

2023 EXECUTIVE SUMMIT

EVENT RECAP & RESOURCES

JANUARY 9-11
AUSTIN, TEXAS



Vision CARE
is *Health CARE.*



2023 EXECUTIVE SUMMIT

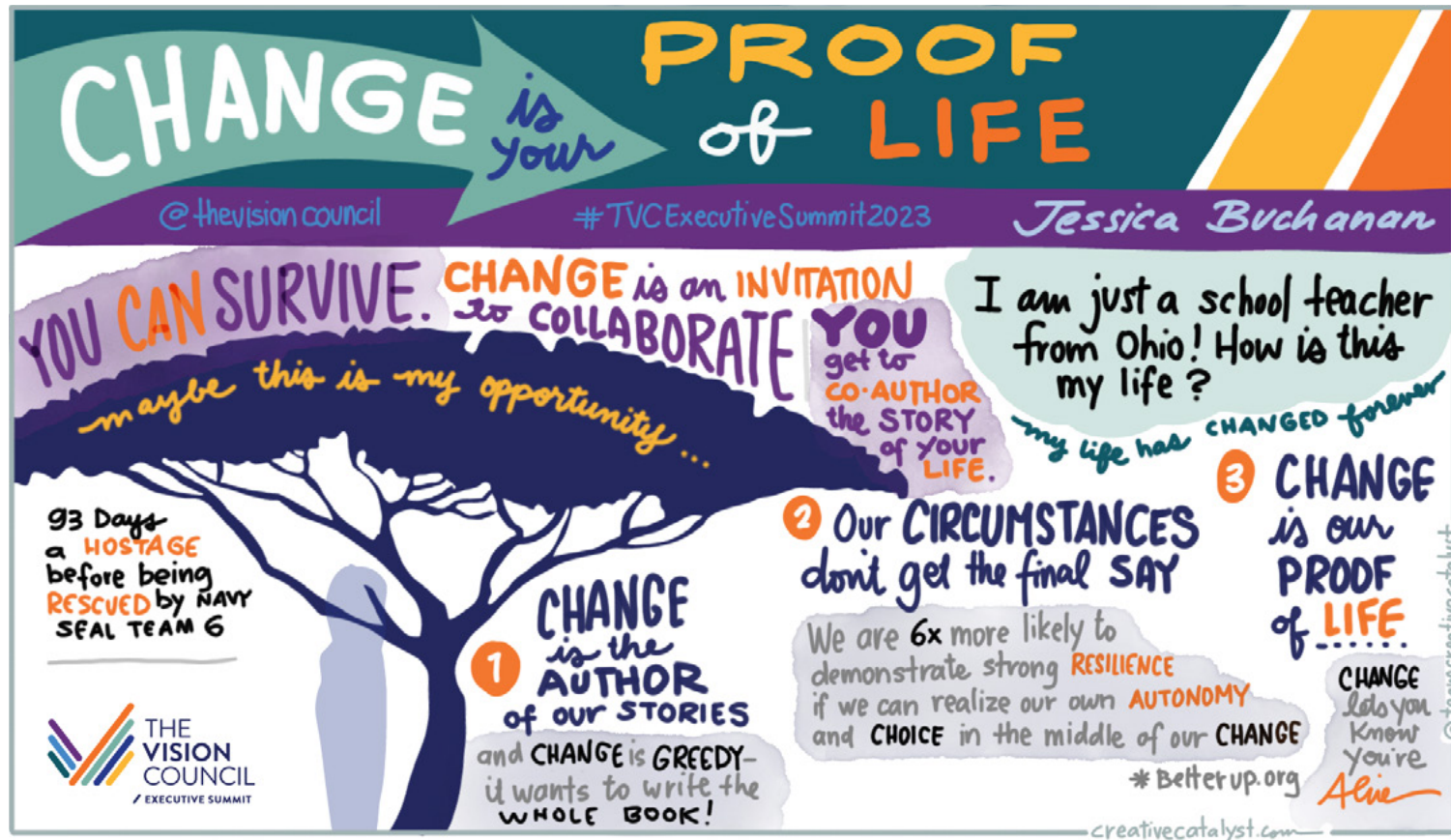
Taking place in Austin, Texas, a new host city for the event and the live music capital of the world, the 2023 Executive Summit brought together nearly 300 industry professionals for three days of executive-level networking and leadership development. Designed to illuminate the state of the vision care industry, spotlight key business trends and present concrete approaches to confronting the evolving challenges of the global economy, the 2023 Executive Summit included a robust schedule of engaging presentations and networking sessions.



OMNI BARTON CREEK
RESORT & SPA

To see more photos from the event, please [click here](#).

JANUARY 10: KEYNOTES



JESSICA BUCHANAN

Jessica Buchanan, New York Times Bestselling Author, Humanitarian and Survivor, presented "Change Is Your Proof of Life," during which she shared the story of her rescue by SEAL Team Six after being held hostage by Somali pirates. She also discussed how to become a collaborator with change and create the strategies necessary to survive and thrive.

Website: www.jessbuchanan.com

Book: [Impossible Odds](#)





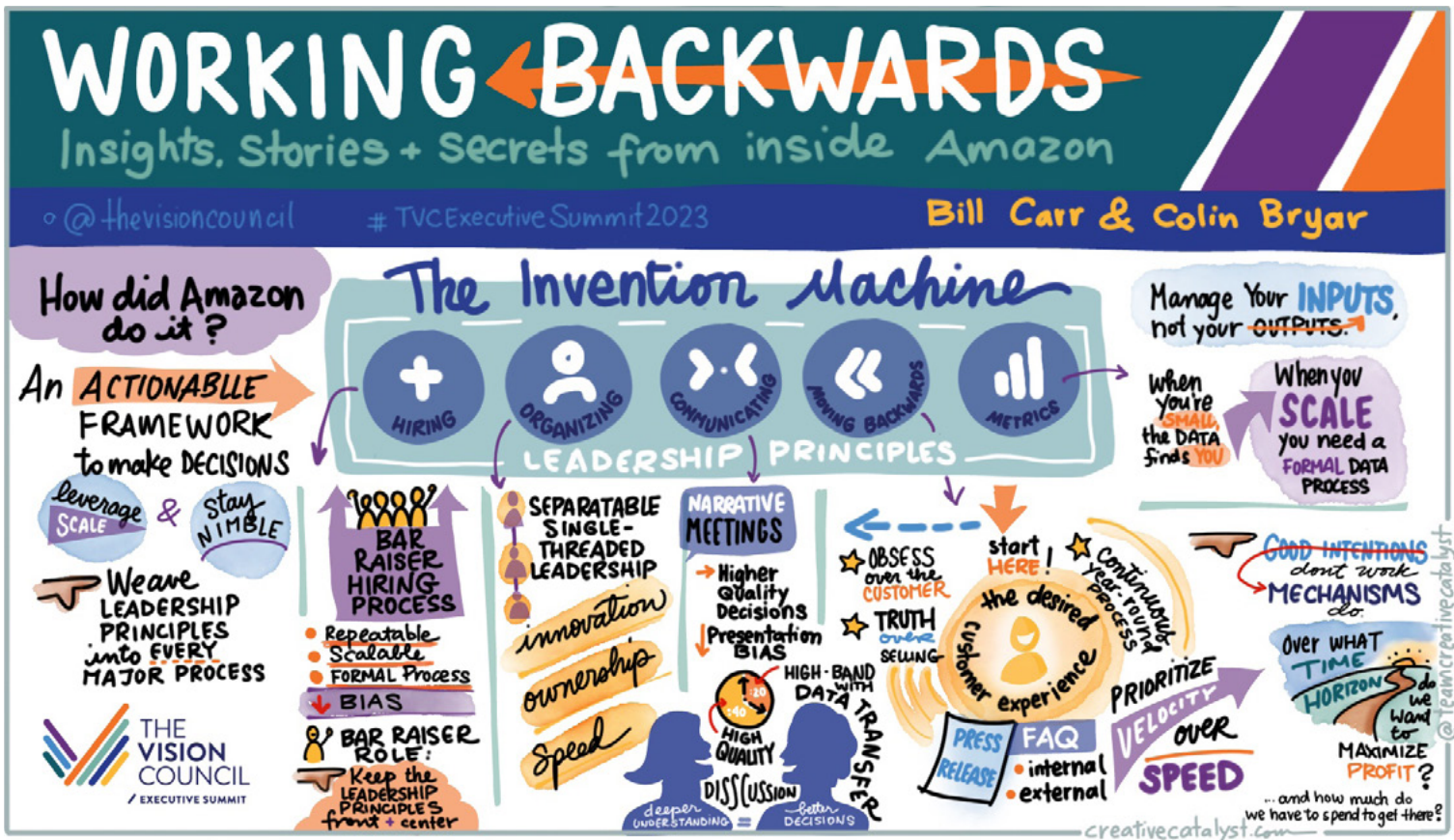
BILL CARR & COLIN BRYAR

Bill Carr and Colin Bryar, former Amazon executives, authors and Co-Founders of Working Backwards, LLC, highlighted how Amazon's approach to leadership, culture and best practices were developed, refined and scaled, while supplying practical steps for applying it to any organization.

Website: [Working Backwards - Insights and Secrets from Amazon](#)

Book: [Working Backwards](#)

Presentation: [Working Backwards](#)



RESET *to* REIMAGINE *the* FUTURE *of* WORK

@thevisioncouncil

#TVCExecutiveSummit2023

Johnny Taylor, Jr.

JOHNNY TAYLOR, JR.

Johnny Taylor, Jr., President & CEO of Society for Human Resource Management (SHRM), presented "Reset to Reimagine the Future of Work." Focused on how to 'reset' internal structure and procedures in the aftermath of the pandemic, he explored topics ranging from employee retention and recruitment to strategies for motivating employees and managing remote work.

Website: [SHRM - The Voice of All Things Work](https://www.shrm.org)

Presentation: [The Great Reset](#)



JANUARY 11: KEYNOTES

BRIAN BEAULIEU

Brian Beaulieu, economist and CEO of ITR Economics, shared a fiscal perspective for the future on how attendees can prepare their business and personal finances in 2023.

Website: [First in Forecasts Worldwide | ITR Economics](#)

Presentation: [Economic Trends and Forecast](#)



Economic TRENDS & FORECAST
@thevisioncouncil #TVCExecutiveSummit2023 Brian Beaulieu

We're not in a **RECESSION** yet... but a (MILD) one is COMING.

The **RICH** will not be affected by this RECESSION!
Can you MARKET to them? → **TARGET** higher end of the MARKET

ASK YOURSELF:
What did I do in past DOWNTURNS?
What do I WISH I'd done?
Do that! Now!

PRICES of the BIG three have turned a CORNER
HOUSING ENERGY FOOD

INFLATION is DECREASING but it's going to be around for 10 yrs

BANKS tightening CREDIT
the FED should stop raising INTEREST rates
likely stop 2023

HOLD ON TO YOUR TALENT!
employees will be more likely to STAY

WAGE INFLATION don't overreact in 2023-2024
LOOK CLOSELY State POPULATION Changes

REVENUE will HOLD UP better than UNIT Volume so plan for INVENTORY accordingly

BALANCE SHEETS are STRONG!
corporate consumer \$\$\$

SAVINGS are BACK to NORMAL
Will the trend stop there?

NATIONALISM is the LONG-TERM PLAY
MADE in the USA
but that will take TIME and it won't be EASY

MOUNTING RISKS: supply chain INSTABILITY

CHINA will not SURPASS us
• regressing to '80s
• limiting their ability to grow in the name of CONSOLIDATING POWER
• too few young people

Talk to your CERTIFIED FINANCIAL Planner about INVESTING in MULTI-FAMILY HOUSING!

creativecatalyst.com

The PURPOSE Remix

Unleashing the Rhythm of IMPACT

@thevisioncouncil #TVCExecutiveSummit2023 Jade Simmons

they came for ONE THING... INVESTIGATE YOUR OFFERING

BE CONSISTENT in OFFERING

but they also got SOMETHING ELSE... Elevate

PURPOSE frees you to make a BIGGER IMPACT!

the CORE stays the SAME... but the EXPRESSION changes...

your purpose has been with you from the BEGINNING

it's been WATCHING you all ALONG

NOT your title NOT your profession NOT your talent NOT your role NOT even your PASSION!

"You have to BELIEVE that EVERY part of you is there to be part of the IMPACT"

PURPOSE is NOT the thing you DO! It's the THING that happens in OTHERS when you DO what you DO!"

Bring ALL of yourself to EVERY room

INSTANT Remix: hmm... take NOTE

take OFFENSE

THE VISION COUNCIL / EXECUTIVE SUMMIT

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@teamcreativecatalyst



JADE SIMMONS

Jade Simmons, Rockstar Concert Pianist, closed the event with "Purpose...The Remix: Unleashing the Rhythm of Impact," a unique musical experience designed to help attendees reimagine, reconnect with, and reignite their own purpose.

Website: [Jade Simmons – Transformational Speaker](#)

Book: [Audacious Prayers for World Changers](#)



BREAKOUT SESSIONS

Attendees had the chance to dive deeper into their areas of interest through themed breakout sessions.



THE DIGITAL EXECUTIVE

Trudi Charest, Co-Founder & VP Business Development, Marketing4ECPs and Kevin Wilhelm, Co-Founder & President, Marketing4ECPs, gave a lively discussion about how to build a personal Executive Digital Brand online and what it can do for your organization; why businesses should be investing in employee branding as much as they do in company branding; why it's getting harder and harder to reach potential clients through traditional methods; and why the road to new business and your executive influence needs to include a digital path.

Website: www.marketing4ecps.com

Book: [The Digital Sales Rep](#)



THE SPATIAL WEB

James Hendrickson, President & General Manager, VERSES Enterprise, spoke about how the future of the Internet will be immersive, wearable, multimodal, and will transcend the physical and virtual worlds. This future Internet has been called the Metaverse, the Spatial Web, or Web 3.0. The ideal edge devices to connect to the Spatial Web are head-mounted devices (HMDs) along with traditional handheld and wearable devices.

Website: www.verses.io

Book: [The Spatial Web](#) (by VERSES Co-founders, Gabriel Rene and Dan Mapes)



CREATING BELONGING

Marie Deveaux, CEO, High Tides Consulting, presented how you can learn to be an inclusive leader who consistently elevates your industry to be equitable, accessible, and innovative. Marie talked about what it means to deepen connections with diverse communities, foster collaborations that yield innovation and create cultures of belonging that are felt more than they are said.

Website: www.mariedeveaux.com

Leave-Behind: [Creating Belonging Breakout](#)



TEAM OF EXPERTS



MARKET RESEARCH TEAM

Alysse Henkel, Senior Director, Market Research & Analytics and Kris Stevens, Data & Analytics Manager gave an update on The Vision Council Market Research. The Vision Council's latest research estimates the U.S. optical retail market at \$76.5 billion. [Click here to access the Market inSights Report.](#)



GOVERNMENT & REGULATORY AFFAIRS TEAM

The Vision Council's Government & Regulatory Affairs team, led by Omar Elkhatib, Senior Manager, Government Relations, gave a presentation on the recent launch of VisionPAC and explained the importance of having a PAC to promote the interests of the industry on Capitol Hill. [Please click here to access their presentation at the Executive Summit.](#)

IN THE MEDIA

Eyecare Business publishes content geared towards the modern eyecare professional. Using strategy and business trends, Eyecare Business creates and shares information about new products, tips, and more to help their audience enhance their services. While onsite at the Executive Summit, representatives from Eyecare Business conducted several interviews with keynote speakers. Links to view those interviews are listed below.

[Colin Bryar & Bill Carr](#) | [Johnny Taylor, Jr.](#) | [Brian Beaulieu](#)

Defocus Media aims to provide eyecare professionals with the latest in optometric industry news, eyewear trends and discussions around the industry's hottest topics. Dr. Harbir Sian from Defocus Media sat down with Tim Swartz and Jennifer Derryberry for a live video interview about the Executive Summit. The interview focused on Tim and Jennifer's involvement on the Programming Committee, what they're enjoying about the Executive Summit so far and what they're looking forward to, and why the event is important for leaders in the industry. [Click here to view the interview.](#)

