

2025 LAB LEADERSHIP FORUM

April 24–25, 2025 | Dallas, Texas

AGENDA

Thursday 04/24

- 6 – 7pm.....**Welcome Reception**
- 7 – 9pm..... **Dinner and Goodfellow Awards Presentation**

Friday 04/25

- 7 – 8am **Networking Breakfast**
- 8 – 9am..... **Regulatory Issues Update** – EPA, PFAS, etc.
Rick Van Arnam, Esq. Partner
Barnes Richardson – Regulatory Counsel
- 9 – 10am..... **Economics for Labs/Lab Pressures**
Alysse Henkel, VP Research and Data inSights
The Vision Council
- 10 – 10:15am **Break**
- 10:15 – 11am **Industry 4.0 – Introduction intro and what’s brewing**
Jens Buergin, Zeiss Vision Care
Head of Industry 4.0 & Innovation Engineering
- 11 – 12pm..... **“Morning Wrap” – Open Forum Discussion**
- 12 – 1:15pm..... **Networking Lunch**
- 1:15 – 2pm..... **How to market your lab**
Samantha Toth, Marketing Rockstar
Innereactive
- 2 – 2:45pm..... **Open Discussion**
Brandon Butler
- 2:45 – 3pm..... **Break**
- 3 – 4pm..... **Keynote Speaker**

Psychological Safety in the Workplace
Pete Hanlin, EssilorLuxottica – Vice President Professional Services,
Customer Development Group
- 4pm..... **Wrap up and Closing Words of Encouragement**