WELCOME
The Vision Council’s All-Member Meeting
Agenda: Special Guests

Welcome
• Ashley Mills, CEO & Scott Shapiro, CEO of Europa Eyewear

Vision Expo
• Mitch Barkley, VP of Trade Shows & Events
• Darren Horndasch, President & CEO of Wisconsin Vision, Inc. and Eye Boutique, Inc.

Industry & Market Research
• Alyssie Henkel, Senior Director of Market Research & Analytics
• Mark Carmona, Manager of Optical Products Strategy & Innovation at Kaiser Permanente

Advocacy, Government Affairs & Industry Standards
• Omar Elkhatib, Senior Manager of Government Relations
• Scott Shapiro, CEO of Europa Eyewear
• Michael Vitale, VP of Membership, Government Relations & Technical Affairs

The Vision Council Foundation & OYES
• Chelsea Pillsbury, VP of Marketing & Communications
• Michael Vitale, VP of Membership, Government Relations & Technical Affairs
• Thomas Neff BA, LDO, ABO-AC, NCLE-AC, Program Manager, Hillsborough Community College

Your Membership
• Ashley Mills, CEO & Scott Shapiro, CEO of Europa Eyewear
Our Mission: IS YOU

VISION
To be the vision care leader in enabling better vision for better lives.

MISSION
Advocate for and promote growth in the vision care industry.

STRATEGY
The Vision Council will realize its Vision and achieve its Mission through consumer awareness, community building throughout the value chain, professional education, advocacy, research, and trade shows.
Vision Expo: Highlights

STRATEGIC PILLAR: TRADE SHOWS
Vision Expo: Highlights

STRATEGIC PILLAR: TRADE SHOWS
Vision Expo: Highlights

WHAT’S NEW?
At the Innovation Stage

- EYEnovate
- Panel topics
- Career Zone
- OptiCon sessions

General Session:
A Conversation With Rebecca Alexander

STRATEGIC PILLAR: TRADE SHOWS
Vision Expo: Highlights

WHAT’S NEW?

VisionEd Conference

- Over 200 sessions/320 hours
- Global Contact Lens Forum
- Vision Series
Vision Expo: Education Planning Committee

Marc Bloomenstein
OD, FAAO
EPC Chairman
Scottsdale, AZ

Michael Kling
OD
San Diego, CA

Melissa Barnett
OD, FAAO, FSLS, FBCLA
Davis, CA

Millicent Knight
OD, DHL, FAAO, FAARM
Dallas, TX

Mark Dunbar
OD, FAAO
Miami, FL

Steven Ferrucci
OD, FAAO
North Hills, CA

STRATEGIC PILLAR: TRADE SHOWS
Vision Expo: OptiCon Advisory Board

- Tina Palumbo
  OptiCon Advisory Board Co-Chair
  ABO-NCLE Public Board Member
  Foerster & Hayes LTD

- Phernell Walker
  MBA, ABOM, NCLEC
  OptiCon Advisory Board Co-Chair
  Pure Optics, LLC

- Janet Acara
  NCLEM, ABOC
  Erie Community College

- Lanard C. Atkins
  ABOC, NCLEC
  Owner, Timeless EYEality

- Tom Barracato
  ABOC, NCLEC
  Owner, Adolph Optical

- Sandra K. Brown
  ABOM, NCLEC
  NCLE Board Chair
  VisionWorks

- Ledonna Buckner
  ABOC, NCLEM
  CooperVision Specialty EyeCare – Americas

- Curt Duff
  ABOM, NCLEM
  ABO Board Chair
  Owner, Tinder-Kraus-Tinder

- Dianna L. Finisecy
  ABOM
  Wagner Opticians, Inc.

- Carri L. Russell Rivera
  NCLEM
  NCLE Immediate Past Chair
  Bausch Health Specialty Vision Products
**Vision Expo: Special Event Highlights**

**Wed. September 27**
- **6:00 AM – 6:00 PM:** Prevent Blindness Swing Fore Sight Golf Tournament at Bali Hai Golf Club
- **7:00 AM – 9:00 AM:** BusinessOutside® Connection Hike
- **Global Contact Lens Forum and Symposia, throughout the day**
- **Marketing4ECPs sessions throughout the day**
- **TVC Division & Committee meetings throughout the day**
- **1:00 PM – 2:30 PM:** Medical Advisory Panel Luncheon
- **3:30 PM – 5:00 PM:** TVC All-Member Meeting
- **5:30 PM – 7:30 PM:** TVC Member Welcome Reception, Sugarcane at the Venetian

**Thurs. September 28**
- **9:45AM – 10:45AM:** EYEnovate at VEW – 4 sessions on the Innovation Stage
- **12:00 PM – 1:30 PM:** Optical Women’s Association (OWA) Connection Series Luncheon
- **12:30 PM – 1:30 PM:** OptiCon General Session feat. Rebecca Alexander, Innovation Stage
- **5:30 – 7:30 PM:** Vision Council VisionPAC Event, Rosina at the Palazzo
- **9:00 PM – 12:00 AM:** Vision Expo West Opening Night Party, Brooklyn Bowl
Vision Expo: Special Event Highlights

Fri. September 29

- **9:45 AM – 10:45AM:** EYEnovate at Vision Expo – 4 sessions on the Innovation Stage
- **12:00 PM – 2:00 PM:** Vision Monday’s Most Influential Women in Optical Luncheon
- **12:30 PM – 1:30 PM:** ABO-NCLE Patient Choice Awards, Innovation Stage
- **5:30 PM – 7:00 PM:** Optical Women’s Association Annual Networking & Raffle Event
- **4:30 – 5:30 PM:** VisionED Conference Happy Hour
- **5:30 PM – 7:30 PM:** PECAA Member Cocktail Reception, Cañonita
- **7:00 PM – 9:30PM:** ODs on Facebook - Fluorescene Party, Drai’s Beachclub

Sat. September 30

- **Career Zone** open all day, located at the Innovation Stage
  - Morning & afternoon panels
  - Professional headshots
  - Ice cream social
Vision Expo: Show Committee

- James Rosin, Rosin Eyecare – Show Committee Chair
- Scott Shapiro, Europa Eye – Past Show Committee Chair/Current Board Chair, The Vision Council
- James Shyer, Zyloware
- Giulia Valmassoi, Thema - A Family Factory
- Alex Incera, Coburn Technologies
- Hugh McManus, Super Optical
- Jennifer Wright, Marcolin
- Leo Mac Canna, Ocuco
- Julie Lewis, CooperVision
Visit The Vision Council Booth (F2091), located near the Innovation Stage.

Meet with Membership, Government Relations, and Research staff during Thursday & Friday Office Hours.
“What are the most important reasons you attend Vision Expo?”
“How has attending Vision Expo impacted your business?”
Industry & Market Research

Alysse Henkel
Senior Manager of Market Research & Analytics

Mark Carmona
Manager of Optical Products Strategy & Innovation at Kaiser Permanente
$5.2M: value of research reports downloaded by members so far in 2023

Reports released to date in 2023: 56
(12 main reports, 44 supplemental)

3,157: reports downloaded by members so far in 2023

Reports published in 2023:
• Market inSights
• Consumer inSights
• Provider inSights
• Focused inSights
Research: Highlights

Members Satisfied with inSights Reports

Percentage very satisfied or satisfied

<table>
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<th>Study</th>
<th>Satisfaction Percentage</th>
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<tr>
<td>Focused inSights: Managed Vision Care</td>
<td>88%</td>
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<tr>
<td>Consumer inSights</td>
<td>86%</td>
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<td>Focused inSights: Online vs. In-Person Buyers</td>
<td>85%</td>
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<td>Market inSights</td>
<td>84%</td>
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<td>Focused inSights: Frames</td>
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<td>Focused inSights: Sunglasses Snapshot 2022</td>
<td>77%</td>
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<td>Provider inSights</td>
<td>77%</td>
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<tr>
<td>Focused inSights: Digital Habits</td>
<td>74%</td>
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<tr>
<td>Focused inSights: Sunglasses Snapshot 2023</td>
<td>71%</td>
</tr>
<tr>
<td>Focused inSights: Blue Light Snapshot</td>
<td>70%</td>
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STRATEGIC PILLAR: RESEARCH
“Why is The Vision Council’s inSights Research Program important for your business?”
“How do you share information from The Vision Council's reports with your team?”
Advocacy, Government Affairs, & Industry Standards

Omar Elkathib  
Senior Manager of Government Relations

Scott Shapiro  
CEO of Europa Eyewear

Michael Vitale  
VP of Membership, Government Relations, & Technical Affairs
Government Relations: Highlights

By the Numbers:

Office Hours

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<th>Quarter</th>
<th>Q1</th>
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Member E-Blasts

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Notable eBlasts Include:

- State Managed Vision Care Plans
- Government Shutdown Impact
- Ways and Means Committee Letter
Hill Activity

Resolutions

**March:** Workplace Eye Wellness Month - H.Res.264
sponsored by Representative Donald Payne of NJ

**April:** Sports Eye Safety Month - H.Res.364
sponsored by Representative Richard Hudson of NC

Upcoming

Children’s sports eyewear event NC 9th District - Date TBD
Government Relations: Annual Fly-In

Annual All-Member Fly-In

- Originally planned for Oct 23–26 in Washington DC
- Moved to Spring 2024 due to government shutdown
- We want Congress attentive and focused on our issues
- Details to come by end of year
  - Will include expert preparation prior to Hill visits
  - Speaker events to outline effective advocacy tools
Government Relations: VisionPAC

Why a PAC?

It is far more effective to utilize PACs over personal donations as they better convey your issues in a timely and effective manner. When VisionPAC gives a check – lawmakers know it is for vision issues. When an individual donor does, they don’t.

Which candidates will be supported?

VisionPAC is non-partisan, and only supports elected officials in Washington, DC who are champions of our issues and in positions of influence.

What is a PAC?

A political committee that pools campaign contributions from members and donates those funds to campaigns for or against candidates, ballot initiatives, or legislation.

Members agree GR is the greatest value of being a member of The Vision Council. Allows us to build a sophisticated mobilization effort. Transition GR activates from defensive to proactive.

STRATEGIC PILLAR: GOVERNMENT RELATIONS & TECHNICAL STANDARDS
VisionPAC Effect

Letter signed by three House Ways and Means Committee members sent to United States Trade Representative requesting tariff relief for prescription and nonprescription eyewear. Signers are:

- Rep. Drew Ferguson
- Rep. Brad Wenstrup
- Rep. Carol Miller

Other Q3 Accomplishments

- Letter sent to House Ways and Means Committee Chairman Jason Smith (R-MO) urging Congress in renewing and retroactively applying the Generalized System of Preferences (GSP) program.
- Letter supporting the Medicare and Medicaid Dental, Vision, and Hearing Benefit Act sent to 6 Senators
Government Relations: How to Get Involved

**Twitter:** Thank you to @RepDrewFerguson @RepCarolMiller @RepBradWenstrup for your commitment to vision care, and for asking the USTR to consider 301 tariff exclusions for prescription and nonprescription eyewear.

**Make a Phone Call:** Please consider calling the offices of these legislators to thank them for their support. Be sure to identify yourself, your role, and our association. Express your appreciation for their work and highlight how it has positively impacted our industry. It may seem simple, but these actions make a difference; a phone call can have a significant impact.

**Share Your Story:** If you have a personal story about how tariff relief would positively affect you or your business, don’t hesitate to share it. Stories can be powerful reminders of the real-world impact of their work.

**Encourage Ongoing Support:** Politely encourage the lawmakers to continue their valuable support for our industry and the specific issues that matter most to us.
“Why do you think it's essential for individuals within the industry to have a voice and participate in the legislative process?”
“How have you benefitted from the Government and Regulatory Affairs team and the work being done?”
"What do you hope to see or achieve in 2024 when it comes to the legislative and regulatory space?"
“Why is it important to join VisionPAC?”
Government Relations: Please Join Us

**VisionPAC Reception**

Thursday, September 28
5:30–7:30pm
Rosina Cocktail Lounge (Palazzo)

*Limited Capacity*
Secretariat for ASC Z80

ASC Z80 is the only entity accredited by ANSI to develop national standards in the ophthalmic optics field. A separate website, www.z80asc.com, supports this committee. Some of the content on that website is restricted to Z80 members. ASC Z80 oversees 25 U.S. standards.

The Vision Council also produces industry standards such as the Data Communication Standard, Lens Description Standard and others.

- Z80.1 – prescription eyewear – under revision
- Z87.1 – safety eyewear – under revision
Marketing & Communications: Highlights

2023 Metrics

957 print and online articles

45K social engagements up 131%

118K total audience up 668%
• Formerly the Better Vision Institute*
  • Brings the power of sight to all through eyewear and eyecare educational programs and optical industry career training support
  • A 501(c)(3) charitable nonprofit organization dedicated to enabling better vision for better lives

• Better vision for better lives: at home, at work and at play

STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION
The Vision Council Foundation: Highlights

- **Consumer**
  - Healthy Vision Month
  - National Sunglasses Day
  - World Sight Day

- **Industry**
  - Scholarships
  - Career pathways
  - Industry training

- **Health & Wellness**
  - Low vision
  - Back to school & annual eye exams
  - Find an eye doctor
The Vision Council Foundation: Highlights

AMOUNT AWARDED: $200,000

20 SCHOOLS PARTICIPATING

18 DONORS IN THE PROGRAM

NUMBER OF STUDENTS IMPACTED: 25

STRATEGIC PILLARS: CONSUMER OUTREACH & PROFESSIONAL EDUCATION
“How does our scholarship program impact the industry?”
Your Membership

Ashley Mills
CEO of The Vision Council

Scott Shapiro
CEO of Europa Eyewear
Closing: Your Membership

TODAY

• Connect with us in-person

THIS WEEK

• Encourage people to visit our booth; communicate that The Vision Council is the host of Vision Expo; promote the value of membership

THIS YEAR

• Fill out the Member Satisfaction Survey and give us your feedback!

NEXT YEAR

• Join us at the Executive Summit from January 22-24 in Naples, FL
THANK YOU