



**THE  
VISION  
COUNCIL**  
FIRST ANNUAL / LAB LEADERSHIP FORUM



**THE  
VISION  
COUNCIL**

# Agenda

- **Welcome and Introductions**
  - Ashley Mills, The Vision Council
  - Tom Schroeder, Schroeder Optical
  - Brandon Butler, Pacific Artisan
  - Michael Vitale, The Vision Council
- **Lab Leadership Forum**
  - Concept, Updates, eLearning Series
- **Updates**
  - Emerging Optical Leaders, Tyler Payne, EOL Chair
  - Regulatory, Rick Van Arnam
- **Speed Networking**
- **Round Table Discussions**
  - Federal Program, Outsourcing, Lab Optimization, Redundancy
  - Input from attendees
- **Closing Remarks**

BE PART OF **THE VISION**



# Together for **Better Vision, Better Lives**

**Our purpose is to ensure the economic growth of the optical industry and the success of our members.**

Realizing this goal depends on the support and dedication of companies that care deeply about the continued advancement of the industry.

Together, we can secure an abundant future for the \$65 billion optical industry and provide the eyewear and eyecare people need to look and feel their best.



“The Vision Council is *the* industry association. We encompass membership from all over the industry - from the supply side with frames, lenses, equipment, to retail and all the above. We bring us all together and advocate for what's best for our businesses, what's best for the industry.”



# OUR VALUE



Research & Data



Technical Standards



Community Building



Government Relations



Trade Shows



Consumer Education & Workforce Development

# The Vision Council Foundation

1. Solving the industry's biggest challenges
  - Industry growth & workforce development
  - Public education
2. Communication and fundraising platform
3. Opportunities for partnership through The Vision Council Visionaries sponsorship program



“It’s important for us as brands, companies, and members of The Vision Council to utilize all of these resources and communications to elevate our accounts, our doctor’s offices, our social channels...”

## 2023 Social Media Cross-Network Performance

Audience	Impressions	Engagements
119,803	716,805	46,685

**\$400K**

Raised to fund Opening Your Eyes Scholarship

**300M**

People reached during 2023 National Sunglasses Day campaign

# Community Building





# Member Engagement

1. Annual networking and leadership development events
  - Executive Summit
  - Lab Leadership Forum
2. Secure, members-only web portal
3. Community building through division and committee engagement



“The Vision Council gives us the opportunity to come together and passionately dream about our overall industry...We celebrate a lot of our successes in the past, but we also collectively dream about the future and where it is going to go. Those things don't happen without The Vision Council pulling us together and keeping us all focused in one direction.”



>325

Industry executives and leaders in attendance, for three days of networking, growth and connections

**Your Support  
is Needed**



# LLF Round Table Discussion

Attendee collaboration



# Lab Optimization

- **What are labs doing to optimize processes?**
  - Automation
  - Lean Manufacturing ideas
  - Strategic Thinking
  - Equipment – what's new on the market that you've had success with?
- **Recruiting and retaining talent**
  - Ideas to reduce labor costs
  - Ways to recruit top talent
  - Would you consider being a second chance employer?







# Lab Redundancy

- **Are you prepared for the worst case?**
  - Do you have a redundancy lab partner?
  - What's important to you to find the right outsource / redundancy partner?
  - Difficulties being on two different LMS systems – Possible solutions
- **Spare Parts Listing**
  - Does your lab have spare parts? Would you be willing to sell to other labs in times of need?
  - Parts are sometimes difficult to get quickly. Having a shared availability list might be a great alternative
- **Equipment Redundancy**
  - Do you have equipment redundancy?
  - Used equipment marketplace for newer machines – options currently available
  - Equipment lead times – How are you managing growth strategy with difficult lead times?



# Outsourcing

- **Using Offshore and Nearshore labs**
  - Has it worked for you?
  - What are some of the positives/negatives?
  - Concerns over potential repeat of 2020 logistics nightmare
- **Using stateside labs for outsourcing**
  - Having an outsource partner with available capacity
  - Negating concern's about expanding without the equipment and staffing
  - Knowing those that specialize in niche products, specialty work, etc.
  - Federal program opportunities – what you need to know and how to utilize





# Lab Pain Points

**What are some of the issues you've faced over the past few years?**

- Equipment lead times and service levels
- Logistics costs / availability
- Staffing
- Consolidation of ECP network
- Government restrictions / new regulations
- What else?

# LLF Future Forward

Planning for our future events



# Lab Leadership Forum Future Planning

## What would you like to see at next year's LLF?

- Ways to expand our independent lab attendance?
- Topics to cover?
- Keynote speaker(s)
- Have local lab host at next LLF city location
- Need help from vendors to identify new labs that enter the market
- Anything else we're not considering?

# THANKS TO OUR SPONSORS

- Huge thanks to our sponsors for this years LLF
  - **HOYA**
  - **Schneider Optical Machines**
  - **SatisLoh North America**
  - **Shamir**
  - **IOT-Neochromes**
  - **ArmouRx Safety**
  - **Pacific Artisan Labs**
  - **DAC**
  - **SCL**
  - **Bazell**
  - **Ultra Optics**
  - **National Optronics**

Without your support we wouldn't be able to conduct these valuable meetings for our members!

**THANK YOU!!!**





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