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SUMMIT
2012



innovation everywhere

Embracing Creativity: Rethinking Competition

MARCH 21, 2012 / THE TIMES CENTER / NEW YORK CITY

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SCHEDULE of events

7:30 AM - 8:15 AM

Registration and Breakfast

8:15 AM - 8:30 AM

WELCOME and Introduction

8:30 AM - 10:00 AM

Innovation Mandate

What are the “disruptors” in health care delivery for providers and health care companies?

What’s the impact of an empowered patient?

SPEAKERS:

Mickey McManus, *President, CEO, and Principal of MAYA Design*

John Shagoury, *President, of the Eliza Corporation*

Bart Foster, *Founder and CEO of SoloHealth*

10:00 AM - 10:30 AM

BREAK

10:30 AM - 12:00 PM

Innovation and the Eye

Who and what is redefining our notions of “vision” and how the eye sees? What does this technology mean for all eyecare providers?

SPEAKERS:

Ramesh Raskar Ph.D., *Associate Professor at MIT Media Lab and Director of the Lab’s Camera Culture Research Group*

Steve Willey, *Co-founder, CEO and Director of Innocega*

Barbara Barclay, *General Manager, Tobii North America*

Jim Little, *Vice President of R&D, Second Sight Medical Product*

12:00 PM - 1:30 PM

LUNCH

1:30 PM - 2:15 PM

Lessons of Innovation

SPEAKER:

Robert Safian, *Editor and Managing Director, Fast Company*

2:15 PM - 3:00 PM

Digital Commerce Innovations

What's next in e-commerce and "social" commerce?
What tools are ushering in the next phase of change?

SPEAKERS:

John Graham, *General Manager, Glasses.com*

David Geipel, *Founder, Qwasi, Inc.*

3:00 PM - 4:00 PM

Maintaining an Innovative Edge In Vision Care

How do businesses keep an edge when fast change continues to challenge creativity and competition?

SPEAKERS:

Alan Ulsifer, *OD, CEO, President, and Chair of FYidoctors*

William "Buzz" Hollis, *President and CEO, Doctors Vision Center*

Don Bye, *Vice President of Optical Services, Shopko*

4:00 PM - 4:20 PM

CONCLUSION AND WRAP UP

WELCOME

This 6th annual special forum is a unique event for senior-level executives of major U.S. and international optical retailers, leading eyecare professionals and suppliers. This year's program, "Innovation Everywhere: Embracing Creativity, Rethinking Competition," will explore new ideas transforming communications, business, products and company cultures, including new disruptive technologies that are changing long-term business models.

The goal of the Vision Monday Global Leadership Summit is to create dialogue, thought provoking discussion and guidance for decision makers within the optical community, as well as to foster a premier networking opportunity for all attendees.

This important industry event is presented by Vision Monday with the generous support of our Lead Sponsor, Essilor, and our Supporting Event Sponsors, Alcon, CareCredit, DAC Vision, Luxottica, Shamir, and International Vision Expo.

We welcome your feedback and comments.

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SPEAKERS



Barbara Barclay

General Manager, Tobii North America

Barclay joined Tobii Technology in 2009 as General Manager, North America where she has worked closely with clients such as Microsoft, Yahoo, Google, eBay, Amazon and P&G as well as GSI Commerce and User Centric and gathered an in-depth understanding of how eye tracking can be used effectively in website design, software development and user experience testing. Prior to her role at Tobii, Barclay held many leadership positions in the world's leading marketing information and advertising services businesses

in both the U.S. and Europe. She has served as a vice president of marketing for LexisNexis, head of Global Services for comScore, and general manager for ACNielsen in the UK. Barclay earned her MBA in Marketing from Kelly School of Business at Indiana University and a bachelor's degree in German and Economics at Vanderbilt University.



Don Bye

Vice President of Optical Services, Shopko Eyecare Center

Bye is an industry veteran who began his career at Shopko Eyecare Center as an optician and has held many management positions including store manager, district manager, Director of Operations, and VP Optical Services over the years with Shopko. He has been directly involved with store operations, professional services, lab operations, merchandising, managed care and system integration during this time. He has held the position Vice President of Optical Services since 1996 overseeing all aspects of the Optical Division at Shopko. Shopko Eyecare Centers have become and are an integral part of Shopko Stores and the communities they serve. Shopko Stores was one of the first U.S. mass merchandisers to add wholly owned Eyecare Centers as part of their core service offerings in 1978.



Bart Foster

Founder & CEO, SoloHealth

An award-winning entrepreneur and business executive with more than 15 years of international sales and marketing experience in the consumer products, technology and health care industries, Foster is the founder & CEO of SoloHealth, anchored by its award-winning SoloHealth Station, a next-generation health care kiosk offering vision, blood pressure, weight, and body mass index screenings, as well as an overall health assessment and access to a database of local doctors. SoloHealth is a leading consumer-driven health care technology company that specializes in interactive health screening kiosks, as well as other platforms, to empower consumers about their health through awareness, education and action. Prior to founding the company in 2007, Foster held leadership positions at CIBAVision, the Eye Care division of Novartis AG, sales and marketing roles at Peachtree Network, a successful Internet start-up based in Montreal, Canada, and with Kellogg's in consumer marketing and sales.



Dave Geipel

Founder, QWASI, Inc.

Geipel started the mobile marketing and communication company, QWASI, Inc in 2004 with a mission to make information interactive. QWASI stands for Questions With Answers & Simple Information. Today, the company is a leading mobile and social communications and solutions provider of interactive applications, powering clients around the globe utilizing SMS, MMS, Mobile Web, Apps and Social Media. Through its Synchrony® methodology, QWASI creates and implements mobile and social strategy for such brands as 4INFO, Bank of America, Best Buy, Bluefly, David's Bridal, Merck, Prudential and many others. Geipel served in several management positions at QVC.com in West Chester, PA, working with dozens of Fortune 1000 companies including AOL, Comcast, Conde-Nast, Dell, Microsoft, NASCAR, NFL and US Airways.



John Graham

General Manager, Glasses.com

Graham joined 1-800 CONTACTS in 2009 as Senior Vice President of Business Development and is now General Manager for Glasses.com. Before joining 1-800 CONTACTS, Graham was a principal with The Boston Consulting Group serving clients out of Dallas, Stockholm and Johannesburg. He has also held marketing positions with hp.com and Mrs. Fields, starting his career as an engineer and scientist at a pharmaceutical startup. He holds an MBA from the University of Chicago Booth School of Business and a BS in Biomaterials Science & Engineering from the University of Utah. Glasses.com was launched in 2011 by 1-800 CONTACTS, Inc. Glasses.com says it maintains high standards in its operations by actively verifying the prescription for every order, sourcing all frames directly from top manufacturers, partnering with frame manufacturers to further build their brands, and inventorying each individual frame it sells.



William "Buzz" Hollis

President and CEO, Doctors Vision Center

Hollis started his career with Doctors Vision Center in 1991 as the director of operations when the company had only 10 offices. He rose to the position of vice president of operations in 2002 and in 2008 was named CEO. Since joining Doctors Vision Center, Hollis has played an instrumental role in the company's growth, now with 43 offices in North Carolina and Virginia. The company, which has launched innovative new customer engagement and marketing programs, is now embarking on an aggressive growth plan that includes expansion through the Doctors Vision Center Professional Eye Care Network. Hollis graduated with an MA in History from the University of Massachusetts and prior to Doctors Vision Center was vice president of development for a leading south Florida restaurant consulting firm.



Jim Little

Vice President of R&D, Second Sight

Second Sight's Argus II Retinal Prosthesis System restores vision for people blinded by outer retinal degenerations, such as retinitis pigmentosa. It was named the 2011 winner of the World Technology Award for Health and Medicine at the 2011 World Technology Summit. Presented annually in association with Time, Fortune, CNN, AAAS, and Technology Review, it honors those performing innovative work of the greatest long-term significance in science, technology, and related fields. Little is vice president of R&D and has led the development of the implanted part of their retinal prosthesis system. Trained in electrical engineering at Georgia Tech, he is a 30-year veteran of the medical device industry and is a named inventor on 26 issued U.S. patents and numerous international patents. Second Sight Medical Products is based in Sylmar, Calif.



Mickey McManus

President, CEO, and Principal, MAYA Design

McManus is president, CEO, and principal of MAYA Design, a technology design and innovation lab focused on designing for people in a trillion-node world. To maximize opportunities for innovation at the intersection of people and information, he leads a team of cognitive psychologists, ethnographers, computer scientists, mathematicians, visual and industrial designers, architects, and filmmakers. They work with a range of clients from Fortune 500 global companies to foundations, government organizations, and startups. To address the overwhelming aspects of our unprecedented access to information, McManus spearheaded the launch of MAYA's Pervasive Computing practice, which helps companies to kick-start innovation around business challenges in a vastly connected world. He is coauthor of *Trillions: Thriving in the Emerging Information Economy*, to be published by John Wiley & Sons.



Ramesh Raskar, Ph.D.

Associate Professor, MIT Media Lab

Director of MIT's Camera Culture Group

Raskar joined the MIT Media Lab from Mitsubishi Electric Research Laboratories in 2008 as head of the Lab's Camera Culture research group. His research interests span the fields of computational light transport, computational photography, inverse problems in imaging and human-computer interaction. Recent projects and inventions include transient imaging to look around a corner, a next generation CAT-Scan machine, imperceptible markers for motion capture (Prakash), long distance barcodes (Bokode), touch+hover 3D interaction displays (BiDi screen) and low-cost eye care devices (Netra, Catra). He is a recipient of many prestigious honors including the Alfred P. Sloan Research Fellowship award, 2009 and Darpa Young Faculty award, 2010. Others include, LAUNCH Health Innovation Award, presented by NASA, USAID, US State Dept and NIKE, 2010, Vodafone Wireless Innovation Award (first place), 2011. He holds over 40 U.S. patents and is co-authoring a book on Computational Photography.



Robert Safian

Editor and Managing Director, Fast Company

Safian oversees all editorial operations, in print and digital, and plays a key role in guiding the magazine's advertising, marketing, and circulation efforts. Safian, 47, was named 2009 Editor of the Year by Adweek and recognized as 2008 Innovator of the Year by B-2-B Media. Under his leadership, Fast Company has received numerous accolades: a 2011 winner of a National Magazine award, two-time winner of Magazine of the Year from the Society of Business Editors and Writers; twice honored with the prestigious Gerald R.

Loeb Award for Distinguished Business Journalism, among many others. Safian came to Fast Company in 2007 from Fortune, where he served as executive editor. Prior to that, he was an executive editor at Time and headed Money as its managing editor for six years. Safian has appeared on CNN and other TV networks and has been a featured speaker at events ranging from the Cisco Systems CIO Summit to the Danish Top Executive Summit in Copenhagen. Safian began his career with a seven-year tenure at The American Lawyer, where he rose from summer intern to executive editor. He joined SmartMoney in 1994 and moved to Fortune in 1997.



John Shagoury

President, Eliza Corporation

Eliza Corp. is a leading and influential provider of integrated health care communication strategies, with a range of clients among the nation's top health plans, disease management firms and pharmaceutical companies. Shagoury is president of Eliza Corp. His most recent role was division president at Nuance Communications, running the company's health care division including speech-driven solutions focusing on Enterprise solutions for EHR adoption and Meaningful Use. Shagoury has more than 28 years of management, sales

and marketing experience in software business and has been involved in numerous mergers, acquisitions and integrations. He previously held president roles at Corporate Software, Dragon Systems and Kubi Software and held management positions at Lotus Development, ON Technology and Software Wholesalers. He has expertise in developing new sales channels and strategic partnerships, international expansion, product line optimization and new business development. He holds his BS in Marketing and MBA in Management from Babson College and is currently serving on Babson's Board of Overseers.



Alan Ulsifer, OD

CEO, President, and Chair, FYidctors

Dr. Alan Ulsifer is the CEO, President, and Chair of FYidctors. He graduated from the University of Waterloo as an Optometrist in 1990 where he was acknowledged for several awards for clinical achievement, including the OAO Award for Excellence in Patient Management. After graduating he became one of the founders and the managing partner of Northern Vision Centre, which he developed into one of Canada's largest independent optometric practices. In 2008, Dr. Ulsifer led the formation of

FYidctors, the largest merger in Canadian history (by number of companies), and was awarded the Ernst and Young Emerging Entrepreneur Award for Western Canada. Dr. Ulsifer has spoken in Canada and the U.S. on many subjects, the most recent topic being, "The Future of Eyecare in Canada." He has also been involved at the executive level within the Alberta Optometric Association, Rotary, the Alberta Freestyle Ski Association, and the Grande Prairie Chamber of Commerce.



Steve Willey

Co-founder, CEO and Director, Innovega

Willey is the co-founder, CEO and director of Innovega. Together with its strategic partners, Innovega is designing natural eyewear-based displays based on its patented iOptik contact lens system. Innovega's mobile accessory products will leverage the trend of rich, HD, 3D smartphone content. The Innovega display comprises stylish video eyewear and a pair of unique contact lenses that enable the wearer to have corrected vision of their surroundings plus real-time access to their digital content.

Willey previously co-founded Microvision and Pro.Net Communications and served as President and Corporate Director. He served as CEO of AirIQ Inc., Business Director at CREO Inc. and General Manager of MDI International. During his career, he has developed a clear understanding of how to commercialize game-changing and disruptive new technologies. Willey holds Masters degrees in engineering and business.



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