

2011

ANNUAL  
REPORT



THE **VISION** COUNCIL

# *Dear Members,*

The Vision Council is pleased to report that 2011 was another banner year with growth in membership, industry events and programming.

The annual report provides a snapshot of the many successful programs and services that The Vision Council offered over the past year. As a trade association, our main focus is to grow and improve the market for our members and this all starts with the International Vision Expos, which had a tremendously successful year. In addition, our top-line consumer outreach, industry research and global regulatory initiatives, are further examples of major achievements in 2011. Building on this success, The Vision Council also looks to welcome its new Optical Lab Division following the merger process with the Optical Laboratories Association (OLA), which began in 2011.

Every member and volunteer leader has played a role in The Vision Council's accomplishments. We are extremely grateful for your commitment to our organization and look forward to continued momentum in 2012.

Best wishes to you and your company for a healthy and prosperous year ahead.

Sincerely,



ED GREENE, CEO



**Growth Snapshot:** The Vision Council's membership grew 28% to 455 in 2011.

# Expand & Develop

## INDUSTRY FORUMS

2011

2010



### EXECUTIVE SUMMIT

The Vision Council officially inducted its 2011 officers and board of directors during its annual Executive Summit in South Beach at the end of January. At the age of 42, James (Jamie) Shyer of Zyloware Eyewear, joined the ranks of his grandfather, father and uncle, as the incoming chairman and was recognized as the youngest board chairman in the association's history.

Tackling current industry topics, the 2011 program provided C-level executives with the opportunity to participate in a variety of special breakouts from the impact and influence of social media to the future of eyewear distribution channels. Members were also invited to exclusive networking events and presentations from two keynote speakers: Jon Landau, co-producer of *Avatar* and winner of three Academy Awards, on 3D technology and Todd Buchholz, former director of economic policy at the White House, on the state of the economy.

**Growth Snapshot:** Executive Summit attendance increased 22% from 2010 to 2011.



### INTERNATIONAL VISION EXPOS

International Vision Expo & Conference enjoyed a year filled with achievements and accolades, helping to cement the show's reputation as the premiere meeting place for the optical community.

In March, Vision Expo East honored its Founding Exhibitors during a 25th Anniversary celebration in New York City featuring cocktail receptions and spectacular giveaways. Increased attendance, an expanded floorplan and enhanced continuing education (CE) garnered favorable recognition for the show: "Top 10 trade shows for New York City" by *BizBash*, "Top 100 Gold Award" from *Trade Show Executive* and two *Graphic Design USA* awards.

Vision Expo West was nominated as one of the "Fastest Growing Trade Shows" in attendance by *Trade Show News Network*, which can be attributed, in large part, to the rising number of industry partnerships. Members from more than 25 vision

industry groups traveled to Las Vegas to walk the exhibit hall, take continuing education courses and network at the show. For the second year in a row, the OLA co-located its Annual Meeting, which included the esteemed Hall of Fame Banquet and 25th Anniversary Awards of Excellence reception.

Growing attendance remained a top priority in 2011 with the successful launch and expansion of several exhibitor-driven initiatives. More than 3,900 people attended the shows as a direct result of the Customer Invitation Program and 1,100 VIPs participated in the Targeted Attendee Program – representing 18 percent of the combined attendance at Vision Expos. Wrapping up the year, the inaugural Vision ONE2ONE Buyers Summit in San Antonio brought together 36 optometrists from million dollar practices and 18 sponsors for a unique, invitation-only event that fostered key business decisions and peer networking.



**Growth Snapshot:** 850 exhibitor show specials & new products were promoted for free to attendees.

# Increase Awareness

OF VISION CARE PRODUCTS,  
AND ESTABLISH THEIR CONNECTION TO VISION CARE

Due to extensive public relations outreach, Eyecessorize generated more than **245 million impressions** via high-profile media placements in outlets such as *USA Today*, *REDBOOK*, *Newsday*, *Good Housekeeping*, *Woman's World*, *Real Simple*, *LIVE! With Regis and Kelly*, *TODAY*, *The Early Show*, and more.

eyecessorize

During 2011, approximately 90 member companies participated in Eyecessorize – The Vision Council's campaign to promote the fashion and lifestyle aspects of eyewear – through media requests, e-blasts, trend kits and look books. In addition to traditional outreach, Eyecessorize held two exclusive events throughout the year. At International Vision Expo East, an event was held for consumer media that offered fashion and lifestyle editors an

opportunity to learn about current eyewear and sunwear trends and view corresponding products from a wide variety of members and exhibitors. In November, Eyecessorize partnered with Stylesight, a trend forecasting service, for a spring/summer 2012 preview where invited media were able to view a "sneak peek" of next season's frames from members of The Vision Council.



Social media remained a top priority throughout 2011 and was used to reach consumers with Eyecessorize's messaging. The Facebook page has more than 28,000 "likes" while Twitter has garnered more than 900 followers and the blog has developed a consistent daily readership. To maintain an up-to-date and user-friendly interface, the blog, [eyecessorizeblog.com](http://eyecessorizeblog.com), and website, [Eyecessorize.com](http://Eyecessorize.com), were redesigned this year and have been well-received by both members and consumers.



**Growth Snapshot:** The Eyecessorize Facebook page more than tripled its "likes" in 2011.

## CONSUMER PRESS EVENT

Complementary to the fashion component of the Consumer Press Event at International Vision Expo East, The Vision Council highlighted other vision care products and technologies to attending health, lifestyle, family and technology consumer media.

New this year, the traditional one-size-fits-all event was refreshed to offer a more tailored "Vision Innovation" experience for reporters. The Vision Council interviewed key exhibitors to learn more about new products and technology in the marketplace before customizing media pitches into three distinct categories: Health and Aging Eyes, Sports Protective Eyewear/UV Protection and Lens Technology/Gaming/Computer Vision Syndrome. On the day of the event, reporters from *Self Magazine*, *Woman's Day* and *Portfolio.com* were taken on a guided tour of the show floor to promote the latest advances in eyewear/eyecare products.



Delta Sky Magazine UV ad and PackLists icon



Readers campaign videos

## CONSUMER OUTREACH CAMPAIGNS

The Vision Council worked on several divisional initiatives to promote vision care and vision care products to consumers in 2011.

A three-year ultraviolet (UV) campaign, "UV Been Missing Something," was launched in May to educate consumers about the harmful effects of UV rays. The campaign combined a media report, Twitter strategy, sponsored episode on NBC's *The Great American Health Challenge: NYC*, radio media tour, website and iPhone app (PackLists), to encourage the use of UV-protective eyewear year-round. Coverage has resulted in more than 2,200 story placements in publications such as *USA Today*, *Washington Post* and *Delta Sky Magazine*.

Leading into the summer, The Vision Council wrapped production on a humorous series of viral videos targeting males aged 40-55 to highlight the potential pitfalls of not using readers.

In June, a low vision feature story entitled "Living Well with Vision Loss" received more than 200 placements, reaching 3.1 million readers. Closing out the year, the Low Vision Division sponsored a banner ad on the front cover of a special "Aging in Place" report from the *Los Angeles Times*.

To learn more about other division-specific marketing communications projects, visit the division activities pages on [thevisioncouncil.org](http://thevisioncouncil.org).

## INDUSTRY REPORTS & KNOW YOUR MARKET CAMPAIGN

From consumer opinions to international trade figures, The Vision Council's research programs offer a unique view of the optical industry. In 2011, the industry research team introduced three, industry-first VisionWatch market reports: "Daily Deal Eyewear Report", "3D Eyewear Study" and "Action Sports Sunglass." The studies aim to better understand how consumers use daily deal coupon sites, 3D technology and associated optical products, and action sports sunglasses, respectively.

In addition, a three-month, targeted research reports ad campaign called "Know Your Market"

was launched in September to promote sunwear-specific consumer research. The campaign utilized a combination of subscriber e-blasts, animated banner ads and website takeovers targeted to outdoor-, fitness- and sports-specific publications like *snewsnet.com*, *drugstorenews.com* and *Transworld Business*. From June 1–August 31, the sunglass research page garnered 73 views. Following the launch in September, the number of page views increased to 762, generating 12 new leads for paid, sunglasses-specific research.



Sample website ad and site takeover graphics from the "Know Your Market" campaign



**Growth Snapshot:** The UV campaign garnered more than 295 million media impressions.

# Advocate

## FOR MEMBERS' INTERESTS

In 2011, The Vision Council's technical team represented members' interests on domestic and international levels regarding CEN nickel release and data communication, along with other key issues. Staff also received an exclusive invitation to join a European working group that will closely follow the REACH program regarding the safe use of chemicals.

**5** countries,  
spanning **4** continents,  
in support of **12** programs

## REGULATORY AND LEGISLATIVE INITIATIVES

Serving as a policy resource, The Vision Council actively monitored a number of critical regulatory and legislative initiatives in 2011, providing members with a full analysis of industry-related issues, including: California's Proposition 65, Vermont's Prescribed Products Law, Canada's Consumer Products Safety Act (CCPSA), the Consumer Product Safety Improvement Act (CPSIA) and, most recently, the Physician Payment Sunshine Act ("Sunshine Law").

To help educate members about the impacts of the regulations on optical products and business practices, The Vision Council introduced and

in some cases, updated and reissued, several comprehensive Guides: The California Proposition 65 Guide for Ophthalmic Suppliers, The Sunglass and Over-the-Counter (OTC) Reader Regulatory Guide, and Country of Origin (CoO) Marking Rules for Frames and Lenses.

In response to the U.S. Food and Drug Administration's (FDA) "Red List" of foreign manufacturers whose FDA regulated products were being detained by U.S. Customs, The Vision Council began tracking Import Alert 86-07 and issuing regular FDA Import Alerts to its membership.

## THE VISION COUNCIL'S GLOBAL IMPACT

Over the summer, The Vision Council partnered with the Hong Kong Optical Manufacturers Association (HKOMA) and the Xiamen Optical Association (XOA) to host two high-profile seminars in Asia. The goal was to educate optical manufacturers about pertinent U.S. standards and regulations. The seminars, led by The Vision Council's technical team and member services, were well-received with more than 270 individuals

in attendance, representing three distinct trade organizations and approximately 200 ophthalmic product companies. In addition to delivering the seminars, the team completed an eight-day tour of Hong Kong, Xiamen and mainland China-based manufacturers to see many of the factories firsthand and to gain a better understanding of new engineering processes.



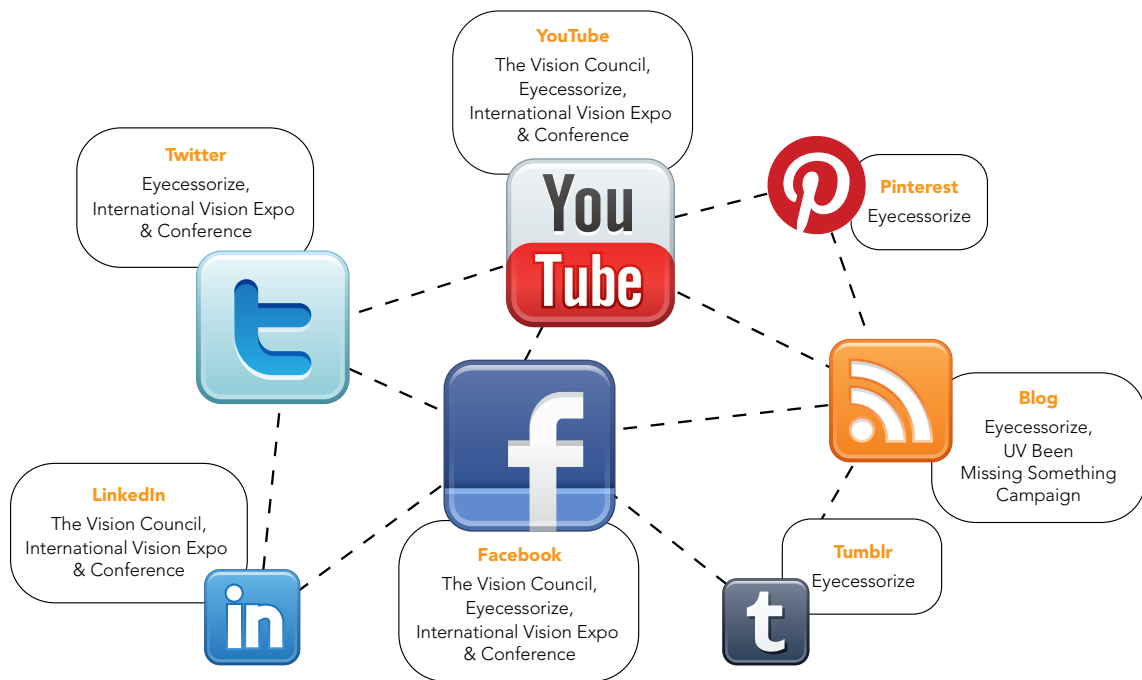
**Growth Snapshot:** Interest in the first Hong Kong seminar was so high, a second session was added.

# Continue to Evolve

## THE ORGANIZATION

### SOCIAL MEDIA

In order to keep pace with today's evolving marketplace, The Vision Council works hard to ensure that its members, as well as eye care providers and consumers, are kept informed of the latest happenings.



### THE VISION COUNCIL DISCUSSES FUTURE OF OPTICIANRY

The future of opticianry and eyewear dispensing was a hot-topic, industry-wide in 2011.

Recognizing that opticians and eyewear dispensers are a key customer for many of The Vision Council's members, an effort was made to unite the various opticianry/eyewear dispensing organizations, as well as other key groups within the eyecare/eyewear industry, to map an attainable path forward for the field of opticianry.

In the late fall, The Vision Council convened a core planning team made up of key opticianry influencers for a strategic planning session held at its offices in Alexandria. Together, the team outlined an action plan for a larger Opticianry Leadership Summit to be held in 2012 in an effort to seek better collaboration among the various groups and an agreed-to strategic vision for the field.

### WEBSITE REDESIGN

In March, The Vision Council unveiled its refreshed website, [thevisioncouncil.org](http://thevisioncouncil.org), following a member user-study conducted during Vision Expo East to improve the navigation structure and usability of the "Members" portion of the site. Based on findings from the study, The Vision Council reorganized and relabeled content on the site to ensure information is accessible, which led to a positive increase in website traffic. In a recent

Member Needs Survey (August 2011), 93 percent of members said the website was easy to navigate.

In general, an added emphasis is being placed on branding and quality content as The Vision Council looks to welcome its new Optical Lab Division (OLA), re-brand its suite of market research products, and introduce new web-based communication tools.

#### Member Site Visits

2010: 13,890  
2011: 18,510

↑33%

#### Member Site Unique Visitors

2010: 8,101  
2011: 10,495

↑30%

#### Member Site Page Views

2010: 47,280  
2011: 52,895

↑12%



**Growth Snapshot:** There are now seven social media channels to connect with The Vision Council.



**Growth Snapshot:** 93% of members report that the new website design is easy to navigate.

## MEMBER SURVEY

To understand the ever-changing needs of its member companies, The Vision Council conducted its comprehensive Member Needs Survey in August 2011.

The survey consisted of five main parts – Demographics, Branding and Program Awareness, Division Specific Program Awareness, Industry Tradeshow Participation, and Communication and General Satisfaction – to gather feedback about

the effectiveness of The Vision Council's programs, events, marketing and staff.

Preliminary findings have been positive, indicating increased member awareness and overall satisfaction. The data will be critical to ensuring that The Vision Council's current and future programs align with the diverse needs and interests of its membership in 2012 and beyond.

**60%** of members exhibit at International Vision Expo East

**75%** of members rate The Vision Council's overall communication either Very Good or Excellent

**58%** of members exhibit at International Vision Expo West

**71%** of members agree that their membership provides a good return on their investment

**+8%** the increase in members whose overall membership experience greatly exceeded their expectations (over previous survey)

# Finance & Operations

Financial information shown below represents The Vision Council's financial status as of January 18, 2012. As such, it is preliminary and unaudited.

## Projected 2011 Balance Sheet

### Assets

Current Assets	\$6,463,506
Long Term Assets	
Net Fixed Assets	741,360
Investments	7,577,048

**Total Assets 14,781,914**

### Liabilities

Short Term	1,197,036
Long Term	616,060

### Net Assets

Beginning Net Assets	12,166,929
YTD Net Income	801,889

**Total Liabilities and Net Assets \$14,781,914**

## Projected 2011 Income Statement

### Revenues

Shows	\$7,521,009
Dues	1,050,000
All Other Income-TVC	712,891
OLA Activities	699,279

**Total Revenue 9,983,179**

### Expenses

Personnel	3,041,038
General & Administration	1,160,087
Program	
Marketing & Communications	1,261,103
Shows & Meetings	1,017,633
Member Services/Public Affairs	1,835,142
Executive Initiatives	115,316
OLA Programs & Services	756,165

**Total Expenses 9,186,484**

**Net Income from Operations 796,695**

Investment Income 5,194

**Total Net Income \$801,889**



**Growth Snapshot:** The number of respondents very satisfied with volunteer leadership rose by 5%.



The Vision Council  
225 Reinekers Lane, Suite 700  
Alexandria, VA 22314  
P: 703.548.4560 | F: 703.548.4580  
[thevisioncouncil.org](http://thevisioncouncil.org)