

## AGENDA HIGHLIGHTS

*\*Schedule subject to change\**

### TUESDAY, JANUARY 26

4 p.m. – 5:30 p.m. EST

Welcome reception hosted by Ashley Mills, CEO of The Vision Council

### WEDNESDAY, JANUARY 27

11:30 a.m. – 12 p.m. EST

The Vision Council's Annual Business Meeting

12:15 p.m. – 1 p.m. EST

**State of the Industry Updates** Presented in a Four-part Symposium:

- **Frame Manufacturing and Supply Chain** – Rebecca Giefer, CEO, Americas at MODO Eyewear and Scott Shapiro, Vice President at Europa Eyewear and STATE Optical Co.
- **Retail** – James Rosin, Co-President at Rosin Eyecare
- **Lenses and Lens Processing** – Kevin Cross, Vice President of Sales at Schneider Optical Machines Inc.
- **Telehealth** – Bryan Rogoff, OD, Senior Product Manager, Disease Management at Zeiss Meditec

1:15 p.m. – 2 p.m. EST

**Opening Your Eyes to Diversity, Equity and Inclusion**, with a first look and analysis of The Vision Council's 2020 Diversity, Equity and Inclusion Survey Results

- **Overview** – Tarrence Lackran, Director of Partnerships & Programming at The Vision Council
- **Optometry and Academia** – Howard Purcell, OD, President and CEO at New England College of Optometry and Diana Canto-Sims, OD, Co-Owner at Buena Vista Optical
- **Opticianry and Academia** – Phernell Walker, ABOM, Director of Optometric Relations at VSP Ventures
- **Suppliers and Manufacturers** – Millicent Knight, OD, Senior Vice President, Customer Development Group at Essilor of America
- **Summary and Q&A** – Derrick Artis OD, Owner at Artis Consulting

2:15 p.m. – 3 p.m. EST

Breakout Sessions – The Pivot: Changing Your Mindset During Difficult Times

3:30 p.m. – 4 p.m. EST

Consumer Insights: Part 1

4:15 p.m. – 5:15 p.m. EST

**Keynote Session: How to Be Together Apart with Priya Parker**, moderated by Reade Fahs, CEO at National Vision, Inc.

5:30 p.m. – 6:30 p.m. EST

Evening Happy Hour: A Celebration of OPTImism

### THURSDAY, JANUARY 28

11:30 a.m. – 12 p.m. EST

Consumer Insights: Part 2

12:15 p.m. – 1:15 p.m. EST

**Keynote Session: Uncomfortable Conversations with A Black Man:**

**A Fireside Chat with Emmanuel Acho and Three Industry Leaders** including:

- Rick Gadd, President at Essilor of America
- Thomas Swinnen, President, North America at Johnson & Johnson Vision
- Gary Black, President at Black Optical

1:30 p.m. – 2:15 p.m. EST

Breakout Sessions – The Pivot: Changing Your Mindset During Difficult Times

3 p.m. – 4:45 p.m. EST

**Keynote Session: Economic Trends with Brian Beaulieu**