

# VISION EXPO

## 2024 | NYC

# SHOW DAILY

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**SUNDAY**  
**MARCH 17**

## Attendees Celebrate Grand Finale Of Vision Expo East in New York

NEW YORK—After nearly four decades of showcasing some of the best eyewear products, eyecare technologies and countless hours of continuing education at Vision Expo in New York City, attendees at this year’s Show soaked in every moment and celebrated Expo East held for the final time at the Jacob Javits Center. More than 450 leading eyewear and eyecare companies showcased their latest products and technologies, and attendees were again treated to VisionEd, the accredited educational program of Vision Expo featuring nearly 200 sessions, new product launches, special events and company anniversary celebrations.



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## Vision Expo East Concludes Show And Historic Residency in New York



NEW YORK—As Vision Expo East 2024 wraps up today, the organizers of Vision Expo, The Vision Council and RX, would like to thank all supporters, attendees and exhibitors for their enthusiasm, hard work and commitment that has made the Show so successful this year, and for the last few decades. We thank the Javits Center and the city of New York for its unwavering support and hospitality, empowering us to host and execute one of the world’s best events for the eyecare and eyewear industry.

### Career Zone

The industry’s future is the highlight of the final day of the

Show, and students and young professionals are encouraged to check out the Career Zone from 10:00 am – 3:00 pm. Located at the Bridge on the Show floor, the Career Zone will offer young professionals and students invaluable opportunities to network with industry leaders, engage in panel discussions and win prizes.

The Career Zone-Student Lounge will also host some special events and programming, including a panel session at 11:30 am, titled, “Where Should I Start My Eyecare Career?” and a session about Life, Work and Balance in the Eyecare Industry, taking place at 2:30 pm.

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## The Career Zone, a Resource for Students and Young Professionals, Returns to Vision Expo

NEW YORK—The Career Zone returns to Vision Expo East and will take place today, Sunday, March 17, from 10:00 am – 3:00 pm. Located at The Bridge, the Career Zone student lounge will serve as a central hub for students and young professionals to network with participating companies, all of which are actively recruiting and seeking new talent. Participating companies include EssilorLuxottica Eye Care, MyEyeDr., SEE Eyewear, Vision Source, VSP Premier, Walmart and Warby Parker. Turn to Page 18 for a full listing of events at the Career Zone today. ■



Let your child discover the difference.

ZEISS SmartLife Young Lenses



## CooperVision Introduces 2024 Best Practices Honorees and Student Award Recipients

SAN RAMON, Calif.—Recognizing both current and future leaders in optometry, CooperVision announced its 2024 Best Practices honorees and student award recipients. The initiative—now in its ninth year—honors innovative U.S. eyecare practices who are committed to advancing the profession and providing exceptional patient care, while the student component enables standout third-year optometry students to learn directly from the best of the best.

The 10 new honorees join a prestigious group of 80 other extraordinary optometry practices that have been featured and supported through the initiative since 2016.

“Every year, we are captivated by the stories of so many outstanding optometry practices who go above and beyond for both their patients and the profession. It is truly rewarding to partner with our Best Practices honorees to share those stories more broadly across the industry,” said Michele Andrews, OD, vice president of professional and government affairs, Americas, CooperVision.

“We know that the ideas and experiences of our newest honorees will continue to in-

spire other eyecare professionals—and each other—to find even greater success in their practices. We welcome them all to the Best Practices family and look forward to what’s to come this year.”

### The 2024 Best Practices honorees are:

- Appley Valley Eye Care - Apple Valley, Minn.
- Bright Family Eye Care - West Harrison, Ind.
- Canby Eyecare - Canby, Ore.
- Eagle Vision - Eagle Mountain, Utah
- McCulley Optix Gallery - West Fargo, N.D.
- My Eye Dr. - Birmingham, Ala.
- North Carolina Primary Vision Care Associates - Concord, N.C.
- Optometric Center For Family Vision Care & Vision Therapy - San Carlos, Calif.
- Pacific Rims Optometry - San Francisco, Calif.
- Stone Oak Vision Source - San Antonio, Texas

CooperVision’s Best Practices program also includes a component for third-year optometry students. Each year, three students are awarded the opportunity to participate in the annual Best Practices educational summit to learn from and network with the honorees.

### The 2024 Best Practices award recipients are:

- Alice Kim, University of Alabama at Birmingham School of Optometry
- Kendra Kim, State University of New York, College of Optometry
- Meagan Seufert, Pacific University College of Optometry

Students were selected based on their academic standing at a U.S. optometry school, their demonstration of leadership and participation in school or community activities, academic honors and additional optometry-related experience.

“The Best Practices community creates a unique network of both well-established practices and ‘rising stars’ who can all learn from one another,” said Dr. Andrews. “While the students look forward to hearing from some of the best of the best in the profession, they also bring their own refreshing perspective to the group that leaves everyone feeling inspired.”

To stay up to date on CooperVision’s Best Practices and learn more about this year’s honorees, visit [coopervision.com/practitioner/best-practices](https://coopervision.com/practitioner/best-practices). ■



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### NOW People’s Choice Award

For those who cast a vote for their favorite frames at NOW by Vision Expo, stop by the NOW Pavilion at 12:00 pm for the announcement of the NOW People’s Choice Award winner. While at the Pavilion, take a last look at the Show’s award-winning styles and designs.

### Save the Date

We thank you again for making this year’s Vision Expo one of the best yet. Save the date for our next shows, Vision Expo West in Las Vegas, Nev., taking place September 18-21, 2024. And join us in sunny Orlando, Fla., at the Orange County Convention Center for Vision Expo East 2025, taking place February 19-21. ■



Jason Compton, OD, addresses the audience at the Global Contact Lens Forum on Thursday morning.

# SHOW SHOTS



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1. Skyline views set the backdrop on Friday night for the Zeiss Curtain Call reception at The Peak in Hudson Yards. Attendees took in the sunset while enjoying dancing, conversation, delicious food and live music.

2. The Rock4Sight Band has raised \$3 million for optical non-profits in 16 years of shows. (L to R) Celebrating this landmark at Friday night's show at the Hard Rock Café were longtime band members Terry Marquardt, OD, Eric Rollins, David Salk (holding the mic), Andrew Karp, John Alofs and Bob Stein.

3. (L to R) Attending the Optical Women's Association's Star's, Sips and Scholarships cocktail reception and networking event were Jobson's Marge Axelrad, The Vision Council's Ashley Mills, and EssilorLuxottica's Amy Stachler and Deb Bulken.

4. Ocuco's Elias Zacci (l) and Shannon Olsson shared new technology to help eyecare providers and labs improve workflow and efficiency.

5. As part of the Visionaries Unveiled presentations at The Bridge, the Accessories Council's Karen Giberson (l) and Frank Zambrelli discussed sustainability and ESG (environmental, social and governance).

6. Business was brisk in the Atelier. Nick Fleek (l) of Poets Eyewear showed product to Claudia and Stan Lesniak of Express Optical.

7. Jerome Morel (l) and Tom Castiglione took a much needed break from meeting with customers at the Morel booth.



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1. Yesterday, longtime eyewear executive Harvey Ross announced a new North American Sergio Cereda Design Award, presented by the Ross Family Viva Foundation Corp and powered by *20/20 Magazine*. This is the second award created in honor of eyewear designer Sergio Cereda to recognize distinctive and emerging talent in the eyewear industry. (L to R) At the announcement at the Bridge were *20/20*'s Victoria Garcia, Stefania Cereda-Oppermann, Harvey Ross, Ketty Cereda and ClearVision's David Friedfeld.

2. Devyn Shea (r) of Benjamin Franklin Cummings Institute of Technology was named the National Federation of Opticianry Schools College Bowl champion at the annual event sponsored by EssilorLuxottica. The award was presented by Judy Lew, professional development director for opticianry, EssilorLuxottica.

3. Grammy-nominated singer and songwriter, Sophie B. Hawkins, (r) followed her performance at The Bridge with a conversation with Bad Habits "The Eye Docs of Rock" bassist, Michael "Jules" Raies, OD.

4. Doug Weaver (l) and Jamal El-Hindi manned the Filtertech booth.

5. Flaunt the Frame, a new series presented by IMAGINEM, transcends conventional fashion shows by focusing solely on eyewear and providing an unfiltered view of cutting-edge designs.

6. Nouveau Eyewear's Jani Burke sported some of the company's latest sunwear at the booth.

7. At the Physician Burnout Session hosted by the National Optometric Association, Dr. Frank Barnes, Jr., BNC Eyewear Group, addressed the audience about dealing with stress in the workplace.



# SHOW SHOTS



1. (L to R) Zeiss team members Mike Racioppi, Summer Bouchedid and Jens Boy were ready to talk about lenses with attendees.
2. (L to R) Hoya's Paul Manfredi, Kenny Cordova and Ed Repp were dancing to the music at a reception at the booth.
3. (L to R) CooperVision's Jennifer Mirocha, Matthew Franzino and Gabrielle Papish met with clients to discuss the latest developments in contact lens technology.
4. Thomas Burkhardt (l) and Andy Skitmore took a much needed break at the VSP Vision booth.
5. Andrea Stringhini (l) and Candice Zatonski shared the latest in fashionable eyewear from Safilo, from their new location at the Terrace in the Javits Center.
6. Steele Young took a break from Satisloh's Tech Tours and happy hour.
7. (L to R) The WestGroup team of Dennis Davis, Beverly Suliteanu, Michael Suliteanu and Michael DeBono were on hand to showcase the latest designs and meet with clients.



## Attendees Celebrate Grand Finale of Vision Expo East in New York

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Beginning in 2025, Vision Expo East will permanently relocate to Orlando, Fla. The initial show is scheduled for Feb. 19-21.

"We're thrilled with the overwhelming success of our final show in New York. The excitement was palpable, the energy was electric, and the show floor was packed, with attendance surpassing last year's numbers," said Fran Pennella, event vice president of Vision Expo, RX.

"It's a testament to the passion and dedication of our attendees, exhibitors and conferees, and we couldn't be more grateful for their support as we wrap up our residency in New York and begin a new chapter in Orlando next year."

Some attendees appeared to have mixed feelings about the move south next winter, feeling a bit sentimental about leaving the Big Apple.

"I came to the show because what they do here emphasizes why I love being an optician. It's a fashion mecca," said Natasha Kuberski, optical supervisor, Eye Physicians and Surgeons. "When I think of Vision Expo, I think of New York. After 24 years in the

industry, when they say Vision Expo, it's New York."

"Changing venues is definitely going to bring some new people to the show that didn't attend before, but I think overall this year's show is looking pretty good," added Rick Guinotte, CEO of Acquios Alliance and Advisors. "The vendor hall is full, and it looks like people are definitely getting in there and talking to people. So, this is a good event for Expo in its last year in New York."

Vittorio Verdun, president of North America, Safilo Group, said, "We are really happy to be here at the last Vision Expo East in New York City even though it's a bit bittersweet. The energy has been high and the mood has been optimistic."

One of this year's highlights came at the OptiCon general session, which featured an inspirational conversation with Rebecca Alexander, LCSW-R, MPH, who has been losing her vision and hearing due to Usher Syndrome (type 3) since adolescence. She spoke with Blair Wong, ABOM, NCLEC, about her accomplishments, challenges, and the encouragement and inspiration that she gives others who are facing their own challenges.

The NOW by Vision Expo and the accompanying NOW Awards also returned, featuring some of the most innovative designers in the optical industry. All Vision Expo



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East eyewear exhibitors were welcomed to participate by submitting a product for inclusion that aligned with the 2024 themes, ranging from New York City nostalgia to innovative materials and technologies.

A new fashion show series by IMAGINEM, titled Flaunt the Frame, made its debut at Vision Expo East 2024 and provided a

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showcase for independent eyewear designers. More than 75 independent designers from around the world were also showcased at the expanded Atelier neighborhood.

"I came to this particular show because it's the last show in New York. I come to see the frames and technology, and every year is different," said Arthur Mataoff, optician, VistaSite Eyecare.

This year's Vision Expo East also featured a number of notable anniversaries, led by *20/20 Magazine's* 50th anniversary celebration featuring a walk-through history, with a life-sized timeline that showcased the journal's journey over the past five decades as well as key industry milestones.

Other notable anniversaries included ClearVision Optical celebrating 75 years in 2024, Coburn Technologies marking its 70th anniversary, Eye Q Eyewear turning 30, and Modern Optical International hosting a celebratory toast in honor of its 50th anniversary.

The National Federation of Opticianry Schools (NFOS) hosted the College Bowl competition, another attendee favorite, featuring a game show-style format with questions covering various aspects of opticianry.

Among the many special events, Grammy-nominated singer and songwriter Sophie B. Hawkins provided attendees with a special performance on Saturday and also discussed her personal journey living with



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**-Fran Pennella, event vice president of Vision Expo, RX.**

exotropia and amblyopia.

Overall, the final Vision Expo East show in the Big Apple lived up to the billing, as attendees felt the energy and excitement when they walked through the doors of the Javits Convention Center hall for the last

time before the move to Orlando next February.

"It's super exciting to be here. It's my first year with Safilo. The show has been high-energy. People in the booths were saying that they were busy, and many reported an overall good turnout," said Lauren D'Angelo, account executive, Safilo.

"The show seems more upbeat than in past shows as the whole climate with everything is better now," added Elizabeth Kaczmarczyk,

owner, Antique Addiction, Brooklyn, N.Y., who was walking the show floor looking for sunglasses. "I'm so sad this is the last year for the show in New York. I just think New York is the greatest city."

While Vision Expo East is set to make its move to Orlando in 2025, don't forget to mark your calendars for Vision Expo West, which will be held in Las Vegas from Sept. 18-21, 2024.

"The anticipation for Vision Expo East 2025 is steadily building—we've seen an incredible response from our existing exhibitor base who have already contracted for Orlando, and there is an incredible buzz leading into what will be a dynamic show experience and expanded market for everyone," said Pennella.

"For any exhibitors who haven't confirmed their Orlando booth space yet, Vision Expo Show Management encourages them to secure their spot and stop by the Exhibitor Sales Booth on the Show floor before the Show concludes today," she said. ■