

# VISION EXPO

## 2021 VEGAS

### A Bustling Show Floor

Vision Expo West has been big, bustling and busy. With a massive show floor and plenty of events to choose from, there's no question that attendees are here, confident and optimistic. Because Vegas is so familiar to all of us Vision Expo regulars, this year's show has felt something like a homecoming, and those who are in attendance are here to browse, buy and make up for lost time. The Dailies reporters were down on the Show Floor interviewing attendees about their priorities at Vision Expo West. Here's what they had to say.



**Tracy Doll, OD**  
Sunset Eye Clinic  
Beaverton, Ore.

"It's wonderful to be back in person, to actually be able to see advanced technologies and frame lines. I'm looking for up-to-date dry eye technologies and medications, scleral contact lenses, and technologies to help us diagnose and treat myopia."

Continued on page 5

### The Career Zone at Expo

The Career Zone-Student Lounge will return to Vision Expo West today from 9:30 am to 5:00 pm. Located in The Seen, Vision Expo's main stage destination for collaborative learning, 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: Aria Care Partners;



Bixby Eye Center; Family HealthCare Network; Keplr Vision; Luxotica; MyEyeDr.; National Vision, Inc.; Shopko Optical; Warby Parker; and Young ODs of America. The Lounge will offer programming all day, including panel discussions targeted to young ODs and students. Turn to Page 14 to read more about the Career Zone. ■

# SHOW DAILY

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

**SATURDAY**  
**SEPTEMBER 25**

## For Vision Expo West, It's a Wrap for 2021



As Vision Expo West 2021 wraps up today, Saturday, September 25, 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 dedication that has made this year's Show possible. On Expo's last day, attendees are encouraged to take advantage of the Show's engaging lineup of programming and events.

From 9:30 am to 5:00 pm, The Seen, Vision Expo's main



stage destination for collaborative learning, will host the Career Zone-Student Lounge. Students and young professionals are encouraged to stop by to network with participating companies, all of which are actively recruiting and seeking new talent.

The Career Zone-Student Lounge will offer dedicated programming throughout the day, including insightful panels and interactive conversations with industry experts.

Continued on page 8

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



**ZEISS**

# A Bustling Show Floor

Continued from page 1



**Amanda Nicholas**  
Elite Eye Care  
Des Moines, Iowa

"We want to improve efficiency and the patient experience at our office, and we thought this would be a great way to get continuing education and bring it back to our team."



**Shawn Cottrell, OD**  
Arvada Optometric Center  
Arvada, Colo.

"I brought the staff to show them how big eyecare really is, and also for them to have some really good classes. We're really excited about

the exhibit hall."



**Justin Rowe, OD**  
McCall Eye Care  
McCall, Ind.

"I just hired some new staff, and I thought it would be beneficial to for them to get some education. I also love to see the latest and great-

est, and see if there's something I can add to my practice."



**Paul Bruderer, OD**  
West Valley Vision Source  
West Valley, Utah

"There are a couple of vendors that I want to buy product from. I brought my staff here so that they could experience Vision Expo, and

as a reward for meeting some goals."



**Amber Hansen, Optician**  
Ski Run Optometry  
South Lake Tahoe, Calif.

"I'm networking, and seeing what this show has to offer for our practice, which was just established this year. We're looking

for new frames and a few gadgets for our doctors."



**Michael Davis**  
Opticianry Student  
College of Southern Nevada

"I'm enjoying it. There are a lot of unique frames. I really had no idea there were so many designs—I'm

almost overwhelmed, but not quite." ■



# LATEST NEWS

## Prevent Blindness Holds 2021 Person of Vision Award Event, Honoring Jobson's Marc Ferrara

CHICAGO—Prevent Blindness, presented the 2021 Person of Vision Award to Marc Ferrara, CEO of Information Services, Jobson Medical Information, on the evening of Sept. 23, in conjunction with Vision Expo West. The event was held at the TAO Nightclub at The Venetian, raising funds for the sight-saving programs of Prevent Blindness. The Prevent Blindness Person of Vision Award, presented annually, recognizes an individual or organization whose inspired outlook champions healthy vision and its importance for a healthy life. Ferrara was selected as the 2021 honoree in appreciation of his continued dedication and commitment to the vision industry and vision health services.

Gold sponsors of the 2021 Person of Vision Award event were EssilorLuxottica and VSP Global. Silver sponsors included CooperVision, Jobson, Novartis and Regeneron. Bronze sponsors were Bausch + Lomb, Horizon Therapeutics and MyEyeDr.

Additional sponsors include ClearVision, Europa Eyewear, Gateway PN, Healthy Eyes Advantage, L'Amey America, McGee Group, National Vision Inc., New York Eye, Ocuco, Optical Women's Association, RX, Safilo, Santinelli International, Shamir Lens, Silhouette Optical, Ltd., TCMG/Unicor, Tura, The Vision Council, and Zyloware Eyewear.

Marge Axelrad, senior vice president, editorial director at Vision Monday/Jobson Optical Group, and Jim McGrann, chairman and CEO of Healthy Eyes Advantage | PECCA, co-chaired



the 2021 Person of Vision Committee. Committee members included Morgan Diaz, Athena Health; Mark Ginsberg, Mark Ginsberg Consulting LLP; Jim Henne, Jobson Review Group; Millicent Knight, Essilor USA; Raanan Naftalovich, Shamir; Nancy Ness, Jobson Medical Information; Christina Perraud, MyEyeDr.; Howard Pur-



(L to R) Person of Vision Award recipient, Jobson's Marc Ferrara; Prevent Blindness Board of Directors chair, Dr. Kathleen Murphy; Prevent Blindness President and CEO Jeff Todd, and Person of Vision Committee co-chair, HEA's Jim McGrann.

cell, New England College of Optometry; Gerard Santinelli, Santinelli International; Joe Savarese, Jobson Interactive; Scott Shapiro, Europa Eyewear; and Michelle Skinner, VSP Global.

"Congratulations to Marc Ferrara, our 2021 Person of Vision honoree. We thank him for his service to the vision community and his volunteer work for our organization," said Jeff Todd, president and CEO of Prevent Blindness. ■

## For Vision Expo West 2021, It's a Wrap

Continued from page 1

Programming highlights are listed below. Note, the event schedule is subject to change. For the most up-to-date schedule of panels, check the Show's mobile app.

To view the schedule on Vision Expo's website, click here: <https://west.visionexpo.com/en-us/experiences/special-events.html?locations=The%20Seen&locations=Career%20Zone&locations=Career%20Zone-Student%20Lounge#/sessions/day/3>

**9:45 - 10:15 am**

**Uniting Vision Care: The O's Working Together Presented by the OAA Uniting Vision Care Committee**

Aarlan Aceto, OD will lead a conversation on the importance of the O's (Opticians and Optometrists) working together.

**10:45 - 11:15 am**

**EYE2EYE Series: The Future of Care: Using Technology to Create The Ultimate Patient Experience**

Join to learn about the different types of technology that you can implement to help evolve your business now and in the future.

Moderated by Brianna Rhue, OD, FAAO

**11:00 am - 12:20 pm**

**What's the Best Part About Starting Your Career in Corporate Optometry?**

Panelists include: Leaders from Shopko Optical,

Luxottica, National Vision, Inc. and MyEyeDr. Moderated by Suzanne Krauss, Vision Expo's Career Zone-Student Lounge Manager

**12:30 - 1:00 pm**

**National Optometric Association (NOA) Presents: Excellence: Overcoming Obstacles to Optometric Success**

NOA doctors will share their experiences and tools for successfully navigating within the optometric profession.

**1:10 - 2:00 pm**

**Life, Work, Balance in Optometry**

Panelists include: Leaders from Family Health-care Network, Bixby Eye Center and Aria

Moderated by Dr. Justin Bazan ■

# SHOW SHOTS



1

1. An array of optical industry people were on hand Thursday night as Prevent Blindness honored Jobson's Marc Ferrara as their 2021 Person of Vision. (L to R) The Vision Council's Mitch Barkley; Rosin Optical's Jamie Rosin; Essilor's Rick Gadd; Mark Schaeffer, OD; Jack Schaeffer, OD; Paul Karpecki, OD; Bausch + Lomb's Jill Saxon, OD; Marc Ferrara; and Ben Gaddie, OD.

2. (L) NECO's Howard Purcell, OD, saluted the evening's honoree on the program, Marc Ferrara (r) and Maria Antonoupolos.

3. EssilorLuxottica's Dr. Millicent Knight and Fabrizio Uguzzoni.

4. (L to R) Santinelli's Gerard Santinelli, Safilo's Victoria Hallberg, Percept's Leslie Muller and GPN's Ed Buffington at the Person of Vision event.

5. Gary Vanmatre and Dave Miller get ready to talk with attendees about AdaptDx Pro.

6. (L to R) Panelists Tarrence Lackran, Howard Purcell, OD, NECO; Ashley Mills, The Vision Council; Derek Artis, OD; Phernell Walker, Millicent Knight, OD and Diana Canto-Simms, OD, share findings from the Vision Council's Diversity and Inclusion Survey.

7. (L to R) De Rigo Rem's Alessandro Baronti, Philipp Plein's John Raber and De Rigo Rem's Jordan Gerardi got together at the Philipp Plein store at the Wynn, along with customers and friends, to celebrate the the upcoming Philipp Plein eyewear collection created with De Rigo.

8. (L to R) Coco and Breezy, along with La.Eyeworks' Gai Gherardi, participated in a panel titled Art of the Collab: A Conversation With Prolific Frame Collaborators.

9. Filtertech's filtration systems experts Jamal El-Hindi, Wayne Parkola and Dustin Louise.

10. John Corsini of Super Systems gets ready to educate ECPs about the company's FastGrind in-office surfacing system.



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1. Lucyd's Frank Rescigna (l) and Harrison Gross (r) with WNBA Star Monique Billings, the company's new brand ambassador who was on hand for a meet and greet on Friday.



2. (L to R) hard at work at the Transitions booth are Jonathan Ormsby, Patience Cook and Kayla Worthy.



3. CareCredit's Jena Ellsworth and Brian Brister welcomed attendees on the second day of the Show.



4. Sean Zippie and Jim Schneider showing off the product at the Eyes of Faith Optical booth.



5. Kenmark's Mike Cundiff was ready for Expo.



6. Rebecca Giefer was all prepared to tell the Modo product story.



7. Optometric Architects Robert Stensland had all the design layouts in place for attendees.



8. John Ingriselli and Wayne Labrecque manned the Coburn Technologies booth.



9. Dominick Sblendorio and Jani Burke were ready to take clients through the Imagewear product line.

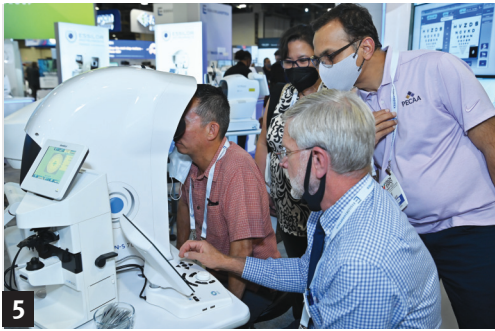


10. Karen Wilkerson shows off the Wiley X sunwear displays.





# SHOW SHOTS



1. Reichert Technologies won the Vision Choice award for best new product for their Tono-Vera Tonometer. (L to R) Mike Annunziato from RX, with Reichert's Ian-Lee Bennett, Kimberly Cuskey and Matthew Holmes.

2. Welcoming visitors to the DAC Technologies booth are (l to r) Graydon Bazell, Nestor Paz, Isaac Altit, Sylvia Sadofsky-Saavedra, Steve Johnson and Denny Hall.

3. The I-Deal Optics team enjoying their photo-op on Friday. (L to R) are Michael Feldman, Jan Cory, Matt Weingarden and Mark Smith.

4. (L to R) Match Eyewear was well represented by Scott Kaehler, Leslie Henderson, Ethan Goodman, Garrett Slade and Debi Sguera.

5. Attendees trying out Essilor Instruments' new Vision-S 700 refraction station.

6. Tonya Lay (l) with Garrett O'Connell demonstrated the latest diagnostic instruments from Haag-Streit at the company's booth.

7. Zyloware's George Sticos, sales materials in hand, was eager show off the company's latest frame styles.

8. Neurolens' Scott Bracken shows an attendee how to take measurements for dispensing the company's lenses.

9. (L to R) Nikolas Arrington, Turiya Cutler and Craig Hull were all smiles at the Regener-Eyes booth.

10. Kimberly Cuskey (l) and James Matthews of Reichert Technologies paused for a quick photo in between meetings with customers.



## #EyeStyle Influencers Celebrate With Brunch

LAS VEGAS—At the Sugar-cane Raw Bar, a small group of some of the industry's most stylish and social media savvy gathered for the #EyeStyle Influencers Brunch, sponsored by The Vision Council and Vision Expo. The event kicked off with the EyeStyle Show-room, where brands including Safilo, OGI, Transitions and Modo showed off their newest styles, before progressing to brunch. With an Instagram-worthy photo wall and trays upon trays of beautiful frames, the event was a fun, special reunion that focused on eye-wear's bright future. ■



Alana Whitaker, Autianna Wilson, ABOC and Mikki Collins enjoyed mimosas while browsing frames at the brunch.



Jennifer Centeno, Sheena Taff and Jenn Chinn, OD, pose for a picture at the EyeStyle Influencers brunch.



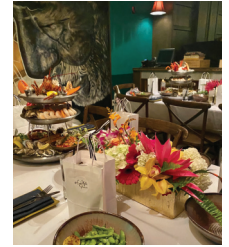
Modo showed off some of its newest styles.



Jennifer Tsai, OD and Joseph Allen, OD, show off some frames in front of the photo wall.



The tables were set for a delicious brunch at the Sugarcane Raw Bar.



Brunch included seafood, surrounded by floral arrangements.



Modo's Shana Harrison poses with the brand's newest styles.



Safilo's Eden Wexler (l) and Robin Brush (r) displayed some Safilo frames.

## The McGee Group Opens Eyewear Manufacturing Operation in Marietta, Ga.

MARIETTA, Ga.—The McGee Group, a family-owned, American eyewear company specializing in the design and manufacturing of eyewear, sunglasses, readers, and cases, announced that it has acquired Dom Vetro's U.S. manufacturing operations in order to introduce American-made products to its customers and to "on-shore a portion of its production for a more sustainable future," the company said. To house the factory, the company is repurposing one of its buildings that makes up the corporate campus in the City of Marietta. This acquisition provides The McGee Group with turnkey manufacturing capabilities and leverages the quality and skill demonstrated by Dom Vetro's leadership in the field., the announcement noted. "We are delighted to collaborate and work with Ashley Bezamat," said Matthew McGee, executive vice president at the McGee Group. "He is a true craftsman and artisan who's built a remarkable state-of-the-art

facility and brand in Dom Vetro both which are entrenched in the rich tradition of Italian craftsmanship dating back generations."

"The McGee Group is an incredible partner with a fantastic history dating back over 45 years," said Dom Vetro's designer and founder, Ashley Bezamat. "Given current events, the importance of local manufacturing has become paramount to the future of the American eyewear industry. It's with great pleasure that I have an opportunity to collaborate with The McGee Group to build this future and produce exquisite, locally crafted eyewear that will reshape the industry."

McGee added, "The McGee Group's desire to vertically integrate and produce frames in Marietta is driven by our long-term planning and goal-setting. The supply chain issues that have affected this industry and so many others over the past 18 months have made the creation of a sustain-

The McGee Group\*

DOM VETRO

able American eyewear industry even more critical. The McGee Group is an American eyewear company, making

products for predominantly the American market, and all of our brands are American brands. Our plan has always been to complete the circle by making products in the U.S. and by collaborating with Ashley and his brand Dom Vetro we have found the very best partner to make this long-term goal a remarkable success for both our customers and licensees."

Already in operation, the facility will initially focus on producing acetate eyewear for Dom Vetro and a small offering for existing McGee brands. Plans are in place to expand operations to include metal and injection frames in the coming years, McGee said.

Dom Vetro will continue to have offices and fulfillment in Los Angeles, as well as overseas in Veneto, Italy. ■

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