

ABB MOMENTS

THE OFFICIAL NEWSLETTER FOR ABB EMPLOYEES



It's been a busy summer for ABB, but there has been no lack of fun around here.

ABB kicked off its annual Summer of Fun Series in June with the goal of creating enjoyable moments with our team.

In this August issue, learn more about upcoming events, read more 35th celebration stories, see what our Moment Makers have been up to in support of our customers, and get your monthly updates on our key priorities.

Interested in purchasing your own 35th celebration sweatshirt like you see our CA SVP veterans sporting above? Consider converting your SEE points to a Prepaid MasterCard and order today!



[Visit the ABB Store](#)

August Anniversaries

38 Years: John Kleinman

36 Years: Marie Clark

26 Years: Joe Hanson
Yen Ly

20 Years: Laura Mellenthin

18 Years: John Donaldson

17 Years: Abbie Kimbrough
Steven Solimini

15 Years: Vinod Kumar Patel

13 Years: Davey Wong

12 Years: Brian Reynoso
Eric Peraza
John Boyle

11 Years: Laurie Mogck

10 Years: Kathleen DeNaro
Analissa Soler-Claudio
Maribel Montalvo-Fournier
Bruna Placucci
Valerie St. Hilaire
Aaron See

WHAT'S HAPPENING AT ABB



All U.S. locations will be closed Monday, September 2 for Labor Day.

September Focus on Gratitude

Beginning September 3rd through September 18th, we will be collecting gratitude submissions from employees on what you are most thankful for at CultureFirst@abboptical.com.

On **World Gratitude Day, September 21st**, we will have a special showcase of ABB's gratitude. Mark your calendars to flood our colleagues on SEE with recognitions of how much we appreciate each other!

October Gets Spooky

ABB will host our annual Halloween Costume Contest! Stay tuned for more details on how to participate.



GIVING TUESDAY

December 3, 2024

Giving Tuesday is a global generosity movement unleashing the power of radical generosity. Giving Tuesday was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

The ABB Culture Team will be selecting a charitable program to celebrate this movement. Drop the team an email at CultureFirst@abboptical.com if you have ideas on how you would like to participate this year.



CELEBRATING 35 YEARS

ABB teammates share some of their fondest memories. Join in the fun and share your story at momentmaker@abboptical.com.



Tina Howell, 33 Years
Optical Sales Consultant

"I have so many fond memories, I can't just pick one. Trying to articulate what ABB means to me in one word would be FAMILY! I love my customers, my job and our company. I have been fortunate to watch our company grow and change in many ways. And I know at our core, ABB always has our customers' best interest in mind. And that allows me the ability to help practices, take care of the patients! Because ultimately that's what it's all about!"

Katherine Ronan, 21 Years

Sr. Marketing Operations Manager

"Over the years I've attended many sales meetings that have led us to incredible destinations. Nashville and Orlando are among my top 5 favorites! These gatherings not only allow us to connect with our sales team but provide a valuable opportunity to meet colleagues from other departments whom we interact with daily but rarely see. **These connections are priceless and extremely helpful as we move forward together for a common goal.**

There is one thing that I like to remind myself of when I travel for work: when you live and work in MA and have a chance to go to FL, don't forget to carve out some time to hug a palm tree!"



Q3 KEY PRIORITIES

We are well on our way to achieving our ambition this year to provide better vision to 10 million people by empowering ECPs as the largest independent provider of optical services and solutions. Through the first half of the year, we have helped 5 million patients see better and to live a better life, ahead of our target of 4.7 million. The work you do every day is improving the lives of patients, their families, and their communities. Our financial results are also in line with our goals for the year, as we are ahead of our plan for both revenue and operating profit with a slight miss on our gross profit.

Congratulations on an excellent first half of the year and thank you for your tremendous contributions! As we look towards the back half of the year, we have identified key areas of focus within each of our five priorities, as outlined below. Let's continue to change lives together!



1. Execute with Excellence & Efficiency

July finished strong with our Contact Lens fill rates and Lab service levels exceeding target while also meeting our Cost per Unit (distribution) and Cost per Job (lab) targets. August continues to meet these targets, and we are leading the industry in service and quality! In the second half of the year, we must continue to deliver with excellence and efficiency while also working to implement a freight expense improvement plan and gross profit expansion plan.



2. Outpace Contact Lens Market Growth

Revenue growth for CLs significantly accelerated since June with the successful launch of both National Vision (NVI) and Sam's Club where ABB was selected as the exclusive contact lens distributor. We have also seen an acceleration in the independent ECP channel as it rebounds from the service challenges of last year. We are now outpacing the contact lens market growth so we must continue to build momentum as we rebuild trust within the iECP channel and implement NVI phase two (ship to office) flawlessly. Looking forward, we are working to secure distribution on key industry ordering platforms and look to finalize two more manufacturing contracts.



3. Grow Engaged Lab ECP Locations

Our growth in engaged lab ECP locations is on track for our plan, but revenue is still slightly lagging behind. However, our lab operating profit remains on plan due to strong gross profit rates and excellent efficiency and cost management within our lab operations. To ensure our lab revenue finishes the year on plan, we have launched a Lab Sales Acceleration Plan focused on ensuring our sales teams have the training, tools, targeting, offers, and vendor partnerships to win more lab business. With news of VSP winding down operations at VSPOne® Technology Center labs in Florida, Texas and California this opens a great opportunity for ABB Labs to expand our market share as we are the largest independent Unity distributor in the market. We are working in close coordination with VSP's sales team to secure Unity business within VSP labs and in only 8 business days we have already added 54 new lab customers!



4. Unify and Scale Our Business Solutions

An updated Abby roadmap has been finalized and new product changes will be rolling out this fall which includes enhancements to utilize the practice email address, integration of manufacturer rebates, and updates to our shipping model. We are also putting our full efforts towards stabilizing the platform by resolving issues that arose following the latest launches and we have already seen improvements in the platform and ECP engagement and growth. Looking ahead, we believe that by developing an ABBOnline / Abby integration we will be able to unlock refill growth for direct to patient orders on ABBOnline, the largest ordering portal in the industry. While Verify is behind plan, we are focused on hunting new Strategic Accounts to close the gap and accelerate Verify wins.



5. Empower ECPs with an Enterprise Offering

The initial phase of the Enterprise Share Program kicked off in June for a Lab Partner Program Pilot. The beta program includes one practice sign-up to date, and we have already gained valuable insights on some variations for our go to market Enterprise offer. More information will be shared on the Lab Partner pilot as we continue to enhance the program and look to expand to other territories and then nationally later this year. We are also working to secure another corporate account with an enterprise offer.

ABB MOMENT MAKERS



Exceeding Our Customers' Expectations is What It's All About!

Supporting our customers in ways that exceed their expectations is always the goal. Thank you to Nicole, Cody and Bobbie for all that you do to help our practices thrive. Submit your stories at momentmaker@abboptical.com or on the SEE recognition platform for a chance to win our Q3 spotlight which will be announced next month.



Nicole Alread, *Client Relationship Manager*

"I have been in practice 42+ years and I would like to say that I have NEVER had someone go out of their way to help like Nicole does. She is absolutely amazing. I am all about customer service and let me just say, Nicole exceeds any expectations. It is employees like her that makes a business." – *Barbara, Baptist Eye Surgeons*

Cody Rogers, *Optical Sales Consultant*

"Our rep Cody has been very helpful and attentive. The ability to chat online to check status of orders is very helpful when needing and ETA on patients' orders!" – *Megan, WACO Vision Source*



Bobbie Orlando, *Lab Customer Service*

"I've had a handful of tickets responded to by Bobbie so I'll save my glowing review for this ticket.....Bobbie as always is the best!!!! A huge shout out to her for all that she does in rectifying any issues we run into here at the practice level and for checking on our orders. A true testimony to her craft! Keep up the great work Comrade Bobbie! It does not go unnoticed!" - *AEG Account*



MEET THE MARKETING DEPARTMENT

This small and mighty team drives the execution of all marketing and communications efforts for ABB. Meet the faces behind Team Awesome.



Gina Rosano, *Marketing Director*

Gina has been with ABB for 23 years and now leads the marketing department. She is a core member of the Commercial Leadership Team as well as the Senior Leadership Team. She is always keeping her team laughing and is an extreme lover of 80's movies and Bernese Mountain Dogs (in particular her own dog Luna).



Sharon Martin, *Sr. Brand Communications Manager*

Sharon leads our external and internal communications program to tell a cohesive ABB enterprise brand story, and showcases the meaningful moments for our customers and their patients. Sharon is a hard-core sports mom of two boys, and can always be found on the side lines of a sports field with an iced coffee in hand.



Maggie Noga, *Marketing Specialist*

Maggie recently joined the team and is focused heavily on communications, social media, and creating meaningful content. She supports marketing efforts across all pillars. She brings the musical talent to the team - once singing at Carnegie Hall in 2014!



Bart Williams, *Graphic Designer*

Bart plays a critical role in maintaining our brand standards and creating powerful visuals for ABB. He supports stakeholders with design support ranging from marketing collateral, presentations, advertisements, social media, training materials, and so much more. When he's not designing, he is a devoted father and is big on wellness and happiness finding.



Vladimir Barisik, *Sr. Manager, Client Success & Insights*

Vladimir serves as a data scientist for ABB Analyze and helps provide important market research and data insights that enhance our marketing efforts. Fun fact about Vladimir – he used to be a talk-show host in his country of birth (Macedonia) for over 11 years!



Katherine Ronan, Sr. Marketing Operations Manager

Katherine has been with ABB for over 21 years and now leads our marketing operations and continues to be our resident subject matter expert for all things ABB Labs. In her new role, she oversees all our marketing projects and deliverables to ensure timely execution and focus on our strategic priorities. Her tenured experience coupled with her vast knowledge of ABB will ensure that we never miss an opportunity to lead with an enterprise message.

Katherine enjoys spending time with her family and friends, especially if it involves a day at the beach. She is also a self-proclaimed rabid fan of the Boston Red Sox and Boston Celtics!



Cathy Truong, Vendor Marketing Manager

Cathy has been with ABB for over 11 years and has earned the respect of all that have had the pleasure to work with her as our resident subject matter expert on ABB Contact Lens & our CL ordering platform, Abby. She also works across pillars to support ABB Engage marketing opportunities for all vendors.

As our resident foodie, Cathy is always on the lookout for the best cinnamon rolls and always open to recommendations. (NOTE - sticky buns are NOT cinnamon rolls!)



Nicole Johnson, Sr. Customer Marketing Manager

Nicole leads the strategic planning and execution of our enterprise marketing efforts to drive growth across our customer base. Leveraging Hubspot and other technologies, Nicole helps attract leads, increase customer engagement, and improve retention - all to maximize the ROI of our programs. She is also our resident subject matter expert on ABB Business Solutions.

Nicole is passionate about mentoring for Digital Marketing and CX Programs, volunteering at the local Museum of Modern Art teaching kids to paint, and her beloved pets.



Ryan Tedlock, Marketing Automation Strategist

Ryan has been with ABB for over 11 years supporting ABB OneBill and our tradeshow and events, and has taken on a new marketing automation role. Working closely with Nicole, Ryan helps execute cohesive customer engagement journeys in HubSpot through marketing automations.

When Ryan's not working you can find him either brewing some craft beer, cooking amazing food, or out and about with his wife and dog.

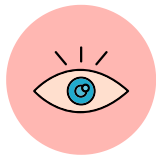
ABB'S GOT JOKES

These optical jokes keep getting cornea & cornea . . .



“I have a joke about HIPAA. You wanna hear about it? Sorry I can't tell you.”

- Austin Asher



“What is the optometrist's ideal date? Stayin' in and retina movie.”

- Katherine R. Ronan

“At a hotel restaurant, a man sees an attractive woman sitting alone at the next table. Suddenly, she sneezes, and a glass eye comes flying out of her eye socket. The man snatches it mid-air and hands it back to her. "This is so embarrassing," the woman says, and she pops her eye back in place. "I'm sorry to have disturbed you. Let me buy dinner to make it up to you. May I join you?" He nods. The woman is a stimulating conversationalist, stunningly pretty, and the man finds they have a lot in common. He gets her phone number and asks, "You are the most charming woman I've ever encountered. Are you this nice to every guy you meet?" "Not Really." she replies. “You just happened to catch my eye.”

- Jill Stephenson

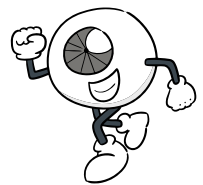


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