

# VISION EXPO

## 2023 | NYC

# SHOW DAILY

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

**FRIDAY**  
**MARCH 17**

## Question of the Day

Which education courses are you taking, and why?



**Monica Paiva**  
OC Optical  
Winchester, Massachusetts

"Most of the classes are done by professionals, so I like the knowledge we gain. I am also looking for a firm to do a website for me. I am planning to take the exam review on Sunday."

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## Vision Expo East 2023 Kicks Off in New York City



NEW YORK—Vision Expo East 2023 is underway at The Javits Center in New York City. On behalf of the Show organizers, The Vision Council and RX, welcome to Vision Expo East 2023.

On the Show Floor, you'll find more than 425 exhibiting companies as well as 300 hours of cutting-edge education and engaging programming. Be sure to check out The Panorama, a neighborhood that debuted at Vision Expo West 2022 offering

a bird's eye view on the frontier of vision technology, as well as NOW by Vision Expo, Vision Expo's eyewear trends showcase located in the Union.

Other Show Floor destinations include: The Springs, The Atelier, The Focus, The Park, The Union and The Panorama. Additionally, check out The Bridge for engaging speakers and panels. For helpful Show resources, check out the Vision Expo East mobile app at [VisionExpoMobile.com](http://VisionExpoMobile.com). ■

## VM Summit Speakers Offer 'Insights, Unseen' for Navigating Business, Social and Tech Trends Impacting Optical

NEW YORK—Prominent voices and thought leaders in communications, business consulting, retailing and health care, along with "vision voices" offered valuable insights into how leaders of companies and organizations can uncover, design and scale innovations at the 2023 Vision Monday Leadership Summit. Their ideas informed "Insight, Unseen," a daylong program that took place at The Times Center here on Wednesday, just ahead of Vision Expo East.

The Summit program got underway when Marc Ferrara, executive consultant, Jobson Optical Group, welcomed attendees and commented on the Summit's purpose: "to bring industry leaders together and present them with new ideas and tools to help them manage constant change."

Then Marge Axelrad, SVP, editorial director, *Vision Monday*, asked attendees "to think about what they, as leaders, need to know to make good business decisions."

Her questions provided a bridge to a keynote presentation by author,



Keynote speaker  
Rohit Bhargava.

Continued on page 78

**Single Vision just got upgraded.**  
ZEISS ClearView Lenses



# TODAY@EXPO

## See Who's Visiting L'Amey America

Head over to the L'Amey America Booth #P1959 today. Making a special appearance throughout the day are Brad and Bryan Manning (co-founders of Two Blind Brothers). And while you're there, be sure to check out L'Amey America's weekend-long giveaways from Champion. For each giveaway a donation will be made to Two Blind Brothers.

**L'AMYAMERICA**

**TWO BLIND  
BROTHERS**

## Check Out the Newest Innovation from MEI



Stop by MEI's Booth # F2735 for a look at the CoreTBA All-in-One Block-Free Digital Lens Generator. MEI is bringing this block-free system to lens processing, allowing labs to avoid using tapes, blocks, wax, or alloy. All processes, from the digital generation, through the engraving, polishing, and washing, are integrated into one unit. MEI will be demonstrating this new system, so make sure you don't miss it.

## See What's New from Danshari and Meet the Creator

Visit Danshari's Booth #U1802 to check out the launch of the Flat Temple System, featured on all Dansharian eyewear. Today and tomorrow, see creator Alain Miklitarian as he explains the details and benefits of his iconic innovation, which allows the perfect closure and overlapping of the temples, without stressing the lenses nor causing any deformation of the front over prolonged use.



## Attend the OWA's Star Award Cocktail Reception and Networking Event

Each year the Optical Women's Association presents awards to individuals who exemplify a passion for promoting the role of women in our industry. This special event to honor the recipients will be held in the OPTimum Lounge (Booth #P177), and members and non-members who sent their RSVP can network while enjoying cocktails from 4:00 - 5:30 pm. If you have not sent your RSVP, you are welcome to attend if space is available.



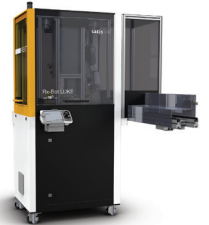
## Stop by Eyefinity for Special Offers and Giveaways

Eyefinity is having free cloud-based software consults at Booth #P1369, and the first 100 people to chat and consult with account executives will get a free tech swag bag. Each bag includes a mobile power bank, USB charger, USB wall charger, a ballpoint pen with capacitive stylus and a zippered case. They also teamed up with their sponsors to give you a chance to win a prize worth \$500. From electronic patient notification systems to image management and much more, stack your deals with up to \$3,300 in total savings, from discounted onboarding fees to free trials and more.



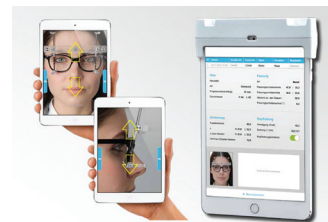
## Meet Rx-Bot LUKE from Satisloh

Stop by the Satisloh Booth #F2935 today at 10:30 am to meet LUKE at his North American debut. A great addition to any lab, LUKE picks up and opens lens boxes, extracts lenses, and places them into the job tray. Using a precise CO2 laser rather than knife-cutting, lenses aren't contaminated with dust and a robot eliminates human touch, keeping lenses scratch and fingerprint free. Even with high throughput, LUKE easily handles all cupped and uncupped boxes. He automatically separates waste materials, preventing cross-contamination and simplifying recycling. Only 11 sq. feet, LUKE is a great fit for any lab and has a database of semi-finished lens boxes that can be updated.



## What's New From visuSolution

Find out about visuSolution's digital centration device lineup and see them in live product demos at their launch party today from 10:00 am to 2:00 pm located in the Meeting Room Mezzanine, Room 1E06. The technology is designed to offer easy and secure handling and can take measurements for all frame types. The devices are super lightweight and offer precise determination of all centration data with no slipping. An exclusive discount will be available for pre-orders.

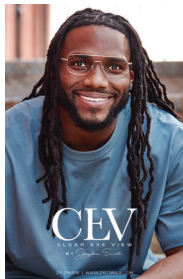


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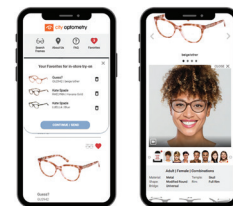
# TODAY@EXPO

## See the Launch of Zyloware's Collaboration With CEV Collection by Jaylon Smith

Zyloware has announced a strategic partnership with CEV Collection by Jaylon Smith, which was founded by Jaylon Smith, NFL Pro Bowl Linebacker, and Jamal A. Robinson with a focus on bringing quality, culturally inspired, and trendy sunglasses to the market at an affordable price. With nine styles and 17 sku's—in fresh, new, fashion forward colors, shapes and tinted lenses—this collection is eyewear for the growth minded professional. View them at Zyloware Booth #P1669.



when your badge is scanned. Looking for ways to keep your practice competitive? Watch a My Frame Gallery demo, and you'll also earn a \$25 gift card (one card per group). See a Frames Data representative for details.



## Hear From Delilah at the OptiCon General Session

Today from 12:30 - 1:30 pm, head to The Bridge for the "OptiCon General Session: A Conversation with Delilah." Sponsored by EssilorLuxottica, Eyes of Faith Optical and OneSight, this session will feature an exclusive conversation with radio personality and author, Delilah. Each attendee who pre-registers for the session will receive a copy of Delilah's latest book, One Heart at a Time. Immediately following the general session, Delilah will be in the OptiCon Hub to autograph the books handed out to attendees registered for her session.



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## Happy Hour With Nicole Miller

Today at L'Amey America's Booth #P1959, join Nicole Miller herself for a Rosé Happy Hour. The event will be serving Nicole Miller's rosé. The cocktail hour takes place from 3:30 - 4:30 pm. Also at their booth, be sure to check out what's new from L'Amey America brands like Seven.Five, Champion, Ann Taylor, Ben Sherman, Sperry, and TLG.



## Frames Data Previews New 'Favorites' for My Frame Gallery

Visit Frames Data at Booth #P469 for a sneak peek at My Frame Gallery's upcoming relaunch of its Wish List feature, now called Favorites. The new design offers a more intuitive mobile layout and is expected to increase mobile sessions and Favorites submissions for My Frame Gallery subscribers. While there, you can also enter a \$250 drawing

## See What's New and Enter to Win With Lucyd

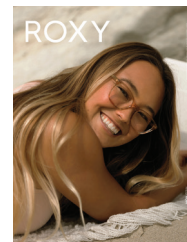


Introducing the 2023 Lucyd 2.0 audio eyewear collection, featuring 21 fully Rxable styles. Lucyd offers the most expansive smart eyewear styling in the market today, with male, female and unisex frames. Join us at Booth #P1951 to view the new collection and enter to win a fabulous trip for two to Miami FL. Spend the afternoon on a tour of HQ with the Lucyd team and then enjoy all the fun the City of Magic has to offer.

## Join Mondottica for the Launch of Roxy 2023

See the entire Roxy 2023 collection at Mondottica's Booth #P321.

It is launching with 18 optical and 8 polarized-sun styles featuring sustainable acetate that embraces the brand's love of protecting the environment. The spring/summer release draws inspiration from the brand's feminine strength that is expressed through two fashion-forward themes: Salty Society and Currents of Cool. While you're visiting, check out new collections of Hackett Bespoke & London, Christian Lacroix, United Colors of Benetton, Sandro, Gizmo, Bloom and Quiksilver.



## There's So Much to See From ClearVision

Head over to Booth #P520 to check out everything ClearVision is offering, including special show discounts and exclusive savings on new



releases. There are also opportunities for free frames, chances to win prizes and free popcorn. You'll also have the chance to be a TPI beta tester. Become a ClearVision customer, and you will qualify for a low-risk minimum initial order quantity and save up to 50 percent. From Dilli Dalli, ILLA and more, you can see them all at ClearVision.

## EssilorLuxottica Holds Exclusive Luxury Event to Elevate Select Practices as Elite

NEW YORK—Yesterday, EssilorLuxottica immersed top luxury eyewear customers in an elegant experience designed to bring them closer to some of the most coveted eyewear brands in the world. More than 40 customers experienced multi-sensory brand mini-immersions, inspiring speakers, and consultative training, to help them refine their approach to luxury eyewear in their practices.

“By offering a premium and exclusive experience, we cultivated a strong emotional attachment to our brands and educated our Luxury Insider clients on the individual needs of the consumers, enabling them to create a unique selling experience in their practice,” said Sherianne James, chief marketing officer and senior vice president of Wholesale Marketing at EssilorLuxottica North America.

Fern Mallis, creator of New York Fashion Week, kicked off the premium event with a master class on the overall luxury category in an intimate interview session. Fern explored the modern luxury consumer mindset and the factors and consumer behaviors that have led to the luxury boom in recent years.

“It is critical to understand the luxury consumer when connecting and servicing them. They crave a certain experience that is critical to attracting them to your practice,” said Mallis to the attendees. “It’s great that you are here to learn how to curate experiences that are unique to them.

Enhancing their connection to brands and demonstrating life the of luxury, attendees experienced interactive mini-immersions, including a virtual reality Prada fashion show experience, live demonstrations of elevated frame consultations with Dolce & Gabbana, and a customer portrait in branded frames by artist Rebecca Schneider which were curated to enhance their connection to the brands and drive home the type of experiences consumers expect,” Mallis said.

The Luxury Insider program launched in late 2022 and helps customers refine and elevate their luxury eyewear approach while establishing their practices as the luxury destination in their communities. Members of the program enjoy access to specialized marketing support like in-store marketing and



*Fern Mallis, creator of New York Fashion Week, kicked off the premium event with a master class on the overall luxury category.*

merchandising, exclusive digital assets and content for social media and in-depth brand and product training.

ECPs who are interested in learning more about EssilorLuxottica’s luxury offerings and Luxury Insider program are invited to contact their Luxottica Luxury Sales Consultant. ■

## Morel Debuts New Booth, Invites Attendees to Be Part of a New Campaign

NEW YORK—Morel is debuting at Vision Expo East 2023 with a brand-new Booth #U1621 created with New York-based agency Gilbert. The booth features two lounge areas and frames on display. The centerpieces of the booth are visuals from Morel’s latest campaign titled “Looking Forward since 1880.”

The campaign takes a retro, nostalgic look at contemporary eyewear, featuring oversized Morel frames superimposed over images of individuals across generations—including founder Jules Morel. “Looking Forward Since 1880” celebrates four generations of the



family-owned company, highlighting its past while boldly welcoming its future. Each Morel frame featured in the campaign—and in the

visual at the booth—was carefully selected to capture the spirit of the model in the image.

Attendees at the booth will have the opportunity to have their photo taken and turned into a counter card as part of the campaign. In addition, all participants will receive a complimentary Morel tote bag, and those who make appointments ahead of time with the Morel team will be able to skip the line for the photoshoot.

Morel’s exciting new booth balances a vintage feel with a look toward the future of eyewear. ■

1. Jobson's Marc Ferrara welcomes Summit attendees.
2. (L to R) EssilorLuxottica's Fabrizio Uguzzoni, Rick Gadd, Sherianne James and Ludo Ladreyt.
3. Michael Guyette of VSP Vision (l) with *Vision Monday's* Marge Axelrad.
4. (L to R) Pat McNeil, VSP Vision, Jim McGrann, Percept and Ed Buffington, GPN Technologies.
5. (L to R) Ashley Mills and David Pierson of The Vision Council, Darren Horndasch, Wisconsin Vision and Kirk Lauterback, Shopko Optical.
6. John Serri, EyeQue, with Luna's Kate Doerksen.
7. Justin Manning, OD, PECAA (l) with Dermot Walsh, Ocuco.



# SHOW SHOTS



1. The Optical Women's Association held their champagne breakfast and Star Award ceremony at Gotham Hall on Thursday morning. (L to R) Honorees included Beverly Bienes, OD; Carl Zeiss Vision's Karen Roberts; and De Rigo REM's Talia Bruno.

2. EssilorLuxottica's Fabrizio Uguzzoni welcomed attendees to the breakfast. EssilorLuxottica was the OWA platinum sponsor for the event.

3. Gotham Hall was jam-packed with attendees for the OWA breakfast.

4. ABB Optical's Ryan Tedlock got the booth in order for opening day.

5. Coburn Technologies' David Senkow put everything in its place at the booth.

6. ClearVision's Aisha Watkins oversaw the booth's frames display.

7. EssilorLuxottica's Elyse Webber (l) and Robin Webber had a lot of unpacking to do on setup day.



1. Zeiss' Nicole Silveira (l) and Kayla Long got the single vision display just right.
2. (L to R) Morel's Jason Dopheide, Leonysis Vitale, Denis Bellone proudly displayed product at their new booth.
3. (L to R) It was all about teamwork at the Nouveau Imagewear booth for Laura Birdsell, Miguel Ramos, Jani Burke, Regina Broom and Liz Ashworth.
4. Hoya's Michael Gatti (l) and Warren Modlin highlighted the art of vision.
5. Stacy Fletcher (l) and Emanuele Fare were all ready for the first day of Expo at the MEI booth.
6. Attendees at the March Madness workshop learn about optimizing ocular imaging.
7. For Modo's Lina Francavilla (l) and Brian Dombrowski, it's all about the frames.

## ZEISS Lens Innovations



## VM Summit Speakers Offer 'Insights, Unseen' for Navigating Business

Continued from page 1

thought leader and speaker, Rohit Bhargava, who delivered a keynote presentation on "How To Be a Non-Obvious Thinker (And See What Others Miss).

Bhargava, who is on a mission to inspire more "non-obvious thinking" in the world, is considered one of the most entertaining and original speakers on trends, innovation and marketing in the world. Bhargava is a firm believer in the philosophy that, "The people who understand people always win. Sometimes we need a more human way to do things. We can make things with empathy. We can make things with human understanding. And if we do this we can make things more valuable."

He advised Summit attendees to "Innovate by thinking outside your industry. What's someone else doing that you can use in your industry?"

The next session, "Cultivating Trust: The New Urgency in Business and Healthcare," was introduced by Andrew Karp, group editor, lenses & technology, *Vision Monday, 20/20 Magazine*. He observed that "Trust in our leaders, our institutions and ultimately, in each other, is rapidly eroding, due to the spread of misinformation, disinformation, propaganda and conspiracy theories."

Then Jennifer Hauser, managing director, Edelman Health and founder/director, Wellness 360, presented highlights from the Edelman Trust Barometer, the well-respected annual trust and credibility survey. She explained how our attitudes about trust are being shaped, and what businesses and brands can do to strengthen our trust in them.

Hauser believes, "Trust forms the very basis of our relationships whether they are personal, business or health care relationships." According to the latest Edelman survey, "The most trusted sector was business, followed by NGOs, the government and media."

The Summit then examined the sweeping changes that are impacting the workforce in a two-part session, "Human Capital: Nurturing an Essential Resource." Kraig Eaton, principal,

Deloitte Consulting presented highlights from the 2023 Deloitte Global Human Capital Trends Report. He explained why organizations and workers must learn to navigate a new business landscape together. By doing this, organizations can create impact not only for their business, their workers or their shareholders but for the broader society as well.

"In a world of agility and fluidity of how work gets down, boundaries don't last as long," said Eaton, adding that it is up to companies to go beyond their employees' skills and find new ways to leverage talent to fill HR gaps and retain employees.

Next, Stela Lupushor and Solange Charas, PhD, authors of "Humanizing Human Capital: Invest in Your People for Optimal Business Returns," offered practical advice on how companies can thrive through disruption by understanding and practicing human capital strategies that will drive enterprise performance and value-creation.

"Diversity drives value. Employees and customers are our most important element of business," said Lupushor. She added "businesses that have even a slight increase in diversity, see their return on investment in human capital go up."

Then, in presentation called "AI, ChatGPT and 'Metaversal Madness,'" John Whyte, MD, chief medical officer, WebMD, explained how artificial intelligence, virtual and augmented reality are added new dimensions to the patient experience. Dr. Whyte believes that "Health happens when you leave the doctor's office." Whyte said, "Some 40 percent of people use wearables to track their blood pressure or A1C. But there's a new trend in something called 'nearables' which can track and collect bio-med data through the use of a special light bulb."

A broad-based discussion of how eyecare innovators are expanding the market for vision, improving access to vision care and accelerating growth was divided into four short presentations. In a session on colorblindness, Andrew Karp spoke about the experience of being col-

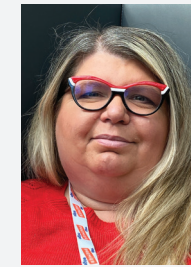
Continued on page 80

## Question of the Day

Which courses are you taking and why?

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**Paula Halifax**  
Kansas City Eye Clinic  
Overland Park, Kansas



"I am taking three marketing programs. I am trying to figure out what's the best way to market my business without spinning your wheels in the wrong direction. I also want to be better at marketing in general."

**Sergey Lychanyy**  
Kupi Ochki  
Kazakhstan



"I am the owner of a business in my country. I own 18 optical shops and I want to learn more information about marketing, creating and building strategy."

**Yves Ronald Momplaisir, OD**  
Clinique Visuelle Greenfield Park  
Greenfield Park, Quebec



"Glaucoma is one of the things we need to focus on. We are seeing more cases in the practice. We are also seeing a lot of kids with myopia, so I will take a class on this issue too."



## VM Summit Speakers Offer 'Insights, Unseen' for Tech Trends Impacting Optical

Continued from page 78

orblind and presented demographic statistics. Then Ali Daniels, chief marketing officer and senior vice president for Visit Seattle described how the city is partnering with EnChroma, a company that produces eyeglasses that enable colorblind people to experience colors, to offer new opportunities for colorblind visitors to fully experience art.

"It may be nothing to a lot of people, but is something to some people," she said reflecting on how the integration of colorblind technology has allowed people to experience art from a new perspective. She added that adding "common courtesy" into how businesses address accessibility will create more welcoming environments.

The conversation then turned to the impact that new, portable technologies are having on vision care delivery. Two leading thinkers in the optometric field, Gary Y. Chu, OD, MPH, FAAO and Susy Yu, OD, MBA, FAAO, discussed how powerful new technologies such as PlenOptika's QuickSee handheld autorefractor are transforming access to vision care, particularly for populations with health disparities, and accelerating market growth.

Dr. Chu said, "It may not always be possible to deliver a comprehensive eye exam to patients in a remote situation. But you provide as much care as you can. You can't let the perfect be the enemy of the good."

Dr. Yu said, "Not every eye exam requires dilation. It's all about providing the right level of care." Dr. Yu praised portable diagnostic devices such as PlenOptika's QuickSee handheld autorefractor.

Steven Lee, OD, MBA, an entrepreneur with a medical and engineering background, and Amel Youssef, OD, a successful practitioner and experienced clinician and researcher, talked about the current health and wellness trend and how eyecare fits into it. They showed how innovative products, from the Apple watch to Fitbit—and in the vision care field, EyeQue—are enabling health-conscious consumers to monitor their wellness.

Dr. Youssef said, "The eyecare industry is a little behind when it comes to adopting low cost, accessible technologies like the Apple Watch and iFit." She said an exception is EyeQue's self-administered vision tests, which she called "an excellent technology for keeping patients engaged."

Dr. Lee said, "Patients expect you to have the latest, greatest technology. Having that technology increases how many patients come through your doors." He added, "Practitioners need to try the technologies themselves, not just read about them or watch a video, in order to understand their features and benefits."

Dwight Ackerman, OD, MBA, FAAO, FBCLA, chief medical editor, *Review of Myopia Management* and International Myopia Institute global ambassador and Lisa McAlister, global myopia lead at Johnson & Johnson Vision and recently-elected board chair of the Global Myopia Awareness Coalition (GMAC), spoke about new efforts to expand awareness of myopia management. They described how sharing new research findings about myopia is resulting in new ways to educate parents, patients and eyecare professionals about the emerging new science of myopia management.

Dr. Ackerman and McAlister both reiterated that myopia is the primary eye health threat of the 21st century, "leaving lots of room for advances in therapies, policy and delivery options," according to Dr. Ackerman.

Addressing new ways to elevate the eyecare market while doing good and engaging directly with customers, Reade Fahs, National Vision's president and CEO, and Jacqueline Grove, NVI's SVP, talent and development; diversity, equity and inclusion; culture and philanthropy, shared for the first time some exclusive data and tactics they've adopted that illuminate the impact eyewear consumers can make to expand access to good vision.

Reade Fahs said, "1 billion people, which is 15 percent of the world's population, have a vision problem, but they don't have access to eyewear and eyecare so their problem goes untreated."



Business expert Bob Safian closed out the program.

Grove explained that National Vision's customer giving program started with the question "Why not let our customers help out?" She said, "Our customers love it because in giving back to the world they know they are helping those in need."

That led to a presentation by Jennifer Sagalyn, director of strategic partnerships of Perkins Access, an affiliate of the world-famous Perkins School for the Blind. Sagalyn spoke about the importance of accessibility and inclusion for people with low vision and blindness—as both employees and as customers.

"The first step to becoming an accessibility champion is understanding the barriers. Students today are going into a digital world that wasn't accessible to them," said Sagalyn, adding that companies need to look at digital touchpoints from end to end within the customer journey.

This will help them identify gaps and improve accessibility. Quoting Helen Keller, she noted that it is an endeavor that all companies must make, "Alone we can do little, Together we can do so much."

The Summit's closing keynote speaker was Bob Safian, the host of podcast *Masters of Scale: Rapid Response*. Safian wove together the themes of VM's Summit in "Unlocking the Secrets of Scale," examining what are the modern challenges faced by business leaders, entrepreneurs and established players, and how should leaders and their teams manage through them.

Safian said, "Chaos can seem scary but it also opens up a lot of opportunity if we're able to see it as opportunity. We can all move faster than we think we can if we make it a priority. And if you have clarity on your purpose, it becomes a roadmap on how to act when things become chaotic along the way."

The Platinum Sponsors of the 2023 VM Leadership Summit include EssilorLuxottica, VSP Premier Program and Percept. Gold Sponsors include The Vision Council and Luna. The Silver Sponsor is Ocuco. ■