

VISION EXPO

2022 VEGAS

Question of the Day

What motivated you to come to Vision Expo West and what courses are you taking?



Bethany Davidson
Vision Institute Northwest
Spokane, Washington

"We are looking at upping our marketing game. We just rebranded and want to market the Institute better to our patients and the city of Spokane as well."



Anna Goldenberg
West Hills Optometry
West Hills, California

"I'm interested in management courses. It's great to learn how we can do the best for our patients without having a medical degree."



Chris Lechner
RepSpark
Anaheim, California

"I work for a software company, and we are trying to learn how to better understand the opticians and eye facilities and how we can make it easier to work with major suppliers when purchasing glasses and lenses"

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SHOW DAILY

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THURSDAY
SEPTEMBER 15

Vision Expo West 2022 Is Underway in Las Vegas



Vision Expo West is underway at The Venetian Convention Center & Expo in Las Vegas. On behalf of the Show organizers, The Vision Council and RX, welcome to Vision Expo West 2022. With more than 380 exhibiting companies across the dynamic Show Floor, a completely new continuing education program and a robust lineup of engaging programming and energetic events, Vision Expo West is poised to be a dynamic and impactful Show.

The Show Floor features more than 380 exhibiting companies across several, distinct Show Floor neighborhoods, including

some new areas.

The Panorama is a new neighborhood spotlighting the innovative frontier of vision technology, including cutting-edge business solutions, medical advances, software and wearables that are paving the path for what's to come in the industry.

After making its debut at Vision Expo East in New York City earlier this year, The Atelier is also making its first appearance at Vision Expo West. The Atelier features artisanal eyewear and a limited group of sought after independent designers from across the world.

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TODAY@EXPO

Oakley Brand Ambassador Hague

NHL Vegas Golden Knights defenseman and Oakley ambassador Nicolas Hague will be at the EssilorLuxottica Booth #P13065 for a meet and greets today from 1:45 - 2:45 pm. Hague wears Oakley's clear shield, and now with its Prizm Lens Technology, which was just approved by the NHL for all players to wear. Come take photos with Hague and learn more about the technology and the importance for your patients.



Check Out the OWA's Connection Series Event

Be Bold. Be Visible. Be Unstoppable. Focusing on one of the key messages of her book, *The Digital Sales Rep*, best-selling author and co-founder of Marketing4ECPs Trudi Charest will inspire and energize you to identify and combine those special skills needed to help you stand out from the crowd. As a bonus, Trudi will invite these industry executives to share their insights on current trends and the future in optical: Dana Schwarzinger, VSP Vision; Sherianne James, EssilorLuxottica; and Amy Jantz, National Vision. Sponsored by VSP Vision, this year's Connection Series luncheon promises to

be an information-packed event. Attendees who registered for this event can head to Venetian Level 3, Murano Room 3304 from 12:00 to 1:30 pm.

Meet Delilah at the OptiCon@Vision Expo General Session

Head to the EyeMax Theater today at 12:30 pm for the OptiCon General Session: A Conversation with Delilah. Sponsored by EssilorLuxottica, Eyes of Faith Optical and OneSight, this event will feature an exclusive conversation with the radio personality and author. All registered attendees of the session are encouraged to visit the OptiCon Hub following the session for a meet and greet with Delilah where she will be signing copies of her book.



Learn About Making Your Practice 'Recession-Proof'

Today, The Contact Lens Institute and The Vision Council will present their latest research findings in the session "Recession-Proof Your Practice: New Research Reveals Highest Value Products & Services." Panelists will include: Klaus Ito, OD, resident, University of Virginia Department of Ophthalmology; Mark Schaeffer, OD, clinical field manager,

MyEyeDr.; Charissa Lee, OD, MBA, FAAO, board member, Contact Lens Institute; Luke Kulik, director, Prodege; and Jason Tu, OD, partner, Invision Optometry. This event will take place from 1:15 - 2:15 pm at the Innovation Stage.



The Innovation Stage Keynote Is a Can't Miss

This year, the Innovation Stage is headlined by a keynote presentation from globally recognized innovation strategist Shawn Kanungo, who will



share his innovation playbook and provide tips on how to make a dent in the world of eyecare during his presentation, "The Future of Eyecare is Human." Weaving together storytelling, humor, inspiration and actionable takeaways, he explores how we can take unexpected approaches to innovation to remain competitive and relevant. The event is being held today from 4:00 to 4:45 pm at the Innovation Stage

Booth #F13107 and will be followed by a welcome reception.

Hear About These Latest Steps Taken Toward Sustainability

Globally, a movement toward sustainability and cleaner manufacturing has blossomed anew, and the optical industry has responded. This session's panelists represent various sectors within the industry, and will discuss the measures they are taking to reduce waste, lower their carbon footprint, advance recycling initiatives and promote ways for eyecare providers to do the same at the practice level.

Panelists include: Thomas Kimber, Greg Novak, Nia Christoforakis, Ryan Rogers, Jill Saxon, OD, FAAO, and Alice Hsueh. This event will take place at the Innovation Stage from 2:45 - 3:30 pm today.



Explore the Optical Industry's Role in the Metaverse

The EYE2EYE Series event, "The Optical Metaverse," will be an interactive overview of the metaverse from the unique perspective of multiple panelists, moderated by Charlene Nichols, addressing why the time to embrace the Metaverse is now. The panel will cover what exactly the metaverse is and how to access it, as well as examining a number of use cases. This session welcomes audience engagement, so be sure to head to the Innovation Stage today at 11:30 am to check it out.



More →

TODAY@EXPO

Check Out L'Amey America's American-Crafted Collection Seven.Five

Join L'Amey America for the official launch of Seven.Five, its new luxury, ophthalmic collection handcrafted in the U.S. The collection is designed in Connecticut and carefully crafted in Wayne, New Jersey at the Scene Eyewear facility. See the launch collection, made up of 12 models in four colors each, at their Suite on Floor 35, Room 212 at the Venetian. Also be sure to check out the other L'Amey America brands: Champion, Nicole Miller, Ann Taylor, Sperry and Ben Sherman.



Meet Abby, ABB Optical's Newest Team Member

ABB Optical Group is premiering their newest team member Abby—ABB's new contact lens ordering platform designed to strengthen the relationship between ECPs and their patients by keeping the doctor at the center of eyecare. Their Booth #F5035 will be hosting demos of the platform, as well as ABB's Business Solutions products, ABB Analyze and ABB Verify. While you're there check out the latest from ABB Labs, ABB Contact Lens and the Specialty Vision Products team, who will also be fitting Altius Performance Tinted Contact Lenses at the booth.



See what's new at ABB & meet our newest team member Abby by visiting booth #F5035!

Vision Expo West
September 15 - 17, 2022



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Win Big in Vegas With LTD Eyewear

Stop by Booth #P14051 to see the new and exclusive value eyewear collections from LTD Eyewear. Receive a 20 percent discount when you visit their booth. All visitors will also get a free giant microfiber cleaning cloth, while supplies last, and can also enter for a chance to win a \$100 Amazon gift card with winners chosen every day. Stop by and learn more about how LTD Eyewear helps independent optical businesses.



Learn About a Time-Saving Product, and Enter to Win With Frames Data

Want to save 10 minutes per patient? Visit Frames Data at Booth #P21053 to learn how you can do that with their product, My Frame Gallery. If your practice dispenses frames, you can also earn a \$25 Starbucks card when you watch a My Frame Gallery demo. While you're there, enter a raffle for a \$250 Amazon gift card.



See Eyewear Designs' Newest Brand

Eyewear Designs Ltd. (EDL) is launching their newest brand, London Fog Eyewear for men and women. Founded in 1923, London Fog is a lifestyle brand rooted in style, quality and function. To celebrate, view any EDL collection and receive a winning scratch off ticket for great prizes at their Booth #P18011. Eyewear Designs will also showcase its other brands including: Psycho Bunny, Moleskine, Perry Ellis, New Balance, Elizabeth Arden, Jill Stuart, Tony Hawk, Hello Kitty and K'NEX Eyewear.



Explore Pepe Jeans London Optical at SD Eyes

SD Eyes has been named the U.S. distributor to independent ECPs for Pepe Jeans London optical. Come see the debut collection, which includes a polarized magnetic sunwear clip, at the SD Eyes Booth #P20071. While you're there, check out show specials and gift with purchase for SD Eyes' Rip Curl optical and Rx ready sunwear and C-Zone optical.



Pepe Jeans London optical. Come see the debut collection, which includes a polarized magnetic sunwear clip, at the SD Eyes Booth #P20071.

Reliance FX-920 Hits a Milestone Anniversary

Haag-Streit USA is celebrating the 25th anniversary of the FX-920 chair from Reliance Medical Products. The FX-920 was the world's first exam chair with full-power tilt and has become the highest selling Reliance chair in eyecare. Haag-Streit will be displaying a special 25th anniversary FX-920 at Booth #F10043, and invites you to stop by to experience the comfort and convenience of the FX-920 chair.



Look closer. See further.

Rock & Roll at the Opening Night Party

Bad Habits "The EyeDocs of Rock," the long-time rock band comprised of several practicing optometrists, will perform at the opening night party tonight. This year, Bad Habits will welcome celebrity guest drummer, Slim Jim Phantom of the Stray Cats, along with the Stars of the Million Dollar Quartet. The party will take place from 9:00 p.m. until midnight at the Brooklyn Bowl, located at 3545 S Las Vegas Blvd. There will be an open bar from 9:00 to 10:00 pm. All Vision Expo attendees are invited. Attendee badges are required for entry. ■



LATEST NEWS

Prevent Blindness Holds 14th Annual Swing Fore Sight Golf Tourney During Vision Expo West

LAS VEGAS—Prevent Blindness, the nation's leading eye health and safety nonprofit organization, held its 14th annual Swing Fore Sight Golf Tournament on Wed., Sept. 14, at the Bali Hai Golf Club, Las Vegas, in conjunction with Vision Expo West. All proceeds from the annual event go to support the sight-saving efforts of Prevent Blindness.

The 2022 Swing Fore Sight sponsors included AEG Vision, Bausch + Lomb, Europa Eyewear, FYidoctors, Jobson Interactive, Jobson Optical Group, National Association of Vision Care Plans (NAVCP), Ocuco, Professional Eye Care Associates of America (PECAA), RevCycle Partners, Shamir, Shopko Optical, Transitions, The Vision Council, Vision Expo, WestGroupe USA and Zyloware.

Joe Savarese of Jobson Interactive served as chair of the Swing Fore Sight planning committee. Additional committee members included Maureen Beddis, The Vision Coun-



(L to R) Joe Savarese, Jobson Interactive, and Swing Fore Sight planning committee chair; Jim McGrann, PECAA; Prevent Blindness board of directors chair-elect, Jeff Todd, president and CEO of Prevent Blindness; and Richard Sanchez, Visibility Management, LLC, and past-board of directors chair of Prevent Blindness at the Prevent Blindness Swing Fore Sight Golf Tournament.

cil; Dennis Davis, WestGroupe USA; Alan Gunner, AEG Vision; Rob Marcella, Compliance Specialists, LLC; Jim McGrann, PECAA; Hunter Noell, Jobson Interactive; Fran Pennella, Vision Expo; and Scott Shapiro, Europa Eyewear.

"This year's Swing Fore Sight Golf Tournament was another tremendous success, thanks to our sponsors and many partici-

pants," said Jeff Todd, president and CEO of Prevent Blindness. "We hope everyone enjoyed themselves out on the links in tremendous support of our organization."

For more information on the Prevent Blindness Swing Fore Sight Golf Tournament and future Prevent Blindness events, contact Sue Corbett at scorbett@preventblindness.org or visit preventblindness.org/swingforesight. ■

Safilo Group to Debut New Booth at Expo as it Celebrates its 60th Anniversary

LAS VEGAS—Safilo Group will debut a striking, newly designed booth when Vision Expo West opens its Show Floor doors today. "Vision Expo West is an amazing opportunity for us to support our industry and celebrate our people, products and heritage with our customers. We are excited to be present in very impactful ways with our inviting new open booth concept, educational offerings, two customer events and industry sponsorships," said Safilo Group's president and CCO of North America, Francesco Rinaldi Ceroni.

The open concept booth will provide a very welcoming and inviting environment with seating areas to meet, greet and reconnect with Safilo, anchored by four free-standing focal walls. The front area of the



Safilo Group's newly designed booth provides a welcoming and inviting environment.

booth will feature Safilo's newest Carolina Herrera collection, which launched at Vision Expo East in March, while the interior space will serve as a lounge area with a large video screen and additional monitors that will play visually impactful corporate videos and

branded content.

For its 60th anniversary in North America, Safilo celebrates its commitment to People, Product and Planet with an exciting new campaign for North America, starring several Safilo USA employees and sales team members, which will make its formal debut inside the Safilo booth at Vision Expo West.

On Friday, September 16 at 2:30 pm (PT), show attendees, Safilo's customers and the media are invited to the Safilo Booth #P14022 to join Safilo Group's CEO Angelo Trocchia and Rinaldi Ceroni, for a celebratory prosecco toast—complete with customized cookies—to commemorate Safilo Group's 60th anniversary of commercial presence in North America. ■

SHOW SHOTS



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1. These enthusiastic hikers visited Red Rock Canyon park near Las Vegas yesterday morning to take part in the inaugural Vision Expo West BusinessOutside Connection Hike. The outing, which drew about 50 participants, was sponsored by The Vision Council and BusinessOutside, a leadership consulting company.

2. (L to R) Jobson Optical's Samantha Armstrong; Ferdinand DelCarpio; Jobson Optical's Dennis Murphy; and Dr. Scott Pouyat at the Swing Fore Sight Tournament.

3. Jeff Todd (l), Prevent Blindness and Alan Gunner, AEG Vision and Prevent Blindness board of directors member taking a break at the golf Tournament.

4. Jeff Todd, Prevent Blindness, with Lumenis' Stacey Winter and Dr. David Nelson at the 14th annual Swing Fore Sight tournament.

5. The Vision Council's chair, Zeiss' Karen Roberts and The Vision Council's VP Mitch Barkley catch up during one of The Vision Council's member meetings.

6. Catching up at the Vision Council Member Update, Safilo NA's Victoria Hallberg and Shopko's Kirk Lauterback.

7. Opti-Port, a national alliance of leading multi-office eyecare providers, hosted the Spark Conference at Vision Expo West. The event was an opportunity for ECPs to share insight among like-minded business owners. (L to R) Jamie Rosin, Rosin Eyewear, Chicago; Dr. Jason Lake, general manager PERC and Opti-Port; Mike Kogelis, Big City Optical Chicago; and Dawson Li, Li & Liao Optometry, Bakersfield, California.



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1. Safilo sponsored a Carrera driving event with Dream Racing at the Las Vegas Motor Speedway and some lucky invitees were able to do a few laps around the track.
2. Safilo's Eden Wexler and David Amar of Designer Eyes in Florida were on hand for the Safilo Carrera driving event.
3. EssilorLuxottica's Anthony Vetrano and Jeffrey Rodriguez put the finishing touches on their booth.
4. MacuHealth's Brittney Rushton gets everything in order in anticipation of the Show's opening.
5. Brian Domborski makes sure the eyewear samples are ready for the Modo booth.
6. For Paul Cullenen and Christopher Dawson-Charles, teamwork makes the dream work at the Zeiss booth.
7. Nouveau's Jani Burke is all ready for the opening day crowds.



SHOW SHOTS



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1. Jason Compton, OD, dispenses some pearls of wisdom to attendees at a session titled Marketing for Specialty Contact Lenses as part of the Global Contact Lens Forum.

2. VSP Vision's Tami Ortiz is checking things off her list during booth setup.

3. Bill Picillo (l) and Candice Zatonski team up to make sure all is in order for Safilo's new booth.

4. John Jeffrey checks to make sure it's all systems go at the Essilor Instruments booth.

5. Haag-Streit's Tonya Lay (l) and Lauren Lavelle get everything straightened up at the booth.

6. Jose Perelta (l) and Anthony Quintana double team the equipment setup at the Lumenis booth.

7. (L to R) Kristin Fisher, Maria Grimaldi and David Fielding take a much needed break from their booth setup duties.



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Prevent Blindness Names Megan Molony as the 2023 Person of Vision Award Recipient

CHICAGO—Prevent Blindness, the nation's leading eye health and safety nonprofit organization, announced today that the 2023 Person of Vision Award will be presented to Megan Molony, senior vice president, chief merchandising and managed care officer, of National Vision Inc. The award presentation event will take place on March 16, 2023, at 583 Park Avenue, New York, N.Y., in conjunction with Vision Expo East. All proceeds from the event help fund the vision and eye health programs of Prevent Blindness.

The Prevent Blindness Person of Vision Award recognizes an individual, corporation and/or organization whose inspired outlook champions healthy vision and its importance for a healthy life. Molony was chosen as the recipient of the Person of Vision Award for years of dedicated commitment to healthy vision, access to affordable eyecare, and industry mentorship.

Molony has been a part of the optical industry for more than 25 years. She has served in various key leadership roles across several

different functional areas for some of the largest global optical companies, including both Luxottica and Essilor, as well as National Vision. As National Vision's chief merchandising and managed care officer, Molony has strategic oversight of product, pricing, visual merchandising, and managed care payor relationships/contracts. She holds a Bachelor of Science degree from Purdue University.

In addition to her role at National Vision, Molony has been very active in supporting the overall industry. She is currently a board member of the Optical Women's Association, and the National Association of Vision Care Plans (NAVCP). She has also served to develop the vision industry's future leaders by serving as a mentor for The Vision Council's Emerging Optical Leaders program, and is a past board member for the global nonprofit, OneSight from the EssilorLuxottica Foundation.

National Vision is the second largest optical retail company in the U.S. by sales, with more than 1,300 stores in 44 states and Puerto



Megan Molony

Rico. With a mission of helping people by making quality eyecare and eyewear more affordable and accessible, the company operates five retail brands: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select

Walmart stores, and Vista Optical inside select Fred Meyer stores and on select military bases, as well as several e-commerce websites, offering a variety of products and services for customers' eyecare needs.

"We are thrilled to honor Megan Molony not only for her work to help the public see clearly, but also for her commitment to developing the next generation of leaders in the vision industry," said Jeff Todd, president and CEO of Prevent Blindness.

For more information, including sponsorship opportunities, Person of Vision Award committee membership, and reservations, contact Sue Corbett at (312) 363-6014 or scorbett@preventblindness.org or visit <https://preventblindness.org/personofvision>. ■

EssilorLuxottica and Armani Group Renew Licensing Agreement for 15 Years

CHARENTON-LE-PONT, France and MILAN, Italy—EssilorLuxottica and the Armani Group announced Wednesday the renewal of their licensing agreement for the development, production and worldwide distribution of eyewear under the Giorgio Armani, Giorgio Armani Privé, Emporio Armani, EA7 Emporio Armani and A|X Armani Exchange brands. The existing agreement, which took effect on Jan. 1, 2013, and expires on Dec. 31, 2022, has been renewed for 15 years, effective Jan. 1, 2023.

The relationship between EssilorLuxottica and The Armani Group dates back to 1988, when Luxottica's founder and late

chairman Leonardo Del Vecchio teamed up with Armani's founder and chairman Giorgio Armani to bring Armani-branded glasses, using the highest quality materials and skilled craftsmanship, to the global market. This move helped to change the way consumers used their glasses, evolving them from a necessary medical device into a fashion accessory and a symbol of personal style. Giorgio Armani said, "During the course of my career I have always built long-term collaborations and agreements with trusted partners.

"The relationship with EssilorLuxottica has been a cornerstone of my path, born from

personal and professional esteem, which has led to challenging choices. Such an important renewal is the confirmation of a mutual loyalty that makes me proud and that will lead to further, important innovations," Armani said.

"Leonardo Del Vecchio saw in Giorgio Armani a fellow entrepreneur with a shared passion for quality and innovation, and we are excited to continue on the journey they started," said Francesco Milleri, chairman and CEO of EssilorLuxottica. "In keeping with Leonardo Del Vecchio's vision, with Armani we inaugurate a new long-term partnership model that will anchor us in the same spirit for many years to come." ■

LATEST NEWS

Haag-Streit Opens Surgical Microscope Production Site in Switzerland

KOENIZ, Switzerland—Haag-Streit announced the opening of a new state-of-the-art microscope production site in Aesch, Switzerland. In September 2021, Haag-Streit decided to reposition itself in the field of surgical microscopes and focus solely on ophthalmology and the production and future development of the extremely successful Hi-R NEO 900, as well as the next generation of ophthalmic surgical microscopes. In conjunction with this strategic decision, Haag-Streit has moved the production of its surgical microscopes from Wedel, Germany to Aesch, Switzerland, and transferred the responsibility for production to Haag-Streit Diagnostics in Koeniz, Switzerland.

This allows the company to bundle its existing competencies in ophthalmic diagnostics and surgery and helps to better align process-



(L to R) Attending the opening of the new Haag-Streit manufacturing facility in Aesch, Switzerland are Edgar Sporer, CEO Spectros AG; Manuela Sutter-Meler, director sales specialists and international customers, Haag-Streit; and Stefan Mahler, director global sales, Haag-Streit.

es in areas such as supply chain, production and quality assurance.

Aesch is located just a five-minute drive from Ettingen, where Haag-Streit subsidiary Spectros AG is headquartered. Spectros AG supplies the optics used in Haag-Streit's surgical microscopes and slit lamps, allowing the companies to take advantage of their synergies. In addition, Aesch is close to other

Haag-Streit Group companies; Haag-Streit Diagnostics in Koeniz, Switzerland, and Haag-Streit Simulation in Mannheim, Germany.

As part of this move, Haag-Streit has fully-analyzed and reviewed its supply chain and reexamined the various assembly steps in the production of Hi-R NEO 900 microscopes. This has led to the installation of a new state-of-the-art assembly line in the new location's large production area. In addition, the organization has adopted a LEAN manufacturing approach to create a production system that focuses on reducing waste, creating customer value, and seeking continuous process improvement.

After passing the audit for the manufacture of its microscopes on July 19, 2022, Haag-Streit has been manufacturing its flagship product, the Hi-R NEO 900 microscope, in Aesch since the beginning of August. ■

Vision Expo West 2022 Is Underway in Las Vegas

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Additional Show Floor neighborhoods include:

- **The Focus**, representing the foundation of eyecare, The Focus brings together lens and coating technology, lens processing techniques, disease management solutions, contact lens innovations and eyecare practice

optimization.

- **The Park** is where industry icons, ubiquitous brands and prestigious collections unveil their latest styles and offerings in inspired large-scale displays.

- **The Union**: An energetic showcase featuring independent designers.

The Suites have also returned to Vision Expo West, offering attendees access to established luxury fashion houses and the latest exclusive upmarket boutiques in an intimate and unparalleled buying experience.

For helpful Show resources, check out the Vision Expo mobile app. ■

Question of the Day

Continued from page 1



Jorge Aranda Tello, OD
Opticas Jamar
Chiapas, Mexico

"Our company has been in business for 56 years. We are second generation. Our parents were the founders. We want to learn about financial, human resources, e-commerce, branding, investing and cash flow. We want to innovate everywhere we can in our company."



Marc Ponce
Vision Associates of El Paso
El Paso, Texas

"Hopefully you learn something that you haven't been exposed to that you can implement in your own practice. I want to learn about building out a practice and adding a new niche within the practice." ■