

VISION EXPO 2023 VEGAS

SHOW DAILY

PUBLISHED BY **VM** IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

**SATURDAY
SEPTEMBER 30**

It's a Wrap for Vision Expo West 2023

LAS VEGAS—As Vision Expo West 2023 draws to a close today, attendees are busy taking advantage of the last of the educational sessions and making their final stops on the exhibit floor. The four-day event, which again brought together thousands of members of the optical industry, offered attendees the newest product offerings and launches, valuable networking opportunities as well as some fun in the sun at several special events in the desert.



When asked why they chose to attend Vision Expo West this year, attendees offered a variety of responses, from wanting to see the newest frames, attending the educational courses, a desire to keep up with the latest technology, to looking for help with staffing solutions.

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VM Celebrates 2023 'Class' of Influential Women in Optical at Gala Luncheon

LAS VEGAS—*Vision Monday* celebrated its 2023 "class" of Most Influential Women in Optical at a gala luncheon here on Friday. This year's honorees were joined by many past honorees, adding resonance to the special event.



The 2023 "class" of *Vision Monday's* Most Influential Women in Optical posed for a group photo at the gala luncheon held here yesterday.

This year's group of MIWs (Most Influential Women) is made up of executives, sales and marketing professionals, designers, ECPs, lab experts, social media mavens, administrators, researchers and teachers. They oversee companies, head up marketing and design teams, and run universities and optical practices. This eclectic mix

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As Expo Comes to a Close, Optical Looks to the Next Generation of ODs



LAS VEGAS—As Vision Expo West 2023 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.

Today, students and young professionals are encouraged to check out the Career Zone-Student Lounge from 9:30 am - 3:00 pm. Located at the Innovation Stage, the Career Zone-Student Lounge is a central hub for students and young professionals to network

with participating companies, all of which are actively recruiting and seeking new talent. The Career Zone-Student Lounge will also host some special events including:

9:30 am

Career Zone - Student Lounge opens for the day
Students' Passport & start networking

10:00 - 10:30 am

Sights & Insights From Eye Care Professionals Like You!

Presented by Uniting Vision Care

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Two-in-one:
Refraction simplified.
ZEISS VISUCORE 500



InflammX Therapeutics Wins First Ever Ocular Horizons Award

LAS VEGAS—InflammX Therapeutics took home the first ever Ocular Horizons award yesterday afternoon as the EYEnovate program came to an end. The company won for their presentation on Thursday, made by CEO Brian Levy, OD, MSc, titled Novel Platform Technology Targeting the Pathological NLRP3 Inflammasome in Retinal /Kidney Disease.

InflammX Therapeutics is a clinical-stage company treating autoinflammation due to dysregulation of a newly discovered innate immune pathway called NLRP3 inflammasome which can impact diabetic eye disease, diabetic kidney disease and macular degeneration. Levy discussed their novel platform technology targeting the pathological inflammasome in retinal/kidney disease.

The treatment is an oral small molecule formulated as a tablet and dosed once daily.



InflammX Therapeutics' Brian Levy, OD, second from right, with the EYEnovate judges (l to r) Susy Yu, OD, Ashley Mills and James Rosin.

Primary indications are the intermediate form of AMD (iAMD), Diabetic Retinopathy and Diabetic Nephropathy.

EYEnovate, a brand-new series highlighting groundbreaking technological innovations in the optical field, made its debut Thursday at

Vision Expo West. Vision Expo's Innovation Stage, the main stage destination for attendees on the Show floor, hosted the EYEnovate sessions.

The EYEnovate series explored the bleeding edge of advancements in eyecare technology and featured 15-minute talks by eight company leaders in their respective fields, showcasing the latest breakthroughs in areas such as automation, artificial intelligence, pharmaceuticals, diagnostics, VR/AR and other emerging technologies.

The judges included Ashley Mills, chief executive officer of The Vision Council, James Rosin, co-president of Rosin Optical Co., and Susy Yu, OD, MBA, FAAO, director of Business Strategy and Operations Support for Vision Essentials by Kaiser Permanente Southern California Permanente Medical Group. ■

As Expo Comes to a Close, Optical Looks to the Next Generation of ODs

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10:30 am – 2:30 pm

Professional Headshots

Hosted by MyEyeDr.

11:15 am

Starbucks Gift Card Giveaway

First 20 attendees to the 11:30 AM panel

Provided by the Marshfield Clinic Health System

11:30 am – 12:00 pm

Panel: Building Your Online Presence & Maximizing Your Impact

Moderated by YODA (Young Eye Doctors of America)

1:45 – 2:15 pm

Panel: Where Should I Start My Eyecare Career

Moderated by MyEyeDr.

2:15 – 2:20 pm

Passport Sweepstakes Drawing

2:20 – 3:00 pm

Ice Cream Social

Hosted by EyeCare Partners

The Career Zone-Student Lounge's supporting companies include:

- Elevate Eyecare
- EssilorLuxottica
- EyeCare Partners
- Marshfield Clinic Health System
- MyEyeDr.
- Vision Source
- VSP Premier
- Walmart
- Warby Parker



"We are thrilled to offer dedicated programming for students and young professionals at Vision Expo West 2023," said Suzanne Krauss, Industry Relations Manager. "It is so important for us to facilitate opportunities for students and young professionals to meet with hiring companies, all of which are equally as eager to meet viable new talent. The Career Zone offers students exclusive access to practical advice, career guidance and valuable support as they navigate their professional paths." ■

SHOW SHOTS



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1. Vision Monday celebrated its 2023 “class” of Most Influential Women in Optical at a gala luncheon here on Friday. (L to R) In attendance were some of this year’s honorees including, Dr. Aurora Denial, Mikki Collins, Rhonda Sizemore, Sharon Burkart, Heather Oliveri, Vision Monday’s Marge Axelrad, Kira Baldonado and Gilda Mehraban.

2. The luncheon’s keynote speaker, Dr. Simone Ahuja, a best-selling author, *Harvard Business Review* contributor and business school advisor, spoke about innovation and “intrepreneurship.”

3. (L to R) Attending the Most Influential Women in Optical luncheon were Jessica Barker, Europa Eyewear; Victoria Hallberg, DigitalOptometrics; Francesco Ceroni Rinaldi, Safilo; and Maria Matassa, CHR Group.

4. Match Eyewear’s Ethan Goodman (l) and Scott Kaehler are ready for customers and new clients.

5. Mondottica’s Andrea Andera and James Bruce take a much needed break from the busy Show floor.

6. Formula 1 motorsport racing legend Sebastien Bourdais (l) was on hand to sign autographs at the Shamir booth as Shamir’s Phil Pasit cheered him on.

7. (L to R) Ocuco’s Patrick Broe, Leo Mac Cana and Paul Clare are enjoying a busy second day at the Show.



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1. Bryan Rossi (l) and Andy Chang manned the Zeiss booth during a brisk day of doing business.
2. Kristin Siddall (c), Advanced Family Eyecare, Lavista, Neb., accepted the ABO-NCLE Patient Choice Award. Looking on were Carri Rivera, Bausch + Lomb Specialty Vision Instruments (l) and Curt Duff, Tinder Krauss Tinder.
3. (L to R) VSP Vision's Dana Schwarzinger, Andy Skitmore and Michelle Skinner took a much needed break from meeting customers.
4. Showing off Safilo's new open-concept booth are Alessandro Tropeano, Vittorio Verdun, Elisabeth Morikawa, Roberto Genovese and Paolo Bizzotto.
5. The hard working WestGroupe team included Mike Debono, Michael Suliteanu and Dennis Davis.
6. The Contact Lens Institute—in partnership with The Vision Council—presented a sneak peek of its forthcoming report, The Culture Calculation: Data-Backed Behaviors for Contact Lens Success. (L to R) The presenting panel included Lisa Hornick, Stanford Ranch Optometry; Charissa Lee, OD, Johnson & Johnson Vision; Sabrina Gaan, Eyes on Plainville; Alysse Henkel, The Vision Council; and Shelby Brogdon, McFarland Eye Care.
7. ClearVision's David Friedfeld is ready to give away that Vespa to some lucky attendee.



SHOW SHOTS



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1. Coburn Technologies' Alex Incera (l) and Wayne Labrecque show off the company's CrystalChrome, the breakthrough photochromic system for optical labs.

2. Marchon's Sara Nardo (l) and Emily Ferris celebrate Ferragamo at a special event at the brand's Wynn location.

3. Getting ready to welcome customers at the Swarovski booth are EssilorLuxottica's Antoinetta Hanley, Sherianne James and Alessandro Mariani.

4. (L to R) Europa Eyewear's Scott and Amanda Shapiro along with Jerry Wolowicz took a break from the Show floor crowds.

5. Thursday's industry-led panel, Vision Care in the Age of ChatGPT, discussed the rapidly-evolving artificial intelligence landscape, including the benefits of integrating AI into your workflow and ways to improve patient outcomes. (L to R) The panel featured Amanda Lee, OD, Vision Source; Easy Anyama, American Optometric Student Association; Harbir Sian, OD, Clarity Eyecare and The 20/20 Podcast; Ukti Vora, OD, "The Nerdy Optometrist" Podcast; and panel moderator, Alan Glazier, OD, FluoreSCENE Media/ODs on Facebook.

6. Guest speaker Shannon McKain addressed attendees at the Optical Women's Association Connection Series luncheon on Thursday. Shannon outlined her five-step "RALLY Mentality" plan to help anyone define and defeat perceived limitations, whether self-imposed or the result of circumstances.

7. It was a jam-packed room for the OWA's Connection Series luncheon.



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It's a Wrap for Vision Expo West 2023

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"We're here to buy frames, especially frames with Euro styling and lots of color, things that intrigue people," said Michelle Cantrell, optical manager, Precision Optometry, Rocklin, Calif.

Added Eduardo Alvarez, Distribucion Linea Optica, Panama, "I am a frame buyer for a distributor in Panama. I am looking for new frames and new opportunities, but also to visit companies I've worked for in the past and see former colleagues. I've been here before, but I still enjoy it."

Cantrell's colleague, optician Wendy Webb, said, "I came for the educational courses. We sell a lot of blue light filtering lenses, so I took a course in how blue light affects circadian rhythm."

Over the course of the last three days, show attendees had the chance to explore, network, and conduct business with more than 400 exhibiting companies across several distinct neighborhoods—115 of which were exhibiting at Vision Expo for the first time. New Show Floor Avenues provided attendees with helpful navigational

pathways. The avenues—Park Avenue, Union Ave, and Focus Ave—guided attendees seamlessly through the busy exhibit hall.

Chase Cutler of Neurolens said, "We came to Expo to let the industry see our latest technology, to show how we're bringing relief to patients, and to show how we can take the patient experience to the next level. Vision Expo is always a great show. You can sense the enthusiasm this year—it's the most energy I've ever felt around the booth."

"We're showing off our latest technology, but are also here to connect with our customers—it's wonderful to have so many of them in one place. The booth has been full; we had a good day on day one, and we're expecting more of the same," added Andy Huthoefer, Satisloh.

Jim Muniz of Digital Optometrics saw Vision Expo West as an opportunity to showcase his company's latest remote eyecare offerings. "We are here to add awareness about remote eyecare to the industry," he said. "Having people go through a demonstration



of a remote eye exam is extremely important, because it's really about the experience between the patient and the doctor. On day one of Vision Expo West, we were as busy or even busier than we were at Vision Expo East."

"The first day was very good. We closed three equipment sales, which isn't typical for day one," added Will Daniels, DAC Technologies.

In addition to exploring the latest in eyewear on the show floor, attendees were also treated to an entirely new program called EYEnovate, a content series highlighting groundbreaking technological innovations in the optical field. The Innovation Stage, the show's main stage on the exhibit floor, also hosted panels featuring the industry's most buzz-worthy topics, including a discussion about ChatGPT and the potential benefits and drawbacks of incorporating AI into your workflow.

"It's my third time here. This year I decided not to take any educational courses and instead

concentrated on seeing technology. I'm looking at exam lane equipment, such as OCT scanners. With AI coming out, it will open up some interesting possibilities for using OCT for early detection and treatment of eye disease," said Dr. Neil Hodinsky, Lakeland Family Eyecare, St. Paul, Alberta, Canada.

VisionEd, the show's world class education program, offered showgoers more than 300 hours and more than 150 new courses of optometric and opticianry continuing education. A full range of clinical courses and business courses were also available for the taking.

OptiCon @ Vision Expo also returned to Vision Expo West with a full slate of educational sessions. New session topics included proper frame fitting and celebrity eyewear secrets and laser exploration.

"The number one reason I'm here is that my staff would like me to buy a visual field VR headset to replace my old model, catch up on new things, and of course for the education," said Allen D. Hoek, OD, Ripon, Calif. ■



World Council of Optometry Announces Leadership Changes for 2023-2025

ST. LOUIS—The board of directors of the World Council of Optometry (WCO) have announced the installation of Dr. Sandra S. Block (U.S.) as president for the 2023-2025 term. Dr. Block has served in various positions on the WCO board since 2015 and is a professor emerita at Illinois College of Optometry. Her past leadership roles include service as co-chair of the National Center for Children's Vision and Eye Health and as a global clinical advisor to the Special Olympics Lions Clubs International Opening Eyes program from 1995-2022.



Dr. Sandra S. Block

She has authored numerous publications and conducted presentations worldwide. *Women In Optometry* recently announced Dr. Block as a 2023 Theia Award of Excellence winner for her leadership in the field.

"I am thrilled to have the opportunity to

serve as the president of the World Council of Optometry for the next two years following professor Hendicott's and his predecessors' great leadership," Dr. Block said. "WCO is stronger than ever, leading the profession to be a part of the solution to effect change and improve access to quality, affordable and equitable eyecare."

Following the presidential medal transfer during the 4th World Congress of Optometry in Melbourne, Australia, professor Peter Hendicott (Australia) completed his term as WCO president. He will continue to serve the WCO board of directors for the next two years as the immediate past president.

"It has been an honor to serve as president of the World Council of Optometry over the past two years, and I would like to sincerely thank all my colleagues in optometry worldwide for entrusting me with the role," said Hendicott. "Particular thanks must go to professor Sandy Block for her valued teamwork, input and support. I



look forward to WCO's continued success under her presidency."

Dr. Cindy Tromans (United Kingdom) has been elected to the position of WCO president elect for the 2023-2025 term. Dr. Tromans was WCO Legislation, Registration, & Standards (LRS) committee chair from 2019-2023 and has twice served as the president of the European Council of Optometry and Optics (ECOO), from 2018-2020 and 2021-2022.

Dr. Tromans noted, "My vision is that optometrists worldwide will contribute to reduce the burden of eye conditions and vision loss by building on the foundations laid by the World Health Organization and by including optometry in universal health systems."

"The leadership team looks forward to working to continue to advocate for optometry and our ability to improve visual outcomes," added Dr. Block. ■

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is emblematic of the broad reach of women in our industry and indicative of how deeply they are embedded in its fabric.

For this year's Annual Report, VM considered women who are making a difference in the following five categories: **Executive Suite, Mentors, Rising Stars, Innovators and Above & Beyond.**

James DeMatteis, publisher of *Vision Monday* and *20/20* and Marge Axelrad, SVP and editorial director of *Vision Monday*, raised a champagne toast to this year's honorees. After lunch, Axelrad welcomed the capacity audience at the Venetian Hotel, including many industry executives.



The luncheon's keynote speaker, Dr. Simone Ahuja, advised the audience how to solve problems and innovate using whatever tools and materials are at hand.

She then introduced the keynote speaker, Dr. Simone Ahuja, a best-selling author, *Harvard Business Review* contributor and business school advisor who spoke about innovation and

"entrepreneurship." In a talk titled, "How Intrapreneurs Navigate Uncertainty and Design the Future," she advised the audience how to solve problems and innovate using whatever tools and materials are at hand. "Innovation is a new way to create value," Dr. Ahuja said.

Visionary Sponsors of the VM 2023 Most Influential Women in Optical luncheon event and program included Alcon, EssilorLuxottica and Johnson & Johnson Vision. Partner Sponsors included The Vision Council, Vision Expo, VSP Vision and Walmart. Supporting Sponsors included Advancing EyeCare, EyeMed, Hoya Vision Care, Marcolin, Modo, the Optical Women's Association (OWA), Safilo, Vision Source and Zeiss. ■