Dear Members,

There has never been a better time to be a part of The Vision Council.

Across the board, our programs have seen strong growth. After celebrating a banner year in 2012, our shows are greater than ever, boasting record attendance at Vision Expo East and forging 11 new strategic alliances (for a total of 100) at Vision Expo West. Our VisionWatch program has expanded to Europe, and thousands of top-tier media placements have led to national recognition for our consumer campaigns.

On the government and regulatory affairs front, our team has been instrumental in shaping key public policy initiatives for the entire ophthalmic industry.

On the following pages, you will see the continuing realization of our ultimate goal to be the global voice for vision care products and services. We are better poised to collaborate with related organizations, further engage with consumers and expand participation at our shows to serve the whole spectrum of the vision industry.

I look forward to sharing another exciting year with all of you.

Sincerely,

ED GREENE, CEO
Eyecessorize Spring 2012 Trend Kit
The Eyecessorize spring 2012 trend kit was revamped and sent to more than 400 lifestyle and fashion editors nationwide. The updated, fashion-forward design highlighted members’ product prominently by including frame images and credit information alongside each trend description. Additionally, the printed kit was supplemented by a thumb drive that contained hi-res product images, complete trend descriptions and a video illustrating the season’s top trends.

International Vision Expo Announces Jobs Portal for ECPs
In partnership with Local Eye Site, International Vision Expo launched a new job search portal, Vision Jobs (visionexpoeast.com/visionjobs), for eye care providers.

Great Combos
A direct mail postcard campaign was designed to inform members of the merger between the Optical Laboratories Association (OLA) and The Vision Council. The five-part series introduced the new Optical Lab Division (formerly the OLA) to the membership, highlighted the history and evolution of the OLA, and promoted new joint programs and benefits.

International Vision Expo East Records Highest Attendance Ever in 2012
International Vision Expo East drew a record crowd of 16,768 eye care providers from more than 90 countries during its four-day show at the Javits Center in New York City. Nearly 575 exhibitors spanned four levels, opening up a new split-level floor plan that featured combined pavilions and continuing education on Level 1. Beyond expanding the show’s physical footprint, show organizers noted strong growth in all program areas.

Eyecessorize Consumer Press Event
Eyecessorize held its annual consumer press event on the opening day of International Vision Expo East, Friday, March 23. More than 45 fashion editors and reporters from top-tier publications, such as InStyle, Marie Claire, Travel & Leisure, O, The Oprah Magazine and Cosmopolitan, attended the successful event, which showcased the latest trends in eyewear from 84 member companies.

VisionWatch reports 4.5 percent dollar growth for the industry in the first quarter of 2012.
The Vision Council Expands its Government Relations Team

On April 1, The Vision Council contracted with McElvaney Public Affairs to streamline and coordinate its government relations department. In addition, a new guide was released to members: Guide to U.S. Regulations & Manufacturing Standards Covering Eyeglass Frames, Prescription Lenses and Finished Eyewear Sold in the United States.

International Vision Expo contributed to the Student Optometric Leadership Network’s (SOLN) two-day meeting in Orlando, Fla.


Recognizing the important role opticians play in the delivery of some of its members’ products, The Vision Council organized and hosted the Opticianry Summit: Creating a Plan for the Future. Nearly 60 representatives from national organizations, state societies, schools, certification bodies, independent retailers and manufacturers came together for two days to develop a shared vision for opticianry. Working groups and an Opticianry Summit Steward Team were later formed to outline steps for various high-level initiatives defined at the summit.

International Vision Expo East in New York City and International Vision Expo West in Las Vegas, are named to the 2011 Trade show News Network’s (TSNN) Top 250 Trade Shows in the United States list.

As part of its refreshed UV campaign (The Bureau of Missing Sunglasses), The Vision Council issued a report, Finding Your Shades, Protecting Your Vision, to consumer reporters nationwide on May 17. The report was part of a larger effort to educate the public about the risks that UV rays pose to eyes and the benefits of wearing UV protective eyewear. The campaign had tremendous year-end results, generating more than 1,800 unique articles, blogs and broadcast segments with product-driven messages about tint, frame and lens options.

Key events surrounding the report launch included:
• Desk-side briefings with consumer magazine editors;
• Capitol Hill briefing for more than 60 congressional staffers;
• Targeted Street Team events in five high-risk UV cities;
• A blog tour with 30+ influential mommy bloggers from The MOTHERHOOD.
The Vision Council Annual Report 2012

**JUNE**

**Rx Eyeglasses Carved Out of Vermont “Prescribed Products” Law**

Through the advocacy efforts of The Vision Council, Vermont’s “Prescribed Products” law was amended to clarify that Class I medical devices (e.g. sunwear, readers) sold over-the-counter are exempt.

**Optical Lab Division Sets Strategic Direction**

Members of the Optical Lab Division Steering Committee met in June for a two-day strategic planning session to develop top-line priorities for the newly formed division.

**Eyecessorize Fall 2012 Trend Kit**

The Eyecessorize fall 2012 trend kit was sent to more than 400 lifestyle and fashion editors nationwide and featured the same format as the spring kit.

**Readers & Accessories Look Book**

Print and digital versions of the Eyecessorize fall 2012 readers and accessories look book were sent to the nation’s top men’s and women’s lifestyle fashion magazines and newspapers.

**Q2 VisionWatch results show total dollar growth for the industry is up 6.2 percent, compared to last year.**

**The Bureau of Missing Sunglasses Street Teams Visit the Chicago Blues Festival**

**New ANSI Standard**

On July 3, the U.S. Food and Drug Administration (FDA) released its proposed rulemaking for promulgating regulations to implement a unique device identifier (UDI) system in the US. In response, The Vision Council submitted comments to the FDA on the impact that the regulations may have on members, and prepared a brief guide to help members better understand the proposed rule.

**Online Action Sports Sunglass Campaign Yields Results**

The Vision Council began an online advertising effort under its existing Know Your Market campaign to drive interest about and purchases of its Action Sports Sunglasses Research Report. Running on two main sites, Transworld Business and Shop-Eat-Surf, the refreshed promotion led to the first successful sale of the 2011/2012 report combo.

**Guide Issued in Response to UDI Proposed Rule and its Impact on Ophthalmic Industries**


**2012 YEAR IN REVIEW**

**+6.2%**

**THE VISION COUNCIL | ANNUAL REPORT**
### SEPTEMBER

**New Report Examines Emerging Occurrence of Digital Eye Strain**

In September, The Vision Council released its digital eye strain report, *Keeping Your Eyes Safe in a Digital Age*. Through a media telebriefing and targeted pitch efforts, the report generated 231 unique stories within the first two weeks of its release. Following the release, additional outreach was conducted surrounding new electronic releases like the iPhone5, garnering more than 3,000 stories in national and local news outlets ranging from radio, TV, print and online media, such as PC World, Men’s Health, CBS News and more.

The report included custom illustrations for proper computer and smartphone posture.

**Building Attendance and Value at International Vision Expo West**

Dozens of strategic partnerships were formed at International Vision Expo West among those from a diverse, global network of optometric associations, professional organizations, alliances and buying groups. The Optimum Program - comprised largely of million-dollar practices, VisionMonday’s Top 50 Retailers and boutique optical buyers - grew by 22 percent. Vision Expo’s Partner Program signed 11 new professional groups, bumping the total number of allies up to nearly 100. In addition, the growth of the Optometry (OD) Student Program enticed several organizations to host meetings at the show, including the Association of Practice Management Educators (APME) and the Student Optometric Leadership Network (SOLN).

**Optical Lab Division Meeting Wraps with Record Attendance**

More than 300 lab professionals attended customized education sessions and gathered for unique networking events during the annual meeting, held in conjunction with Vision Expo West. The contributions of seven industry veterans were celebrated at the event’s signature Hall of Fame banquet, inducting Kevin Bargman, Marty Bassett, Bob Colucci, Bob Dziuban, Mike Francesconi and William Hernandez into the Optical Pioneers Hall of Fame. David Rips was presented with the Directors’ Choice Award.

### AUGUST

**The Vision Council Releases a New Guide, 2D Barcode Standard for Lenses**

Z80 Accredited Standards Committee for Ophthalmic Optics

Z80.11 Laser Systems for Corneal Reshaping Standard is Revised

**UV Campaign Street Teams Tour the US**

The Bureau of Missing Sunglasses (BOMS) continues to be a success, having taken the UV message to New York City, Chicago, Los Angeles, Portland and San Diego during the summer months. On location, Bureau agents scoured the streets issuing citations to those not wearing sunglasses or other UV protective eyewear. They also handed out branded prizes and encouraged people to visit the website (missingsunglasses.com) and “like” the campaign on Facebook (facebook.com/missingsunglasses).

Total BOMS Street Team event impression scores:

- **Total Live Brand Impressions:** 2,874,000
- **Total Social Impressions:** 282,400
- **Total Live Citations Handed Out:** 7,600

**Proposed changes would allow companies conducting business outside of North America to join The Vision Council.**

**Board Votes to Amend The Vision Council Bylaws**

More than 300 lab professionals attended customized education sessions and gathered for unique networking events during the annual meeting, held in conjunction with Vision Expo West. The contributions of seven industry veterans were celebrated at the event’s signature Hall of Fame banquet, inducting Kevin Bargman, Marty Bassett, Bob Colucci, Bob Dziuban, Mike Francesconi and William Hernandez into the Optical Pioneers Hall of Fame. David Rips was presented with the Directors’ Choice Award.
The ESA and The Vision Council Announce Merger

The European Sunglass Association (ESA) and The Vision Council announced their intent to merge during a joint press conference at Silmo in Paris, France, on Oct. 4.

Vision ONE2ONE Attracts Million-Dollar Practices

International Vision Expo hosted a two-day, invitation-only buyer’s event in Albuquerque, N.M. for 40 high-volume practice optometrists and 18 sponsors.

Consumer Programs Ranked Among Nation’s Best

The Vision Council was selected as a winner in the 19th annual National Health Information AwardsSM, which recognizes the nation’s best consumer health information programs and materials.

Post-Election Outlook

The Vision Council’s federal affairs representative, Bill Applegate, delivered a post-election message via podcast to members of The Vision Council. In his address, Applegate explained what a second term for President Obama means for the vision industry, what public policy activities The Vision Council has planned for 2013 and how members can get involved.

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International Vision Expo Launches Optometry School Video Challenge

In this two-week online contest, students from 21 optometry schools were challenged to create a short video depicting their unique Vision Expo experience.

Eyecessorize Reaches 50,000 ‘Likes’ on Facebook

Eyecessorize achieved a social media milestone, crossing the 50,000 “likes” mark on its official Facebook page (facebook.com/eyecessorize).

Stylesight S/S 2013 Trend and Product Preview

For the third consecutive year, Eyecessorize partnered with Stylesight, a leading trend forecasting service, for a spring/summer 2013 eyewear product and trend preview. The event was held at Stylesight’s headquarters in New York City where invited media including People, People StyleWatch, O, The Oprah Magazine, Glamour, InStyle and many more, learned exclusive trend information from Stylesight’s trend director.

Eyecessorize embarks on new consumer research study in Europe

VisionWatch embarked on a new consumer research study in Europe.
Projected 2012 Income Statement

**Assets**
- Current Assets: $6,610,606
- Long Term Assets: 
  - Net Fixed Assets: $1,469,771
- Investments: $8,429,325

**Expenses**
- Personnel: $3,793,032
- General & Administration: $1,198,108
- Program Expenses:
  - Marketing & Communications: $1,640,600
  - Shows & Meetings: $1,210,500
  - Member Services/Public Affairs: $1,942,650
  - Executive Initiatives: $168,500

**Net Assets**
- Beginning Net Assets: $13,144,480
- Year-to-Date Net Income: $2,079,600

**Eyescessorize Wraps its Most Successful Year to Date**
- 345 million media impressions
- 72,000 blog views
- 65,000 “likes” on Facebook

**DECEMBER**
- Eyeglasses Exempt from Medical Device Excise Tax
- The Internal Revenue Service (IRS) issues its final rule that provides guidance on the excise tax imposed on the sale of certain medical devices, enacted by the Patient Protection and Affordable Care Act (PPACA). After pushing for the exemption of eyeglasses from this tax, The Vision Council reports that the final rule confirms that eyeglasses are not taxable items.

**Board of Directors Holds Year-End Strategic Planning Meeting**
- The Vision Council Government and Regulatory Affairs Committee Holds its First Meeting

**Eyecessorize to Join The Vision Council**
- The California Optical Laboratories Association (COLA), an organization of full-service optical laboratories from California and other western states, signs a comprehensive Joint Operating Agreement with The Vision Council.

**Placements throughout the year included SELF, Los Angeles Times, LIVE! With Kelly, FOX News, REDBOOK, O, The Oprah Magazine, Travel & Leisure, eHow.com, TODAY’s Kathie Lee & Hoda, and many more.**

**Projected 2012 Balance Sheet**

**Assets**
- Current Assets: $6,610,606
- Long Term Assets: 
  - Net Fixed Assets: $1,469,771
- Investments: $8,429,325

**Liabilities**
- Short Term: $432,396
- Long Term: $853,226

**Net Assets**
- Beginning Net Assets: $13,144,480
- Year-to-Date Net Income: $2,079,600
- Less Designated Net Assets: $800,000

**Total Undesignated Net Assets: $15,709,702**

**Designated Net Assets**
- $800,000

**Total Liabilities and Net Assets: $16,509,702**

**Projected 2012 Income Statement**

**Revenues**
- Shows: $8,049,656
- Dues: $1,457,720
- All Other Income: $973,604

**Total Revenue: $10,480,980**

**Expenses**
- Personnel: $3,793,032
- General & Administration: $1,198,108
- Program Expenses:
  - Marketing & Communications: $1,640,600
  - Shows & Meetings: $1,210,500
  - Member Services/Public Affairs: $1,942,650
  - Executive Initiatives: $168,500

**Optical Lab Division Programs: $311,100**

**Total Expenses: $10,264,490**

**Net Income from Operations: $216,490**

**Financial information shown below represents The Vision Council’s financial status as of Jan. 9, 2013. As such, it is preliminary and unaudited.**