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The Vision Council Opens Registration for the 2025 Executive Summit

Exclusive leadership event to feature engaging keynote speakers, networking opportunities and industry insights

Alexandria, Va. – October 23, 2024 – Today, The Vision Council announces that registration is open for the 2025 Executive Summit, the organization’s premier event bringing together industry leaders for high-level networking and leadership development.

Taking place January 22-24, 2025, at The Ritz-Carlton Bacara in Santa Barbara, California, Executive Summit aims to illuminate the dynamic changes ahead for the vision community. With a robust schedule of engaging presentations by keynote speakers, as well as opportunities to network and connect with industry leaders and executives, this exclusive event sets the tone for a successful year ahead.

The event is open to both members of The Vision Council and non-members, with members eligible for special members-only pricing. To register, [click here](#).

“For the 2025 Executive Summit, attendees can look forward to an exceptional lineup of keynote speakers that will delve into crucial topics impacting the vision industry today, such as government and regulatory affairs, market research, cybersecurity, and generational differences in the workplace,” said **Ashley Mills, CEO of The Vision Council**. “This event brings together some of the industry’s brightest leaders to build meaningful relationships and engage in essential discussions about the most pressing challenges and opportunities shaping the future of vision.”

The 2025 Executive Summit will also serve as the backdrop for The Vision Council’s annual Business Meeting, during which the organization recognizes the contributions of Board and Committee volunteers, welcomes the newly elected members of the Board of Directors, and receives an update on top initiatives from the Chairman of the Board.

Event highlights are available on the website [here](#), with a full agenda available in the coming weeks.

Confirmed keynote speakers for the 2025 Executive Summit include:

- Eric O’Neill, Cybersecurity Expert and former FBI operative featured in the film *Breach*
- Kim Lear, Generations Expert and Researcher, Inlay Insights
- Brian Beaulieu, CEO, ITR Economics

Accommodations and More Information

The Vision Council has negotiated a special room rate of \$369 plus tax and resort fee per night at The Ritz-Carlton Bacara, Santa Barbara. To reserve your room, [click here](#). Reservations must be made on or before Friday, December 13, 2024, to be eligible for the group rate. Reservations made after the cutoff will be based on availability at then current rates.

For more information on the 2025 Executive Summit, [click here](#). Please direct any questions to executivesummit@thevisioncouncil.org.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.