of The Vision Council staff convened for a staff meeting and used the opportunity to visit Maui Jim in Illinois to learn about prescription lens production. The ability for our staff to learn what our members do is invaluable in assisting us to better serve our members.





## GOVERNMENT & REGULATORY AFFAIRS

The Vision Council's Government and Regulatory Affairs team saw plenty of progress made throughout the year and continued to act as a voice for the optical community on Capitol Hill. Paving pathways for open dialogue remained a priority, with collaboration occurring with industry counterparts such as American Optometric Association, American Academy of Ophthalmology, and National Association of Vision Care Plans, along with participation in the ITEM (Independence Through Enhancement of Medicare and Medicaid) Coalition. Additionally, eight new members joined the Government and Regulatory Affairs Committee, enhancing its capacity for advocacy and action.

### CHINA 301 DUTIES

In 2023, The Vision Council continued its advocacy efforts towards achieving parity for optical products similar to other class 1 medical devices, as they relate to the China 301 duties. Meetings with over two dozen members of Congress as well as relevant agencies were conducted in an effort to establish a comprehensive, fair, and transparent exclusion process to allow U.S. producers, manufacturers, and importers to request relief, on a case-by-case basis, from all Section 301 tariffs on imports from China.

### VISIONPAC

VisionPAC was officially relaunched in January 2023 to support elected officials who are aligned with the industry's goals. Additionally, a VisionPAC reception was held at Vision Expo West in September to offer attendees a chance to ask questions and learn more about VisionPAC. This non-partisan political action committee will endorse individuals committed to improving the quality of eyecare and eyewear.

### MADE IN THE USA

Responding to ongoing discussions on China 301 Duties, The Vision Council established a Made in USA Working Group in 2023. This group met several times throughout the year to explore ways to partner with the federal government to protect supply chains by incentivizing the onshoring or nearshoring of production, as well as to establish clear and concise guidelines as to what is required to designate a product "Made in America".

### RESOLUTIONS

In 2023, the Government and Regulatory Affairs team approached two congressional offices to recognize and support two observances of eye-related issues: Workplace Eye Wellness Month and Sports Eye Safety Month. In addition to recognition on the House floor, the resolutions served to build relationships between the congressional offices and The Vision Council.

# TRADE SHOWS & EVENTS

## EXECUTIVE SUMMIT 2023



Taking place in Austin, TX, a new host-city for the event, the 2023 Executive Summit brought together nearly 300 industry professionals for three days of executive-level networking and leadership development. Designed to illuminate the state of the vision care industry, spotlight key business trends and present concrete approaches to confronting the evolving challenges of the global economy, the 2023 Executive Summit included a robust schedule of engaging presentations, friendly games of pickleball and rounds of golf, enjoyable dinners featuring live entertainment and networking sessions.

### Annual Business Meeting

The Annual Business Meeting was held in Austin, TX, at the Executive Summit. The meeting included a welcome address from Karen Roberts, The Vision Council's outgoing Board Chair, and incoming Board Chair, Scott Shapiro. Ashley Mills, CEO of The Vision Council followed with remarks. Additionally, an overview of the enhancements planned for The Vision Council's 2023 research program was presented by Alysse Henkel, The Vision Council's Senior Director of Research Data and Analytics, and an update on the Government Regulatory and Affairs programs, including the relaunching of VisionPAC, was reviewed by Omar Elkhatib, Senior Manager of Government Relations. The Vision Council also inducted its 2023 Board of Directors during the meeting.





## VISION EXPO EAST 2023

From March 16–19, The Vision Council and RX welcomed optometrists, ophthalmologists, opticians, frame designers, manufacturers, distributors, buyers, practice managers, and all others across the optical industry to New York City for Vision Expo East 2023. Ahead of the Show floor opening, The Vision Council hosted several division meetings in addition to the Fashion Trend Forecast presented by DONEGER | TOBE. Vision Expo East 2023 featured over 425 exhibitors, and attendees had the opportunity to experience a diverse range of programming at The Bridge, Vision Expo East’s main stage. NOW by Vision Expo returned for its second year and recognized various exhibitors and brands through the inaugural NOW Awards. VisionEd, Vision Expo’s continuing education program, offered hundreds of courses and hours of accredited education.

## VISION EXPO WEST 2023

Vision Expo West 2023 was held September 27–30 in Las Vegas, NV. Before it kicked off, The Vision Council hosted numerous division and committee meetings, along with an All-Member Meeting which featured guest speakers from member companies and partner organizations. The Show was filled with new product launches, invigorating discussions, accredited education sessions, as well as countless networking events and business meetings. Fresh programming was introduced at the Innovation Stage and the Show was complete with numerous celebrity sightings across the exhibit hall floor.

*“Just seeing everybody here that shares the same passion for eye health and eyecare, I think this is just really incredible and I’m just super happy to be here.”*

*– Diamond DeShields, WNBA Champion*

*“The energy at Vision Expo West was palpable thanks to The Vision Council. The opportunity to create an experience for attendees to feel the essence of our brands and innovation and hear their excitement for our latest launches such as Swarovski and Ray-Ban | Meta, energizes our team even more to continue the work we do every day to support the optical industry.”*

*– Sherianne James, CMO and SVP, Professional Solutions, EssilorLuxottica NA*

## VISION EXPO EAST 2025 ANNOUNCEMENT

In October, The Vision Council and RX announced that Vision Expo East 2025 will take place in Orlando, Florida at the Orange County Convention Center (OCCC) February 19–22, 2025. The Show will debut in Orlando in 2025 with a re-imagined show experience and abundant opportunities for exhibitors to engage with attendees in a more centralized environment. In addition to offering attendees a multi-year, preferred date pattern of Thursday–Saturday, the show venue, hotels, meeting spaces and special events will all be located within a walkable area, ensuring a better connected and community-like experience.

## THE VISION COUNCIL FOUNDATION



Formerly known as the Better Vision Institute, the Board of Directors voted to change the name to The Vision Council Foundation. The Vision Council Foundation is a 501(c)(3) charitable nonprofit organization dedicated to better vision for better lives. This development will allow the organization to execute more partner-driven communication campaigns, build upon the Opening Your Eyes Scholarship, and enhance public knowledge of UV safety, lens standards, myopia and presbyopia management and more.

### Opening Your Eyes Scholarship

In 2023, The Opening Your Eyes Scholarship continued to empower the next generation of students pursuing a career in opticianry. By the end of 2023, the program had awarded 25 scholarships since its inception in 2021. This initiative has been instrumental in alleviating the financial burden associated with tuition and educational expenses for students from underrepresented communities who are dedicated to obtaining a degree in ophthalmic dispensing.

## NATIONAL SUNGLASSES DAY

The Vision Council celebrated National Sunglasses Day on June 27 and highlighted the importance of wearing UV-protective eyewear all year long with the “Share Your Solar Flair” campaign. Promotional mailers included a UV safety postcard as well as a pair of sunglasses generously donated by Peepers, Marchon, or MODO. Mailers also included donated products from EltaMD, Filorga, PCA Skin, and LMNT to encourage sun-safe practices. Participants in the digital outreach initiative were encouraged to show off their personal style while sharing a selfie of them in their favorite sunglasses on social media with the hashtag “#SolarFlair.”

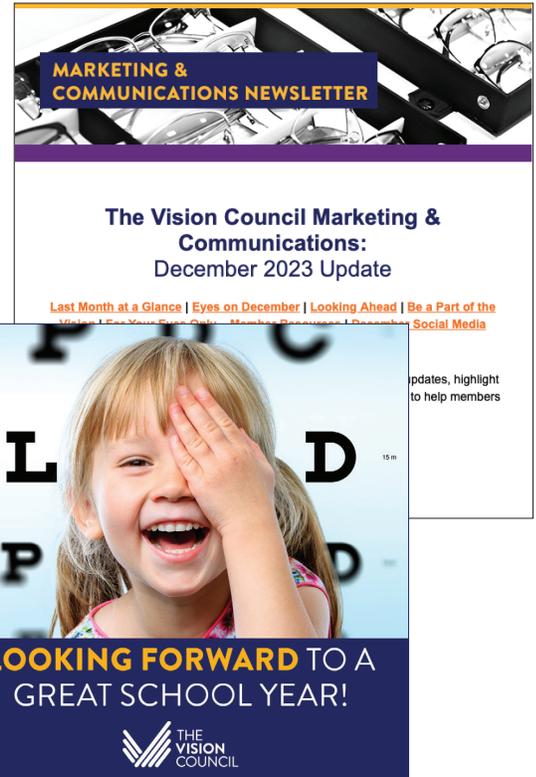


In addition to an extensive campaign that garnered over 319 million impressions across social media platforms and included posts from celebrities like Elmo and Jimmy Kimmel, The Vision Council also issued new sunglasses research and prepared a toolkit of promotional materials with ready-made graphics, GIFs, suggested content, and draft press releases.



### Solar Flair Affair

On June 20, The Vision Council hosted New York City consumer media and influencers alongside members of the industry for a rooftop happy hour ahead of National Sunglasses Day. Attendees explored new product displays, enjoyed a screening of Ferris Bueller’s Day Off, snagged pics in a photobooth, and celebrated.



## MEMBER RESOURCES

The Vision Council curates a multitude of resources that members can use in their own consumer-facing marketing efforts. In 2023, The Vision Council launched or updated several resources, including:

### MarComm Newsletter

In 2023, The Vision Council’s Marketing and Communications team began issuing a monthly newsletter to both members and press. The correspondence features the latest news and updates from The Vision Council; highlights upcoming announcements and events; and offers exclusive resources, such as monthly social media content calendars, toolkits, and other materials to help members stay involved.

### Vistaprint ProShop

The Vision Council continued to update the Vistaprint ProShop, which gives members access to printable marketing materials at a discounted rate. From stickers and selfie banners to posters and tabletop signs, the online store includes printable resources for National Sunglasses Day, low vision, lens options and dispensing information, and more.

## ADDITIONAL CONSUMER CAMPAIGNS

In an effort to engage a wider audience, The Vision Council carried out multiple consumer campaigns in the second half of the year. Kicking off in August, the Back-to-School Annual Eye Exams initiative included a guide of frequently asked questions and answers, along with a promotional toolkit full of posters, a press release, and sample social media text. A curated gift guide was also shared in advance of the holiday season.

## HOW TO GET INVOLVED

The Vision Council periodically reaches out to members to request submissions for consumer media pitches and to gauge interest in participating in media events. For more information and to get involved, contact [media@thevisioncouncil.org](mailto:media@thevisioncouncil.org).

# FINANCIALS

Financial Information shown represents The Vision Council's 2023 financial status as of May 6, 2024. As such, it is preliminary and unaudited.

PROJECTED 2023 BALANCE SHEET		PROJECTED 2023 INCOME STATEMENT	
<b>Assets</b>		<b>Revenues</b>	
Current Assets	4,505,797	Shows	6,957,997
Long Term Assets		Dues and Fees	2,299,153
Right of Use Asset	2,378,390	Research	212,251
Net Fixed Assets	673,917	All Other Income	458,759
Investments	10,168,574	<b>Total Revenue</b>	<b>9,928,160</b>
<b>Total Assets</b>	<b>17,726,678</b>		
<b>Liabilities</b>		<b>Expenses</b>	
Short Term	1,895,142	Personnel	3,884,742
Long Term Lease Liability	2,551,690	General & Administration	1,597,160
Net Assets		Program	
Beginning Net Assets	12,283,054	Marketing & Communications	851,911
Year-to-Date Net Income	<b>996,792</b>	Shows/Expositions	555,682
<b>Total Net Assets</b>	<b>13,279,846</b>	Member Services	524,598
		Research	1,306,159
<b>Total Liabilities and Net Assets</b>	<b>17,726,678</b>	Meetings & Events	762,109
		Government Relations	350,968
		Executive Initiatives	120,484
			4,471,911
		<b>Total Expenses</b>	<b>9,953,813</b>
		<b>Net Income from Operations</b>	<b>(25,653)</b>
		Investment Gains/Losses	1,022,445
		<b>Total Net Income</b>	<b>996,792</b>