



# Join us at Transitions Academy!

WE'LL PAY AIRFARE!



**\*Hot Opportunity for Vision Source® members!**

## Get on the road to Transitions Academy!

Visit [TransitionsAcademy.com](http://TransitionsAcademy.com) and see why you need to be there!

Transitions Academy is the industry's top education event, attended by industry leaders, educators and the most forward thinking eyecare professionals. Academy 2014 will be at the famous Contemporary Hotel at Walt Disney World, and you have the chance to earn your way AND have your reward DOUBLED by Vision Source!



**Transitions**  
Academy

You can earn miles on the Road to Academy through Transitions Star Partner activities you're probably already doing. The more miles you earn, the greater the reward.

### EARNING MILES

MILES	STAR ACTIVITY
25	Website link to EyeGlassGuide.com
20	Participation in Transitions events
10	Tradeshaw participation
8	COA registrations
8	Marketing Wiz practice assessment completion
5	EyeGlassGuide.com patient output registrations
5	Evaluations passed by your practice's associates
1	Weekly response
10	TransitionsPRO.com registration
20	Transitions education participation
1 per pair	Photochromic lens sales June 1-Sept 30, 2013

### MILE MARKER

### ACADEMY REWARD LEVEL

150	Registration for 1 (\$500 value)
200	Registration and private room for 1
250	Registration and shared room for 2
300	Registration, shared room and travel for 2 (\$2,500 value)

\*See Road to Academy official rules and regulations at [TransitionsStarPartner.com/RoadtoAcademy](http://TransitionsStarPartner.com/RoadtoAcademy).



## *Want to **DOUBLE** your Road to Academy reward?*

***Vision Source® members can DOUBLE Road to Academy rewards!***

1. If you're not a Transitions Star Partner, get certified today!
2. Go to [TransitionsStarPartner.com](http://TransitionsStarPartner.com) and opt in to the Road to Academy
3. Earn Transitions Academy rewards from registration to airfare!
4. Top 20 accounts will have their reward DOUBLED courtesy of Vision Source!

### ***Here's how!***

- Participate in Road to Academy; you will be advised in early November what Academy reward level your practice has reached, and how to register for a chance to redeem that reward.
- Once you have redeemed your reward, Vision Source & Transitions Optical will double it if you are a top 20 performer!
- Top 20 performers:
  - 4 top performers per Vision Source Regional boundaries
  - Top performers will be determined by % unit growth (July thru September 30, 2013 vs. prior year).
  - Each top performing practice will have their reward DOUBLED
- Top performers will be announced by December 1, 2013.
- The rules and regulations for the Road to Academy program can be found at [TransitionsStarPartner.com/RoadtoAcademy](http://TransitionsStarPartner.com/RoadtoAcademy)
- If you are not a Transitions Star Partner you are not eligible.
- If you do not opt-in to participate at [TransitionsStarPartner.com](http://TransitionsStarPartner.com), you are not eligible.



*Vision Source®*

**Transitions®**  
**Academy**