Advancing Eyecare Insider

Employee Newsletter | Number 7 | November 2023

As the year comes to a close…

The end of year is rapidly approaching, and soon we will be ringing in 2024! We want to take a moment to say "**THANK YOU**" for your hard work this year. Our employees are the heartbeat of our organization. Your dedication and commitment are what make us successful.

End of year is always face-paced and stressful, but we hope you take a few moments to relax and read about the Q4 news and events from around the company. Enjoy!

Welcome to the Advancing Eyecare Family!

Get to know our CEO Jim McGrann

In late September, we welcomed our new CEO, Jim McGrann, to the Advancing Eyecare family. You have probably seen Jim's videos that are now coming out on a regular basis, and we want to share a little bit more about the man behind the camera.

Jim has quite the resume! He brings decades of executive experience in vision care, including serving as the President and COO of Percept Corporation, President & CEO of VSP Vision, President of VSP Vision Care, President of Eyefinity, and CIO of Marchon Eyewear. He currently serves on the board of directors for one of our industry's most impactful non-profit organizations, Prevent Blindness, and has a passion for giving back. Jim has a Bachelor of Science in industrial engineering from Columbia University.

While his professional experience speaks for itself, Jim is also a family man. He lives in New York City with his wife, Taryn, and he has two children, and three wonderful grandchildren! During his free time, you can find him with his family and friends, playing golf ("horribly", so he says), and traveling.

One of his favorite quotes is:

"Vision without Execution is a Hallucination – Thomas Edison."

When we asked him about what he's learned since joining Advancing Eyecare in September, he said, "I am thrilled to be part of a business focused on advancing the profession of eye care and helping people see. Our team exemplifies our core values of accountability, authenticity, transparency and winning. We, together, are positioning AEC for great things in 2024 and beyond and I am beyond excited to be here. Onward and upward!"

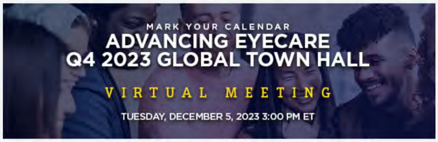
We are tremendously lucky to have someone like Jim to lead us and sincerely welcome him to our Advancing Eyecare family. He will be routinely traveling throughout our locations across North America. When you see him, please pull him aside and say hello!

Q4 Global Town Hall is Tuesday, December 5th 3:00 PM ET

The Q4 Global Town Hall is on Tuesday, December 5th at 3:00 PM ET. Join us virtually as we get to know the leadership team and hear about plans for 2024.

Use the link below to register today. Please submit any questions you may want to have addressed during the Town Hall.

Register For Q4 Town Hall



MARK YOUR CALENDAR
ADVANCING EYECARE
Q4 2023 GLOBAL TOWN HALL
VIRTUAL MEETING
TUESDAY, DECEMBER 5, 2023 3:00 PM ET

Collaborative Excellence: Trade Shows Highlight the Power of Team Efforts

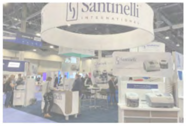
Advancing Eyecare companies attend over 150 trade shows every year throughout North America. These events provide a unique platform for our sales teams to showcase products and services, engage with potential customers, and establish meaningful connections within the industry.

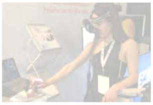
Advancing Eyecare companies attend both regional and national trade shows, and each requires a significant amount of planning, collaboration, and resources from cross-functional partners. For national shows the planning team begins the meticulous preparations up to 4 months before show time. Employees from sales, marketing, warehouse, sales operations, logistics, and AEC services ensure every detail is expertly managed so once the show begins, the focus is on the customers' needs and closing sales. Things like booth signage, display equipment, marketing materials, and accommodations are just a few tasks from the extensive list of preparations.

Pre-show marketing, impressive booth setups, expertly designed displays, and well-crafted sales presentations play a pivotal role in capturing the attention of trade show attendees and generating interest in our products/services. Sales representatives on the show floor talk with doctors about solutions to increase practice efficiencies, revenue, and patient satisfaction. Their consultative approach fosters a sense of trust in the Advancing Eyecare Alliance of brands, products, and services.

As sales close, the sales operations team start processing orders and continue throughout the weekend. After the show closes, they tally up the numbers, projecting sales, expenses, and ROI. Then a debriefing meeting is held with the event planning team to gather qualitative and quantitative feedback that help us make decisions for future shows.

It's clear that the amazing collaboration of multiple departments and meticulous work by our employees has lead to Advancing Eyecare's successful trade show activities throughout the year.





Advancing Your Wellness: Relax, Refresh, and Recharge Wellness Boxes

#TAKE
CARE OF
YOURSELF

In today's fast-paced world where the demands of work and life can take a toll on our mental health, it's essential to prioritize well-being and self-care.

We have thoughtfully curated **Relax, Refresh, and Recharge** wellness boxes to provide you with a few things you can use to de-stress, rejuvenate, and find solace amid the daily challenges that life (and work) can present.

Please let this gift serve as a reminder that it's perfectly acceptable to take a step back, breathe, and care for oneself. At Advancing Eyecare we not only want to foster a healthier and more balanced workforce but also contribute to a society that prioritizes mental well being.

Wellness boxes will be delivered mid-December. Stay tuned for **Advancing Your Wellness** communications in the upcoming months! For more information or if you would like to contribute your ideas, please reach out to Lynsey at lstrohl@advancingeyecare.com.

Strategic Maestro: Mary Anne Evans Orchestrates Success

Many of you know the name Mary Anne Evans and she's probably assisted you in some capacity. She is the Sales Operations Manager supporting our US sales teams. Mary Anne is the person who makes sure our sales processes and systems run smoothly so that sales are processed efficiently.

Mary Anne recently celebrated her **25-year anniversary** with Lombart Healthcare! Check out this quarter's spotlight video to learn more about her.

Thank you, Mary Anne, for everything you do for our Advancing Eyecare customers and employees!

Mary Anne Evans

Sales Operations Manager, Norfolk, VA (USA)

Congratulations to Richard Rodwell!

Employee **Richard Rodwell** was recently inducted into the **Canadian Songwriters Hall of Fame**!

Richard is part of our INNOVA Order Management team in Toronto and is also an accomplished composer and Songwriter Hall of Fame member. In 1989 he and his composing partner worked on a demo for the group Dream Warriors, and one song titled "Wash Your Face In My Sink" skyrocketed to the top 10 in England. They followed up with the song "My Definition of a Boombastic Jazz Style".

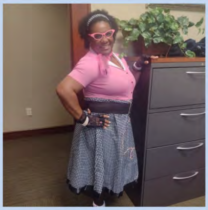
You can read the complete discography of his musical career here: **RichardRodwell.com/discography**

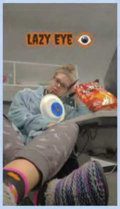
SONGWRITERS
HALL OF FAME
LEGENDS

Spooktacular Costume Contest

Employees let their creativity shine when they dressed up for the AEC Halloween Costume Contest. Staff transformed into everything from Dia de los Muertos to iconic movie characters, and winners received various prizes. Congratulations to the winners and thank you to everyone for participating!

The INNOVA Accounting & CSR team followed the yellow brick road and found a monkey from the Warehouse team



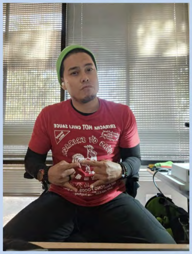


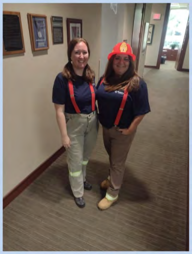
Sock hop dancer Carla Bens from the AR department in JAX

Nothing lazy about Kaylin Wilson, service coordinator in Norfolk

Not all treasure is silver and gold, mate says AEC Services technician Keith Kelsey as Jack Sparrow

EXIT
HALLOWEEN





Happy Halloween

EXIT
HALLOWEEN

Welcome to All of Our Recent New Hires!

AUGUST

- Steadman Allen – AEC Services
- Tierra Brooks – Asset Services, Jacksonville
- Andre Camacho – AEC Services

- Anthony Capobianco – AEC Services
- Yvonne Fleming – Sales Support, Norfolk
- Tawana Grey – Warehouse, Jacksonville
- Jeffrey Johns – AEC Services
- Bill Kundinger – Marco Sales
- Brenda Lee – Customer Service, Jacksonville
- Amrith Mathew – INNOVA Service, Toronto
- Bryan Metzger – AEC Services
- Natasha Morris – Sales Support, Norfolk
- Rocky Munoz – AEC Services
- Bankole Okuneye – AEC Services
- Naieb Philip – Warehouse, Jacksonville
- Doug Reiter – Marco Sales
- Garret Sullivan – Data Analyst, Norfolk
- Belen Trujillo Bazante – INNOVA Service, Toronto
- Mariel Villalona – INNOVA Service, Laval

+ SEPTEMBER

+ OCTOBER

+ NOVEMBER

August through December Work Milestone Anniversaries

Thank you for your hard work & dedication over the years!

25+ years

- Mike Brown – Lombart Sales, 25 years
- Jim Campbell – Sales Ops, 44 years
- Mary Anne Evans – Sales Ops, 25 years
- Thanh Tai Ha – AEC Services, 35 years
- Robert Kalapp – VP National Accounts, 42 years
- Dennis Mitich – AEC Services, 31 years
- Diana Ozarko – INNOVA Sales, 28 years
- Jim Parker – Sales Ops, 37 years
- Don Quinn – Lombart Sales, 36 years
- David Spear – Executive Team, 37 years
- Wendy Spittal – Controller, 25 years
- Linda Spivey – Sales Ops, 25 years
- Jerry Talliere – Warehouse Ops, 34 years
- Ronald Wyatt – AEC Services, 30 years

20 years

- Bruce Jester – AEC Services

15 years

- Christoper Coulas – AEC Mfg
- Troy Hunter – AEC Services
- Gustavo Menchaca – AEC Services

5 years

- Gene Borbone – AEC Services
- Josh Brodie – AEC Services
- Juliana Cooper – AEC Marketing
- Victor Guzman – Sales Support
- Iulia Milicova – INNOVA Order Mgt
- David De La Mora Ortega – S4Optik Sales
- Chrissie Pattison – AEC Marketing
- Richard Rodwell – INNOVA Order Mgt
- John Valdez – AEC Services
- Tony Yaghi – AEC Services

1 year

- Colleen Arbus – INNOVA Sales
- Jon Botelho – INNOVA Welder
- Donnie Boyd – Lombart Sales
- Jadon Chavez – AEC Services
- Edgar Garcia – S4Optik Sales
- Gabriel Gareau – INNOVA Service
- Ayla Gencer – Lombart Sales
- Erika Hernandez – S4Optik Invoicing
- Brad Horner – Finance
- Long Chung Ip – INNOVA Service
- Eric Khamsiri – AEC Services
- Brady Lake – AEC Mfg
- Aliya Larkin – Executive
- Wuhillmens Lopez – AEC Services
- Zack McGlennon – AEC Mfg
- Duane Mitchell – AEC Services
- Bailey Moran – AEC Mfg
- Dominic Paredes – AEC Contract Sales
- Hector Maldonado Parrilla – S4Optik Warehouse
- Gerald Pesca – INNOVA Service
- Andrea Sinclair – INNOVA Sales
- Ian Villaescusa – AEC Services
- Matthew Volk – AEC Services
- Kellen Weiss – Lombart Sales

Do you have ideas for our next issue of The AEC Insider? SHARE NOW

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AEC Insider Issue 3 – August 2022

AEC Insider Issue 4 – January 2023

AEC Insider Issue 5 – May 2023

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ADVANCING EYECARE™

Our Name is Our Mission.

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