



## ***New Programs and Education Announced At The Transitions Academy 2009***

The 2009 Transitions Academy, a forum for new education was attended by approximately 1,400 industry professionals from across the globe. Held on the 25-28 January at Disney's Yacht & Beach Club Resort in Orlando, the annual event, provided education and resources industry professionals need to "explore success" and grow their businesses, as well as offering updates on the latest tools from Transitions Optical, Inc.

"Now in its 13th year, Transitions Academy is an ever-growing, international event and is widely recognised as the leading educational forum for optical laboratories and industry partners. The Academy allows veteran attendees and newcomers alike to jumpstart each year in an inspiring way," said Todd White, General Manager, Transitions Optical EMEA (Europe, the Middle East and Africa). "For the first time, we're honoured to welcome industry professionals from across Europe, the Middle East and South Africa. Through sharing ideas, resources and cross-cultural experiences, we can truly learn from one another, mapping out our future for unparalleled performance and success."

Highlights for Sunday and Monday included a welcome reception – hosted by Todd White; Dave Cole, General Manager of the Americas, Transitions Optical; and Jose Alves, General Manager, Latin America, Transitions Optical; the **keynote speaker** Erik Wahl - using art as his vehicle, Wahl inspires professionals to achieve greater levels of performance and encourages them to differentiate themselves from their competition through his "Art of Vision" program.

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Media attendees attended a presentation by Emmanuelle Ribot-Mariotte, ECP Marketing Manager, Transitions Optical EMEA, on the latest educational tools available to eye care professionals to enhance their businesses.

On Tuesday, the educational track continued with a **Partners for Growth** presentation, which equips lab professionals with the skills and best practices to become great coaches and partners for their own customers. Following a **marketing general session**, Tuesday's curriculum also included a **Leadership Workshop** – featuring motivational speaker and author of *Leader Inside Out*, Robert Thompson – and **Disney Creativity Session**, which inspired new levels of partnerships and creative ways to solve problems and achieve success.

Steve Winter, a National Geographic photographer who will feature in Transitions Optical's print and digital advertising campaign in 2009, was the **closing keynote speaker**. As the 2008 Wildlife Photographer of the Year, Winter illustrated how protecting his eyes has helped him to "live his vision" and succeed in his field.

Academy events concluded on Tuesday evening with a **partner recognition ceremony**, honoring the 18<sup>th</sup> U.S. Transitions Lab of the Year and the sixth Brazil and Latin America Transitions Labs of the Year.

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### **About Transitions Academy**

Transitions Academy is one of the optical industry's leading educational forums. It was originally developed in 1996 as an educational event for independent optical laboratories to share cross-cultural experiences and learn business-building strategies. Over the years, Transitions Academy has grown significantly to attract more than 1,400 optical industry professionals from North and South America, Europe and the Middle East, to gain valuable education geared toward business-building and to learn the latest tools available to help them harness Transitions' industry-leading products and marketing campaigns for their own businesses. Today, Academy participants extend beyond sales to encompass every aspect of the industry – from lens manufacturing and product development, to promotions and marketing, and customer service.

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### About Transitions

Transitions Optical was the first to successfully commercialize a plastic photochromic lens in 1990. As the global leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions® lenses are the #1-recommended photochromic lenses worldwide. Clear indoors and at night, they automatically and quickly adjust to changing light outdoors to reduce glare thus enhancing the quality of your vision. Transitions® lenses continuously block 100 % of harmful UVA and UVB rays, helping to preserve the health and well-being of your eyes.

For more information about the company and Transitions lenses, visit [Transitions.com](http://Transitions.com)

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