



Forum[®]Outside

EYECARE EXECUTIVE FORUM

HOW CAN **INSPIRING LEADERS** ACHIEVE **MORE?**

ForumOutside[®] unites growth-oriented C-level executives and business owners to tackle their toughest problems, maximize opportunities, expand worldviews, and ultimately achieve greater support toward their success.

Throughout monthly meetings and in-person sessions, members seek to:

- Share and discuss key industry **trends, innovations, ideas**, and tactics
- **Leverage best practices** and experience to accomplish objectives faster
- Learn from the **shared experiences** of other executives and key experts
- Create **authentic connections** and have genuine, personal conversations
- Be **inspired and motivated** while being held accountable by your peers

"Executive Forum is like my own personal Board of Directors."

"This is the best two-hour meeting I have every month!"

"I always leave Forum being a better version of myself!"

BusinessOutside.

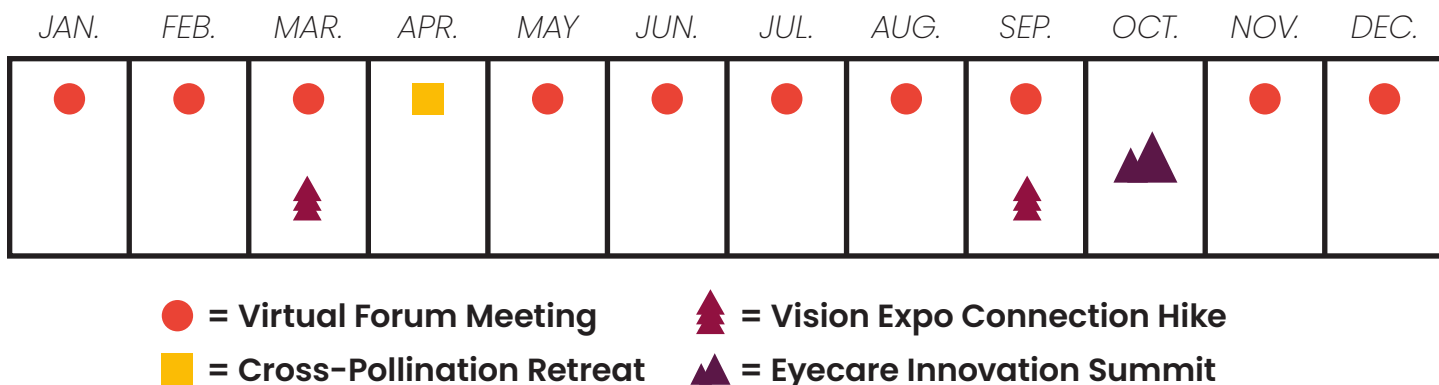


WHAT IS FORUM?

By establishing a longitudinal container of confidentiality, trust, vulnerability, and eagerness to share, Executive Forums enable leaders to better actualize their skills and personality through their vision and collaboration with others. Throughout the Eyecare Executive Forum journey, members will experience:

- Monthly Forum Sessions which **engage, connect, inform**, and inspire members
- Purposeful Collisions and **new connections** to augment opportunities and knowledge
- **The Eyecare Innovation Summit** - An invite-only gathering of industry leaders and emerging companies that breaks far beyond outdated corporate norms
- Connection Hikes and **engagement opportunities** at Vision Expo conferences
- **Personal** and **Professional Development Tools** to best achieve high-performance

FORUM EXPERIENCE OVERVIEW



WHO IS REPRESENTED BY FORUM?

Collectively, Eyecare Executive Forums represent executive leaders in **all fields** of the eyecare industry, **thousands** of employees, and **billions of dollars** in revenue.

This level of exposure to expertise, influence, and impact throughout one industry provides a spectacular view and perspective, enabling members to be not only ahead of the curve, but creating it.

“Joining Forum each month has enabled me to connect with some of the most impressive people in my industry, develop new leadership techniques in my team, and has motivated me toward a better future.”



EYECARE EXECUTIVE FORUM MEMBERS

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LORI ARCHER
COO
UnitedHealthcare Group



JOHN MARVIN
PRESIDENT AND CEO
Texas State Optical



RAANAN NAFTALOVICH
PRESIDENT OF NORTH AMERICA
Shamir



ERIKA JURRENS
EXECUTIVE SR. VP, STRATEGY
ABB Optical Group



JIM MCGRANN
CEO
Advancing Eyecare



STEVE RAPPOPORT
PRESIDENT AND CEO
L'Amey

2



REBECCA GIEFER
CEO
MODO



JASON LAKE, OD
GM, PERC and Opti-Port
Essilor Group



JOHN RYAN
CEO
UnitedHealthcare Group



MILLICENT KNIGHT, OD
SENIOR VP
EssilorLuxottica



JAMIE ROSIN
EXECUTIVE
TeamVision



BILL VAUGHAN
CEO
Acuity Eye Group



SUSY YU, OD
DIRECTOR OF STRATEGY
Kaiser Vision Essentials

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CHRIS FAIT
CEO
WVA



CARLA MACK, OD
HEAD, PROFESSIONAL AFFAIRS
Alcon



BRENT RASMUSSEN
CEO
Visibly



DARREN HORNDASCH
PRESIDENT & CEO
Wisconsin Vision



JUSTIN MANNING, OD
CHIEF MEMBER EXPERIENCE OFFICER
PECAA



GIULIA VALMASSOI
CEO OF NORTH AMERICA
Thema



KENT IGLEHART
GENERAL MANAGER
Tavel



TOM O'NEIL
PRESIDENT & CEO
Cognivue



RUTH YOMTOUBIAN
HEAD, GLOBAL INNOVATION
VSP

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HOWARD FRIED
PRESIDENT
Digital Optometrics



MATT OERDING
CEO & CO-FOUNDER
Treehouse Eyes



MICHAEL SULITEANU
PRESIDENT
West Groupe



NITIN JAIN
CHIEF COMMERCIAL OFFICER
Euclid



BRIANNA RHUE, OD
CEO & CO-FOUNDER
Dr. Contact Lens



STEPHANIE WAUGH
VP, ASIA PACIFIC
Alcon

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ED BEINER
CEO
Beiner Optical - New Look Vision



GLEN FUNK
GM
Walman



PAMELA RIEDY
VP PATIENT CARE
Vision Works



ROBERT CATHEY
CHIEF DATA OFFICER
VSP



CAROLE MCCALLUM
GLOBAL VP OF MARKETING
Topcon Healthcare



SANTIAGO SOLER
MANAGING DIRECTOR
Horizons Optical



STEVE DRUCKMAN
CEO
Hubble



MEGAN MOLONY
CHIEF MERCHANDISER & MCO
National Vision, Inc.



JAMIE SHYER
Co-CEO & COO
Zyloware Eyewear

2024 EYECARE EXECUTIVE FORUM AGREEMENT

The Eyecare Executive Forum will meet monthly for 2-hour virtual sessions to discuss emerging business challenges, leadership strategy, customer growth ideas, and individual effectiveness. We will also meet in-person at least three times a year, likely in conjunction with the Eyecare Innovation Summit and Vision Expo. All Forum members will make every effort to attend 100% of the scheduled meetings.

Our confidential discussions, which are moderated by a professional facilitator, will benefit participants through learning from the collective experiences of other forum mates and the expanding of one's mindset, skillsets, results, and friendships. Our combined "energy" will assist members in expanding their industry insights and advance their leadership acumen while enjoying the journey together.

Each month, we will have key themes to guide our discussions which might include:

- How to prepare for future industry challenges, shifts, and unplanned disruptors.
- What are some of the inevitable trends likely to affect our industry? How do we prepare, brace, or participate in these inevitables?
- How to be a stronger Situational Leader and how to have courageous conversations.
- Improving your personal impact and leading enterprise alignment and change.

The annual membership of \$10,000 includes priority access to the annual Eyecare Innovation Summit and Executive Forum Leadership Retreat. Registration fees and expenses will be covered by individual participants.

Let's Make It Happen!

Best regards,

