

VISION EXPO

2022 | NYC

SHOW DAILY

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SATURDAY
APRIL 2

Prevent Blindness Holds 2022 Person of Vision Award Event Honoring Rick Gadd of Essilor North America

NEW YORK—Prevent Blindness, the nation’s leading eye health and safety non-profit organization, presented the 2022 Person of Vision Award to Rick Gadd, former president of Essilor North America, and recently named president of Wholesale Canada and president of instruments for EssilorLuxottica North America. The event was held on the evening of March 31, at 583 Park Avenue, New York, NY, in conjunction with Vision Expo East.



(L to R) Prevent Blindness President and CEO Jeff Todd, 2021 Person of Vision Honoree Marc Ferrara, Prevent Blindness Board of Directors Chair Kathleen Murphy, and 2022 Person of Vision Award Honoree Rick Gadd.

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. Gadd was selected as the 2022 honoree for his impactful leadership and dedication to providing quality eyecare products and services to the those across the country.

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Question of the Day

Which courses are you taking and why?



Samuel Harrosh, OD
NYU Langone Health
New York, New York

“I’m attending the Contact Lens Forum: Roadmap to Success in Contact Lens Practice. I haven’t had much exposure to specialty lenses and would like to learn more.”

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Vision Expo East Continues With Exciting Trends, Innovations and Connections



Look who was shopping at Vision Expo. None other than Whoopi Goldberg. Turn to Page 80 to read the story.

After exploring the different neighborhoods on the Show Floor, featuring more than 360 exhibiting companies, be sure to stop by NOW by Vision Expo, a new eyewear trends showcase located in The Park. From 1:15 to 2:00 pm today, there will be a Q&A session at NOW by Vision Expo hosted by the advisory committee members who conceptualized the showcase.

Vision Expo’s education program also continues today, offering custom-designed clinical content, as well as business,

fashion and marketing-focused courses. OptiCon@Vision Expo once again offers an unmatched education program and exhibit hall experience for opticians, contact lens practitioners and ophthalmic allied professionals.

The Career Zone-Student Lounge returns to Vision Expo East 2022 today from 10:00 am to 4:00 pm. Located in Booth #P1265 in The Park, the Career Zone-Student Lounge will serve as a central hub for students and young professionals to network with participating companies, all

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Performance perfected.
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Shamir Connects With Two New Product Launches

NEW YORK—At Vision Expo East, Shamir is spotlighting two new lens products designed to improve visual performance when viewing digital screens. At a press conference here yesterday, Phil Pasit, vice president of marketing for Shamir, discussed the benefits of the company's latest anti-reflective coating, Glacier Expression.

Citing the results of a recent online survey of 1,280 consumers that compared Glacier Expression to another premier AR coating, Pasit said 93 percent of respondents said they felt "a connection to Glacier Expression wearers." Additionally, 81 percent said they felt Glacier Expression wearers are more "trustworthy" than participants wearing other coatings.

"Seeing the eyes of the Glacier Expression wearers allowed the respondents to emotionally connect with them," said Pasit.

"Light comes from everywhere, creating what Shamir calls 'Screen-Flections' for eyeglass wearers," explained Pasit. "Glacier Expressions reduces ScreenFlections while decreasing visual noise with

Visual Noise Reduction Technology, which minimizes the amount of ambient light coming to our eyes." The combined effect of these two properties enhances communication and connections between people wearing lenses coated with Glacier Expression

and those who are interacting with them.

"By manipulating those light rays, we help you look better, see better and feel better," said Pasit.

Another new Shamir release, an enhanced version of the company's flagship Autograph Intelligence everyday progressive lens, features an expanded zone that is optimized for viewing digital screens. Shamir's AI engine was used to design the new digital zone, allowing wearers to see the screen better in every visual age group, with over 430,000 new design combinations, according to Shamir.

When combined with Glacier Expression, Autograph Intelligence offers what Shamir calls "an optimized solution for the world we live in today." Pasit also noted that 2022 is Shamir's 50th anniversary, and promised "more surprises" from the company. ■



Phil Pasit of Shamir explains the benefits of the company's new Glacier Expression AR coating at yesterday's press conference.

Question of the Day

Which courses are you taking and why?

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Amanda Eilerman, OD
Inspired Eyes
Minister, Ohio

"Lenses are my area of interest. I'm also a 'cold start' practice. I'm trying to find ways to market in my area and bring patients in, in a place that already has similar services. So I

will be attending the Global Contact Lens Forum: Unconventional Marketing of Your Specialty Lens Practice."



Donna Deswood
Ophthalmic Technician
Fort Defiance, Arizona

"I'll be taking the Challenges of Ocular Imaging Workshop. We use an OCT machine in our office and this is an opportunity to get to learn more about layout readings. I work on a

reservation and there are a lot of cases of eye diseases, that's why we use this machine."



Owen Johnson, OD
Indigo Vision Centre
Georgetown, South Carolina

"It is important to be on the cutting edge of using technology to improve the overall care of your patients."



Lauren Grillot, OD
Inspired Eyes
Fort Laramie, Ohio

"As a 'cold start' practice, I want to learn as much as I can about running a business before we open in July so I will be attending the course titled Developing the CEO in You."

Vision Expo East 2022 Continues With Exciting Trends, Innovations and Connections

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of which are actively recruiting and seeking new talent.

Additionally, there's still time to vote for the best new product featured in the Crystal Palace Lobby as part of the Vision Choice Awards. Voting closes at 2:00 pm today and the winner will be announced at 4:00 pm.

The Bridge

Exciting programming at The Bridge also continues today. Make sure to check out fashion innovator and author Dapper Dan at 4:00 pm, who will share his story with moderator Lilliana Vazquez, host of "E! News" and "Pop of the Morning."

Other can't-miss panels include a cryptocurrency and metaverse panel led by Duane Baker, co-founder of Coco and Breezy Eyewear and entrepreneur Steve Bayonne, which takes place at 10:00 am. At 10:45 am, there will be an Innovation Stage presentation from Perfect Corp.

From 12:30-1:30 pm, the National Federa-



Attendees were happy to be back in person at Vision Expo East. And some of them even found time to visit with some adorable puppies.



tion of Opticianry Schools (NFOS) College Bowl, powered by EssilorLuxottica, takes place. The fast-paced quiz competition will feature students representing NFOS member opticianry schools competing to test their optical knowledge.

At 2:00 pm, the EYE2EYE Series continues with "The Next Generation of Eyewear Panel," moderated by Tarrence Lackran, Vice

President of Community Relations - Diversity and Inclusion at Luxury Optical Holdings, and featuring up-and-coming "opti-entrepreneurs."

Finally, at 5:00 pm, Show organizers and the edCFDA invite all attendees to celebrate Port Tanger, the winner of Vision Expo's Talent Search Award, during a reception in The Atelier. ■

Prevent Blindness Holds 2022 Person of Vision Award Event Honoring Rick Gadd of Essilor North America

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The Gold sponsor of the 2022 Person of Vision Award event was EssilorLuxottica. Silver sponsors included CooperVision Specialty EyeCare, Jobson and Regeneron Pharmaceuticals. Bronze sponsors were AEG Vision, Bausch + Lomb, Horizon Therapeutics, MyEyeDr., National Vision Inc. and VSP Global. Safilo North America and Zyloware Eyewear served as Reception sponsors.

Additional sponsors included CareCredit, DigitalOptometrics, Europa Eyewear, Gateway PN, Gilbert, Healthy Eyes Advantage/PECAA, Marchon, Ocuco, Optical Women's Association (OWA), Reed Exhibitions, San-

tinelli/Marco/Advancing Eyecare, Satisloh, Shamir Lens, Silhouette, Transitions, Tura, The Vision Council, Vision Source and Walman Optical.

The Co-Chairs of the 2022 Person of Vision Committee were past Person of Vision Honoree Marc Ferrara, Jobson Medical Information, and Sherianne James, Essilor of America, Inc. Additional committee members included Marge Axelrad, Vision Monday; Maureen Cavanagh, Prive Revaux; Dana Diemer, Essilor of America; Richard Hughes, Satisloh; Ludo Ladreyt, Essilor; Jim McGrann, Healthy Eyes Advantage/PECAA; Joe Savarese, Jobson Interactive; Matt Tackman, Essilor of America;

and Jamie Shyer, Zyloware Eyewear.

"The entire Prevent Blindness family congratulates Rick Gadd as the 2022 Person of Vision honoree and are thrilled to have this important event back in New York City with Vision Expo East," said Jeff Todd, president and CEO of Prevent Blindness. "We thank all of our event sponsors as well as those who attended the event, helping us raise much-needed funds to support our sight-saving programs."

For more information on the 2022 Prevent Blindness Person of Vision Award event, please contact Sue Corbett at scorbett@preventblindness.org or visit <https://preventblindness.org/personofvision2022>. ■

SHOW SHOTS



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1. Prevent Blindness President and CEO Jeff Todd, Prevent Blindness Board of Directors Chair Kathleen Murphy, and 2022 Person of Vision Award Honoree Rick Gadd at the awards gala on Thursday night.

2. The 2022 Person of Vision Award honoree Rick Gadd accepting his award.

3. Prevent Blindness Board of Directors Chair-elect Jim McGrann at the awards gala.

4. Nico Roseillier (l), State and Europa Optical, and Grammy-winning musician Maxwell celebrate STATE's newest sun collaboration with Maxwell, with proceeds benefitting The Vision Council's Opening Your Eyes Scholarship program.

5. (L to R) Nico Roseillier, Maxwell and The Vision Council's Ashley Mills take a look at STATE's newest sun collaboration with Maxwell.

6. and 7. Bart Foster, founder of BusinessOutside connected eyecare industry professionals from nationwide practices on a 4-mile hike through Central Park on Thursday. Pictured here are Bart Foster (l) and PECAA's Jim McGrann leading off the hike. Optical hikers gathered for a group photo at the end of the hike.



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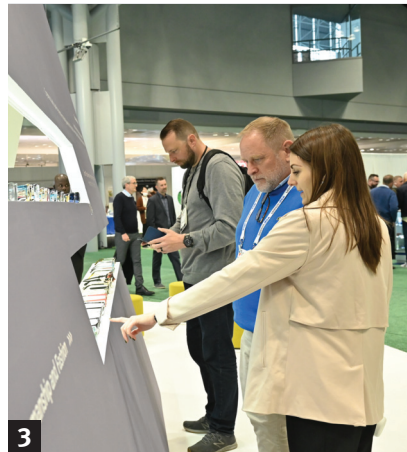
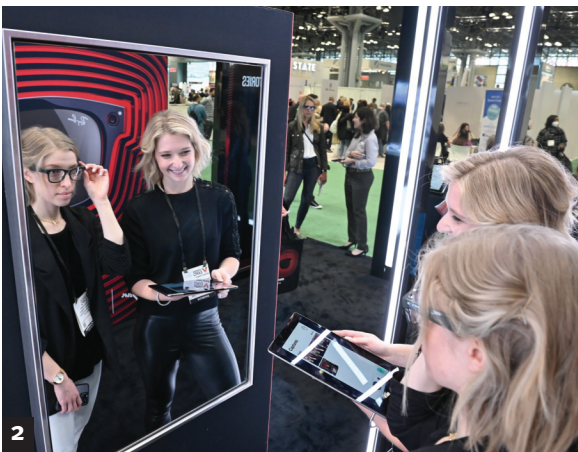


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1. (L to R) EssilorLuxottica's Ludo Ladreyt, Sherianne James, Fabrizio Uguzzoni, Alessandro Mariani, and Jessica Kozak at the company's booth. Eyewear, lens and technology brands were showcased in a "village" environment at the EssilorLuxottica booth.
2. EssilorLuxottica is making Ray-Ban Stories available to independents who were able to try them on at the Ray-Ban booth.
3. PECAA's Amy Richardson and Patrick Golden checked out the eyewear at NOW By Vision Expo, a new trend showcase making its debut at Expo.
4. Victor Glemaud shows off his new brand collaboration with Tura at the company's booth.
5. Amanda Shapiro, Europa Eyewear, gives Alan Wagner, MD, Wagner Macula & Retina Center, a tour of the exhibit: "From the Archives...American Optical Through the Centuries" at the Europa booth.
6. (L to R) Marchon's Rob Arruda, Dana Schwarzinger and Nicola Zotta take a much needed break from a busy Show floor.
7. Mark Kremer, Arik Plumley and Brant Southwell held down the fort at the Neuro-lens booth.



SHOW SHOTS



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1. Black Optical was announced as the OPTimum Retail Award winner during a celebratory event following the EYE2EYE Series panel, Onward to Independence. (L to R) Suzanne Krauss, RX, Black Optical's Gary Black and The Vision Council's Ashley Mills.

2. Onward to Independence, an EYE2EYE Series panel spotlighting independent designers and moderated by James Spina, editor in chief of *20/20 Magazine*. (L to R) Jeff Press, Morgenthal Frederics and Robert Marc, Nicolas Roseillier, State Optical Co./American Optical/Europa Eyewear, Julie Chi, Peepers, Karen Giberson, the Accessories Council, and Jamal A. Robinson, CEV Collection.

3. Safilo's Carlo Bonini (l) and Steve Wright got all revved up about the debut of the global Carrera partnership with Ducati.

4. Gretchen Oldt of Sam's Club toured Expo with David Furnish, Rocket Entertainment Group CEO and Elton John's manager, to check out eyewear trends as they collaborate on the expansion of the Elton John Eyewear initiative for Sam's Club and Walmart.

5. On Friday afternoon, PECAA hosted a cocktail reception in the OPTimum Lounge. (L to R, bottom row) Stephanie Lucas, Josh Mesirov, Christina O'Toole, and Jill Webb. (L to R, top row) Jim McGrann, Justin Manning, OD, MPH, FAAO, Sara Campbell, Diane John, Kristy Stone, Cathy Zebra, Lance Anderson, OD, and Bryan Hoban.

6. (L to R) Lance Anderson, OD, Masoud Nafey, OD, MBA, Khizer Khaderi, MD, MPH, and Justin Manning, OD, MPH, FAAO at the PECAA cocktail reception.

7. epipole's Craig Robertson (l) and Greg Desderio were busy doing demos of epiCam, their newest product, which utilizes Video Direct Ophthalmoscopy, an advanced tech platform that captures live, high-res video footage and accompanying still images of the living retina.



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Whoopi Goldberg Pops By Vision Expo to Find Frames That Make Her Smile

NEW YORK—Actress and talk show host Whoopi Goldberg made a surprise visit to Vision Expo East on Friday. Stopping by the booth of Italian eyewear designer Piero Massaro, Goldberg sampled the latest collection noting she was looking for a pair that was perfect for her face.

Goldberg is best known for her role as co-host of *The View*, as well as countless box office smashes including *Sister Act*, *The Color Purple* and *Ghost*. She is also widely regarded as an eyewear maven, known for wearing bold and unique designs.

Among her favorite styles is that of Piero Massaro. The Sicilian-born Massaro launched his signature eyewear company in 2003. His company mantra is the pursuit of perfection with a focus on creating the perfect eyewear.



Whoopi Goldberg

Massaro's design focus is on creating frames using refined materials including high cellulose acetate.

Massaro presented a wide selection of choices including many featuring pieces with

two-tone pops of color. However, Goldberg noted that she preferred a more subtle frame, choosing rich dark colors.

While trying on the glasses, Goldberg noted that she didn't have a particular eyewear icon that she followed, instead, she prefers to focus on what piece is right for her. "I want something perfect for my face. It has to be comfortable for me," she said, adding she prefers her style trademark round frames.

She said one of the most important things to her when exploring new eyewear is to find pieces that look natural. "It can't look like I'm trying too hard or that I'm trying too hard to make a statement," she said, believing the best pair of glasses is one that creates an emotional reaction. "I like when glasses make me smile." ■

Safilo Debuts New Look in the Park, Showcasing Ducati, Under Armour, kate spade new york and More

NEW YORK—Safilo returns to the main floor of Vision Expo East this year (Booth #P2749) with an expansive, highly visible 8,000 square foot booth, with an additional adjacent 400 square feet dedicated to a kate spade new york pop-up boutique. The booth showcases Safilo's Spring/Summer 2022 eyewear offerings, with a special emphasis on the company's top-performing Carrera brand, its newest launch brand Carolina Herrera, top-performing Under Armour collections and prestigious men's fashion brand BOSS.

In the adjacent kate spade new york pop-up boutique, Safilo's best-selling women's line showcases eyewear, clothing, shoes and handbags as part of a 360-degree brand immersion experience. Each brand also has exciting, attention-grabbing activations within the booth to further the brand experience.

Safilo is also debuting its collaboration with Duacti at the show, a partnership announced

earlier this year that sees Safilo's Carrera take on the role of Official Partner of Ducati Corse, supporting the motorbike team which won the MotoGP Constructors' Championship in 2020 and 2021. As part of the partnership, Carrera and Ducati have launched a brand new CARRERA|DUCATI Collection made up of both sun and optical styles created both for motorcycle riders and anyone looking for a sporty, adventurous attitude. The collection is available for preview at the Safilo booth.

In addition to the collection, Safilo is showcasing two Ducati motorcycles at its booth, as well as a branded selfie station. Also at the booth, Under Armour will offer a mini-golf activation where show guests can win prizes for hole-in-ones. A dedicated order-writing area has been expanded to provide an exclusive selling environment for customers and sales representatives to safely view the company's complete product portfolio.



Safilo is showcasing two Ducati motorcycles at its booth.

Steve Wright, president and chief commercial officer of Safilo USA, Inc., said, "We're excited to return to Vision Expo East—on full blast—and welcome back our customers, in person, to our newly designed booth with a renewed energy, vigor and strength in the marketplace, as conveyed in our recently communicated full-year 2021 financial results." ■