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## **THE VISION COUNCIL EVOLVES TO DRIVE INDUSTRY GROWTH AND MEMBER SUCCESS**

### ***Membership Structure Updated to Welcome Healthcare and Technology Companies***

**Alexandria, VA – March 11, 2024** – Today, The Vision Council expands its membership structure to reflect the evolving optical industry and ensure the continued success of its 500+ member organizations. The new structure will extend The Vision Council's membership base to include healthcare, technology, and contact lens companies, all rapidly growing industry sectors.

"With guidance from our Board of Directors to ensure that The Vision Council is both reflective of our evolving industry and is equipped to lead it toward a future of growth and innovation, we are proud to announce a modernization of The Vision Council's existing membership structure," said **Ashley Mills, CEO of The Vision Council**. "Vision touches every part of life. By embracing healthcare and technology companies, we broaden our collective strength, ensuring a more impactful voice and sustained success for all members. Together, we can shape a vibrant future, enriching lives through eyewear and eyecare."

#### **An Organization with Purpose**

As a nonprofit trade association and leading advocate for the optical industry, The Vision Council's purpose is to ensure the economic growth of the industry and the success of its members.

Realizing this goal depends on the support and dedication of companies that care deeply about the continued advancement of the industry. By working together, The Vision Council seeks to secure an abundant future for the \$65 billion optical industry and provide the eyewear and eyecare people need to look and feel their best.

#### **Diverse Member Representation**

The Vision Council exists to represent any company, brand, or corporation whose business involves the manufacturing, distribution, or sale of optical products and services, and welcomes members from diverse segments of the industry. The organization's new structure includes the following divisions, of which members can choose one or more to engage with:

- Contact Lens
- Eyewear & Accessories
- Healthcare
- Lens, Lab & Lens Processing Technology
- Over the Counter (Sunglasses & Readers)
- Retail
- Technology

## Value of Membership

The Vision Council offers a variety of tools and resources, expert guidance and analysis, and unparalleled access to industry events and leadership opportunities to help members find and maintain success.

Members of The Vision Council have access to:

- **The inSights Research Program** – Comprehensive research and analysis designed to help members make informed business decisions
- **Government Relations & Regulatory Affairs** – Representation of member interests on Capitol Hill, real-time updates and advice on key policy issues, and opportunities for political engagement centered around promoting healthy vision and strengthening consumer access to vision care products and services
- **Technical Standards** – Industry-informed development and management of technical and communication standards; Secretariat for ANSI Accredited Standards Committee "ASC Z80-Ophthalmic Optics"
- **Vision Expo** – Largest U.S. optical trade show connects members to the vision community and promotes industry growth; members receive preferred pricing and event access
- **The Vision Council Foundation** – Consumer education and workforce development, including the Opening Your Eyes Scholarship Program, designed to solve the industry's biggest challenges
- **Community Building** – Networking and leadership development events, including the annual Executive Summit, that engage members and celebrate the important work of bringing the power of sight to all

## Member Perspectives

"Being part of a member-driven organization like this where you have diversity within the ranks, it only expands your knowledge and expands what you could do as a business." – *Jamie Shyer, Co-CEO and Chief Operating Officer, Zyloware Eyewear*

"The Vision Council gives us the opportunity to come together and passionately dream about our overall industry...We celebrate a lot of our successes in the past, but we also collectively dream about the future and where it is going to go. Those things don't happen without The Vision Council pulling us together and keeping us all focused in one direction." – *Bruce Scott, Vice President, Wholesale and Global Safety, HOYA Vision Care*

"The tools and resources that The Vision Council offers are sometimes unknown to non-members and even members, but there is a lot going on behind the scenes. They provide access to committees, to market research, to events like the Executive Summit and Vision Expo, and I'm proud to be part of the community that they have built." – *Rebecca Giefer, CEO, MODO Americas*

## Be Part of the Vision

Any person or company who provides services to the optical industry can apply to become a member of The Vision Council. Learn more about membership opportunities [here](#).

New members of The Vision Council select the industry segment division that most reflects their company function, where they will be able to network with members of the industry in similar fields, attend meetings and help set priorities for The Vision Council's future initiatives and

programming. Members can participate in meetings and access resources from any division relevant to the scope of their operations and can further engage by joining a committee or task force, eventually progressing to volunteer leadership positions including The Vision Council's Board of Directors.

To learn more about the work of The Vision Council and its members, visit [thevisioncouncil.org](http://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.*