

2024



ANNUAL REPORT

FROM THE CEO



Dear member,

I invite you to reflect on the monumental strides we made together in 2024. With the unwavering support of our Board of Directors, dedicated staff that come to work with the industry's best interests in mind, and loyal members like yourself who give us a purpose, we are empowered to head into 2025 with a clear vision for our future.

Our primary focus, as always, remained on delivering the best services to our membership base and providing opportunities for the industry to flourish.

The 2024 Executive Summit in Naples, Florida, did just that, setting the tone for a year of collaboration and healthy growth. Our community building efforts expanded beyond in-person events in 2024, with over 20 educational webinars offered to members covering issues such as cybersecurity, chemical regulation compliance, an e-learning series and more.

Government and Regulatory Affairs introduced transformational initiatives aimed at educating members and advocating for their interests. From the launch of PolicyWatch, an exclusive legislative platform developed and maintained by The Vision Council, to welcoming members to our nation's capital for the Congressional Hill Fly-In event, to facilitating Congressional office visits with member companies, we stayed committed to equipping our members with the resources they need to have their voices heard by lawmakers.

The inSights Research Program was further cemented itself as the go-to resource for industry data, with timely and relevant topics covered by knowledgeable experts. Nearly two dozen reports were released throughout the course of 2024, in addition to over 50 supplemental reports. Our team also offered their services and shared exclusive findings through a variety of speaking engagements and member events.

Vision Expo saw a transformative year filled with bittersweet goodbyes and exciting announcements before it heads into its next chapter. Together, we celebrated nearly 40 years of Vision Expo East at the Jacob Javits Center in New York City ahead of the move to Orlando. Following the success of West, the show also debuted a fresh rebrand, an indicator of a renewed commitment to the industry.

Our consumer education efforts continued to be a priority throughout the year. Under the newly renamed philanthropic leg of the association, The Vision Council Foundation led numerous activations and initiatives designed to increase general knowledge of industry careers and the importance of eye health. We fostered newfound partnerships, created fresh resources, hosted another successful National Sunglasses Day, and celebrated a record-number of Opening Your Eyes Scholarship recipients graduating and heading into the workforce.

Under the guidance of a freshly established strategic plan, I am confident that we are positioned to move forward into 2025 prepared to further propel this industry forward. None of this would be possible if it weren't for our members, and for that, I express my utmost gratitude for your continued support.

A handwritten signature in black ink that reads "Ashley Mills".

Ashley Mills
Chief Executive Officer
The Vision Council

TABLE OF CONTENTS

FROM THE CEO2

INSIGHTS RESEARCH PROGRAM4

TECHNICAL AFFAIRS.....5

COMMUNITY BUILDING6

GOVERNMENT & REGULATORY AFFAIRS8

TRADE SHOWS10

THE VISION COUNCIL FOUNDATION & COMMUNICATIONS 12

FINANCIALS 14



INSIGHTS RESEARCH PROGRAM

The inSights Research Program continued to reach new heights in producing pivotal research pertaining to all facets of the industry. Our expertise was also made available for member events, with the inSights Research team participating in 11 panels, podcasts, and speaking engagements related to industry research. The team released 22 inSights Research Reports and over 50 supplemental reports throughout the year that provided updated market estimates and took a closer look at topics such as low vision, Made in USA, safety eyewear and more. 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.

Market inSights

Early in the year, The Vision Council released the Market inSights 2023 Report and reflected on the health of the industry in relation to the overall U.S. economy. Additionally, The Vision Council developed the 2024 Market inSights forecast. This was done by using quarterly data on consumer spending, billing, and payments from 2021–2023.

Focused inSights

Focused inSights are in-depth special interest reports on topics important to members. The topics covered in 2024 included Frame Trends; Online vs In-Person Purchase Patterns; Eyewear Accessories; Sports Sunglasses; Low Vision; Made in USA; Safety Eyewear; and Consumer Choices.

Consumer inSights

Consumer inSights offer a 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 12,000 respondents per quarter in 2024. In total, The Vision Council released five Consumer inSights quarterly reports, and 28 Consumer inSights+ reports, including our first look at Canadian consumer data for Q1 and Q2 2024.

Provider inSights

Provider inSights is a 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 two Provider inSights reports in 2024.





The Vision Council Technical Affairs team continues to manage multiple open and active programs, working on behalf of our member companies, across the U.S. and around the globe. Serving as the secretariat for ANSI ASC Z80, The Vision Council oversees 25 national standards for ophthalmic optics and serves as the U.S. Technology Advisory Group (TAG) to ISO Technical Committee (TC)172/Subcommittee (SC)7 – Ophthalmic Optics. Our experts provide leadership and industry knowledge to ANSI ISEA Z87 – Eye and Face Protection and ASTM F08.57 – Eye Safety for Sports.



ASTM F08.57 – EYE SAFETY FOR SPORTS

In 2024, The Vision Council co-chaired the revision of ASTM F3164-24 Standard Specification for Eye Protectors for Racket Sports (that is, Racquetball, Squash, Tennis, Pickleball), which provides performance requirements for both plano and prescription eye protection devices. This specification covers eye protectors, designed for use by players of Racket Sports (that is, Racquetball, Squash, Tennis, Pickleball), that minimize or significantly reduce injury to the eye and adnexa due to impact and penetration by racket-sport rackets/paddles and balls. The standard dictates frame and lens minimum robustness requirements (impact resistance), optics requirements and downstream Rx filling requirements for optical laboratories and opticians/dispensers prior to delivering Racket Sports eyewear to the customer. The standard applies to all plano, and prescription sports eyewear worn for “Racquetball, Squash, Tennis and/or Pickleball.”

This standard represents work by a team of industry experts, led by ASTM F08.57 Chairman Dale Pfriem (Protective Equipment Consulting Services), Vice Chair Michael C. Vitale (The Vision Council), and principal contributing member Jimmy Slattery (Zyloware).



ASC Z80 SPECTRAL BANDS TASK FORCE TECHNICAL REPORT

The publication of the Spectral Bands Task Force Technical Report by The Vision Council's Accredited Standards Committee (ASC Z80) has been well received and garnered interest at the international standards committee TC94 SC6 Eye and Face Protection. The 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.

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 under constant revision and is led by a group of industry experts to ensure it remains current as the industry evolves.

LENS PRODUCT DESCRIPTION STANDARD (LPDS)

The Vision Council continues to work on the next revision of the Lens Product Description Standard (LPDS). This standard, created by The Vision Council's Lens Product Description Standard Committee, serves as an eventual replacement for the Lens Description Standard v2.2 (LDS v2.2), which has long been the industry standard for lens manufacturers to provide technical information about their lenses and lens blanks.



ISO TC172 SC7 OPHTHALMIC OPTICS

As the TAG Leader to ISO TC172 SC7 for Ophthalmic Optics, The Vision Council's Technical Affairs Team oversees the U.S. position at the international level for standards related to ophthalmic optics.

ISO TC94 SC6 EYE AND FACE PROTECTION

The Vision Council's Technical Affairs Team serves as industry experts through ASTM in managing Personal Protective Equipment (PPE) standards related to eye and face protection at the international level.

COMMUNITY BUILDING

MEMBERSHIP, EVENTS & ENGAGEMENT

In 2024, The Vision Council welcomed 38 new members and introduced innovative ways to engage and inform divisions and members through both in-person and virtual content. Notable initiatives included the Lab Leadership Forum, an educational event for lab members, and a Fashion Trends Presentation held in conjunction with Vision Expo East, available both in-person and virtually. Additionally, The Vision Council reformatted its all-member meeting at Vision Expo West to better accommodate members, expanded its Government Relations webinar programming to keep members informed on critical issues, launched a cybersecurity series, and hosted numerous virtual meetings for various divisions and committees. Furthermore, The Vision Council introduced a member benefit webinar series to raise awareness about the robust benefits package available to members. These efforts aim to provide members with valuable content and opportunities to learn and connect.



EXECUTIVE SUMMIT 2024

Taking place in Naples, Florida, the 2024 Executive Summit gathered 330 industry professionals on the white sands of the Gulf of Mexico for three action-packed days of networking, leadership development, and critical discussions to shape the future of the optical industry. The Summit's programming highlighted emerging business trends and offered tangible strategies to tackle the evolving challenges of the eyecare and eyewear industry, as well as the economy at large.

ANNUAL BUSINESS MEETING

The Annual Business Meeting was held in Naples, Florida, at the Executive Summit. The meeting included a welcome address from Karen Roberts, The Vision Council's Immediate Past Board Chair. Ashley Mills, CEO of The Vision Council, followed with remarks. Additionally, a Market inSights update was presented by Alysse Henkel, The Vision Council's Vice President of Research Data and inSights, and an update on the Government Regulatory and Affairs programs was presented by Omar Elkhatib, Senior Manager of Government Relations. The Vision Council also inducted its 2024 Board of Directors during the meeting.

DIVISIONS & COMMITTEES

The Vision Council updated the membership structure to reflect the evolving optical industry and ensure the continued success of its member organizations. The new structure expanded The Vision Council's membership base to include healthcare, technology, and contact lens companies, all rapidly growing industry sectors. It also renamed the Sunglass & Readers Division as the Over the Counter Division.

The Emerging Optical Leaders (EOL) Committee enhanced the development of committee members with strong participation in seven in-person and virtual events, including the second EOL-exclusive retreat to visit the Optical Heritage Museum. The mentorship program enriched the knowledge of more than 20 emerging leaders by pairing them with exceptional leaders in the optical industry.



GOVERNMENT & REGULATORY AFFAIRS

The Government and Regulatory Affairs team continued to educate members and advocate for their interests in new ways that extended beyond Capitol Hill in 2024. Informational webinars that covered relevant, timely topics were introduced and the new regulatory monitoring service for the optical industry, PolicyWatch, was launched. The Vision Council also hosted a member fly-in to Washington DC, where members took to Capitol Hill to meet with Congressional offices to advocate on behalf of the issues impacting their businesses and the industry as a whole. Additionally, visits were coordinated between member offices and their representatives through the Congressional Connections initiative. 2024 efforts were focused on building a bridge between members and our advocacy work, further cementing our commitment elevating their voices.

CHINA 301 DUTIES

In 2024, The Vision Council leveraged the relationships it has built on Capitol Hill to continue seeking cross agency parity for class 1 medical devices that were subjected to the China 301 Duties. In the spring, The Vision Council met with the office of the United States Trade Representative to share its concerns. After the 2024 election, the topic of tariffs expanded beyond the previous China 301 Duties. The Vision Council is in position to address new policies in 2025 given the relationships it has cultivated on Capitol Hill.

VISIONPAC

VisionPAC continued to be a vehicle for gathering support for when our advocacy team needs to engage lawmakers on pertinent industry issues. This non-partisan political action committee will endorse individuals committed to improving the quality of eyecare and eyewear.

MADE IN USA

The Vision Council's Made in USA Working Group met routinely throughout 2024, and their concerns were brought to the Hill through our advocacy efforts. The team also continued working with congressional offices to find a pathway towards modifying the existing Federal Trade Commission (FTC) rules to help our members proudly display the Made in USA label.

MEMBER ENGAGEMENT

In 2024, The Vision Council's Government and Regulatory Affairs team introduced several ways for members to stay engaged and assist with ongoing legislative and regulatory compliance efforts.

CONGRESSIONAL CONNECTIONS

Congressional Connections is a campaign aimed at connecting members of The Vision Council with their elected representatives. In 2024, three member companies of The Vision Council hosted Congressional Representatives and their staff. They toured facilities and learned more about the optical industry, as well as what businesses were doing in their district. This campaign is ongoing, and anyone interested can contact the team to get started.



WEBINARS

The Vision Council's GR team hosted several webinars throughout the year. A Capitol Hill Engagement series was held with current and former Hill staffers, where they shared best practices for ways to engage Congressional Representatives, as well as giving an inside look at the ins and outs of a congressional office. Two more webinars covered important regulations surrounding Per- and Polyfluoroalkyl Substances (PFAS) reporting and compliance. Another series, hosted in collaboration with a chemical compliance group, offered valuable insights into how to meet chemical regulation compliance needs and necessary standards. As the tariff topic began to evolve post-election, the GR team hosted a two-part webinar on the future impact of newly proposed tariffs.

STATE ADVOCACY AND COMPLIANCE

The Vision Council was hard at work in 2024 publishing guidance and compliance resources on several state and federal regulatory issues, including Maine PFAS reporting, Minnesota lead and cadmium testing requirements, non-compete agreements, minimum wage and overtime pay, pay transparency, and forced labor.

POLICYWATCH

In 2024, The Vision Council launched PolicyWatch, a regulatory monitoring service for the optical industry, tailored to provide easier access and understanding of the industry's evolving legislative landscape. It is guided by industry experts and is a tool to help assist and monitor the regulatory landscape of teleoptometry across all 50 states and Washington, D.C. Scan the code below to learn more.



TRADE SHOWS

VISION EXPO EAST 2024

In March, The Vision Council and RX welcomed optometrists, ophthalmologists, opticians, frame designers, manufacturers, distributors, buyers, and practice managers to New York City one last time for Vision Expo East 2024. The Vision Council hosted several meetings prior to the show, including a Fashion Trends Presentation by Doneger-Tobe, as well as a Member Welcome Reception. Highlights from the show included the announcement of the NFOA and OAA merger into the United Opticians Association (UOA), a musical performance by Sophie B. Hawkins, special athlete appearances, the second annual NOW Awards, standing room-only presentations on the Vision Expo main stage, and product launches. Over 450 exhibitors and more than 200 education sessions at the Javits Center complemented widespread networking and celebrations that took place across Manhattan as attendees, exhibitors, and Show organizers marked the end of the industry trade show's almost four-decade-long run in New York.





VISION EXPO WEST 2024

Vision Expo West 2024 took place September 19–21 in Las Vegas and attracted over 10,000 industry professionals. Attendees were immersed in cutting-edge advancements in lens technology, diagnostic tools, and practice management solutions. New show features included the Tech & Innovation neighborhood, which highlighted some of the industry’s latest technologies, and the Sun & Sport activation, which showcased performance eyewear brands and featured an active pickleball court for demonstrations and live play. Stage programming included the Flaunt the Frame Eyewear Trends Fashion Show, the “Visionaries Unveiled” series, and an appearance from Olympic athlete and Team Oakley member, Alaysha Jones.

Prior to the show’s kickoff, members were invited to attend a Tariff Discussion Meeting and the Member Welcome Reception. A newly imagined All-Member Meeting later took place on the show floor before the exhibit hall opened on Friday morning, where members received strategic updates from The Vision Council leadership.

VISION EXPO REBRAND

Ahead of Vision Expo East’s move to Orlando, Florida, show organizers announced the launch of its new brand identity. Vision Expo’s rebrand included a refreshed logo, enhanced branding, streamlined and simplified event navigation, improved programming, and a host of exciting new features. This transformation not only reflected the future of fashion and innovation but also reinforced a commitment to building a stronger community.



EDUCATIONAL FOUNDATION



The Vision Council Foundation, in its first official year of operation as a 501(c)3 charitable nonprofit organization, launched in August of 2024 and prospered through numerous activations and initiatives. The Foundation is driven by consumer-focused

campaigns and an overarching goal of promoting industry career development, supported by industry data collected and analyzed by The Vision Council's inSights Research Program.

OPENING YOUR EYES SCHOLARSHIP

A record-breaking number of Opening Your Eyes Scholarship Fund recipients graduated in 2024. The Opening Your Eyes Scholarship Fund has provided financial assistance and career opportunities to approximately 30 opticians since its inception in 2021. 16 opticianry students graduated in May from participating partner schools and are empowered to pursue a career as a licensed optician.

CONSUMER EDUCATION CAMPAIGNS

The Vision Council Foundation carried out various consumer-driven campaigns throughout the year and established a partnership with EyeMed Vision Care, with a focus on their shared mission to drive the optical industry forward by raising public awareness on the importance of overall eye health. The Marketing and Communications team compiled a back-to-school toolkit for the 2024-2025 school year complete with educational resources and research materials related to children's eye health. The Foundation rounded out the year by announcing the campaign focus for 2025, **Better Vision for Better Lives**.

National Sunglasses Day



The Vision Council and Foundation celebrated National Sunglasses Day with the 2024 campaign, **Gear Up, Shades On**. The holiday, brought to life by the organization in 2014, highlights the importance of wearing sunglasses to protect the eyes from the sun's harsh ultraviolet (UV) rays.

A promotional toolkit was created and distributed to members and press ahead of June 27, complete with sample b-roll package, social media graphics, a sample press release, an FAQ sheet, and more.

A Focused inSights 2024: Sports Sunglasses report was also released in conjunction with the campaign and explored adults' sports sunglasses usage and preferences.

Leading up to National Sunglasses Day, The Vision Council conducted a social media giveaway with donated sunglasses courtesy of members of The Vision Council, to spread awareness and reach new audiences on social media.

Day-of social media posts acknowledging National Sunglasses Day were made by notable names such as Ryan Seacrest, Sony Pictures, and the New York Giants.

To elevate consumer awareness and education, The Vision Council issued several press releases leading up to National Sunglasses Day. A national media advisory issued via Globe Newswire garnered pickup in 900+ outlets and nearly 6K views. Additionally, The Vision Council ran an out-of-home advertising campaign in Times Square to raise awareness for National Sunglasses Day. The 15 second clip ran four times an hour from June 24-July 1.



MEMBER RESOURCES

In addition to toolkits, The Vision Council curates a multitude of resources that members can use in their own consumer-facing marketing efforts. In 2024, The Vision Council updated several resources.

MarComm Newsletter

In 2024, The Vision Council's Marketing and Communications team continued to issue a monthly newsletter to members. 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.

HOW TO GET INVOLVED

To learn more about campaign and event sponsorship opportunities, contact Abigail Crosby, Partnerships and Business Development Manager, at acrosby@thevisioncouncil.org.

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.

FINANCIALS

Financial Information shown represents The Vision Council's 2024 financial status as of April 30, 2025.
As such, it is preliminary and unaudited.

PROJECTED 2024 BALANCE SHEET	
Assets	
Current Assets	4,989,478
Long Term Assets	
Right of Use Asset	2,126,397
Net Fixed Assets	626,941
Investments	11,339,154
Total Assets	19,081,970
Liabilities	
Short Term	2,315,801
Long Term Lease Liability	2,177,265
Net Assets	
Beginning Net Assets	13,218,239
Year-to-Date Net Income	1,370,665
Total Net Assets	14,588,904
Total Liabilities and Net Assets	19,081,970

PROJECTED 2024 INCOME STATEMENT	
Revenues	
Shows	6,956,173
Dues and Fees	2,306,071
Research	221,105
All Other Income	574,919
Total Revenue	10,058,268
Expenses	
Personnel	4,451,662
General & Administration	1,710,531
Program	
Marketing & Communications	731,957
Shows/Expositions	553,000
Member Services	379,285
Research	746,037
Meetings & Events	819,657
Government Relations	310,312
Executive Initiatives	195,729
	3,735,977
Total Expenses	9,898,170
Net Income from Operations	160,098
Investment Gains/Losses	1,210,567
Total Net Income	1,370,665