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INTERNATIONAL VISION EXPO

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The Vision Expo Community Comes Together

LAS VEGAS—As the vision industry gathers here for the opening of Vision Expo West, we at International Vision Expo extend our sincere thoughts to those affected by Hurricane Harvey and Hurricane Irma. This industry is and always has been a close, caring community, and the rally of support has been remarkable.

As some of our exhibitors and attendees are unable to travel to the show due to these recent events, there are a number of ways in which you can help those affected by the hurricanes—a few industry-backed relief efforts can be found on the show website at VisionExpoVegas.com/relief.

For the many members of the industry who have reached out in search of ways to show their support, we encourage you join behind these important efforts.

There are also ways in which you can directly connect with the exhibitors who were unable to be here with us this week:

- **Visit the Communication Hub:** A communication hub for the affected exhibitors has been set up in the front of the show floor at the Exhibitor Recommendations Booth #14024. You can leave a business card or message there for delivery to these exhibitors after the show, when their operations are back up and running.



- **Connect After The Show.** The full list of affected exhibitors can be found on the show website at VisionExpoVegas.com/relief. While you may not be able to meet with them this week as planned, we encourage you to reschedule your discussions for after the Show.

Vision Expo would not be the largest eyecare event in the Americas without our valued attendees. Thank you for your dedication to the success of our industry, and for your ongoing support of Vision Expo and our official exhibitors. ■

Vision Monday, 20/20 Magazine Host Ninth Annual EyeVote Reader's Choice Awards

NEW YORK—*Vision Monday* and *20/20 Magazine* are hosting the ninth annual EyeVote Reader's Choice Awards to identify the optical industry's favorite products and companies this year.

These two Jobson Medical Information publications are teaming up once



again this fall to get readers' opinions by asking optical retailers' and ECPs to identify their favorite products in 14 distinct categories: optical frames, spectacle lenses, sunglasses, contact lenses, optical equipment and supplies, diagnostic equipment, practice management software, EHR software, online ordering website, best optical app, patient engagement systems, and dispensing/

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Optical Companies Assess Irma's Damage

LAS VEGAS—As optical retailers, eyecare practitioners and suppliers throughout Florida and surrounding states began to clean up damage caused by Hurricane Irma and assess its impact, the optical industry rallied in widespread support of them with a multi-tiered outreach to storm victims.

Edward Beiner, CEO of Miami-based Edward Beiner Purveyor of Fine Eyewear, which has 11 stores throughout southern Florida, told *Vision Monday* that all of his employees are safe and he was planning to open eight of them by Tuesday. "Even though, we'll have a few challenging weeks ahead, the future looks bright," Beiner said.

Nathan Bonilla-Warford, OD, who has two Bright Eyes Family Vision locations in Tampa, Fla., posted to patients that he'd closed both offices over the weekend. After the storm moved north and hit there



on Sunday night, Bonilla-Warford said, "All our staff and buildings are fine and without problems. We'd packed up really well. Now it just has to be put back."

Hoya Vision Care reported that all of its sales representatives in the path of Hurricane Irma are safe

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Show Shots

1. (L to R) Andy Alcorn, Superior Vision Services, Jon Goldberg, Zeiss, and Michael Block, The Block Business Group, participate in the 10th annual Prevent Blindness Swing Fore Sight golf outing.
2. Van May represents ThinOPTICS, hole sponsor of the Prevent Blindness Swing Fore Sight event.
3. Carol Sheley, Prevent Blindness volunteer, and Kathy Nelson, VP of Prevent Blindness, line up to start their day at the golf outing.
4. Mylene Emond (l) and Shelley Logan of WestGroupe polish up some frames.
5. Carol Ambler of Zyloware is (sort of) hanging out with Shaq.
6. Opti-Port president and chief executive officer Jim Edwards welcomes Opti-Port members to the SPARK Conference on Wednesday morning.
7. SPARK Conference keynote speaker David Mead talks about the principles covered in Simon Sinek's best-selling book "Start With Why: How great leaders inspire everyone to take action."



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FOR TODAY'S
WORLD.**



ZEISS Precision Progressive Lenses

**ZEISS precision technology
with Digital Inside.**