

VM 2011 global Leadership summit



FAST FORWARD

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MARCH 16, 2011 / TIMES CENTER / NEW YORK CITY

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CIBA VISION
Medical Division of the Johnson & Johnson Medical Device Division



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7:30 AM - 8:30 AM

Registration and Breakfast

8:30 AM - 8:45 AM

WELCOME and Introduction

8:45 AM - 10:30 AM

New Alliances (Panel)

Leaders of 6 resource groups address the challenges faced by independents

SPEAKERS:

Jerry Leiblein, OD, *Co-Founder and CEO of OD EXCELLENCE*

Brad Shapiro, *Principal, C & E Vision Services, Inc. and Vision West, Inc.*

David Golden, OD, *Co-Founder, Professional Eyecare Resource Co-Op (PERC)*

Derrick Artis, OD, M.B.A., F.A.A.O., *Vice-President of Vendor Relations and Member Services, Vision Source*

Jerry Hayes, OD, *Founder, Prima Eye Group*

Mark S. Feder, OD, *President & CEO IDOC, LLC*

Q&A

10:30 AM - 11:00 AM

BREAK

11:00 AM - 12:00 PM

The Third Dimension

What's the opportunity for eye care's message in the emerging world of 3D?

SPEAKERS:

Chris Haws, *International Film Maker, Media Consultant, Advisor to 3DatHome Consortium*

Barry Barresi, OD, PhD, *Executive Director, American Optometric Association*



SCHEDULE

of events

12:00 PM - 1:15 PM

LUNCH

1:15 PM - 2:15 PM

Social Purpose

Post-recession, consumers value “values.” What’s the potential for eyecare and eyewear?

SPEAKERS:

Pete Krainik, *Founder, The CMO CLUB*

Emily Silver, *Senior Brand Manager – Diet Pepsi*
Pepsi-Cola North American Beverages

2:15 PM - 3:45 PM

Social Studies: Digital Trends

Social media, mobile and e-commerce are converging. What’s next?

SPEAKERS:

Roy Hessel, OD, *Founder and CEO EyeBuyDirect.com*

Nikki Iravani, OD, *Founder and CEO of Global EyeVentures*

Mark Oller, AIA, *Vice President Brand Development, For Eyes Optical*

Justin Bazan, OD, *Park Slope Eye*

3:45 PM - 4:15 PM

Social Studies: Groupon

The story behind the phenomenon – and how business can participate.

SPEAKER:

Sara Beth Zivitz, *Director, Business Development, Groupon*

4:15 PM - 4:20 PM

CONCLUSION AND WRAP UP

Thank you for joining us!

Vision Monday is proud of its role as the leading business news provider within the optical industry through our relationships with readers via our print news publication, our website VisionMonday.com, our e-newsletters like CLICK and our e-mail news vehicle, VMail.

This 5th annual special forum is a unique event for senior-level executives of major U.S. and international optical retailers, leading eyecare professionals and suppliers. The goal of the Vision Monday Global Leadership Summit is to create dialogue, thought provoking discussion and guidance for decision makers within the optical community, as well as to foster a premier networking opportunity for all attendees.

This important industry event is presented by Vision Monday with the generous support of our Premier Event Sponsors, Luxottica Group & VSP, and our Supporting Event Sponsors, CIBA Vision, Shamir, DAC Vision and International Vision Expo.

We welcome your feedback and comments.

Marc Ferrara

CEO, Information Services Group
mferrara@jobson.com

Marge Axelrad

Sr. Vice President/Editorial Director
Retail Optical Group
maxelrad@jobson.com

Nancy Ness

Vice President
Marketing - Retail Optical Group
nness@jobson.com

SPEAKERS



Derrick Artis, OD, M.B.A., F.A.A.O

Vice-President of Vendor Relations and Member Services,
Vision Source

Dr. Artis is responsible for securing and promoting the company's strategic industry partnerships. Artis joined the Vision Source senior management team in 2008 after four years as Director of Professional Affairs for Johnson and Johnson's Vistakon contact lens division. Prior to Johnson and Johnson, Artis was the Director of Professional Affairs for For Eyes Optical Company. Artis is an alumnus of the Pennsylvania College of Optometry, a fellow in the American Academy of Optometry. He developed the first Executive Business Education program for Optometrists, the Chief Executive Optometrist program at the University of Pennsylvania's Wharton School of Business.



Barry J. Barresi, OD, PhD

Executive Director of the American Optometric Association

Dr. Barresi is a prominent health policy expert and educator. He came to the AOA from the New England Eye Institute, where he served as president, and the New England College of Optometry, where he was vice president of clinical affairs. Barresi is an active member of AOA's Federal Relations Committee. Barresi obtained his Doctor of Optometry degree from the New England College of Optometry and his Ph.D. in public health from New York University. Prior to his position at NECO, Barresi held faculty positions at SUNY College of Optometry and Southern California College of Optometry. Barresi is also Chairman of the Board of Directors at Foundation for Eye Health Awareness.



Justin Bazan, OD

Park Slope Eye

Dr. Bazan is a 2004 graduate of the State University of New York College of Optometry. He is currently in private practice in the Park Slope area of Brooklyn. Bazan opened Park Slope Eye cold in the summer of 2008. With most of his start up money spent on a snack bar and slick signage, he was left without a marketing budget. The free tools associated with social media quickly became his primary form of marketing. He is enthusiastic and passionate about social media, and enjoy providing optometrists with help through a Facebook Page entitled Peripheral Vision. He frequently leads discussions and lectures on Social Media to optometrists and other business owners.



Mark S. Feder, OD

*President & CEO
IDOC, LLC*

As the President and CEO of IDOC (Independent Doctors of Optometric Care), Dr. Feder, is responsible for directing all facets of the business. IDOC is a member-based organization that focuses on providing leading-edge business education and resources for independent optometrists. Feder led the transformation of IDOC from a small doctor's peer group based in Connecticut to an organization that currently has over 900 members in more than 40 U.S. states. He has established partnerships with over 65 companies serving the optometric industry. These companies offer IDOC Members unique programs on products and services they purchase, resulting in increased revenues and greater profits. Still a practicing OD and founder of Norwalk Eye Care, Feder graduated from the State University of New York at Binghamton with a B.A. in Biology and earned his Doctorate from the State University of New York College of Optometry in New York City.



David Golden, OD

Co-Founder, Professional Eyecare Resource Co-Op (PERC)

Dr Golden is Co-Founder of Professional Eyecare Resource Co-Operative which has 125 locations in Southern California, Northern California, Arizona and Nevada. PERC is a select group of high volume eye care practitioners working together to improve and expand their management resources, consolidate buying, and streamline delivery of value based health care. He is also Co-Founder of the Aris Vision Institute – 23 refractive surgery centers in U.S., Mexico and Japan – now part of Gimble Vision Canada.



Chris Haws

International Film Maker, Media Consultant, Advisor to 3DatHome Consortium

A Vision Psychologist by training, Haws' extensive career in the global creative industries has included a wide variety of roles and responsibilities, ranging from his international consultancies to Governments, NGOs and multilateral organizations; to his duties as a television executive and corporate CEO; to academic positions in the U.S. and around the world where he teaches international documentary film production. Over the last year, Chris has worked with: Discovery Education on a major STEM (Science, Technology, Engineering and Math) initiative for teachers; the World Bank Group on developing Media Best Practice Guidelines; the National Academy of Sciences on 3D TV technology in the classroom; DCGEP as an advisor to their programming initiatives; and the 3DatHome Consortium as Academic Advisor to their Human Factors Steering Committee. Currently, Chris is engaged on numerous 3D projects around the world and is a published author on the topic of 3D production and stereopsis.



Jerry Hayes, OD

Founder, Prima Eye Group

Dr. Hayes has spent the last 30 years of his career helping independent Doctors of Optometry prosper in private practice. Hayes started Hayes Marketing in 1981. It grew to \$10 million in sales and was sold to Medical Arts Press in 1997. Hayes entered the Buying Group business in 1983 when he was approached by American Hydron. Today, HMI, has over 4,000 active members and is the largest buying group in the country wholly owned by an OD. Hayes also created the Red Tray program, which provides independent OD's with group purchasing services for optical lab products. Hayes was an original faculty member of the highly acclaimed CibaVision/Essilor MBA program, now administered by Jobson. He co-developed the practice finance section of the program. Hayes served eight years on the Board of Trustees for his alma mater Southern College of Optometry.



Roy Hessel

*Founder and CEO
EyeBuyDirect.com*

Hessel founded EyeBuyDirect in 2005 with the vision that "sight should be a right and not a privilege". Regarded as a leader in the online optical retail industry, the company has a growing staff of 100 experienced designers, engineers and customer service specialists that deliver eyeglasses throughout the world. Prior to founding EyeBuyDirect, he was an analyst with Giza Venture Capital, an international investor in seed and early-stage technology companies. His experience also expands to the M&A and Licensing industries, having worked with the Novartis Institute for Biomedical Research. Hessel has a MBA from Rutgers Business School, following his bachelor's studies in Economics and Philosophy at Tel Aviv University. At 16, Hessel was admitted to The George Washington University and was awarded the International Presidential Scholarship.



Nikki Iravani, OD

Founder and CEO of Global EyeVentures

Dr. Iravani is the Founder and CEO of Global EyeVentures, the first and largest one stop consulting firm for the ophthalmic industry, focused on product development and clinical trial management. Prior to founding Global EyeVentures, Dr. Iravani was the Vice President of Clinical and Professional Affairs at CooperVision. Dr. Iravani is the inventor of EyeXam mobile app, a patent pending, self guided vision screening test, which was rated by Apple as the second most downloaded free iPhone app in the Medical category. A graduate of the University of Houston, College of Optometry, Dr. Iravani has extensive experience in clinical ophthalmology and optometry and is on the advisory board for ophthalmic and health care start-ups. Her background includes both private practice and clinical research.



Pete Krainik

Founder, The CMO CLUB

Pete is founder and CEO of The CMO CLUB, a peer to peer engaged network of over 700 Chief Marketing Officers, and brings over 28 years of experience in Marketing, Sales, IT, and Product Management within the Consumer Goods, High Tech, and Software industries. Prior to The CMO CLUB, Pete served as AVAYA's Global Vice President of Marketing and was Chief Marketing Officer for DoubleClick, the industry leader in online ad serving, permission based email and catalog list management and GM of the Consumer Goods division of Siebel Systems. He spent 15 years at Mars, Inc. in numerous executive roles has also held executive positions at QD Technology, i2 Technologies, Deloitte & Touche and Gulf Oil Corporation.



Jerry Leiblein, OD

Co-Founder and CEO of OD EXCELLENCE

Leiblein has held many offices in optometric societies and associations. He was President of the California Optometric Association, and California State Board of Optometry, Chairman of the Contact Lens section for the American Optometric Association and President of the International Association of State Boards as well as the President and CEO of the American Society of Contact Lens Specialists. He was selected in 1982 by the US State Department to represent the eyecare profession to

China. In 1989 he was awarded Optometrist of the Year. Dr. Lieblein has been published over 100 times and has lectured throughout the US, Europe, Asia, and Canada.



Mark Oller, AIA

Vice President Brand Development, For Eyes Optical

With over 20 years experience specializing in brand identity and experiential design, Oller's work at For Eyes Optical weaves together strategic, environmental, packaging, graphic and digital efforts. Prior to joining For Eyes in 2007, he was the CEO and co-founder of MOVK, a multi-disciplinary design firm noted for award winning, immersive design solutions. His conviction that successful brands cultivate emotional connectivity was nurtured during his previous tenure at Desgrippes Gobé worldwide.

He is a member of the American Institute of Architects and a critic at the Pratt Institute.



Brad Shapiro

Principal, C & E Vision Services, Inc. and Vision West, Inc.

Shapiro has been a Principal in C & E Vision Services since 1990 and in Vision West since 2006. C & E Vision Services and Vision West together comprise the largest optical group purchasing organization in the United States. Shapiro is also a Principal of Rudy Project North America, and a Principal in GP Specialists, Inc.. Prior to entering the optical industry Shapiro was a corporate and securities lawyer at Skadden, Arps, Slate,

Meagher & Flom, an international law firm, and a Managing Director of an investment-banking subsidiary of Cantor Fitzgerald. Shapiro holds a B.A. in Political Science from the University of Michigan and received his J.D. from the University of Michigan Law School.



Emily Silver

*Senior Brand Manager – Diet Pepsi
Pepsi-Cola North American Beverages*

Emily Silver currently is a Senior Brand Manager working on the marketing campaigns for Diet Pepsi in the US. In her previous role, as a manager of Pepsi, Emily worked on the 2009 Pepsi “Refresh Everything” campaign, the 2010 Pepsi Refresh Project on www.refresheverything.com and on the launches of Pepsi Natural and Pepsi

Throwback. Emily has been at Pepsi for 4 years. Prior to joining Pepsi, Emily ran various political campaigns at the state and federal levels.



Sara Beth Zivitz

Director, Business Development, Groupon

Sara Beth Zivitz has been Director, Business Development at Groupon since June 2010 and is currently responsible for developing and executing complex media partnerships with such organizations as Time Inc., ESPN, MSNBC, ABC, and Tribune Company. Zivitz was previously Manager, Marketing and Business Development for NBCU Digital Media where she developed partnerships with P&G, Hilton Hotels, RueLaLa, Coupons.com and others. Prior to NBCU, Zivitz was at Victoria's Secret Beauty Director

of Marketing for start-up PINK Magazine in the Business Leadership Program at The Home Depot. Zivitz holds an MBA from the Harvard Business School, and a BA in Economics from Duke University.



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