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The Vision Council Launches Registration for 2026 Executive Summit

Premier leadership event to spotlight the future of vision care through expert insights and networking

Alexandria, VA – October 6, 2025 – Today, The Vision Council announces that registration is open for the 2026 Executive Summit, the association's signature annual event that brings together leaders from across the vision community for three days of high-level networking, strategic insights, and leadership development.

The event will take place Monday, January 26 through Wednesday, January 28, 2026, at The Ritz-Carlton, Amelia Island, Florida. Designed as a premier forum for optical industry leaders, Executive Summit provides an exclusive setting to exchange ideas, explore industry opportunities, and build meaningful connections.

This year's theme, ***Vision 2030: Sharpen Your Vision. Strengthen Your Leadership.***, challenges participants to look beyond the immediate horizon. Programming will prepare attendees for the year ahead while equipping them with strategies for the next five years, emphasizing clarity, resilience, and purposeful leadership.

"The Vision Council's annual Executive Summit is where our industry's leaders step back from day-to-day operations to gain perspective, strengthen relationships, and chart the future," said **Ashley Mills, CEO of The Vision Council**. "In 2026, we're focused on providing insights that empower leaders to approach the decade ahead with confidence."

Program Highlights

The 2026 Executive Summit will feature keynote presentations on timely topics including leadership, emotional intelligence, artificial intelligence, and economic forecasting. Attendees will also receive updates on The Vision Council's government and regulatory affairs initiatives and hear the latest industry economic forecast from the organization's [**inSights Research**](#) team.

Networking remains central to the Executive Summit experience. Alongside structured networking opportunities during the program, attendees may participate in optional pre-Summit activities on Monday, January 26, including a golf tournament and a pickleball event.

The Executive Summit will also host The Vision Council's Annual Business Meeting, which recognizes the dedication of Board and Committee volunteers, welcomes newly elected Board members, and shares updates on organizational priorities from the Chairman of the Board.

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

Registration and Pricing

The Vision Council welcomes members and nonmembers to attend Executive Summit, with special pricing for members:

- Member: \$1,300 Early Bird (through December 15, 2025); \$1,500 afterward
- Nonmember: \$3,000
- Spouse/Significant Other (social and meals only): \$650

To register, [click here](#).

Accommodations

The Vision Council has secured a preferred group rate at The Ritz-Carlton, Amelia Island. Reservations must be made by Monday, **December 15, 2025**, to qualify for the discounted rate. Reserve your room [here](#).

For more information on the 2026 Executive Summit, [click here](#) or contact 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.