



From a Calling to a *Career*:

Angela Gulbranson celebrates 20 years at Visions Eye Care

Story and photos courtesy of Visions Eye Care

As a middle schooler, Angela Gulbranson discovered her life's calling after a visit to the eye doctor. "I remember getting my first pair of glasses," said Gulbranson. "I was amazed at how much I had been missing after someone corrected my vision so I could see more clearly."

Today, Angela Gulbranson goes by Dr. Angela Gulbranson, and she is celebrating 20 years as owner of Visions Eye Care + Therapy Center in Sioux Falls, returning the favor by helping others see the world more clearly.

When she walks through the door under the familiar Visions sign, she reflects on her early days being full of hope and ambition. Yet at the time, she could not foresee the deep, personal connections she would make over the years.

At first, her focus was on perfecting her craft – prescribing glasses, diagnosing eye conditions, and restoring clear vision. But over time, her role evolved into something more. She had become a trusted confidante and a comforting presence in her patients' lives.

"I remember my first patient like it was yesterday," Gulbranson said. "I was scared, excited, and hopeful. It was surreal, but I was proud that I had done it. Looking back at the handwritten ledger showing my first week's appointments, it's humbling to know many of those same patients are still with me today."

Caring for generations of families has been the most meaningful part of her work. "I wanted Visions to be more than a place to get glasses or contacts," she said. "I wanted it to be a place where people felt truly cared for. Our philosophy is that there's a person behind the prescription. I've celebrated births, watched children go off to college, and shared many life moments with patients. That's the best part of what I do."

One of her greatest rewards comes from the Therapy Center. "Vision Therapy changes lives," she said. "One example is a patient who dreamed of becoming a pilot but couldn't qualify due to his vision. Therapy made his dream possible."

Gulbranson credits her success to hard work and her dedicated team. "I'm grateful for my colleagues Drs. Hupke, Gentrup, and DeJongh, and the incredible staff who support us. And I can't say enough about our patients who trust us with their care."

What began as a childhood calling has blossomed into a deeply fulfilling career. Though not one for accolades, Gulbranson feels pride in the difference she has made in others' lives. As she looks ahead to the next 20 years, she's confident Visions will continue to be a place where people come for clarity – both in their eyesight and in their lives. That's certainly something worth celebrating. ■

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