



Foundation for  
**eye health**  
Awareness

---

**Eye Health Summit** July 20-21, 2010  
Hyatt Regency O'Hare, Chicago

## Dear Eye Health Summit Attendee,

Last summer, key members of the vision community gathered at the 2009 Eye Health Summit, a first-of-its-kind event that drew together over 110 representatives to begin the process of building a strong consensus among interested parties and stakeholders on an eye health message for the public. This unforgettable event led to the creation of our new non-profit organization, the Foundation for Eye Health Awareness, whose mission is to increase public awareness about the importance of eye health through a compelling nationwide messaging campaign that convinces people to take better care of their eyes.

Thank you for joining us at the 2010 Eye Health Summit - *From the Foundation Up*. We are asking for your input and expertise to help us 'build' upon our current marketing and communications, development and organizational activities. Over the course of the day, you will experience interactive break-out groups and presentations about the activities of the Foundation and our key partner, the *Think About Your Eyes* campaign. You will also experience unparalleled networking opportunities with your peers. Most importantly, you'll learn how you can be a collaborator in the largest public eye health effort the vision community has ever seen.

We look forward to working with you to encourage all Americans to take better care of their eyes.

Sincerely,  
The Foundation for Eye Health Awareness Board of Directors

**Barry Barresi, OD, PhD – Chair**  
Executive Director  
American Optometric Association

**Wally Lovejoy – Vice-Chair**  
Senior Vice President, Eye Care Development  
Luxottica Retail

**Ed Greene – Secretary/Treasurer**  
Chief Executive Officer  
The Vision Council

**Joe Boorady, OD**  
Vice President, Clinical Education and  
Strategic Accounts  
Carl Zeiss Meditec

**Dori Carlson, OD**  
Founder/Partner, Heartland Eye Care  
Vice President, American Optometric Association

**R. Michael Daley (Ex-officio)**  
President & Executive Director  
The Foundation for Eye Health  
Awareness

**Bart Foster**  
CEO & Founder  
SoloHealth

**Tom Hicks**  
Immediate Past President  
Opticians Association of America

**Steve Ingram**  
Executive Director  
National Association of Vision  
Care Plans (NAVCP)

**Greg Marko**  
Director of Marketing  
Transitions

**Marguerite McDonald, MD**  
Cornea, cataract and refractive surgeon  
Ophthalmic Consultants of Long Island

**Paul E. Michelson, MD, FACS**  
Independent Medical Practice  
Professional

**Daniel Monaco**  
Vice President, Decision Sciences  
Essilor of America

**Stan Rogaski**  
Executive Director  
Contact Lens Institute

**Dave Sattler**  
Director, Professional Relations  
Alcon

**Ken Stellmacher**  
Director of Client and Member Marketing  
VSP Vision Care

**Jeff Todd**  
Chief Operating Officer  
Prevent Blindness America



## Summit Agenda

**Purpose:** To get direction and receive commitments from our community about the most effective ways to increase public awareness of eye and vision health.

**Objectives:**

- Educate attendees about the past and current activities of the Foundation for Eye Health Awareness and the *Think About Your Eyes* campaign
- Create an integrated vision community by hosting a forum for all sectors to work together
- Gain consensus in breakout sessions on the future programs and activities of the Foundation

### TUESDAY, JULY 20, 2010

3:00 – 6:30 pm	Registration/Hospitality Desk	Rosemont Foyer, Entry Level
6:00 - 7:30 pm	<p><b>Opening Reception</b>                      Mix and mingle with other participants during this ‘groundbreaking ceremony’. Heavy hors d’oeuvres will be served.</p> <p><b>Dinner on Own</b></p>	<p>Rosemont Foyer, Entry Level</p> <p>Please see the hospitality desk or the hotel concierge for assistance with restaurant reservations and recommendations.</p>

### WEDNESDAY, JULY 21, 2010

6:30 am – 5:30 pm	Hospitality Desk	Rosemont Foyer, Entry Level
7:30 – 8:30 am	Breakfast/Registration	Rosemont Foyer, Entry Level
8:30 – 8:45 am	Welcome	Rosemont Ballroom
8:45 – 9:15 am	Opening Activity – Building an Integrated Vision Community	Rosemont Ballroom
9:15 – 9:45 am	Architectural Review I: The Foundation for Eye Health Awareness	Rosemont Ballroom
9:45 – 10:30 am	Panel Presentation with Q&A Session	Rosemont Ballroom



## Summit Agenda

### WEDNESDAY, JULY 21, 2010 *continued*

10:30 – 12:00 pm	Architectural Review II: The <i>Think About Your Eyes</i> Campaign	Rosemont Ballroom
12:00 – 1:00 pm	Lunch	Rosemont Ballroom C
1:00 – 3:00 pm	Project Kick-Off: Consolidating Resources to Grow the Vision Community  Participants meet in breakout sessions to create 'blueprint' action plans	Rosemont Ballroom
3:00 – 4:30 pm	Breakout Reports & Introduce Foundation 'Blueprint'	Rosemont Ballroom
4:30 pm	Conclusion	Rosemont Ballroom



## MISCELLANEOUS INFORMATION

### DEPARTURES

The hotel has extended check-out until 12:30 pm for the Eye Health Summit Attendees. This will give you some time during lunch to run up to your room and grab your luggage, or as always you can bring your luggage down in the morning. We have arranged a special luggage storage area located in Rosemont Ballroom D where you can bring your luggage in the morning or at lunch and it will be secure until you depart the hotel. If you need assistance with your luggage, please call the bell stand one hour before you would like your luggage picked-up. We have also supplemented the hotel's shuttle service with private shuttles that will depart the hotel at 4:30 pm from the hotel front drive. If you do not take the private shuttle, the hotel shuttle picks up every 15-20 minutes at the hotel front drive on every quarter hour. We recommend leaving 90 minutes prior to your scheduled flight.

### Name Badges

Name badges will be required at all sessions and group functions. This will not only help to identify you to other participants and alert the hotel staff that you are a part of the Eye Health Summit, but it is also part of our security to ensure our safety.

### Room Charges

Your room and tax as well as any incidental charges, such as dry cleaning/laundry, telephone calls, items from the gift shop and room service are the responsibility of the individual and will be required to be paid at checkout from the Hyatt Regency O'Hare. Be sure to review your account carefully. The Hyatt accepts all major credit cards and travelers checks. Personal checks will not be accepted.

### Tipping

Tips for the bellman, housekeeping, transportation, and all group meals have been pre-paid. You may wish to give your own gratuity for exceptional service.

### Attire

Dress for this event is business casual. This is a working meeting, so we encourage you to be comfortable in clothing like jeans, khakis, capris and sport shirts.



## Task Sheet 1

### Examining Our Positive Core

**Purpose:** As a group, illustrate one of the top competencies that are required for building great partnerships and collaborations.

**Time:** 15 minutes

### Step 1

#### 5 mins

Select a facilitator/timekeeper and an artist then make sure everyone understands the objective of this activity and the steps below.

### Step 2

#### 10 mins

At the 2009 Eye Health Summit, attendees worked in pairs and small groups to identify the top competencies required for building great partnerships and collaborations. Several key concepts emerged from the small groups as objectives that must be met for a partnership to be successful.

In this 'Pictionary' activity, your table will draw the concept that is found in the envelope on your table. Your drawing should convey the following idea:

'This is what great partnerships and collaborations look like when they (insert your concept here).'

\*Tip: This exercise is easier if you first decide what you want to convey as a group, then put it onto the paper.

Be ready to report out at \_\_\_\_.



## Task Sheet 2

### Reviewing and Confirming Message Content Elements

**Purpose:** As a group reflect and create consensus on:

- Message content elements that exist in successful health campaigns

**Time:** 20 minutes

### Step 1

**5 mins**

In your small group select a facilitator/timekeeper and a flipchart recorder then make sure everyone understands the objective of this activity and the steps below.

### Step 2

**13 mins**

At the 2009 Summit, attendees worked in pairs and small groups to identify the most effective content elements for a messaging campaign to improve eye and vision health in America. Several key themes emerged from the small groups as objectives that must be met for an eye health message to be successful. The list of themes is below.

Emotional/Personal

Relevant

Fact-Based

'Branded'

Memorable

Stimulates Action/Behavior Change

Empowering/Positive

Measurable

Simple/Basic

Repetitive

Broad Audience

Connected to Overall Health/Wellness

As a group, review the list. Based on your collective experience and what you heard from the guest speakers, find consensus on the top three most important content elements that an eye health message should contain.

### Step 3

**2 minutes**

Once your group has determined your top three elements, the recorder should list them on the flipchart paper.

### Step 4

Be prepared to report out on your top three content elements and why they were chosen at \_\_\_\_.



## Task Sheet 3

### Creating Proposals for the Future

**Purpose:** Participants will work in groups to offer suggestions to the Foundation's leadership on programs and activities for 2010 and 2011.

### Step 1

#### 5 mins

In your circle of eight, select a discussion leader/timekeeper and a flipchart recorder then make sure everyone understands the objective of this activity and the steps below.

### Step 2

#### 45 mins

Using the discussion guide below, brainstorm as a group on solutions to the questions in the guide.

The discussion leader should read each question aloud to the group before discussion begins. If you are the discussion leader, you are responsible for making sure that everyone has a chance to talk, summarizing periodically and ensuring that the group finishes the task on time.

The flipchart recorder should participate in the discussion, as well as capture all of the main points or recurring themes in the discussion on the flipchart. Use one flipchart sheet for each question.

### Step 3

#### 15 minutes

As a group, review your lists and determine the three most important items from each of your lists. Then, write these on three 8.5 x 17 size color sheets (three items per sheet).

- The blue sheet should contain the three top opportunities for collaboration from the vision community beyond the Summit
- The green sheet should contain the three top public outreach activities that should be considered for 2011
- The orange sheet should contain the three most impactful benefits of an increased demand for the products, programs and services of the vision community.

Be ready to share your three sheets at \_\_\_\_.



## Discussion Guide

### Creating an Integrated Vision Community

1. One of the goals of the Foundation for Eye Health Awareness this year is to create an integrated vision community. Beyond the Summit, what additional opportunities should we explore to encourage collaboration and interaction from members of the vision community?

### Increasing Eye Exams

2. The comprehensive program elements of the Think About Your Eyes campaign are listed below. These are the tactics that are currently used to encourage eye exams among Americans, particularly those at highest risk.

- Television and Radio Advertising
- Official TAYE Website
- Social Media Sites and Outreach
- In-office Materials
- Public Relations Activities
  - Flash Mob
  - World's Largest Eye Chart
  - Marketing Materials – giveaways
  - Traditional Media Outreach – National and Local Consumer
  - Trade Media Outreach

What additional outreach activities should be investigated in 2011 that inform and educate the public about eye exams? Why?

### Consolidating Resources to Grow

3. One of the anticipated effects of a nationwide increase in eye exams would be an increase in the demand for the products, programs and services of the vision community.

What are the positive impacts and benefits of this increased demand on the entire vision community?

Be ready to report out at \_\_\_.



## Participant List

NAME	COMPANY	TITLE	EMAIL ADDRESS
Tom Abbott,	The Everett Clinic	LDO, Chair, BVI	tabbott@everettclinic.com
Jacinda Adams	Prevent Blindness America	Vice President, Marketing & Development	jadams@preventblindness.org
Patricia Aiken-O'Neill	Eye Bank Association of America	President and CEO	patricia@restoresight.org
Chris Allen	Opticians Association of America	Executive Director	chris_allen14@att.net
Leslie Amodei	Optos	Director of Marketing	lamodei@optos.com
Jeffrey Anshel, O.D., FAAO	Ocular Nutrition Society	President	ocularnutritionociety@gmail.com
Cheryl Archer, O. D.	Premier Vision Group	President	csrod@bright.net
Marge Axelrad	Jobson Medical Information/ Vision Monday	SVP Editorial Director	maxelrad@jobson.com
W Lee Ball, O.D., FAAO	BVI	Optometrist	wball@bidmc.harvard.edu
Thu Bang , MBA	The Vision Care Institute, division of Johnson & Johnson Vision Care, Inc	Associate Product Director	tbang@its.jnj.com
Ron Bannister, O.D.	SECO International	President	ssmith@secostaff.com
Kevin Bargman	Hawkins Optical Lab	President	kevin.bargman@essilorusa.com
Joe Barr, O.D., MS	Bausch + Lomb	Vice President, Global Clinical & Medical Affairs	joseph.t.barr@bausch.com
Barry Barresi, O.D., PhD	American Optometric Association	Executive Director	bjbarresi@aoa.org
Frank Baynham	Luxottica Retail, NA	Exec V.P.	fbaynham@luxotticaretail.com
Maureen Beddis	The Vision Council	Senior Director, Marketing & Communications	mbeddis@thevisioncouncil.org
Don Bell	ASCRS	Assoc. Exec. Director	dbell@ascrs.org
Jennifer Berman	ORBIS International	Associate Director, Communications	jennifer.berman@orbis.org
Paul Berman, O.D.	Coalition to Prevent Sports Eye Injuries	Chairman	pberman@focuseyehealth.com
Dave Bibbey	The Vision Council Sunglass and Reader Division	Chair	dbibbey@zoomeyeworks.com
Sandra Block, O.D.	Illinois College of Optometry	Associate Dean for Academic Affairs	sblock@ico.edu
Randy Brooks, O.D.	American Optometric Association	Immediate Past President	rebrosks@aoa.org
Nicole Brown	Lions Clubs International Foundation	Communications Manager	nicole.brown@lionsclubs.org
Stephanie Campbell	Foundation for Eye Health Awareness	Managing Director	scampbell@ehafoundation.org
Dori Carlson, O.D.	American Optometric Association	President-Elect	dmcarlson@aoa.org
Deborah Castor	The Vision Council	Vice President Trade Shows	dcastor@thevisioncouncil.org
Terry Challenger	For Eyes	Director of Managed Care	tchallenger@foreyes.com
Greg Chavez	The Vision Council	VP, Membership	gchavez@thevisioncouncil.org
Linda Chous, O.D.	OptumHealth Vision	Chief Eye Care Officer	linda.chous@optumhealth.com
Larry Clarke	Satisloh	CEO	larry.clarke@satisloh.com
Mark Colip, O.D.	IL College Of Optometry	VP for Student, Alumni and College Development	mcolip@ico.edu
Julie Collins	CIBA Vision	Director, Global Integrated Marketing	julie.collins@cibavision.com

Participant List *continued*

NAME	COMPANY	TITLE	EMAIL ADDRESS
Rick Corbett	Superior Vision Services	President	rcorbett@superiorvision.com
Mike Daley	Foundation for Eye Health Awareness	President & Executive Director	mdaley@ehafoundation.org
Steph DeLong	Eyecare Business	Editor-in-Chief	stephanie.delong@wolterskluwer.com
John Doran	Luxottica USA	Director, Trade Communications	jdoran@us.luxottica.com
Neil Drasin, O.D.	SECO International	President Elect	bfripp@secostaff.com
Bob Dziuban	Optical Laboratories Association	Executive Director	rdziuban@ola-labs.org
Jennifer Eidson	Hill & Knowlton	Senior Vice President	jennifer.eidson@hillandknowlton.com
Reade Fahs	National Vision Inc	President and CEO	reade@nationalvision.com
Bart Foster	SoloHealth, Inc.	CEO	bfoster@solo-health.com
Peter Friedfeld	ClearVision Optical	Executive Vice President	pfriedfeld@cvoptical.com
Teri Geist	American Optometric Association	Chair	tgeist@midwesteyecare.com
Tina Georgeou,	Lighthouse International	Chief Marketing Officer	tgeorgeou@lighthouse.org
Joy Gibb	Better Vision Insitute	Optician/ Advisory Board Member	masopt@aol.com
Diane Gillis	Essilor	Director, ECP Relationship Mgmnt	dgillis@essilorusa.com
Andrea Gluck	EYEWEAR DESIGNS LTD.	CO PRESIDENT	agluck@eyeweardesigns.com
Mitchell Goodman, Esq.	NAOO	Chairman	mitchell.goodman@nationalvision.com
Debbie Goss	Prevent Blindness Texas	President and CEO	dgoss@preventblindnesstexas.org
Kristi Green	National Federation of Opticianry Schools	President	kgreen@reynolds.edu
Ed Greene	The Vision Council	CEO	egreene@thevisioncouncil.org
Tim Gresham	Prevent Blindness Mid-Atlantic	President & CEO	tim@theeyesite.org
Tibor Gross	Barbara Creations, Inc.	Executive VP/COO	tgrossbci@aol.com
Alan Gunner	Alan Gunner Consulting, LLC	President	alangunnerconsulting@yahoo.com
Shweta Gupta	Think About Your Eyes	Sr. Associate Mktg. Manager	shweta.gupta@essilorusa.com
Troy Hall	EyeMed Vision Care	AVP Marketing & Strategy	thall@eyemedvisioncare.com
David Hamill, O.D.	AOA	Chair, Communications Group Executive Committee	dhamill@sc.rr.com
Jocelyn Hamilton	Marco	Director of National Accts	jhamilton@marco.com
Cera Hammond	The Think About Your Eyes Coalition	Marketing Manager	chammond@essilorusa.com
Dave Hansen, O.D.	Abbott Medical Optics Inc.	Global Professional Services	dave.hansen@amo.abbott.com
William Hately, O.D., MA	WellPoint Vision	National Optometric Director	bill.hately@wellpoint.com
Nancy Hemphill, ELS	Primary Care Optometry News	Editor in Chief	nhemphill@slackinc.com
Scott Henning	Transitions Optical	Director, Professional Development	shenning@transitions.com
Tom Hicks	Opticians Association of America	Immediate Past President	thref@aol.com
Kelly Hipp	American Optometric Association	Director, Professional Relations	khipp@aoa.org
Robert Hoak	ORBIS International	Director, Fundraising Americas	robert.hoak@orbis.org

Participant List *continued*

NAME	COMPANY	TITLE	EMAIL ADDRESS
Ron Hopping, O.D., MPH	American Optometric Assn	Vice President	rhhopping@aoa.org
Yuan-Pai Hu	Think About Your Eyes Coalition	Market Research, Group Manager	phu@essilorusa.com
Mike Hundert	REM Eyewear	CEO	mhundert@remeyewear.com
James Iciek	National Academy of Opticianry	Executive Director	jiciek@nao.org
Gil Igo	3M Company	General Manager, SRx	gilbert.igo@mmm.com
Steve Ingram, CAE	NAVCP	Executive Director	singram@raybourn.com
Jon Jacobs	Superior Optical Labs	President	jon@superioroptical.com
James Jorkasky	National Alliance for Eye and Vision Research	Executive Director	jamesj@eyeresearch.org
Kathy Kasmer, O.D.	Independent Contractor	Optometrist	kathyk04@hotmail.com
Stephen Kendig	SoloHealth, Inc.	VP Operations & Development	skendig@solo-health.com
John Liebenguth	PPG Industries	Sales & Marketing Director	liebenguth@ppg.com
Bill Lord, O.D.	SECO International	Past President	wilburnjr@bellsouth.net
Thomas Loughran	Vision Expo	Vice President	tloughran@reedexpo.com
Wally Lovejoy	Luxottica Retail	Senior VP	wlovejoy@luxotticaretail.com
Greg Marko	Transitions Optical	Marketing Director	gmarko@transitions.com
Susan Martonik	The Vision Council	Senior Manager, Marketing and Communications	smartonik@thevisioncouncil.org
Roxann Mayros	VisionServe Alliance	President/CEO	rmayros@agenciesfortheblind.org
Dan McLean	Transitions Optical	Consumer Communications	dmclean@transitions.com
Lisa Medora	Real Kids Shades	VP, Marketing	lmedora@realkidshades.com
Tom Meinert	Access Media Group LLC	Partner	tm@amghp.com
Victor Melendez	Luxottica	VP Marketing	vmelendez@us.luxottica.com
Mohinder Merchea, O.D., PhD, MBA	Bausch + Lomb	Director - Medical Affairs	mmerchea@bausch.com
Shawn Mery	First Vision Media Group	EVP/Principal	sm@visioncareproducts.com
Paul Michelson, M.D.	Eye Health Foundation & Better Vision Institute/Board Member	Ophthalmologist	pmichel2@san.rr.com
Daniel Monaco	Essilor of America	VP, Market Innovation	dmonaco@essilorusa.com
Marv Morrison	Alcon Laboratories, Inc.	Vice President, U.S. Sales	marv.morrison@alconlabs.com
Mitchell Munson, O.D.	American Optometric Association	Secretary-Treasurer	mtmunson@aol.com
Jimmy Myers	Vistakon	Managed Markets Director	jmyers5@its.jnj.com
Lorie Neumann	Neumann	VP, Retail Health Third Party Administration	lorie.neumann@shopko.com
Christina Nicastro	Aetna Inc	New Product & Strategic Planner	nicastroc@aetna.com
Hugh Parry	Prevent Blindness America	President & CEO	hparry@preventblindness.org
Marcus Piccolo, O.D.	University of Houston	Associate Dean	mpiccolo@uh.edu
Jenny Pomeroy	Prevent Blindness Georgia	President	jpomeroy@pbga.org
Nancy Prail	Helen Keller International	Director	nprail@hki.org
Jean Ramsey, MD	American Academy of Ophthalmology	Chair, The Council	jean.ramsey@bmc.org
Barry Resnick	Vision-Ease Lens	Director of Marketing	barry.resnik@vision-ease.com

Participant List *continued*

NAME	COMPANY	TITLE	EMAIL ADDRESS
James Risher	Allergan, Inc.	National Account Manager	risher_mark@allergan.com
Stan Rogaski	Contact Lens Institute	Executive Director	sjrogaski@comcast.net
Bryan Rogoff, O.D.	National Vision, Inc.	Regional Director of Professional Services	bryan.rogoff@nationalvision.com
Greg Ruden	Expert Optics, Inc.	President	expopt@aol.com
Scot Ruhlander	The Endowment Office	Managing Director	sruhlander@sbcglobal.net
Stefanie Samarripa	Essilor	Public Relations	ssamarripa@webershandwick.com
Dave Sattler	Alcon	Director of Professional Relations	dave.sattler@alconlabs.com
David Scheinberg	Real Kids Shades	CEO	dscheinberg@realkidshades.com
Jason Schmit, O.D.	LCA Vision	VP of Optometric Affairs	sbrown@lca.com
Tina Schott	Contact Lens Society of America	Executive Director	tinaschott@clsa.info
Valerie Scott	Reed Exhibitions	Vice President	vscott@reedexpo.com
Aspasia Shappet	Medical Eye Services, Inc.	CEO	ashappet@mesvision.com
Gene Sherman, DMD	Starmount Life Ins. / AlwaysCare Benefits	SVP Prof. Rel. & Bus. Dev.	genes@alwayscarebenefits.com
James Shyer	ZyloWARE Eyewear	C.O.O.	jshyer@zyloWARE.com
Josh Sievers	Essilor	Sr. Associate Marketing Manager	josh.sievers@essilorusa.com
Dr. Kirk Smick	The Vision Council	Education Chairman	claytoneye@aol.com
Richard Soden, O.D., FAAO	SUNY College of Optometry	Vice President for Clinical Affairs	rsoden@sunyopt.edu
Rene Soltis	The Vision Council	Senior Director Meetings and Education	rdsfocus@aol.com
Tony Sommer	SoloHealth, Inc.	VP of Sales & Marketing	tsommer@solohealth.com
Glen Steele, O.D.	BVI	Advisory Board Member	gsteele@sco.edu
Bob Stein	National Vision, Inc.	Chief Professional Development Officer	bob.stein@nationalvision.com
Ken Stellmacher	Vision Service Plan	Director, Client/Member Marketing	kenst@vsp.com
Starla Stiles	GYMR	Account Supervisor	sstiles@gymr.com
Harvard Sylvan, O.D.	CooperVision	Director, Professional Relations	hsylvan@coopervision.com
Elizabeth Taylor	SECO International	Executive Director	etaylor@secostaff.com
David Thomas	LCA Vision	COO	sbrown@lca.com
Jeff Todd	Prevent Blindness America	Chief Operating Officer	jtodd@preventblindness.org
James Venable, O.D.	Southern College of Optometry	Executive Director of Clinical Programs	jvenable@sco.edu
Ron Walker	AllAboutVision.com	Publisher	rw@allaboutvision.com
Stephen Wasserman	American Optometric Association	Director, Communications and Membership	smwasserman@aoa.org
Sherry Williams, MPA	Prevent Blindness Ohio	President & CEO	sherryw@pbohio.org
Marian Zboraj	Vision Care Product News	Editor	mz@visioncareproducts.com
Kristan Zeilan	Essilor/Think About Your Eyes Coalition	Corporate Communications Manager	kzeilan@essilorusa.com

## Bios

### Facilitator – Billy Harris

For the past twenty years, Billy Harris has been wowing corporate audiences throughout the United States and around the world. His razor-sharp timing and brilliant improvisational skills have made him one of the most sought-after facilitators in the business. A cousin of Vaudeville great Georgie Jessel, Billy has been performing his entire life. By the tender age of five and a half, he understood how to "work a room"! Billy entertains thousands of people every year, working for such companies as Microsoft, IBM, Charles Schwab, Heineken, Accenture, Boeing, Hilton, HP, Fujifilm, and Samsung.

### Guest Speaker – Lynn O'Connor Vos

Lynn is the President & CEO of Grey HealthCare Group (GHG), a global communications enterprise with 42 offices in 21 countries. She has been called "one of the first to understand the leading role medical education was to play in the promotional marketing mix." Lynn manages GHG's 11 fully integrated worldwide subsidiaries, which deliver a full continuum of advertising and medical education services to companies worldwide. Lynn and GHG have been widely recognized, winning nominations in the Medical Marketing & Media Awards, Rx Club Awards and Med Ad News: Manny Awards.

### Guest Speaker – Erin Byrne

Erin Byrne recently joined GHG as Chief Engagement Officer to lead digital strategy, social media, and engagement marketing. Byrne was previously the global chief digital strategist for Burson-Marsteller. She has worked on web initiatives since 1993 for diversified clients encompassing online strategy and research, marketing communications, design/development, viral marketing and interactive advertising.

