

**The Vision Council's Annual Member Business Meeting
January 30, 2020
Eau Palm Hotel & Spa
Manalapan, Florida**

Call to Order

The meeting was called to order at 8:05 a.m. EST. The Vision Council's Chairman, Ken Bradley, called the meeting to order and presented the agenda. Bradley referenced the business meeting summary and called for a motion to approve the January 2019 Business Meeting Summary. The meeting summary was approved. Bradley then shared The Vision Council's Five-Year Strategic Plan.

Introduction of the 2020 Slate of Nominees

Mike Hundert, immediate past chair, introduced the 2020 slate of nominees, including:

Individuals stepping down:

- Rick Clemente, Santinelli International
- Ray Khali, Lafont USA
- Don Oakley, VSP Optics Group
- Catherine Rauscher, N/A (no longer in the industry)
- Andrea Gluck, Eyewear Designs

At large seats eligible to serve a second two-year term:

- Rebecca Giefer, MODO
- Scott Shapiro, Europa

At large seats eligible to serve an Initial two-year term:

- Sherianne James, Essilor

Officers eligible for a first one-year term:

- Chairman: Ken Bradley, Eschenbach Optik
- Vice Chairman: Karen Roberts, Carl Zeiss Vision
- Secretary/Treasurer: Dustin LaValley, Walman Optical
- Immediate Past Chairman: Mike Hundert, DeRigo REM

There was a call for a motion to approve all nominees. The motion was approved.

Presentation of the 2019 Board of Directors

Marty Bassett, CEO of Walman Optical, introduced incoming chair, Ken Bradley, President of Eschenbach Optik, who presented the 2019 Board of Directors.

Chairman's Remarks

Bradley spoke to the state of The Vision Council, including its current standing and plans for 2020. Key points included:

- Bradley reviewed The Vision Council's vision and mission statements. The organization's vision statement is to champion better vision for better lives. The organization's mission statement is to position members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums.
- Bradley reviewed The Vision Council's current standing. Currently, The Vision Council has almost 800 member companies. The Vision Council's reserves are equal to a full year's operating expenses. Membership dues and show revenue are expected to grow in the coming year. Over three billion impressions were generated in 2019 between The Vision Council and Think About Your Eyes.
- Bradley reviewed The Vision Council's 2020 strategic direction. Topics discussed included a possible extension of The Vision Council Executive Summit franchise and collaborations with non-industry companies to help monetize the value of healthy vision. Additionally, The Vision Council plans to continue its support of Think About Your Eyes.
- Bradley shared information on Think About Your Eyes and called upon the industry to lend support to the campaign. Think About Your Eyes is currently in its fifth year of generating consumer demand for eyecare and member company products. Approximately 20 partner organizations support Think About Your Eyes, representing just five percent of The Vision Council's member companies. Additionally, Think About Your Eyes' new Executive Director, Jane Balek, was introduced.
- Bradley provided information on member companies. More than 50 percent of The Vision Council's member companies generate less than \$2,000,000 in revenue annually, while more than 80 percent generate less than \$10,000,000 annually.
- Bradley introduced The Vision Council's plans for a diversity, equity and inclusion campaign in 2020. The goal of the campaign is to truly represent the consumers we hope to serve. The Vision Council will conduct the first-ever survey of workforce diversity in the optical industry in 2020.

Closing Remarks

Bradley welcomed Kevin Cross, Chair of the Program Committee, back to the stage to continue with the day's programming.

The meeting adjourned at 9:00 a.m. EST.



225 Reinekers Lane
Suite 700
Alexandria, VA 22314

P: 703.548.4560
thevisioncouncil.org

Submitted for approval,

Ashley Mills
Chief Executive Officer, The Vision Council

Approved,

Ken Bradley
Chairman, The Vision Council