

2009  
VisionMonday Summit  
3<sup>rd</sup> annual  
Global Leadership

March 25, 2009 | Bridgewater at South Street Seaport | New York City



INVENTION AND  
REINVENTION  
THE FUTURE DELIVERY OF VISION CARE

LUXOTTICA  
GROUP

DAC<sup>™</sup>  
VISION



THE VISION COUNCIL

Transitions<sup>®</sup>  
Healthy sight in every light<sup>™</sup>



Shamir



# Welcome to Vision Monday's 3rd Annual Global Leadership Summit!

This 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 theme of our conference this year is: **Invention and Reinvention: The Future Delivery of Vision Care.**

With the uncertain economics that are affecting the industry and world right now, we believe that it is more important than ever for the optical community to come together and address issues and concerns that are affecting us all.

**Vision Monday** is proud to be a facilitator of this process. We view this as our role *in* the industry and our responsibility *to* the industry.

Today, our speakers will provide perspectives on a range of important issues facing industry executives in the following areas: Technology and the Internet, the Current Economic Environment from Main Street to Wall Street, the Perspective of the Independent and the Future Delivery of Retail and Health Care.

This unique and important industry event is presented by **Vision Monday** with the generous support of our event sponsors, **Transitions Optical, Luxottica Group, Shamir Insight, The Vision Council** and **DAC Vision**. We thank them for their support and would ask you to thank them as well. Without their support we could not make today happen!

**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, our website **VisionMonday.com**, our e-newsletters and our e-mail news vehicle, **VMail**.

It is our goal that the Vision Monday Global Leadership Summit bring together leaders of the world's optical market and provide insights, identify unique opportunities and pose solutions to challenges for the optical community.

We welcome your feedback and comments.

## **Bill Scott**

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**Barry J. Barresi, OD, Ph.D**  
Executive Director  
American Optometric Association

Dr. Barresi was named Executive Director of American Optometric Association (AOA) in July 2008. He is a prominent health policy expert and educator and comes 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. As an active member of AOA's Federal Relations Committee for more than a decade, Dr. Barresi has a thorough knowledge of AOA's advocacy efforts and has testified in state legislatures across the nation. Dr. 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.



**Kerry Bradley**  
President  
Luxottica Retail, North America

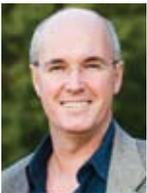
Kerry Bradley was named President of Luxottica Retail North America this year. Prior to that, he served as COO of Luxottica Retail North America and COO of Sunglass Hut North America. Bradley has been with the company for 21 years and has served as Vice President of Marketing and Strategy and Business Development for LensCrafters as well as Vice President of Marketing for various divisions of U.S. Shoe. Bradley received a B.S. degree from Auburn University and a M.B.A. from the University of Edinburgh, Scotland.



**Bobby Christensen, OD**  
Senior Vice President  
Vision Source

Dr. Christensen is the Senior Vice President of Network Administration at Vision Source and has been with the organization for 12 years. He graduated from the University of Houston College of Optometry in 1973. He has held numerous offices in professional organizations including

President of the Oklahoma Optometric Association, President of the Heart of America Contact Lens Society and Program Chairman for the American Optometric Contact Lens Section. He was named "Optometrist of the Year" in 1995 by the Heart of America Contact Lens Society and "Optometrist of the Year" in 1997 by the Oklahoma Association of Optometric Physicians.



**Dhavid Cooper, OD**  
Co-Founder, CEO  
FramesDirect.com

Dr. Dhavid Cooper is Co-Founder and CEO of FramesDirect.com, described as "the world's largest online optical store." Dr. Cooper became a pioneer of the online optical concept when he founded FramesDirect.com in 1996 and began developing a virtual eyeglass try-on system. Dr. Cooper

completed his undergraduate and optometric studies at the Witwatersrand Technikon in Johannesburg in 1978. After receiving his Doctor of Optometry degree, he was invited to become an Adjunct Professor at the College and pursue a Master of Science Degree in Physiological Optics. Upon completing his MS degree in 1985, he opened his first optometric practice in downtown Houston and within 5 years, had grown his small company into 5 successful offices.



**Glenn Ellisor, OD**  
 President and CEO  
 Vision Source

Dr. Ellisor is the founder of Vision Source and serves as its President and Chairman of the Board. He specializes in laser vision co-management, family optometry care, contact lenses, treatment of eye disease and is an optometry glaucoma specialist. Dr. Ellisor has also served on advisory panels for Ciba, Pilkington-Barnes Hind, Bausch & Lomb, Wesley Jessen and Alcon and is a member of the AOA. Dr. Ellisor graduated from Stephen F. Austin University in 1982 with a degree in biology and graduated from the University of Houston College of Optometry in 1984.



**Diana J. Hall**  
 CEO  
 Bard Optical

Ms. Hall has been in the vision care industry for over 40 years. She purchased Bard Optical in 1981, when the company had only one office. Today, Bard has grown to an 18 location organization with 17 retail offices throughout Central Illinois and the home office and full service laboratory in Peoria, IL. In 2004, Hall was selected as one of Vision Monday's "50 Most Influential Women in Optical" and was re-named to the Top 20 list in 2007. Hall is a recipient of many achievement awards including the "Athena Award," the "Peoria Area Chamber of Commerce Small Business Award" and the "Edythe A. Cohen Business/Industry Award" sponsored by the YWCA.



**David Holmberg**  
 President and CEO, HVHC Inc.  
 Chairman, President and CEO, Eye Care Centers of America

David Holmberg was named President and CEO of HVHC Inc., a division of Highmark, Inc., on July 1, 2008. Holmberg is also Chairman, President and CEO of San Antonio, Texas-based Eye Care Centers of America (ECCA). Holmberg brings a wealth of leadership background with past positions as the Executive Vice President of Operations for Jo-Ann Stores, Inc., President of Cole Licensed Brands, and Executive Vice President of Store Operations and President of Zale's Canada. Holmberg holds an MBA from the University of Texas at Dallas and is also a graduate of the Harvard Business School's Advanced Management Program.



**Jeff Johnson, OD, CFA**  
 Senior Financial Analyst  
 R.W. Baird

Jeff Johnson is Baird's Senior Analyst covering Medical Technology. Prior to joining Baird in 2003, he was an optometrist and the Associate Director of Refractive Surgery Services at the Massachusetts Eye and Ear Infirmary. He was also an instructor of ophthalmology at Harvard Medical School, an Adjunct-Assistant Professor of optometry at the New England College of Optometry and an equity research intern at Baird. Johnson received his MBA from Northwestern University, graduated summa cum laude as salutatorian from the Illinois College of Optometry, and did his undergraduate work at the University of Illinois at Urbana-Champaign.



**Peter H. Kehoe OD, FAAO**  
 President  
 American Optometric Association

Peter H. Kehoe, O.D., F.A.A.O., was first elected to the American Optometric Association Board of Trustees in June 1999 and re-elected in 2002. Dr. Kehoe ascended to the presidency of AOA in June 2008. In addition to his responsibilities as President, Dr. Kehoe serves as a member of the AOA Executive and Agenda Committees. He is board liaison to the American Academy of Optometry and National Optometric Association and also serves as liaison to various regional optometric councils and organizations. Dr. Kehoe is a graduate of the Illinois College of Optometry and served on its Alumni Council Board of Directors.



**Rob Lynch**  
 President and CEO  
 VSP

Rob Lynch is President and CEO of VSP. The VSP family of companies include: VSP Vision Care, the largest not-for-profit eyecare benefits and services company in the U.S. with 55 million members and a network of 25,000 doctors; VSP Labs, leaders in new technologies, production, service and logistics; Marchon Eyewear Inc., one of the world's largest eyewear and sunwear companies; and Eyefinity/OfficeMate which offer innovative business solutions for ECPs. Lynch joined VSP in 2006 and has been instrumental in the company's expansion to Canada, the acquisition of two wholly-owned optical laboratories and Marchon. With more than 30 years in the employee benefits field, Lynch joined VSP from Buck Consultants, an ACS Company, where he was Managing Director and COO. Lynch serves on the board of directors of Prevent Blindness America. He holds a Bachelor of Arts degree in economics and history from Ohio Wesleyan University and completed graduate courses in finance at Golden Gate University.



**Jeff McAllister**  
 Senior VP of Health and Wellness Operations  
 Wal-Mart Stores

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 and 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. McAllister 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.



**Ron Walker**  
 CEO  
 AllAboutVision.com

Ron Walker is the CEO of Access Media Group, a diversified healthcare publisher with a specialty in vision and eye care. The company's primary business, AllAboutVision.com, has been online since January 2000 and served about eight million visitors in 2008 and has been cited by prominent consumer media such as *Newsweek*, *The Wall Street Journal* and NPR. His background also includes 20 years in sales and management of eye care trade magazines, and work at an advertising and public relations firm specializing in retail optical.



## **Invention and Reinvention - The Future Delivery of Vision Care**

**7:30am-8:30am**

**Registration and Coffee**

**8:30am-8:50am**

**WELCOME and Introduction**

**8:50am-10:00am**

**THE INDEPENDENT'S PERSPECTIVE**

Independent eyecare professionals as well as independent regional and local retailers are confronting mounting challenges. What are their concerns? How are they tackling them? How do they envision their future?

**Speakers:**

Glenn Ellisor, OD, President and CEO, Vision Source  
Bobby Christensen, OD, Senior Vice President, Vision Source  
Peter H. Kehoe, OD, FAAO, President, American  
Optometric Association  
Diana J. Hall, CEO, Bard Optical

**10:00am-10:15am**

**PRESENTATION**

**10:15am-11:00am**

**FROM WALL STREET TO MAIN STREET: A NEW ECONOMY**

A sharply changed climate creates new business realities and tough calls. What's the current outlook from the financial community about the vision care business and today's consumer?

**Speaker:**

Jeff Johnson, OD, CFA, Financial Analyst, R.W. Baird

**11:00am-11:20am**

**BREAK**



**11:20am-12:15pm**

### **NEW MODELS: TECHNOLOGY AND THE INTERNET**

Instant access to information and the new power of online communities are transforming eyecare, eyewear and healthcare experiences. How can executives rethink patient/customer dynamics?

#### **Speakers:**

Ron Walker, CEO, AllAboutVision.com

Dhavid Cooper, OD, Co-Founder, CEO, FramesDirect.com

**12:30pm-1:50pm**

### **LUNCH**

**2:00pm-2:15pm**

### **PRESENTATION**

**2:15pm-4:15pm**

### **PANEL: FUTURE DELIVERY OF RETAIL AND HEALTHCARE**

The size, scale and integration of large groups influence the access to and perceived value of eyecare/eyewear to millions of patients and customers and thousands of providers. How do their leaders view the change ahead? What drives their decisions?

#### **Speakers:**

Kerry Bradley, President, Luxottica Retail, North America

David Holmberg, President and CEO, HVHC Inc.,

Chairman, President and CEO, Eye Care Centers of America

Rob Lynch, President and CEO, VSP

Jeff McAllister, Senior VP of Health and Wellness

Operations, Wal-Mart Stores

Barry J. Barresi, OD, Ph.D, Executive Director, American

Optometric Association

**4:15pm-4:30pm**

**END**

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