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## The Vision Council Hosted Nearly 300 Optical Industry Leaders at the 2025 Executive Summit

### *Annual Leadership Event Offered Leadership Development and Executive-Level Networking*

**Alexandria, VA – January 27, 2025** – Last week, The Vision Council's 2025 Executive Summit brought together nearly 300 optical executives on the scenic Pacific coast in Santa Barbara, California, for three dynamic days of networking, leadership development, and forward-thinking discussions designed to shape the future of the vision industry.

"The 2025 Executive Summit showcased a dynamic blend of collaboration and education, attracting attendees across all corners of the industry," said **Ashley Mills, CEO of The Vision Council**. "Our programming on timely topics, intentional networking opportunities, and vibrant discussions continue to resonate with attendees and aligns with our mission to advocate for the economic growth of the industry. Reflecting The Vision Council's strategic priorities for the next five years, we remain committed to fostering environments for learning, idea exchange, and relationship building, ensuring our members are equipped with the tools they need to thrive."

### **Annual Business Meeting Highlights**

The Annual Business Meeting, held on Thursday, January 23, highlighted The Vision Council's 2024 achievements and outlined strategic priorities for 2025. During the meeting, The Vision Council confirmed its 2025 Board of Directors and approved the following officers to serve an initial term:

- Jamie Rosin, Rosin Eyecare, as Chair
- Jim McGrann, Advancing Eyecare, as Vice Chair
- Scott Shapiro, Europa Eyewear, as Immediate Past Chair
- John Lakey, Hilco Vision, as Secretary/Treasurer

The full list of The Vision Council's 2025 Board of Directors is available at [thevisioncouncil.org/governance](https://thevisioncouncil.org/governance).

### **Main Stage Highlights**

The event featured an engaging lineup of speakers and presentations, including:

- **Eugene Shatsman**, Managing Partner of National Strategic Group, who discussed the evolving artificial intelligence landscape and outlined practical AI measures for day-to-



day business operations. Shatsman also conducted an AI note-taking experiment that provided attendees with personalized notes based on their unique preferences and goals.

- **Alison Canavan**, wellness coach and mindfulness advocate, who delivered an interactive keynote address sharing actionable gratitude practices, breathing techniques, and ways to harness energy to turn curiosity into action.
- **Eric O'Neill**, author and cybersecurity expert, who recounted his real-life experiences as an FBI operative and offered insights into protecting companies from evolving cyber threats.
- **Kim Lear**, founder of Inlay Insights, who explored generational differences and how shifting dynamics influence individuals both at home and in the workplace.
- **Brian Beaulieu**, CEO and Chief Economist of ITR Economics, who provided a forward-looking fiscal perspective to help attendees prepare their businesses and personal finances for 2025 and beyond.

Updates from The Vision Council team included discussions on the new Congress, impending tariffs and regulatory changes, and a detailed analysis of the [2024 Market inSights](#) report and the 2025 market forecast.

### Event Highlights

The summit also featured several unique and engaging activities:

- **Networking in Nature Walks:** Attendees connected and sparked conversations while enjoying the property's scenic beauty before and after daily programming.
- **Opening Reception and Chairperson's Dinner:** These events provided opportunities to build new relationships and reconnect with familiar faces.
- **Fundraiser and Raffle:** A special event supporting [The Vision Council Foundation's](#) mission to aid rising opticians from underserved communities.

Post-event resources and photos will be available on The Vision Council's website in the coming days. For more information, visit [thevisioncouncil.org](https://thevisioncouncil.org).

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### About The Vision Council

*The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.*