Annual Member Business Meeting Summary

January 22, 2015

PGA Resort, Palm Beach, FL

I. Business Meeting Call to Order

• Raanan Naftalovich, Chairman, called the Business Meeting to order at 10:05 a.m., and presented the agenda for the session.

• Raanan invited those members who had completed their service on the Board of Directors for 2014, and thanked them. Members included:
  
  Jeff Frumkin, EyeQ Eyewear
  Claudio Gottardi, Marchon Eyewear (Absent)
  Doug Hepper, VisionEase
  David Meissenheimer, DAC Vision
  Dick Russo, Safilo

• Jamie Shyer, Zyloware. Jamie was acknowledged for his service in past positions as Immediate Past Chair and Chair of the Board of Directors; Chair of the Eyewear & Accessories Division; and Chair of the Show Committee.

• Raanan announced the end of his tenure as 2014/2015 Chairman of the Board, and his transition to the position of Immediate Past Chair for 2015/2016.

II. Voting and Minutes Approval

• Raanan introduced the slate of nominees as follows:

  At Large Seats – (2) 2-year terms:
  Glenn Rusk, Safilo, Eyewear & Accessories Division
  Holly Rush, Luxottica, Eyewear & Accessories Division

  At Large Seat, (1) 2-year term:
  John Corsini, Super Systems, LPT Division
Officers, (2) 1-year terms:
Chairman:  Marty Bassett, Walman, Optical Lab Division
Vice Chairman:  Mike Hundert, REM, Eyewear & Accessories Division
Secretary/Treasurer:  Ken Bradley, Eschenbach, Low Vision Division
Immediate Past Chair, Raanan Naftalovich, Shamir, Lens Division

A call for a motion to approve followed.

COMMENTS/ACTIONS:
All nominees were approved.

• Raanan referenced the Board meeting summary and called for a motion to approve.
  1. September 2014, Vision Expo West Meeting

COMMENTS/ACTIONS:
The meeting summary was approved.

• As elected Chairman, Marty Bassett thanked the membership and his fellow Board members, and then presented the Chair’s Visions and Goals for 2015/2016. Highlights included:
  1. Governance; increasing communication between the Board, members and staff;
  2. Continued Focus on the International Vision Expos;
  3. Expanding our brand presence; and
  4. Stimulating market growth. We will also continue to support our Think About Your Eyes campaign, which has proven to increase the number of eye exams and decrease the time between eye exams.

III. Think About Your Eyes Update

• Dave Plogman shared that 2015 will be the biggest year yet for the TAYE campaign. Highlights of the campaign included:
  1. 944 million impressions generated in 2014; projecting 1.1B impressions in 2015;
  2. 5% increase in total eye exams;
  3. 9.3% increase in pharmaceutical RXs written or referrals;
  4. 24.8% increase in eye diseases diagnosed;
  5. 17 current industry and associate supports; and
6. 10M budget.

- Initiatives for 2015:
  1. More aggressive schemes in PR and digital media;
  2. Projected 2.6M visits to website (1.2M visitors in 2014); and
  3. 540,000 spots across an estimated 5,200 stations on 5 networks.

- Dr. David A. Cockrell, O.D., President of the American Optometric Association, encouraged members to speak with their constituents about becoming members of The Vision Council and conveyed the importance of participation in TAYE.

IV. Wrap-Up

- Mike Daley recognized Ed Greene, and thanked TVC staff for their hard work and dedication. All members were encouraged to become involved with the committees, staff, and Board.
- Mike provided his cell number to members and urged them to contact him for any assistance.
- Marty Bassett thanked Mike Hundert and the programming committee for planning and implementation of the Executive Summit. In closing, he also recognized Mike Daley and the TVC staff, and thanked Raanan for his efforts over the past two years while serving as Chairman of the Board of Directors.

V. Adjourn

Marty concluded the business meeting portion of the session at 10:50 a.m.

Submitted for approval,

R. Michael Daley

Chief Executive Officer, The Vision Council

Approved,

Marty Bassett

Chairman, The Vision Council