


The 2ND Annual VisionMonday Summit Global Leadership



April 9, 2008 | Bridgewaters at South Street Seaport | New York City



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Welcome to Vision Monday's 2nd Global Leadership Summit!

This exclusive forum is designed as a special event for senior-level executives of major U.S. and international optical retailers, leading eye care professionals and suppliers.

The Summit is designed to create dialogue, thought-provoking discussion and guidance for decision makers within the optical community.

The first Vision Monday Global Leadership Summit, held in March 2007, generated extensive positive response for its content, ideas and the networking opportunity it provided.

The theme of our conference this year is: Harnessing the Power of Consumer Communities.

Speakers from within the optical industry and outside experts provide perspectives on a range of important issues facing executives in the areas of Technology, Luxury, Retailing and Health Care.

This unique and important industry event is presented by **Vision Monday** with the generous support of our event sponsors, **Transitions Optical, HOYA, The Vision Council and DAC Vision.**

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 publication's news and analysis, our monthly e-newsletters, VisionMonday.com and our regular e-mail news vehicle, VMail.

It is our goal that the Optical Industry Global Leadership Summit will bring together leaders of the world optical market and provide insights, identify unique opportunities and pose solutions to challenges for leading players.

We welcome your comments.

Bill Scott
Vice President/Group Publisher
Retail Optical Group
Jobson Medical Information LLC
bscott@jobson.com
(212) 274-7131

Marge Axelrad
Sr. Vice President/Group Editorial Director
Retail Optical Group
Jobson Medical Information LLC
maxelrad@jobson.com
(212) 274-7029

SPEAKER BIOGRAPHIES



John O. Agwunobi, MD

**Senior Vice President and President, Health and Wellness
Wal-Mart Stores Division**

Dr. Agwunobi joined Wal-Mart in September 2007 as Senior Vice President and President of Health and Wellness for Wal-Mart Stores Division. Dr. Agwunobi oversees the company's health and wellness business unit, including pharmacies, vision centers and health care clinics. Prior to joining Wal-Mart, he was the Assistant Secretary for Health for the U.S. Department of Health and Human Services and an Admiral in the U.S. Public Health Service Commissioned Corps. A pediatrician, he has also served as Florida's Secretary of Health from October 2001 to September 2005. He had previously served simultaneously as vice president of a pediatric rehabilitation hospital and medical director for an affiliated managed care plan in Washington, D.C. Dr. Agwunobi is also a member of numerous business and professional associations including the American College of Healthcare Executives and the American Medical Association. He received an MBA from Georgetown University, an MPH from Johns Hopkins University and MD from University of Jos, Nigeria.



Erin Byrne

**Global Chief Digital Strategist
Burson-Marsteller**

Byrne has worked on web initiatives since 1993 for diversified clients encompassing online strategy and research, marketing communications, design/development, viral marketing and interactive advertising. She manages an award-winning global team of strategists, designers, programmers and copywriters. Byrne's clients have included McDonald's Corporation, Transitions Optical, HealthMarkets, Hormel Foods, Old Navy, Citibank, The Coca-Cola Company, Nestle Waters North America, Johnson & Johnson, US Airways, and Ginnie Mae. Byrne's team won the "Yahoo Purple Big Idea Chair" award for innovation in integrated marketing for the Bureau of Engraving and Printing's "New Color of Money" campaign. Byrne's work on the internet also includes association and campaign activities including The Salvation Army's online fundraising, The Vision Council's Check Yearly program Web site, online community building for the U.S. Tuna Foundation, and work within the political arena.



Andrea Guerra

**Chief Executive Officer
Luxottica Group S.p.A.**

Andrea Guerra is the CEO of Luxottica Group, S.p.A. the global leader in the design, manufacturing and distribution of eyewear. Guerra joined Luxottica in 2004. Guerra had previously spent ten years at Merloni Elettrodomestici, five of which as the company's CEO. At the time he was the youngest CEO of any Italian listed company. Under his leadership, Merloni, now Indesit Company, became Europe's number-three white goods manufacturer. Guerra's professional experience includes working for Marriott Italia, the Italian subsidiary of the Marriott Corporation. Over the five years he spent with the company, Guerra held various positions in marketing and operations and played a key role in setting up Marriott's facility management division in Italy. Andrea Guerra holds an honors degree in economics from La Sapienza University in Rome.



J. Robinson Lynch

President and CEO

VSP Vision Care

J. Robinson Lynch is President and CEO of VSP Vision Care, the nation's largest eyecare benefits provider with 52 million members in the United States. For more than 50 years VSP has served the nation as a community benefit, not-for-profit company, increasing Americans' access to eyecare and awareness about the important health benefits of regular eyecare. Lynch joined VSP as CEO in 2006. He has been instrumental in the overall growth of the company with expansion into Canada and the acquisition of a new wholly-owned lab in Texas. With more than 30 years experience in the employee benefits field, Lynch joined VSP from Buck Consultants an ACS Company where he most recently served as Managing Director and Chief Operating Officer. During his 18-year tenure at the company, Lynch was instrumental in Buck's many acquisitions and played a key role during two sales of the company. Selected as one of "35 Rising Stars" by Business Insurance magazine, Lynch serves on a variety of association boards and councils in the benefits industry. He served on VSP's Board of Directors for nine years before joining the company in 2006.



Jeff McAllister

Senior VP of Optical

Wal-Mart Stores U.S.

Jeff McAllister joined Wal-Mart as Vice President of Logistics Engineering and Planning in 1998. In 2000, he served as Vice President of Wal-Mart Global Supply Chain. In 2002 he was promoted to Senior Vice President and Chief Operating Officer, Wal-Mart Japan. As of January 2006, McAllister assumed responsibility for Optical in Wal-Mart U.S. Prior to joining the company, McAllister served as Vice President of Logistics for Sak's Fifth Avenue. He has also served thirteen years with May Department Stores where he served in several logistics roles. Prior to leaving May Company, McAllister served as Vice President of Distribution for Kaufmann's Department Store. He is also actively involved in several business and professional associations including the Institute of Industrial Engineers. McAllister holds a B.S. degree in Industrial Engineering from the University of Michigan at Ann Arbor.



Ira Neimark

Author of *Crossing Fifth Avenue to Bergdorf Goodman*

Former Chairman/CEO, Bergdorf Goodman

Ira Neimark's renowned career as a retail executive spans several decades. As former Chairman and CEO of Bergdorf Goodman, he led the company for over 17 years, transforming the Fifth Avenue store into an iconic fixture in luxury and glamour. His achievements include the reintroduction of Paris couture in the U.S., dramatic showcasing of top Italian and French designers, developing new American designers and elaborate promotional launch events featuring haute couture, all of which contributed to Bergdorf's revival. He has also distinguished himself in top management/merchandising posts at the Neiman Marcus Group, B. Altman, Fox, Gladdings and Bonwit Teller. Neimark is a Director of both The Fashion Institute of Technology Foundation and Hermes of Paris and was Adjunct Professor of Retail Marketing at the Columbia University Business School. Neimark recently authored *Crossing Fifth Avenue to Bergdorf Goodman: An Insider's Account of the Rise of Luxury Retailing*, where he shares his expertise and anecdotes drawn from his colorful career.

SPEAKER BIOGRAPHIES



Dr. Tomás Pfortner

CEO

Laboratorio Pfortner Cornealent SACIF

Dr. Tomás Pfortner is CEO of Laboratorio Pfortner Cornealent SACIF in Argentina. Pfortner's activities are developed in the retail business through a group of 14 "optical clinics" where the clinics offer visual care in the areas of spectacles, contact lens fitting, low vision devices, ocular prostheses, intraocular lenses and viscolastics. The group's wholesale company, Waicon, has two manufacturing plants, one which produces 1.5 million custom made contact lenses a year and a pharmaceutical one where they produce contact lens solutions. All these products are distributed in the domestic Argentina market among 1800 practitioners and are exported to 22 countries. A total of 350 people work for this company. Dr. Pfortner is also an optician specialized in contact lenses and has further studied in the contact lenses field with Harry Freeman in London and in Rodenstock, Munich. He has received numerous awards and acknowledgement for his scientific work devoted to the development of contact lens fitting and technical publication. Dr. Pfortner is also a charter partner and president of the Sociedad Argentina de Contactología since 1977. Dr. Pfortner often lectures at universities in the country and abroad. Dr. Pfortner is also an editor at Pfortner Views and Universo Visual. His works are published in several languages. Dr. Pfortner holds a PhD in Economics from the University of Buenos Aires.



Lynn O'Connor Vos

CEO, President

Grey Healthcare Group

Lynn O'Connor Vos is President and Chief Executive Officer of Grey Healthcare Group, an integrated global healthcare communications company with deep expertise in traditional and digital communications that drive brand loyalty and sales. Vos has led the GHG companies worldwide to successfully integrate the latest digital thinking with the best of every traditional discipline. Vos has launched numerous award winning programs in areas such as medical illustration, interactive sales training, web site development and advertising programs, and have developed long-term relationships with blue-chip clients such as Pfizer, Wyeth, AstraZeneca, and Boehringer Ingelheim, and numerous smaller, specialty companies. Vos was recently named Healthcare Businesswoman's "Woman of the Year," nominated to the Academy of Women Achievers and is on the boards of The Jed Foundation, Medical Advertising Hall of Fame, Windward School and Columbia University's Information Technology Program advisory group. Vos received a B.S. degree in Nursing from Alfred University where she graduated with honors.

“Harnessing the Power of Today’s Consumer Communities”

8:00am-8:45am **Registration and Continental Breakfast**

8:45am-9:00am **WELCOME and Introduction**

9:00am-10:15am **TECHNOLOGY**

The pace of information and influence of consumer and business social communities are turning conventional marketing and distribution ideas around and also influencing how companies market and communicate. What must eye care and eyewear executives know to better understand, leverage and manage the digital communications world?

Speakers:

Erin Byrne, Global Chief Digital Strategist, Burson-Marsteller
Lynn O'Connor Vos, CEO and President, Grey Healthcare

10:15am-10:30am **BREAK**

10:30-10:45am **Remarks**

10:45am-Noon **RETAILING**

Optical retailing and eye care delivery options vary greatly around the world. Top executives of leading companies in their markets discuss their individual perspectives and their particular approaches to tap into consumer priorities and patient needs to generate a healthy business.

Speakers:

Dr. Tomás Pförtner, CEO, Laboratorio Pförtner Cornealent SACIF
Jeff McAllister, Senior VP, Optical Division, Wal-Mart

12:00pm-1:30pm

LUNCH

1:30pm-2:45pm

LUXURY

What motivates the luxury consumer today? What defines the luxury consumer community and how have notions of 'luxury' been changing? Our speakers will take a look at the hallmarks of defining service and exclusivity and discuss how luxury is conveyed in the retail environment.

Speakers:

Ira Neimark, Former CEO/Chairman
Bergdorf Goodman, Author of *Crossing Fifth Avenue to Bergdorf-Goodman: An Insider's Account of the Rise of Luxury Retailing*
Andrea Guerra, CEO, Luxottica Group

2:45-4:00pm

HEALTH CARE

A myriad of forces are buffeting health care costs and vision care is only one piece of a very large issue confronting employers, benefits managers, the government and all Americans. What are the key forces shaping managed care programs today? What are some of the opportunities on the horizon for vision care?

Speakers:

J. Robinson Lynch, President and CEO, VSP Vision Care
John O. Agwunobi, MD, SVP and President, Health and Wellness, Wal-Mart Stores

4:00pm

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