

VISION EXPO 2021 VEGAS

SHOW DAILY

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**THURSDAY
SEPTEMBER 23**

Optical Women's Association Announces New Officers and Board Members

DALLAS—The Optical Women's Association <https://www.optical-women.com/> (OWA) has announced its new president and three additional board members. Deb Bulken, vice president of sales, Eastern Region, for Luxottica and previously vice president of the OWA, has assumed the president position, effective immediately. She succeeds VSP's Robyn Crimmins, who has held the role and will now serve as immediate past-president.

In addition, Trudi Charest, co-founder of Marketing4ECPS, Courtney Myers, senior vice president of Red Havas, and Janna Neal, vice president of operations for Zyloware, will join the OWA board of directors. "The unique talent and perspective that Courtney, Janna and Trudi bring to the board further amplifies our commitment to representing and developing the leadership potential of ALL women in the optical industry," said Bulken.



Debra Bulken,
OWA president

The OWA said it would like to give special thanks to departing board members Tiara Claxton, Southwest regional sales manager for Thelios, and Pamela Capaldi, myopia management specialist for CooperVision. "We would also like to thank our outgoing president, Robyn Crimmins, division vice president, commercial markets West for VSP, who has provided leadership and direction to our association for the past two years. Crimmins navigated the OWA through the uncharted

waters of the pandemic, ensuring that OWA members had access to additional professional and personal resources designed to help them meet these new challenges.

"During her term, successful new programs were created to further OWA's purpose of supporting and inspiring women in the optical industry—the OWA Advisory Groups, the OWA Talks podcasts, the Food for Thought program, and the OWA Reads book discussion group—and traditional in-person events were successfully converted to a virtual format. The Leadership Scholarship program was expanded and an OWA Finance Committee was formed. Crim-

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Vision Expo West 2021 Is Underway in Las Vegas



Vision Expo West 2021 is underway at The Venetian Convention Center & Expo in Las Vegas, Nevada. On behalf of the Show organizers, The Vision Council and RX, welcome to Vision Expo West 2021. On the Show Floor, you'll find more than 280 exhibiting companies as well as cutting-edge education and engaging programming. Also make sure to explore The Suites for access to the most established luxury fashion houses and the latest exclusive upmarket boutiques in an intimate buying experience across The Venetian and Palazzo Hotels.

Education

Presented under the banner of VisionEd, Vision Expo's education program offers more than 140 sessions and more than 200 hours of seminars, workshops and presentations led by experts in clinical research, business, fashion and marketing.

OptiCon@Vision Expo offers an unmatched education program and exhibit hall experience for opticians, contact lens practitioners and ophthalmic allied professionals.

The Seen

The Seen is a main stage destination and hub for collaborative

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**More protection,
less reflection.**
ZEISS BlueGuard® Lenses



EssilorLuxottica 360 Marks 1st Anniversary of the ECP Partnership Program

DALLAS and NEW YORK—One year ago, EssilorLuxottica launched a one-of-a-kind, customer-centric partnership program for independent eyecare professionals called EssilorLuxottica 360, with the intention to help private practices grow. Today, with more than 2,600 participating practices, the program continues to build, bringing new tools and highly sophisticated, patient traffic-driving resources to members and expanding to serve the Canadian market, the company reported.

“EL360 members find themselves outperforming the U.S. market bringing in more new patients and generating more incremental revenue,” said Fabrizio Uguzzoni, president, EssilorLuxottica Wholesale North America. “It is a prime example of how our combined company is committed to helping private practice succeed by creating innovative and customized products and services for ECPs and their patients. We look forward to creating bigger and better opportunities for private practices to increase their profitability and patient care through the power of partnership.”

The program aligns all of the resources and tools of Essilor, Luxottica and EyeMed to set up independent ECPs to take advantage of consumer trends with marketing, brand appeal, cutting-edge digital tools that enhance the

patients’ experience and better access to support. EL360 members get exclusive access

to platforms that reduce no-shows, enhance the shopping experience, provide rich sales analytics, as well as access to EyeMed’s new white-glove concierge service, among other benefits.

“Ensuring you have the patient-preferred brands and advanced lens technology that those patients want will help you navigate your business through almost any challenge,” stated Rick Gadd, president, Essilor North America.

Part of the success with EL360 is how EssilorLuxottica addressed the accelerated change in consumer trends during the pandemic, the company pointed out, noting that people are more dependent on digital channels, turning to social media for information and validation and that trust and convenience are playing a bigger role.

EssilorLuxottica invests in advanced digital tools on behalf of its EL360 members, such as:

- **SmartBook:** A powerful 3-in-1 tool that makes it easy for eyecare professionals to provide better service. It targets patients, provides effortless booking, and engages patients through their journey with recall messaging and more.
- **Hyperlocal Advertising:** Streaming TV, digital billboards, mobile ads and social

360



media target a potential patient with an ad for nearby Essilor Experts and EL360 member practices, enabling patient traffic.

- **Smart Shopper:** Enhances the shopping experience through virtual try-on and an endless aisle feature on all Luxottica brands and product customization options for Ray-Ban and Oakley.
- **Digital Screen:** Helps drive traffic and engage patients with the latest brand campaigns and content updated in real-time with Luxottica’s Digital Screen.
- **Promoboxx:** ECPs can reach consumers online and drive them to their practice through this digital marketing platform with ready-made and customizable digital marketing content to be used in their social media, email and more.
- **LEONARDO:** This is a special new innovative learning destination to help ECPs learn with exclusive content taught by experts in the field.

Vision Expo West attendees can visit EssilorLuxottica’s Booth #P13065 in The Park during the show to learn more and sign up. If they are not at the show, ECPs can visit EL360 online at <https://www.essilorpro.com/programs-services/essilorluxottica360> or ask their Essilor account executive or Luxottica sales consultant for more details. ■

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mins will remain on the OWA for two years and co-chair the OWA nominating committee,” Claxton said.

Bulken noted, “Robyn’s impact on the OWA and its mission has been extraordinary. Leading through the unusual and challenging past two years she has shown great agility and convic-



(L to R) Janna Neal, Courtney Myers and Trudi Charest will join the OWA’s board.

tion. Her commitment to growing the OWA and delivering on the promise to our valued sponsors and members has been inspiring. As a board, we have all grown and invested deeply in seeing all women in the optical industry achieve their leadership potential. It is a journey I am proud to be a part of and I look forward to building on Robyn’s great legacy.” ■

LATEST NEWS

Safilo Debuts Expansive Booth in The Park, Showcases Virtual Try-On and Preview Experiences

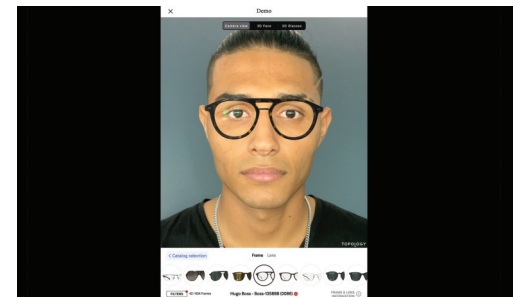
LAS VEGAS—Safilo has returned to Vision Expo West with an expansive corporate booth at the entrance to The Park. Booth #P16028 boasts an additional 1,250 square feet more than Safilo's 2019 Vision Expo West booth, and will safely showcase the company's Fall/Winter 2022 offerings with a special emphasis on the top-performing Carrera brand, the newest Under Armour launch, best-selling kate spade new york and men's fashion brand BOSS. Carrera will feature a branded selfie station, complete with a 1965 Ford Mustang, while Under Armour will offer a speed pitch sports cage for show guests to put their pitching skills to the test.

The booth features a dedicated order-writing area to provide an exclusive selling environment that allows customers and sales representatives to review Safilo's complete product portfolio. Customers will also learn about show specials and receive a Safilo swag bag with every qualifying order.

Safilo will offer special gift incentives with purchase and refreshments will be served throughout the booth each day. Current Safilo customers attending VEW are encouraged to schedule appointments in advance of the show with their sales reps and learn about the show specials.

Additionally, as part of the company's ongoing efforts to accelerate its own digital transformation projects and its continued alignment with digitally-savvy brands and entrepreneurs, Safilo has invited representatives from Topology to be present as a vendor collaborator inside the booth to present its proprietary Touchless Optical Platform (TOP).

In a dedicated area at the front of the booth, show attendees will be able to virtually and safely try on styles across Safilo's Fall/Winter



2019 through Fall/Winter 2021 collections by scanning their faces into the Topology app and experiencing TOP's precision scanning, measurement and photorealism technology. In the booth's selling area, customers will be able to virtually preview Safilo's Spring 2022 collections from Carrera, BOSS and Jimmy Choo months before these collections are available for physical samples.

Steve Wright, president and chief commercial officer of Safilo North America, said, "I'm proud to renew our commitment to Vision

Expo West—and to our customers—by being present in a safe yet impactful and accessible way on the main show floor with an exciting offer of new products, business-building solutions and commercial programs.

We're excited to show our customers the multiple benefits of 3D virtual try-on and the positive results that can be achieved for their optical, especially the enhanced patient service and convenience which can help ECPs compete against digitally savvy online marketers. ■

SHOW SHOTS



1. Craig Peterson (l) and Mike Diehl set up the Visufit 1000 digital centration system at the Zeiss booth.

2. Workers assemble Safilo's expansive new booth, which showcases the company's Fall/Winter 2022 offerings. Candice Zatonski (l) and Alexa Atria take the Carrera branded selfie station for a spin.

3. With her welcoming smile, CooperVision's Julie Lewis seems to personify the company's motto, "Live Brightly."

4. (L to R) Reichert's Kimberly Cuskey, Matthew Holmes, Dave Taylor and James Matthews are Expo-ready.

5. John Jeffrey of Essilor Instruments puts a Mr. Blue 2.0 tracer-centerer-blocker through its paces.

6. John Ingriselli (l) with Wayne Labrecque made sure that Coburn Technologies' extensive line of lens processing equipment is ready for action.



1. Christopher Wolfe, OD, imparting his wisdom to attendees in a session about communication strategies.
2. Attendees lined up to register for the show on Wednesday, which was the first day of continuing education.
3. (L to R) Joshua Hazle, Michelle Sabo-Sherwood, Patience Cook and Kayla Worthy helped get the Transitions booth in shape.
4. Marcolin's Ollie Anderson (l) and Jennifer Alvarez were hard at work getting their frame collections in order.
5. Vitaly Gumenik (l) and Vicky Perez put the finishing touches on the very colorful Etnia Barcelona booth.
6. (L to R) Rony Kashem, Kara Isselee, Christian Duque and Dawna Owens get the Heru booth set up.
7. When it came to the booth, Ron Dare was a one-man show for Eschenbach Optik of America.



SHOW SHOTS



1

1. (L to R) Jim Flanagan, Sarah Vogal and Steven Poppett were hard at work getting the EssilorLuxottica booth ready for the first day of the show.

2. Nico Roseillier lends a hand setting up the AO pop-up exhibit for STATE.

3. Jani Burke was on setup duty at the Nouveau booth.

4. Modo's Rebecca Giefer and Brian Dombrowski get things arranged at the booth in anticipation of the show opening.

5. Walman Optical's Kevin Busch and Laclesha Reid show off their colorful booth display.

6. ClearVision's Dominika Malinowski and Ecco Matlak put the finishing touches on a welcoming view for attendees.

7. Ian Gregg (l) and Andy Huthoefer are ready to show off Satisloh's wares for the show's opening.



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LATEST NEWS

Techifeye Network Help Emerging Companies Connect With Private Practice Optometry

LAS VEGAS—When Brianna Rhue, OD, FFAO, and her drcontactlens.com business partner, Jennifer Tabiza, OD, were preparing for the presentations they'll be making at their booth during Vision Expo West this week, an idea came to mind that they thought would help various entrepreneurial companies trying to make headway in the optical and eyecare sectors.

They discussed how challenging it can be for smaller technology companies that deliver great services to get the attention of doctors and key decision-makers in a practice. Moving quickly, the two women worked over the course of a month to create a process to make it easier for companies like theirs to get attention at an event as large as Vision Expo West.

The result of their brainstorming is Techifeye, <http://info.techifeye.com/> a network of 13 technology companies that are cross-promoting the services of each participant at the Expo West event here this week.

"Jen and I went to school together at Nova Southeastern University, and we're both optometrists who went into private practice," Rhue told *VMAIL*. "We found there is no easy way for patients to order their contact lenses. So we created Drcontactlens [in 2017]."



Brianna Rhue, OD, FFAO (l) and Jennifer Tabiza, OD.

She added, "Now that we're on this side of it and launching a technology company for optometrists we want them to take action and to take action faster. So instead of complaining about online orders or ... that patients are walking [out] with their prescriptions, fight back. But it's going to cost you. You have to invest in your practice."

Plans for Vision Expo West

The doctors, and the companies exhibiting at Expo West that are part of the new Techifeye network, have a comprehensive launch plan laid out for the event, and they are hoping all of the participating companies will see the benefit of collaborating to create greater exposure.

"Doctors walk into the exhibit hall at major shows, and they often don't have a plan of action," Dr Rhue said. "So we helped create one."

In the registration materials for Thursday's event or at the booth of any of the 11 companies that are exhibiting, attendees can pick up a

map that points out the Techifeye companies.

"The difference between entering the exhibit hall with no plan and entering with this plan for implementation is that this map gives doctors a mission," she said.

Plus, attendees who go to each of the 11 booths and get their map stamped are entered to win a \$500 gift certificate. "All of us have the same message: you have to invest in technology, and we're here to help you move forward," Rhue said.

The Techifeye member company representatives were on board with these ideas. Dr. Rhue said, "Our goal is to encourage doctors to come through the exhibit halls, with eyes and minds open to see and hear what these companies offer and understand the return on investment."

The Techifeye companies include: Dr. Contact Lens, OMG! and ContentInq, Simplifeye, Optify, Anagram, Weave, Roya, PracticePal, Twelve84 and Sunbit. Also listed as founding members are Dry Eye Rescue and Neurolens.

Women In Optometry also spoke with Techifeye's doctors and participants in a recent story titled Message From New Tech Network: Your Practice Needs Technology. Maybe Mine, Maybe Theirs, which can be found at www.womeninoptometry.com/newsmakers. ■

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learning as the host venue for the EYE2EYE Series panels and the Career Zone.

Vision Choice Awards

Attendees can vote for the best new product featured in the Product Gallery as part of the Vision Choice Awards. Votes can be cast by ballot beginning today at 9:30 am and all those who vote will be entered to win a \$500 exhibit hall shopping spree. Voting closes at 2:00 pm on Friday, September 24.

Parties

Tonight, stop by the Opening Night party, featuring Bad Habits "The EyeDocs of Rock," the rock band comprised of several practicing optometrists. The party is from 9:00 pm until midnight at the Hard Rock Café. Attendee badges are required for entry.

Also tonight, Prevent Blindness hosts its Person of Vision event, honoring Marc Ferrara of Jobson Medical Information with The Prevent Blindness Person of Vision Award. The event will take place at TAO Nightclub in The Venetian

from 6:00 to 9:00 pm.

More information

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

Health and Safety Guidelines

Masks are required when not actively eating or drinking. For more details on Vision Expo's health and safety protocols, visit the VisionSAFE page at west.visionexpo.com/en-us/visionsafe.html. ■