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Private Equity Takes Root in Optical

New Investments Fuel Growth for U.S. Retailers and Independent ECPs



PEOPLE

MOVES



Giovanni Zoppas



Massimo Renon

MARCOLIN GROUP APPOINTS ZOPPAS AS EXEC CHAIRMAN, RENON GROUP CEO

LONGARONE, Italy—Marcolin Group announced that Giovanni Zoppas has been appointed Marcolin Group's executive chairman in charge of areas including licenses, international affairs, human resources, legal and institutional communication, effective Oct. 19, 2017.

Zoppas has also been nominated CEO of the joint venture between LVMH and Marcolin Group that was announced in January. "The goal of these changes is to ensure the best possible results with the alignment of interest of the different stakeholders," the company said.

Marcolin Group's CEO role will be covered by Massimo Renon, operating in Marcolin Group since January 2017 as worldwide commercial general manager.

"Consistent with the spirit of these changes, Giovanni Zoppas will give Massimo Renon all the necessary support for his success in the new role," the company added.



NEW LOOK VISION GROUP ANNOUNCES SEVERAL SENIOR MANAGEMENT CHANGES

MONTREAL—New Look Vision Group Inc., a leader in Canada's eyecare sector with its network of 379 locations, has made a few changes

among its senior management team following the closing of its acquisition of Iris, le groupe visuel (1990).

Éric Babin has been appointed president of Iris, with responsibility for the overall operations of the company. He succeeds Michael Chaiken, OD, who has retired as president of Iris. Babin has been with Iris since 1998, most recently as vice president, communications and information technologies and as a director. He has broad industry experience and is well acquainted with the Iris operations, according to New Look's announcement earlier this week. New Look announced its intention to acquire Iris in July.

In addition, Sylvain Boucher, OD, will join the Iris board of directors. Boucher is president and CEO of Ergoresearch Ltd. and an optometrist by training. He was with the Iris group from 1996 through 2005 and his responsibilities were in the areas of operations and development.

Mario Pageau will be appointed senior vice president, New Look Eyewear and Greiche & Scaff, effective Nov. 7, according to the announcement. He will be responsible for the operations of these two banners. Pageau currently is senior vice president, optical products and services.

An optician by training, Pageau joined New Look Vision in 1987 and has a broad range of experience across all aspects of the optical industry, including retail and manufacturing. Pageau succeeds Martial Gagné, who will be retiring as president of New Look Eyewear and Greiche & Scaff, effective Nov. 7, 2017, to pursue career opportunities in another industry.

Gagné has been president of New Look Eyewear since January 2008 and with the company since 2001. He will continue to serve on the board of directors of New Look Vision, according to the announcement.

Antoine Amiel, president and director of New Look Vision Group, said the company is confident that "this young and energetic senior management team will be successful

in driving their respective banners forward to the next level of profitability and development and look forward to working with them over the coming years to take New Look Vision to a greater level of excellence."



Shaleen Ratansi

WESTGROUPE APPOINTS RATANSI NEW MARKETING DIRECTOR

MONTREAL, Quebec—WestGroupe has announced the appointment of Shaleen Ratansi to the position of marketing director.

Ratansi brings over 15 years of design, branding and marketing experience with her to this position with WestGroupe. Ratansi previously worked in the fashion industry and joined the optical industry over three years ago, working for a leading optical company to oversee the creation of campaigns, branding, media strategies, events and trade shows for the North American market.

"Shaleen brings a fresh energy to her new position and possesses the right mixture of expertise, insight and personality to help WestGroupe reach for the future," said WestGroupe's president, Michael Suliteanu.

"It is an exciting time for WestGroupe, as it continues its worldwide growth. The organization has had continuous expansion, now in over 40 countries with no signs of slowing down," said Ratansi.

"I am really looking forward to working with the team to build, innovate and create marketing initiatives which will further drive audience engagement, increase sales and focus on customer needs, quality products and services with premium branding," she said. ■

Optical Industry Joins Forces to Support #WorldSightDayChallenge

Optometry Giving Sight reported that there was a great response from optometrists, companies and students in support of the World Sight Day Challenge with many practices, companies and 21 schools of optometry fundraising throughout the month of October. The World Sight Day Challenge encourages all members of the vision care community to make a donation or participate in a fundraising event to help fund sustainable eye health projects for people who are needlessly blind or vision impaired. See how the industry participated below. ■

1. On Oct. 30, Jobson hosted an office-wide pizza party in an effort to raise additional donations for Optometry Giving Sight by selling each slice of pizza for \$2.
2. In celebration of World Sight Day, A&A Optical coordinated what has become a traditional day of blindfold games and challenges. This year, employees participated in a blindfold free-throw shooting competition and attempted to dunk A&A Optical CEO and president, Robert Liener.
3. The Alcon Foundation hosted Cycle for Sight 20/20 Challenge activities at AAO in Chicago and at Alcon sites around the world. Here, participants in Australia rode to raise funds to support optometric research, education and patient services.
4. In addition to encouraging Costa fans to visit their eyecare professional on World Sight Day via Facebook, Costa donated \$20 to the Vision Foundation for each order ECPs placed on Costa's B2B site for 3+ sunglass and/or optical frames.
5. To celebrate World Sight Day, OneSight launched their first global fitness and fundraising challenge. Over 1,000 supporters from around the globe participated in the Ready Set See challenge, raising \$155,000.
6. Modo works continuously with children with poor eyesight through the Buy A Frame – Help A Child See program, which helps children

- who otherwise cannot afford and would not receive eyecare.
7. In addition to posting on their blog, Zyloware also had influencers and celebrities sharing on social media. Randy Jackson tweeted about the importance of yearly eye exams.
 8. Think About Your Eyes also partnered with Instagram influencers and coordinated in-person photo ops in key regional markets to encourage the public to celebrate the gift of sight on World Sight Day.
 9. VSP Global employees worldwide rallied to raise funds for hurricane-related eyecare relief efforts and Our Children's Vision projects through activities like vendor fairs, as well as individual contributions.
 10. WestGroupe held a raffle in August for a chance to win tickets to a meet & greet in Montreal with legendary skateboarder Tony Hawk, among other fundraising efforts.
 11. Wiley X created an email campaign reminding their customers to celebrate World Sight Day by scheduling their annual eye exam as well as offering 25 percent off their purchase for the day.
 12. Jon Herring, Vision Source Member Support Center employee, used the power of song to highlight the importance of "Giving Sight, Man."
 13. At 15 sites in North America, Europe and Asia, Zeiss employees participated in a variety of activities during the Week of Sight and on World Sight Day.



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Have anything to add? We'd love to hear from you!
E-mail your comments to visionmonday@jobson.com.

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