

# Achieve<sup>®</sup>

Volume 2, Issue 3, 2009



***Commemorative Edition***

**Our Past. Our Family. Our Future.**



# Abiding Values

The legacy and the opportunity of Amway Global can be summed up in four abiding values that have guided the business for 50 years:

Established for **family**, Amway Global offers real connection with caring people invested in your success.

Grounded in **freedom**, the opportunity remains open to anyone who wants to give it a try.

Fueled by **hope**, every dream starts with the heartfelt desire to achieve something better in this life.

Blessed with **reward**, success comes as confidence gained, lessons learned, skills acquired, travel experienced, recognition awarded, and money earned.

**Time passes. People age. Worlds change. But values remain.**

*"It doesn't make any difference what the times are. It's the only time you got, folks. There is no other time for you, or for me. Now is our time. And when you're in this business, you learn to work with where you are now."*

— Rich DeVos, May 2009





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In celebration of Amway Global's 50th Anniversary, 50 lucky readers of *ACHIEVE*® magazine will receive a **free Apple® iPod Touch™**, preloaded with new AMWAY GLOBAL™ business materials.

To see if this copy of *ACHIEVE* is a winner, turn to page 21. If you find a special envelope, mail it in to collect your gift.



*"It's always been a business of people helping people. That's who we are. How many people can we help become successful? That's the future."*

— Steve Van Andel, May 2009



*"You can't predict the future, but you can follow your dreams. No matter what changes the future brings, the human heart, the human mind, remain unchanged."*

— Jay Van Andel, 1924–2004



*"We're standing on the shoulders of all those who have come before us. We're grateful for all they did. And we're grateful we have you here to move this business forward for the next 50 years and beyond."*

— Doug DeVos, May 2009





# *Prospering by Helping Others*

After 50 years, two special ingredients continue to make Amway Global unique: a breakaway compensation plan that offers the opportunity for unlimited income, and a culture that says “you first, me second.”

Since 1959, the people of Amway Global have prospered by helping others achieve success. It’s a formula that goes back to the day when NUTRILITE® reps Rich DeVos and Jay Van Andel collaborated with their first distributors to devise a sales plan that worked for everyone.

In North America alone, that plan has motivated millions of people and paid billions of dollars. It has given countless people a level of financial freedom they would not have achieved anywhere else. Today, it sets the stage for the next 50 years.



*“As you take people from poverty to achievement to financial success, I hope you enjoy it. Smile. Relish it. Be proud of it. Be grateful you had a hand in it.”*

– Rich DeVos, May 2009









It all began as a ripple and turned into a wave. That ripple, set in motion, turned into opportunity for people all around the world.

## ***Celebrating 50 Years***

An amazing 4,000 Diamonds from around the world gathered in May to celebrate Amway Global's 50th Anniversary.

Leaders from North America joined qualifiers from Asia, the Pacific, Europe, and South America to celebrate 50 years of growth and success. From the Parade of Nations to private concerts with Elton John and Sting, Diamonds celebrated five decades of free enterprise.

IBOs paid tribute to the phenomenal success that grew from humble beginnings. Diamonds toured the "Experience Amway" brand and product expo. They strolled through history in an Amway Global timeline. Other highlights included private shows by the amazing Blue Man Group™ and the extraordinary Cirque du Soleil™ performing artists.



# *Bold Beginnings*

“I was 23, Jay was 24 when we signed up for NUTRILITE® products. We called our company the Ja-Ri Corporation. Everybody called us the Ja-Ri boys because we were so young. We were kids looking for a business of our own.”

“We’d already tried three or four businesses. Some had failed. They all succeeded momentarily, but they didn’t have the longevity. So when we looked at this business, it was always, ‘How do we build a business that lasts? How do we build something so that when you put so much effort into building this business, that it is protected and can reward you over and over and over through generations of hard work?’”

—Rich DeVos, 50th Anniversary Speech











FROM LEFT: Eileen and Jere Dutt, Bernice and Fred Hansen, and Helyne and Joe Victor led the early growth of Amway distributorships.

## *Founding Families*

In the beginning, Amway was a shared dream. Established NUTRILITE® distributors Jay Van Andel and Rich DeVos dreamed of creating their own product line. Fellow NUTRILITE distributors Fred and Bernice Hansen, Jere and Eileen Dutt, and Joe and Helyne Victor dreamed of forming their own sales organizations.

Months before Jay and Rich established Amway, Walter Bass, along with the Hansens, Dutts, and Victors, formed the American Way Association in 1959, the first generation of the IBOAI. Both teams worked together to create the unique business opportunity that distinguishes Amway from all others—allowing fantastic income potential in the present and the ability to pass the business on to the next generation in the future.





*In the early days, Amway founders Jay Van Andel and Rich DeVos met regularly with the American Way Association, led by Walter Bass (seated in center).*

Over the years, the AMWAY® business opportunity has evolved, but principles laid down by the founders have endured. Distributor income has never been capped. Today, second, third, and fourth generations continue to grow businesses started by their parents and grandparents.

**It's still a dream worth sharing.**



*First-generation IBOs filled a Grand Rapids, Michigan, auditorium for the first Amway Distributors Convention in 1961.*



# Building the Dream



First Generation: Eileen and Jere Dutt, Bernice and Fred Hansen, Helyne and Joe Victor



Second Generation: Jody and Gina Dutt, Jerry and Karen (nee Hansen) DeBlaay, Jody and Kathy Victor

**Three generations and counting** During a special celebration of its 50th Anniversary, the IBOAI was excited to recognize IBOs from all three generations of the founding families representing the past, present, and future leadership of this business. Amway and the IBOAI honored the founding families who laid the groundwork and created a legacy business with a set of core principles (Freedom, Family, Hope, and Reward) that continue to apply today. The children of IBOAI founders built their own businesses, bringing with them a respect for those core principles that has also been the foundation of their success. Now the next generation is preparing to take their rightful place as future leaders.



IBOAI 50th Anniversary portrait of founding families.







# The *Legacy* Continues...

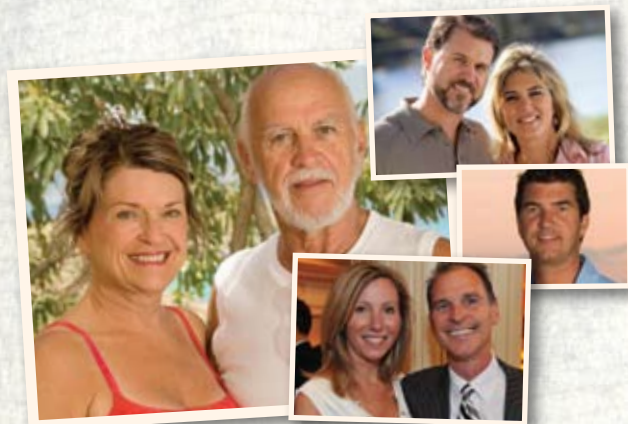
Here are just a few of the many Amway Global families with second and third generations in the business. If you have a multigeneration story to share, please send it to [achieve@amwayglobal.com](mailto:achieve@amwayglobal.com)



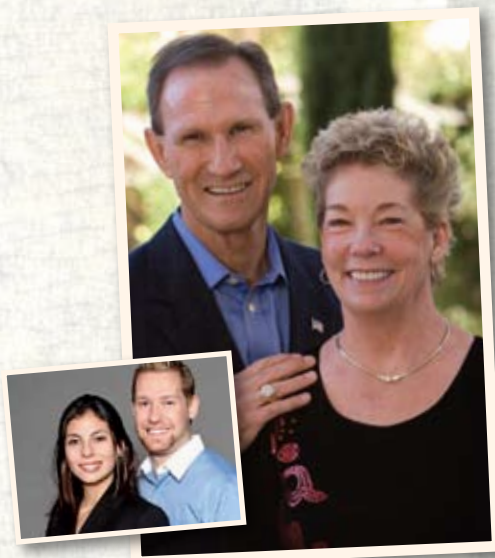
**Medina family** - part of Amway since 1995



**Dornan family** - part of Amway since 1970



**Yager family** - part of Amway since 1964



**Andrews family** - part of Amway since 1970



**TeRoller family** - part of Amway since 1992



**Jacobs family** - part of Amway since 2003



**Beaird family** - part of Amway since 1965

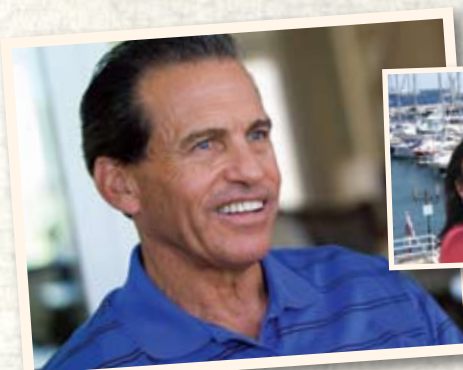




**Chi-Chen family** - part of Amway since 1982



**Crowe-Dussault family** - part of Amway since 1973



**Foley family** - part of Amway since 1981



**Woods family** - part of Amway since 1981



**Gala family** - part of Amway since 1987



**Winters family** - part of Amway since 1980

## 50 Years of Success

For this anniversary issue of *ACHIEVE*® magazine, Amway Global wanted to publish the names of all IBOs with more than 10 years in the business. That was before we realized that 123,025 names would fill 410 pages. Impressive, but not very practical for the magazine.

So, if you're one of the 123,025 IBOs in North America who has been onboard for more than 10 years, Happy Anniversary. The numbers to the right show exactly how many IBOs have been in the business for 10+, 20+, 30+, 40+, and 50 years.

Clearly, you are in very good company.

10–19 years: **86,914 IBOs**

20–29 years: **24,949 IBOs**

30–39 years: **9,558 IBOs**

40–49 years: **190 IBOs**

50 years: **1,414 IBOs**



*"My husband and I pioneered the business in Ontario in the first 50 years. Now Stephanie and her sons will take it through the next 50 years. I hope they enjoy the kind of lives that Bill and I were able to experience."*

—Joan Laing



## *Four Generations One Family Tradition*

Zachary and Jacob Cutler know the family story well. When their grandfather Bill Laing was a young newlywed who struggled with his speech, he went shopping for a Cadillac—only to be thrown out of the dealership. Years later, Bill became the proud owner of many Cadillacs.

"As a young child, he struggled with a speech impediment," Zachary said. "But he overcame this to become a popular motivational speaker, speaking to thousands of Amway IBOs." During his noteworthy career, Bill served nine years on the Amway Distributors Board of Canada, now known as the IBOAI board.

After Bill passed away two years ago, Jacob wanted to carry on some of his grandfather's traditions. So as a tribute to Bill's magnetic sense of humor, he stepped in to open meetings with a joke.

"I'm taking over in a sense for my papa and where he left off," said Jacob, who is currently sporting a two-toned Mohawk-style haircut to support his rugby team in Richmond Hill, Ontario.

Zachary and Jacob's grandmother, Joan Laing, was the first woman in Canada elected to the Canadian Board (the current IBOAI), where she served three years. Today, Joan relishes the entrepreneurial spirit she sees in her grandsons. It's the same spark her parents, Gordon and Violet Stackhouse, shared with her, and that she and Bill worked so hard to grow. The Laings

were the first in Ontario to reach Emerald, Diamond, and then Double Diamond. Along the way, they brought their daughter, Stephanie, into the enterprise.

With support from her husband, Roy, Stephanie fulfilled a childhood dream of building her own AMWAY® business, and eventually sponsored her sons. Joan is content to see the business in her daughter's capable hands.

"It thrills me that they're going to be coming up," Joan said. "It's time for me to step back, time to see Stephanie and her sons carry on. They'll be building for the next 50 years."

But Joan may have a few more lessons to share before she steps back. "Nana is 5 feet 2 inches, I'm 6 feet 2 inches," said Zachary. "But I look up to her."



**First generation** Gordon and Violet Stackhouse (deceased)

**Second generation** Joan (daughter of Gordon/Violet) and Bill (deceased)

**Third generation** Stephanie Laing-Cutler (daughter of Bill and Joan), with husband Roy

**Fourth generation** Zachary and Jacob Cutler (sons of Stephanie)





## ***Business Teaches Values***

**Sergio and Charo Rivera** Northfield, Illinois

**Fernando Velez Jr. and Sandra Rivera** Schaumburg, Illinois

Sergio and Charo Rivera began their business in Mexico in 1990 and reached Diamond in just 29 months. Their daughter Sandy became an IBO when she turned 18, and is now Founders Platinum with her husband, Fernando Velez Jr. "She is very disciplined and independent," Charo said. Sergio believes the best attributes of the family business may not be the money. "This business teaches values—how to be better parents, better spouses, and children," he said. "It gives you the time to be able to teach them for generations to come." Fernando's parents, Fernando and Ana Rita Velez, are IBOs too ... in fact, they are Diamonds in the U.S.

## ***Closer Family Connections***

**Todd and Nicole Ryder** Haymarket, Virginia

**William and Liz Ryder** Midland, Virginia

In the Ryder family, Founders Emeralds Todd and Nicole recruited his parents, William and Liz, into the business. They are Founders Platinums today. All four feel the business has brought them closer as a family ... and Todd proudly pictures the day when his sons will be part of his downline. "Ultimately what we're doing now is because of my two sons," Todd said. "What Amway has done with the (founding) families is a good role model to see how a business can thrive because you have the ability to pass it on to the next generation." The family connections don't end there. Todd and Nicole also personally sponsored Nicole's brother, Scott Vance, who then sponsored parents Jack and Charlotte Vance.

## ***Helping Each Other***

**Bubba and Sandy Pratt** Gainesville, Florida

**Kaley Pratt and Benjamin Fedeles** Gainesville, Florida

**Kyle Pratt** Gainesville, Florida

**Brian Pratt** Gainesville, Florida

**Megan Pratt** Gainesville, Florida

When Diamonds Bubba and Sandy Pratt started their AMWAY® business in 1985, they had three children under the age of 4, with another soon to follow. Less than 20 years later, the first four Pratt kids have AMWAY GLOBAL™ businesses of their own; 13-year-old daughter Sydney is still onboard with Mom and Dad. "We all help each other. We set up meetings together and I think it brings everybody closer together," Kyle said. "It's a lot of fun because they bring a lot of excitement and enthusiasm to the business—fresh energy and fresh ideas," Sandy said. Grandparents John and Dorothy Northcott (Sandy's parents) were in the business, but both are now deceased.



*"You just can't put a price on the time that it afforded me. I was able to have the time to be with them."*

– Lorri Taylor

# *Flexibility To Do It All*

As young parents, Terry and Lorri Taylor always had their hands full. When their first son, Terry Jr., was born with cerebral palsy, they committed themselves to giving him the best possible care. "I wanted to stay home with him," said Lorri, "because nobody could take care of him like I could."

As they added three more sons to the mix—Dillon, Dirk, and Bryant—they poured their energy into coaching teams and volunteering at school. Despite the demands of parenting four young children, their AMWAY GLOBAL™ business gave them the flexibility to do it all. "You just can't put a price on the time that it afforded me," Lorri said. "I was able to have the time to be with them."

Now, all four of their grown sons live within a six-mile radius of their folks in Penn Laird, Virginia, and are a constant source of support for one another. Dillon and Amy, Dirk and Laura, and Bryant and Elizabeth are building AMWAY GLOBAL businesses of their own.

And togetherness is still more valuable than anything money can buy. "I know a lot of people who make a lot of money," said Dirk, "but don't get to spend a lot of time with their families."

So while they enjoy the toys and dream vacations that their AMWAY GLOBAL businesses help provide, the brothers Taylor are focused on raising the third generation with the same spirit of joy that always filled their childhood home.

"I would definitely say people left our house happier than when they came," Bryant said.



**First generation** Terry and Lorri Taylor  
**Second generation** Dillon and Amy Taylor, Dirk and Laura Taylor, Bryant and Elizabeth Taylor, Terry Taylor Jr.

The average monthly gross income of "active" IBOs was \$115 (US) and \$181 (CAN).

Based on an independent survey during 2001, approximately 66% of all IBOs of record were found to be active. "Active" means an IBO attempted to make a retail sale, or presented the Amway Global Independent Business Owner Compensation Plan, or received bonus money, or attended a company or IBO meeting in the year 2000.

"Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus the amount of Performance Bonus retained. There may be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. The success depicted may reflect income and investments outside the IBO Plan.





# ***Grooming the Grandkids***

**Dave and Marge Lewis** Big Rapids, Michigan  
**David and Christina Kessler**  
Kentwood, Michigan  
**Jessica Lewis** Kentwood, Michigan

Diamonds Dave and Marge Lewis have been happy to share the benefits of their AMWAY GLOBAL™ business with daughters Christina and Jessica. Christina and David Kessler, Founders Platinums, recently welcomed daughter Stella Grace into the family. Jessica and her 7-year-old son, Carter, are a dynamic duo. Now it's time to think about the third generation. "Not only is Amway celebrating their 50th year, they've reinvented the business again for my grandkids," said Dave. "They will be in business with us."

# ***Son Lightens the Load***

**Michael and Anna Kim** Glen Head, New York  
**Jay Kim** Glen Head, New York

Michael and Anna Kim came to the United States from Korea with a dream for a better life. In Amway Global, they found a business opportunity without financial limits, educational requirements, language barriers, or time constraints. Now Founders Triple Diamonds, Michael and Anna have achieved their goals, including bringing their son, Jay, into the business. "Our son with his younger and stronger back is lightening the load his parents have been carrying," said Anna. The proud parents say they find peace in knowing their teachings will live on in Jay and their organization.

# ***Family to Family Legacy***

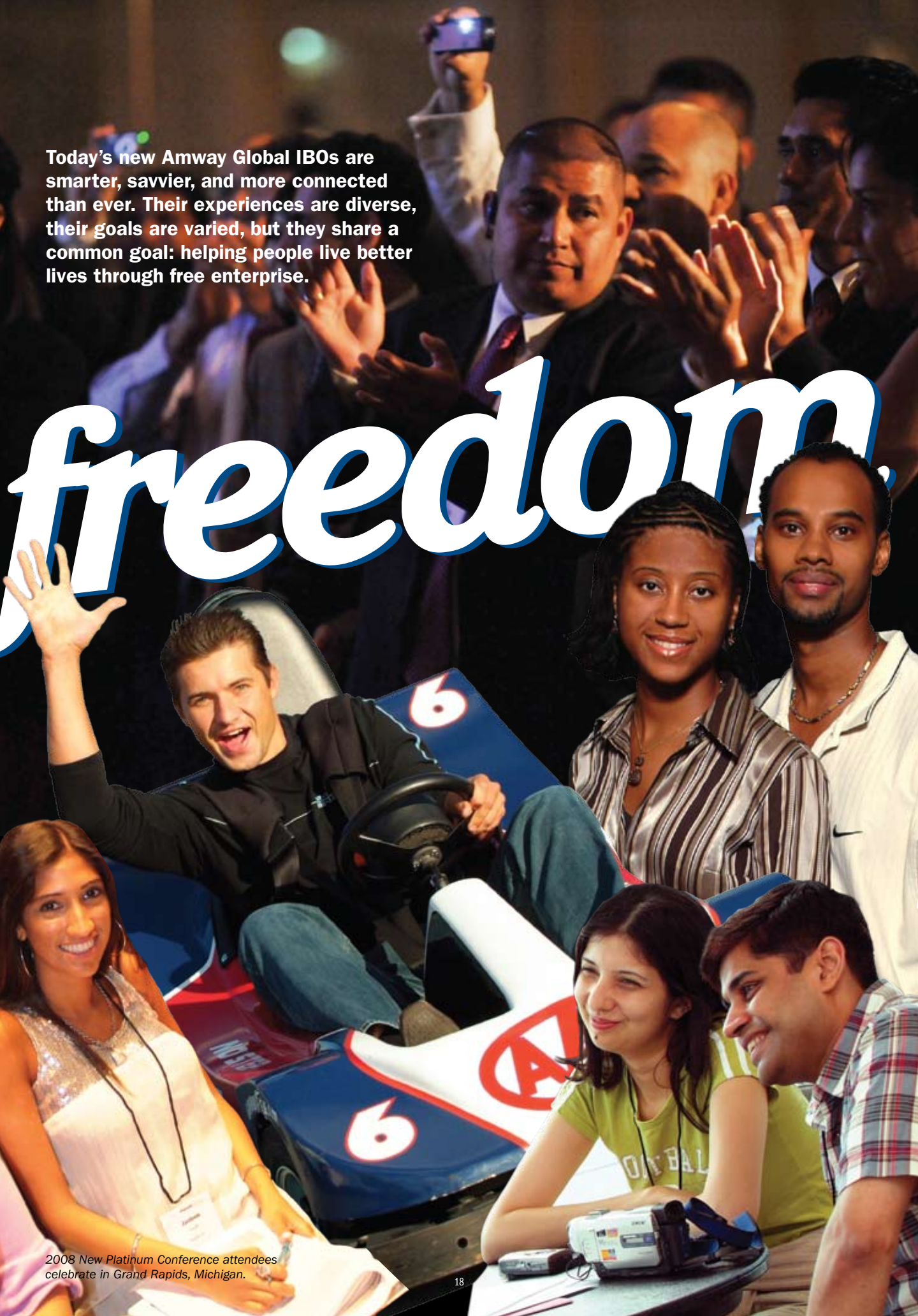
**Glen and Joya Baker** Temecula, California  
**Trevor and Lexi Baker** Las Vegas, Nevada  
**Summer and Matt Brant** Temecula, California  
**Mary Brant (Matt's mom)** La Mesa, California  
**Kent and Terri Vollmer** (Lexi's parents) Las Vegas, Nevada

IBOs since 1989 and working solely on their AMWAY® business for 17 years, Executive Diamonds Glen and Joya posted their dreams on the family fridge when their children, Trevor and Summer, were young. "Our house was a 100% positive atmosphere for growth and excitement," said Trevor, a Founders Platinum/Ruby along with his wife, Lexi. Newlyweds Summer and Matt Brant have started building a business of their own as well. "This is a legacy in our family," said Joya. "Our purpose in life is to help people—family to family—to get free from their jobs and financial problems."



Today's new Amway Global IBOs are smarter, savvier, and more connected than ever. Their experiences are diverse, their goals are varied, but they share a common goal: helping people live better lives through free enterprise.

# freedom.



2008 New Platinum Conference attendees celebrate in Grand Rapids, Michigan.



Hard work pays off. Leticia Garcia Santos and Justino Olaguna Perez became IBOs in 2004 and achieved Founders Platinum in just over three years.



*starts here...*

Amway Global might be 50 years old, but for thousands of IBOs, it's a brand-new day.

In 1959, starting an AMWAY® business meant loading up the trunk of your car with L.O.C.® cleaner. In 2009, starting an AMWAY business means loading up your smartphone with applications, launching your own personal retail website, and tapping expanding markets in health and beauty.

With dozens of multilevel marketing business opportunities available today, no other direct selling firm offers a longer history of stability and bonus payments, and greater potential for growth and expansion, than Amway Global.



# From visionary entrepreneurs

**1959** Visionary entrepreneurs Rich DeVos and Jay Van Andel establish Amway Corporation with an innovative organic cleaner and a revolutionary sales plan.



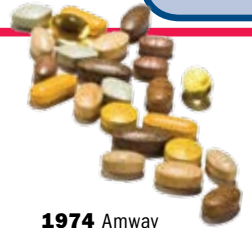
**1961** Grand Rapids, Michigan, hosts the first Amway Distributors convention.



**1962** Amway Canada, Ltd. offices open.



Amway introduces a breakthrough daily vitamin from NUTRILITE® products.



**1978** Amway purchases future Diamond Club getaway spot—the Peter Island resort in the British Virgin Islands.



**1977** Dick and Bunny Marks achieve first Crown Ambassador.

**1976** More than 4,000 truckloads of AMWAY® products ship from Ada warehouses.



**1975** Amway continues to expand its ARTISTRY® line of cosmetics in modern white packaging.

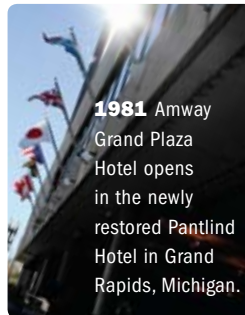


**1974** Amway introduces NUTRILITE supplements in Canada, marking the first international sales of NUTRILITE products.

**1979** Jay Van Andel is chairman of the U.S. Chamber of Commerce.



**1980** Sales pass the 1 billion mark, reaching \$1.1 billion estimated retail.



**1981** Amway Grand Plaza Hotel opens in the newly restored Pantlind Hotel in Grand Rapids, Michigan.

**1982** Diamond-level Amway Business Owners are recognized with special pins, and rewarded for their efforts with incentive trips to Ada.

**1983** A state-of-the-art cosmetics manufacturing plant opens in Ada.

**1984** Amway celebrates its 25th anniversary and unveils its first in-home water treatment system.



**2001** The Amway workforce expands to 10,000 employees worldwide.



**QUIXSTAR®**

**1999** Amway launches the web-based business Quixtar.



The ADA is renamed the Independent Business Owners Association International.



**1998** ARTISTRY, known for state-of-the-art skin care, is named one of the top five prestige beauty brands by Euromonitor.

**2002** Doug DeVos becomes President of Amway as distinctive new Amway logo is introduced.



**Amway**  
GLOBAL™

**2003** AMWAY ONE BY ONE CAMPAIGN FOR CHILDREN™ launches.



**2005** Amway introduces state-of-the-art iCook® Cookware.

**2006** The Nutriline Health Institute Center for Optimal Health opens in Buena Park, California.

**2009** The next generation of Amway mobile is introduced.







**1963** The first generation of Amway mobile hits the road.

**1964** Amway DISH DROPS® dishwashing liquid is a best-seller.



**1965** SATINIQUE® brand launches.

**1966** The American Way Association adopts new name: ADA-U.S.; ADA-Canada forms.



**1968** Amway introduces the ARTISTRY® line of cosmetics.



**1973** The Amway Center of Free Enterprise celebrates its grand opening in Ada.



**1972** Amway buys controlling interest in Nutrilite Products, Inc., the maker of NUTRILITE® vitamins.

**1970** Charlie and Elsie Marsh achieve the first Crown, one level above Triple Diamond.



**1987** Amway sponsors the America II entry in the prestigious America's Cup race.



**1989** As Amway turns 30, its distributor force surpasses one million.



**1991** In cooperation with American Forests, Amway participates in the Global ReLeaf™ Program, with the goal to plant 100 million trees by 1992.



**1992** Amway is recognized at the 1992 Earth Prize Awards and named Recycler of the Year by the Michigan Recycling Coalition.

**1993** With the retirement of Rich DeVos, his son Dick becomes President of Amway.



**1996** Amway takes its message online with the World of Amway, an introduction to all aspects of the business.

**1995** With the retirement of Jay Van Andel, his son Steve becomes Chairman of Amway.



**1994** ADA-US and ADA-Canada combine to form a single organization named the ADA. A new, larger board is formed to replace the Boards of Directors of both former organizations.



**1994** Amway Corporation acquires the entire NUTRILITE line of advanced nutritional supplements.

**2009** Amway Global rebrands its entire line of PLANET POSITIVE™ home care.



*to visionary entrepreneurs*

**TODAY** Portrait of next-generation visionary entrepreneur revealed. (It's you!)





# congratulations!

## Emerald

Reaching Emerald is a significant achievement, the result of sustained effort and successful leadership. As Emeralds, IBOs have demonstrated their ability to sell, recruit, train, motivate, and teach others to do the same. They have built healthy organizations and are reaping the rewards.



**Jenny Chen**  
Ontario

**Living the dream:** She starts each day in conversation with uplines and downlines. In the afternoon, Jenny makes sales deliveries with her dog by her side. Some evenings, she teaches techniques for making sales, applying ARTISTRY® products, and presenting the Plan.

**Looking to the future:** "Because it's a people business," says Jenny, "it's both energizing and fun to help one another be successful." She says that when you're getting to know the products, listening and learning from others, "there can be no limits!"



**Aleksey Mautanov & Vera Arkhipova**  
Georgia

**Living the dream:** They came to the United States with an AMWAY GLOBAL™ business they established in Ukraine. "When we had partners with friends and relatives living in different countries around the world," says Aleksey, "our business became global."

**Looking to the future:** The couple loves to help new business owners the world over establish healthy, balanced businesses. According to Aleksey, Vera's "passion has no boundaries when she's teaching people about how this business can help open opportunities for success!"



**Hyeran & Robert Eng**  
New Jersey

**Living the dream:** He admires her listening and problem-solving skills. She calls him a strong leader with a talent for finding people's strengths. Both of the Engs believe this business brings out their best.

**Looking to the future:** As they work toward their dreams, Robert and Hyeran help others do the same. "My life is so enriched by the diversity within our group," says Robert. The Engs also offer their charitable support to families and orphans in China.



## Start Qualifying Now Achievers 2010 in San Diego

Invitation-only event recognizing stellar achievements from September 1, 2009, to August 31, 2010.

For complete qualification guidelines, see the IBO Business Reference Guide at [www.amwayglobal.com](http://www.amwayglobal.com)



## Sapphire

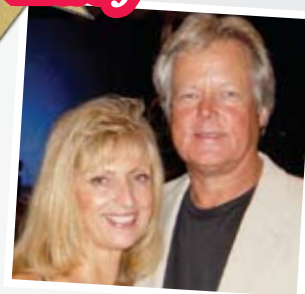
For Platinums, Ruby and Sapphire levels represent two important steps on the way to Emerald. Attaining Ruby and Sapphire levels reflects strategic investments of time and effort that produce significant financial rewards.



**Anderson Veras & Ana Cuesta**  
Dominican Republic



**Arnoldo Aguirre & Adelfa Olmedo**  
California



**Patrice & Bob Martin**  
California

## Platinum

*Sponsors in italics*

Reaching Platinum is an important milestone in building a profitable and sustainable AMWAY GLOBAL™ business. When you achieve Platinum, you have built a strong foundation and demonstrated the ability to build a successful enterprise with great growth potential.



**Victor & Jean Eng**  
California  
*Richard Lau & Sung Shin Yi*



**Belkys Soriano & Ramon Garcia**  
Dominican Republic  
*Jose & Margarita Diaz*



**Sukhraj & Sukhpreet Guraya**  
California  
*Rajesh Krishna Murthy & Nandini Arunachalam*



**Carlos Martin Aguilar & Ana Lilia Bustamante**  
Arizona  
*Lauro Hernandez*



**Sandra Rodriguez & Hector Hernandez**  
Dominican Republic  
*Francisca De La Cruz & Teresa Pascual*



**Eunjung & Yongbeom Kim**  
Texas  
*Junyoung Kim & Yijeong Kwon*



**Courtney Wyatt**  
Kansas  
*Emanuel Blando*

## Gold

Achieving Silver or Gold is an important step toward Platinum qualification. When you hit one or both of these marks, you are on your way to building a strong and lasting business.

Scott Bares

Ramesh Boodram

Hsin-Chang Chen

Bearn & Yoon Soon Chun

Lisa Dabinett Mitchell

Meghayu & Pranami Dave

Philip & Nikki Ferraro

Oscar Flores

Zachary & Michelle Fox

Francisco & Guadalupe Gallegos

Liang Gao

Victor Garcia & Maria Navarrete

Paul & Maria Gloumeau

Chung & Sung Han

Li Q Hong

Justin Chi-Fang Hsu & You Hua Wang

Nischal Jadoonanan

Kai Jia

Jay Kim

Adimulam Suresh Kumar & Ramani Adimulam

Chi Yan Kwan-Wu

Guangxian Li

Chaminda & Piumi Marage

Xiang Zi Min & Chang Shan Li

Carlos & Cristina Munoz

Monte & Susan Mutschler

Leopoldo Orozco

Fei Nan Qiu & Cun Kang He

Jose Omar Reyes & Olga Marina Alvarez

Jesus & Alma Rivas

Lashaman & Gurjit Sahota

Feng Lian Shen

Deomatee Singh

Tanya Tawill

Charles & Anthea Thomas

Guangshuai Wu

Bei Fang Yang



# achievement

## Silver

Alberto & Susy Aguilar  
 Alex Aguilar & Argentina Davila  
 Fernando Aguirre & Ema Hernandez  
 Jose & Maria Aleman  
 Iftikar & Fariza Ali  
 Leonor & Claudia Almazan  
 Jesus & Olga Alpi  
 Jose Alvarenga & Maria Sanchez  
 Francisco Alvarez Leon & Isabel Leon  
 Angel Alvarracin & Nancy Quezada  
 Jeffrey & Stacie Amanna  
 Martin Amezcua &  
 Maria De Los Angeles Gaona  
 Jaime Andrade & Mayra Bautista  
 Rigoberto Andrade & Beatriz Garcia  
 Alfonso & Leticia Aparicio  
 Andres & Antonia Aragon  
 Royce & Cindy Armstrong  
 Jose & Mary Arteaga  
 Luis Arteaga & Ruby Osorio  
 Victor Manuel Atilano  
 Jamilah Bauerle  
 Keith & Leigh Beck  
 Fred & Sherie Bolick  
 Xiaojian Cai  
 Selvin Carcamo & Maria Martinez  
 Jony Carrizal  
 Anselmo & Carmen Castaneda  
 Edwin Castro  
 Alfredo & Lucia Chavarria  
 Li Ling Chen  
 Xiulan Chen  
 Sung Hee Cho  
 Kwangyong Chung & Insug Han  
 Roberto Cisneros & Maria Castro  
 Claudia Colin  
 Jesus Martin Contreras Dominguez &  
 Rufina Vazquez Mondragon  
 Victor Cotes  
 Angel Cruz & Karla Nunez  
 Aurelio & Romelia Cruz  
 Bernardino & Olga Cruz  
 Philip Dapaah & Sinh Tram Truong  
 Oscar & Maricela De La Torre  
 Roberto & Elsa Delgado  
 Barron & Christine Denham  
 Juan Diaz & Maricela Estrada  
 Amy Do  
 Bonfilio Donaciano & Cirila Noyola  
 Nicolas & Briseida Espinoza  
 Alejandro Flores Quebrado & Maria Flores  
 Arturo & Elva Flores  
 Blanca Flores  
 Enequina & Carolina Flores  
 Tomas Flores & Ana Castro  
 Daniel & Ofelia Franco  
 Edgardo Galvan & Laura Lopez  
 Daniel & Blanca Garcia  
 Honorio Garcia

Jose Angel & Marcela Garcia  
 Oscar Cadena Garcia &  
 Maria Reyna Juarez  
 Ramiro Gomez & Ana Lamas  
 Jorge Gonzalez Camarillo & Esperanza  
 Gabriela Cendejas Alvarez  
 Jireh & Elisa Graham  
 Pedro Guzman & Ma Lucina Ramirez  
 Alvaro Hernandez  
 Ana Laura & Ana Hernandez  
 Griselda Hernandez  
 Reynaldo & Leydis Hernandez  
 Israel Higuera & Alejandra Vanegas  
 Mark & Kim Hulett  
 John Hutchings  
 Ricardo & Susy Izquierdo  
 Maggie Janczak  
 Kipp Johnson  
 Eunmi Kim & Juheung Lee  
 Junggi Kim  
 Mary Kim  
 Abraham Lerma & Aleida Espinoza  
 Shih-Pin Lo  
 Lori and Fred Lobb  
 German Lopez & Maria Sontay  
 Juan Lopez  
 Daniel Macedo Cervantes  
 Lauro Maita & Maria Tigre  
 Abdias & Magali Maldonado  
 Nitin & Geetika Malhotra  
 Alejandro Mancilla & Leticia Hernandez  
 Bruno & Adela Mancilla  
 Alberto & Zoila Marroquin  
 Jordan Martinez & Diana Baldrich  
 Luis Matos & Nuria Rodriguez  
 Alpha Matthew  
 Octavio & Renee Medina  
 Feliciano Mendez  
 Giancarlo Mendoza & Maria Villacorta  
 Salomon Mendoza & Rita Pintor  
 Adan & Olga Millan  
 Nelson & Yerandi Miranda  
 Hakim Mohammed  
 Patrick Monson  
 Felix Antonio Montoya Mercado  
 Silvestre Mora  
 Juan Manuel Morales  
 Pablo Lucas Morales &  
 Damaris Franco Castillo  
 Aurelio & Teresa Nava  
 Jodie & Jim Nelson  
 Clara Nolasco  
 Ji Sook & Sung Bae Oh  
 Mario Olguin & Diana Hernandez  
 Ben Omesi  
 Noe Padilla & Erin Pimentel  
 Luis Palaguachi  
 Yue Ming Pei & Chang Wei Li  
 Steven Potter  
 Christopher Ramhit & Anasha Patandin

Albert Ramos & Alicia Delgadillo  
 Kanwal & Deepraj Randhawa  
 Miguel Rangel & Gloria Cortez  
 Rafael & Aracely Reyes  
 Josefina & Antonio Rodriguez  
 Maria Rodriguez  
 Marina Rodriguez  
 Servando Rodriguez Garcia & Aurora  
 Rodriguez Bahena  
 Joseluis Rosario & Rita Masip  
 Dionicio & Ruby Ruelas  
 Mike & Janell Russell  
 Juan Salazar  
 Alfonso & Flor Sanchez  
 Bertoldo Sanchez Martinez &  
 Maria Sanchez Lopez  
 Parminder Sanghera & Kashmir Binning  
 Jesus Santana  
 Stephanie Scalise  
 Douglas & Patricia Ann Shaw  
 Benjamin Soledad & Bertha Zendejas  
 Armando Suarez & Rosaura Nava  
 Michael Tawill  
 Juan & Maria Toledo  
 Silvio Tornez & Sergia Ramirez  
 Jose & Evelyn Valdez  
 Samuel Vallerotto & Arian Quiros  
 Aquilino Vargas Cid & Martha Rosales  
 Pablo Velarde & Azucena Gomez  
 Maurilio Ventura & Maria Hernandez  
 Ashfield Vigo  
 Guangling Wu & Junhao Long  
 Hua Xu  
 Richard Yang & Mee Thao  
 Hsiu Lin Yeh  
 Esther Yu  
 Ling Ling Zhang

## Platinum

Jose Aguilar  
 Thai Chang Loy  
 Jose & Margarita Diaz  
 Libia Jara  
 Vicente & Erica Jimenez  
 Rahul & Pooja Kapoor  
 Jason & Jenae Kaska  
 Porfirio & Maria Martinez  
 Rigoberto & Blanca Peraza  
 Jose & Maria Guadalupe Reyes  
 Soccorro Salazar  
 Ronald & Yarong Wilkinson  
 Adelei Zhang & Emily Chen  
 Yiqing Zhang & Minh Bui

## Gold Producer

Miguelito & Charo Brito  
 Bonfilio Donaciano & Cirila Noyola  
 Victor Gonzalez & Reyna Salomon  
 Socorro Marin & Mario Mejia  
 Esperanza & Sandra Ruan

## Silver Producer

James Chen  
 Xiulan Chen  
 Xiao Mei Ng  
 Mimi Wong

## Platinum Elite

### Emerald

Enrique & Socorro Castillo  
 Larry & Sue McCoon

### Founders Platinum

Angelberto & Maria Arellano  
 Pablo & Felicita Castillo  
 Carlos & Guadalupe Gutierrez  
 Nicolas Gutierrez Torres &  
 Laura Rodriguez  
 Claudio & San Juana Hernandez  
 Hanna & Sam Gwon Kang  
 Frank & Sandy Kessler  
 Tommy Lam & Hai Yan Wu  
 Marcos Loyola & Martha Acevedo  
 Nathan & Tammy Nielson  
 Juan & Antonia Madrid  
 Gilberto & Elvia Vega

### Platinum

David Chi & Elena Xia Huang  
 Sunartomo & Elaine Lmac Harsono  
 Brenda Landaverde  
 Victor & Gloria Tecuanapa  
 Alberto & Concepcion Torres

### Silver Producer

Xiaojian Cai  
 Jong Chin & Jeng Chee Hong

## Platinum Plus

### Emerald

Adelmo & Socorro Rodriguez

### Founders Sapphire

Melido & Lidia Valdez

### Sapphire

Saul & Andrea Reyes  
 Alfonso & Benia Zuniga

### Founders Platinum

Nareh & Meeta Ahlowalia  
 Ismael Alfaro & Yeneiry Nunez  
 Rodrigo Andrade  
 Armando & Maria Dominguez  
 Maurilio Hernandez & Maria Perez  
 Roberto & Ada Jimenez  
 Pedro Lopez & Ines Guevara  
 Ismael Mireles & Mercedes Solis  
 Jose & Marina Ramos  
 Kevin & Angelica Roberts  
 Gregorio & Reina Urriola



# more reasons to smile



## new cash awards

for balanced growth in North America

**Achieve your financial goals faster** with new Growth Incentives.

For qualification details, see 2010 Growth Incentives brochure.

<b>push to platinum</b>	One-time: <b>\$2,500</b> Monthly: Platinum Plus or Platinum Elite Annual: Q12 Award of \$7,500 to \$20,000
<b>soar to sapphire</b>	One-time: <b>\$5,000</b> Monthly: Platinum Plus or Platinum Elite Annual: Q12 Award of \$7,500 to \$20,000
<b>elevate to emerald</b>	One-time: <b>\$15,000</b> Expansion: <b>\$20,000</b> <b>\$25,000 or</b> <b>\$50,000 or</b> <b>\$75,000</b> Monthly: Platinum Plus or Platinum Elite Annual: Q12 Award of \$7,500 to \$20,000
<b>drive to diamond</b>	Expansion: <b>\$100,000 or</b> <b>\$125,000 or</b> <b>\$200,000 or</b> <b>\$250,000</b> Monthly: Platinum Plus or Platinum Elite Annual: Q12 Award of \$7,500 to \$20,000

The average monthly gross income earned by "active" IBOs was \$115 (US)/\$181 (CAN).

CELEBRATING 50 YEARS



Based on an independent survey during 2001, approximately 66% of all IBOs of record were found to be active. "Active" means an IBO attempted to make a retail sale, or presented the Amway Global Independent Business Owner Compensation Plan, or received bonus money, or attended a company or IBO meeting in the year 2000. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus the amount of Performance Bonus retained. There may be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Following are approximate percentages of Direct Fulfillment IBOs of record in North America who achieved the illustrated levels of success in the performance year ended August 31, 2008: Q12 0.3284%; Platinum 0.2690%; Sapphire 0.0281%; Founders Sapphire 0.0354%; Emerald 0.0296%; Founders Emerald 0.0682%; Diamond 0.0117%.

IBOs who earned a Platinum Plus Bonus in at least one bonus period in FY2008: 0.346%. IBOs who earned a Platinum Elite Bonus in at least one bonus period in FY2008: 0.164%.



# Retailing With *Ribbon*

By selling to businesses, successful *Ribbon* retailers report revenues of tens of thousands of dollars from a single customer. Here, two top sellers share their secrets of *Ribbon* success.

## Jen Lassalle

*Ribbon* retailer since 2002

"When I had three jobs and no time, I told myself I would make at least three phone calls a day. I did it on my lunch break. That's how I got my first sale. Now it's just a matter of keeping the relationships going, making sure I'm available, and making three simple calls a day."



### Q What was your introduction to *Ribbon*?

A. I had started using *Ribbon* collections for family gifts and selling to a few businesses. I knew I needed to go out there and do something with it.

### Q What was your motivation?

A. I needed to build big and fast. My husband was home with a bad back, I had two little girls, and I was working three jobs.



**Did you know?** Amway redeemed 800,000 *Ribbon* gift cards last year.

### Q What was your biggest challenge?

A. To be honest, I got beat up, because I was out for myself. Because of my situation, my mindset was, "I've gotta sell. I've gotta reach my goal." Since I was focused on my needs, I wasn't listening to customers, I wasn't connecting with customers, and I didn't do well.

### Q How did you overcome that?

A. I figured out it wasn't all about me. My new approach with customers was, "What do you need? What are your goals?" Then, I help them achieve their goals using *Ribbon* Gift Collections. Instantly, it was completely different. I wasn't a salesperson anymore. I was a friend. I have not missed a sale since.

### Q Any other tips?

A. If you get a negative reaction on your first try, don't quit ... that's a mistake! Be teachable. Let your sponsor help you. Use The Learning Center and *Ribbon* materials.

## Patrice and Bob Martin

*Ribbon* retailers since 1997

"This business gives us back 50% of our time. And we're together more. We work together every day. We just got back from Kauai, and we'll go again. Profit from our *Ribbon* business helped pay for that."



### Q How do you approach prospective customers?

A. You've got to have a service attitude—wear an apron instead of a bib. That attitude will take you well beyond what you expect. People appreciate that someone is trying to help them solve problems.

### Q What was your biggest challenge?

A. When we began, we were taking care of Patrice's parents. People think they need to get started when they have free time. We had no time.

### Q How did you overcome that?

A. We learned to build our business in cracks of time—we can teach anybody to do that. You can fit it in and become profitable.

### Q What have you learned along the way?

A. Listen, listen, listen. Respect people's time. Focus on what you are there to do. *Ribbon* is easy to sell. Pay attention to what the market requires. The *Ribbon* team did a fabulous job on the *Ribbon* tools. Use them!

### Q Any other tips?

A. You've got to watch for opportunities in every situation. Be persistent and work with what's in front of you. You have to be in for the long haul. Your business won't take root miraculously. It's many seeds that get results.

The average monthly gross income of "active" IBOs was \$115 (US) and \$181 (CAN).

Based on an independent survey during 2001, approximately 66% of all IBOs of record were found to be active.



# 10 tips

# Push to Platinum

## Wrap Up Success With Ribbon Sales

Studies of successful IBOs reveal these five popular pathways to Platinum.

YOU:



CUSTOMERS:



ORGANIZATION:



PLATINUM:

- Remember the first step in any sale is listening. Ask questions. Listen. Your customers will tell you their needs, challenges, and problems.
- Present Ribbon gift collections to local businesses to use as employee incentives, such as top sales achievement, excellent customer service, or best all-around attitude.
- Suggest customer incentives too, such as gift with purchase, test drive, timeshare tour, referral ... the possibilities are endless.
- Offer solutions as questions. "Do you think offering a quarterly award program might help with employee satisfaction?"
- Always carry Ribbon business cards, and share them with anyone who might lead to customers or referrals.
- Keep a record of every customer, including date of purchase, selection, reason for gift. Follow up with every customer at least twice a year. Record all customer contacts.
- Host a Ribbon booth at bridal fairs and expos. Ribbon gift collections are great for the wedding party. Collect leads by offering a free gift card in a drawing.
- Instead of discounting, give a gift. The purchase of the Variety Gift Collection five-pack includes one gift collection free—that's five for the price of four!
- Use your social networking sites to post gift reminders (Mother's Day, Father's Day, graduation, showers, weddings, holidays, birthdays, new baby, etc.) and remind others that you have a premier gift business.
- Before major holidays, hold a Ribbon open house and invite everyone you know.



Always wanted to own a gift shop

Ribbon personal and business gift accounts



You and 17 Ribbon consultants who average 431 PV per month



7,758 PV and gift-consulting empire



Love the energy of entertaining



Friends, family, neighbors, co-workers... grand opening and open house guests



You and 20 group sellers who average 500 PV per month



10,500 PV and growing customer base



Enjoy the hustle and bustle of events



Anyone who attends bridal fairs, 5K races, art shows, marathons, or sugar beet festivals



You and 18 event marketers who average 400 PV per month



7,600 PV and the potential for new leads with every event



Realize that the first 90 days in business are critical to future success



Anyone who values optimal health, true beauty, or a green-clean home



You and 39 fast trackers who average 308 PV per month



12,320 PV and very nice bonus checks



Know the value of using technology to automate



Repeat purchasers of vitamins, skin care, or cleaning products



You and 28 DITTO® sellers who average 267 PV per month



7,743 PV and a business that can keep growing



These are provided as examples. They are not formulaic or guaranteed. Every IBO that attempts these will not be guaranteed Platinum.





#### APRIL QUALIFIERS

Prashant & Vaneeta Aggarwal  
Samina Akhtar  
Miguel Alarcon & Dilia Fitz  
Daniel Altieri  
Marco Alvarado & Reyna Castillo  
Ruth Aspilla Knight  
Juan Alberto Avila & Maria Elizabeth Ramos  
Mercedes Ayala  
Changhyo Bae  
Andy Bedassie & Yamanda Kungebeharrysingh  
Imran Begg & Shaireen Shah  
Alexis Blanco  
Alexis Casalla & Lourdes Gonzalez  
Surinder Chahal

Adonis Arturo Hernandez & Maria Esperanza  
Curtis & Caran Hernandez  
Olga Hernandez  
Vladimir Hernandez & Alicia Arrazcaeta  
Julian & Maria Huerta  
Sebastian Hurtado & Bertha A. Velazquez  
Yvonne James  
Og Sun Jo  
Arlenis Joaquin  
Young Joung & Lee Seo  
Yogalingam Karthigesu & Uma Yogalingam  
Kyunghee Kim  
Jefferson & Minjung Kim  
Sangkyu Kim  
Gnanaruby Kirubakaran

Gavi Pareta  
Felipe Pavia & Patricia Cid  
Silbano & Obelvi Pavia  
Christian Pena  
Daniel Peralta  
Florentino Perez  
Juan Perez & Peggy Severino  
Edison Pujols & Cruz Montano  
Jose & Nidia Ramirez  
Walter Resinos Portillo & Alma Rauda Ceballos  
Efrain Rivera Davila & Marilyn Rodriguez Millan  
Luis Rodas & Veronica Pineda  
Ana Rodriguez  
John Rodriguez & Carla Acosta  
Ramona Rodriguez & Jose Segura  
Adrian & Jaqueline Roman  
Francisco Rosales & Wendy Garcia  
Eric & Kylene Rose  
Mario Ruelas & Araceli Lopez  
Raymon A Ruiz & Sandra Ivelisse Bisoño  
Mike Scott

Rafael Alvarez  
Mihai & Yelizaveta Apreotesi  
Francia Araujo & Nelvic Garcia  
Jose D Avila & Judith Lara  
Soo Kyeong Baik & Seong Hoon Moon  
Manohari Balakumaran  
Micaiah Becker  
Margarita Biedr Vicioso  
Daniel Brisman & Francisca Matias  
Song Ae Byun  
Samuel & Aide Campos  
Rolando F & Aleida Caro  
Leticia Carrera & Crispin Mendoza  
Juan & Obdulia Carrillo  
Patricia Carter  
Magda Castano  
Renand & Roniece Cayaban  
Maria Gladis Chulli  
Kelly Y Chung  
Bernardino Cruz & Aide Hernandez  
Maria De Jesus Cruz & Abel I Trujillo

Apolonio Chavez  
Yong Uk Cho  
Carolyn Cornwal  
Wanda Elina Cuevas Munoz  
Celso De Jesus  
Jose De La Cruz & Alba Lopez  
Tejveer K & Pargat S Dhanoa  
Carlos Manuel Diaz Made & Mary Gloribi Done  
Michael & Jeanette Diesel  
Russell & Dania Duran  
Rachel Eddy  
Abel Estevez & Julio Gil  
Pedro Farias & Guadalupe Gonzalez  
Jarrod Fletcher  
Arturo & Elva Flores  
Enrique & Maria Flores  
Juan Manuel & Ana Maria Flores  
Santos Fross  
Rosa Fuentes  
Milagros Fundora  
Jose Juan Garcia & Maria Guadalupe Alvarez  
Raymond & Maria Garcia  
Wendy Garcia & Francisco Rosales  
Jorge F Gaucin & Guadalupe Reyes  
Nathaniel Gbaba  
Alan Gonzalez  
Timothy Gowdy & Gina Robinson-Gowdy  
Jeannie Guan  
Ulna Guerrier  
Jose Guillca & Maria Chafila  
Riselda Gutierrez & Santos R Gomez  
Enilda Hernandez Luna

Poming Lai  
Saul Landaverde & Dulce Perdomo  
Cassie Lawyer  
Seonmi Lee & Steve Yu  
Sergio & Maura Leiva  
Rafael & Maria Lopez  
Silvestre Maradiaga & Elsa Hernandez  
Kanagarajah Marimuthu  
Danis Marquez  
Adolfo Martinez & Lesvia Cruz  
Mauro & Esperanza Martinez  
Natolio & Terri Martinez  
Nadiya Marushchak  
Isidoro Mateo & Maria Tavaréz  
Maria Matty  
Erum Mazhar & Jamil Ahmed Khan Jami  
Consuelo Medina  
Beatriz De Carmen Mejia  
Esteban Mendoza & Maria A Cardoza  
Manuel Millan & Erika Zarinana  
Zebulan Minde  
Ana Moreno  
Jacob Mulgrew  
Estela Munoz De Cruz & Enrique Cruz  
See Ping Bob Ng  
Rudy Nochez  
Jose Nunez & Mailing Concepcion  
Paulino Nunez  
Ruben & Alejandra Ojeda  
Ramon Orozco & Sara Padilla  
Walter Ortega & Mallory Rodriguez  
Josefina Padilla  
Alahin Palomino  
Manuel Paredes & Maria Moreno

Hee Seo  
Amit Sharma & Pooza Bali  
Shachi Sharma & Niraj Kumar Vasudeva  
Stephen & Shawana Shaw  
Troy & Terry Lynn Simeona  
Hector Alfonso Solis & Maria Graciela Gutierrez  
James Son  
Kyunghak & Sora Son  
Merari Sosa  
Luz Soto  
Cory Spear  
Jason & Kathleen Stolarczyk  
Sotero & Araceli Toribio  
Carolyn Townson  
Anh Tran  
Eriberto Uceta & Anny Lara  
Maria Urbina  
Terry Van Keuren  
Sue Vang  
Catalina Vargas  
Mirian Vasquez  
Steve Yu & Seonmi Lee  
Asib & Sadeya Yussuf  
Yuriy & Snezhana Zubanov

#### MAY QUALIFIERS

Francois Abran & Caroline DuBois  
Blanca Agustin & Santos Lopez  
Muhammad Noman Ahmed & Afifa Ansari  
Fidelis & Peggy Aigbadon  
Jorge & Elianne Alfonso  
Johnny Allen  
Damaris Almonte

Marisol Hernandez  
Hua Hsieh  
Dina Huynh & Bang Tran  
Lolly Hy  
Jeen Jathool  
Farukh & Beena Javed  
Dulce Maria Jimenez P & Manoliin F Feliz  
Tiffany Johnston  
Francois Joseph

Rafael & Rosa Justo	Rudi & Monica Rodriguez	Vivian Change	Jose Marte
Thariny Kailayanathan	Jeffrey Salisbury	Parveen Chawla	A Martinez Hernandez & L Frutuosio Martinez
Galina Kararush	Natividad & Maria Samano	Pedro Correa & Maria Elena Luna	Roberto Martinez Jimenez & Virginia Martinez
Hee Soon Kim	Navdeep Sandhu & Kiranddep Brar	Fabian & Sara Criollo	Mario Medina & Vilma Aparicio
Hyunsung Kim & Wonkyung Cho	Sobana Sarves	Alejandro Cruz & Jovita Estrada	Jiayi Miao
Wonyong & Geongwon Kim	Lily B Sayaphupha	Juana Daileg	Karen Milla
Dmytro & Lidiya Kurka	Kelvin Seepaul & Karen Deo-Deepaul	Karen David	Yalini Nadarajah
Amy Lai	Selvarasa & Kumuthini Paheerathan	Wendy De Castro & Anthony Leonardo	Gurpreet Nijjar
Robert Laird	Bindesh & Sonal Shah	Ubalдина De La Cruz & Alejandro F Guridy	Dulce Olavarre & Jesus Gomez
Keunhui Lee	Boodwatie Shahib	Angel De Los Reyes & Marta Gomez	Isabel Ortiz
Jongjae & Sangae Lee	Saran Shanmugathasan & Menaka Sarankan	Luis & Juana De Los Santos	Jaskiran Pandher
Rosendo Leon & Blanca Garcia	Tamara Shilina	Juhyun & Ilsun Do	Lee Ronald & Yvette Parayno
Emily Li	Ezequiel Sierra	Maribelia Duarte	Michelle Park & Sean Lee
Li Liu	Dharmendra & Rekha Singh	Marcos Dubon & Beronica Silerio	Dipali & Pranesh Patel
Ediberto Lopez	Jean & Yanick Sirene	Alan Eddy	Vipula Patel
Alexis Lorenzo	David & Elizabeth Snider	Jose R & Jeannette Escalante	Sonelda Pen Luciano
Jiawen Lu	Corey & Angelica Stowe	Zoila Fernandez & Luis Calles	Gabriela Pena & Fernando Urbaez Feliz
Shengxi L	Sam & Amelia Sunga	Robert & Monica Fontaine	Rigoberto Perera & Belkis Gaspar
Shu Yi Lu	Monica Taina	Jose E Garcia Flores	Mariah Sugedydy Perez & Raymundo Caraballo
Fernando Lujan & Nancy Alvarado	Miguel & Margarita Tolentino	Adriana Garcia	Gary & Carrie Pike
Reina Martin & Jorge Rodriguez	Ruth Torres & Raymond Lozano	Jorge L Garcia & Juana Rivera	Jimah & Riskat Raji
J Matias Santana & Y Ceballos Brito		Rosa Gaytan	Baudelio & Dora E Ramirez
Grece Matos & Urit Tabar	Rosibel & Orlen Turcios	Javier & Liliana Godinez	Jose Luis Ramirez & Carmen Suriel
Marvin & Lori McCracken	Ernie Ueng	Ines Gomez Sandoval	Daniel Robles & Ma Elena Barrios
Will & Monica McKinney	Ramon & Irma Valladolid	Humberto & Teresa Gonzalez	Moises & Olivia Rodriguez
Elvia Medina & Carlos A Rivera	Armando Velasco & Graciela Esquivel	Maria Santos Gonzalez & Luis Facundo	Francisca Romero & Arturo Jimenez Santos
Rafael & Connie Monteagudo	Erik G Velasquez	Osbyel Gonzalez	Felipe Ruiz & Mayela Gomez
Rafael Monteagudo & Ivette Capote	Cristina Vera	Elena Guerrero & Humberto Chuchuca	Alicia Saldana
Justin Morrell	Wei Xiao	Anibal Guzman & Katerine Veno	Javier & Ana Rosa Sanchez
Mucy Mumo & Patrick Muasya	Nelsa Zesati	Lizbeth Guzman	Bersabe Sandoval & Concepcion Hernandez
Cheitwattie Naddie	JUNE QUALIFIERS	Tania & Joye Hachey	Sathees Sarwes & Vathsala Sittampalam
Elizabeth Ordonez	Joyanni Acosta	Adelia Henriquez & Joaquin Moreno	Silvia Ines Silvia & Juan Felipe Martin
Juan & Norma Ortega	Jesus Aguilar	Richard Hidalgo & Paulina Rosas-Hidalgo	Rudy & Josefin Siregar
Paula Ortega	Juan Orestes Albisa	Wayne & Alyssa Hudson	Jeremy Smith
Noe & Cindy Pabalinas	David Alphonse & Nicole Cumberbatch	Sergio Jimenez	Mariah Concepcion Suarez De La Cruz
Juan M & Mabel Paez	Dolores Alvarado	Hye Ki & Jee-Hoon Oh	Ravel Suarez & Ramona Peralta
Lita Palomino	Reyna Alvarez & Alina Echarte	Young Chul Kim	Ying Tan
Ssang Soon Park	Alfredo & Isabel Arenas	Vladimir Krivov	Ann Tong & Hing Pui Jiu
Misael Parra	Dunia Arita & Jorge Lira	Eric Kung	George & Shannon Trantas
Chirag Patel	Fungyee Au	Cindy Kuo	Israel Ulloa & Silvia Ruano
Viral & Sejal Patel	Yamila Avila Abraham	James Kwon	Douglas & Carmen Varela
Santiago Peralta & Xiomara Jusino	Dina Avila Martinez	Daniel & Gabrielle Labelle	Aura Vargas
Wanda Pereyra & Francisco Aquino	Daniella Avila	Susan Lan	Ysaura Gisela Vasquez
Elvira Perez	Majed Badra	R Lantigua Martinez & G Del Carmen Lantigua	Roberto Velazquez
Mayerlin Altagracia Perez & Ysabel Maria Mendoza	Hwa Suk Bae	Floyd II & Yvette Lavergne	Jael Vera & Rafael Jesus Mesa
Estela Pineda	Gilberto & Esmeralda Becerra	Kyong En Lee & Peter Sun	Heriberto Victoria Ramirez
Mario & Diana Ponce	Angel Bermudez	Edmundo Lemus	Ana L Viera & Carlos A Sandoval
Fernando & Nancy Pucheu	Mark Bosco	Mitchell & Angela Linster	Nayelly Roxana Villegas
Nunila Ramirez	Tiburcio & Maria Campos	Juan Livi & Mercedes Trujillo	Erling Wang
Raul Ramirez & Maria Gomez	Luzdary Candelo	Maribel Lopez & Santos Martinez	Michelle Wang
Ashwani & Gurbax Rana	Maria Cardona	Sonel & Rosena Louis-Jean	Bingxu Xu
Cristela Reyes	Rafael Carrasco	Jose & Sandra Lugo	Miok Yi
Mayra Rosa Rijo Mota & Aquiles Castillo	Elvis & Susan Carrasco	Claudia Macias	Sumi Yi
Winston & Cehila Rodriguez	Suzanne Carrier	Amrit & Gurpreet Malhi	Sung Soon & Chang Su Youn
Inocencia Rodriguez & Edison Rambalde	Jorje Casali & Yamila Prendes	Dinora Marroquin	Feng Yu
Omar Rodriguez & Margarita Santos	Mary Altagracia Castillo Brito	L Marte Vasquez & M Sanchez Sanchez	Alexander & Tatyana Zagorodny
			Delfina Zarco



# Plan for Success

Don't miss out on valuable opportunities to grow your business.

## Mobile brand marathons

Introduce customers and prospects to the NUTRILITE® and ARTISTRY® Mobile Brand Experiences for two full days before each rocking race.

**October 18** Denver Marathon and ½ Marathon

**November 15** Rock 'n' Roll San Antonio Marathon and ½ Marathon

**December 6** Rock 'n' Roll Las Vegas Marathon and ½ Marathon



## Boost your brainpower

Take one online course each month to maximize your business-building prowess.

**October Fast Track Incentive: Overview/Maximize Results**

In less than 40 minutes, learn how new IBOs can maximize earnings in their first three months.

**November Selling 101: Getting Started**

Boost your confidence and your bank account with 11 quick courses with helpful tips for selling to family and friends.

**December Selling 201: Building Skills**

Expand your customer base by helping people you meet with unique product solutions... turning acquaintances into customers.

**January Marketing Your Business**

In just 30 minutes, learn about programs and techniques to market your business and products.



## Exciting new products AVAILABLE NOW!

**ARTISTRY** Ideal Foundations and Concealers – flawless coverage

**NUTRILITE** Endurance Cubes – chewable energy in Berry and Fruit Burst

**LEGACY OF CLEAN™** PLANET POSITIVE™ home care – repackaged and refreshed

**PERSONAL ACCENTS®** Eco-Elegance Collection



## Give the BEST

**October, November, December**

Don't miss the mini catalog featuring all-new special offers for the gift-giving season.

give the  
**BEST**

## San Jose Earthquakes

Take a prospect to a San Jose Earthquakes game in **October** to see the Amway Global jerseys in action. Find the team schedule online at [www.sjearthquakes.com](http://www.sjearthquakes.com)

**Did you know?** Amway Global sponsors Quakes players to visit schools in the Bay Area, giving away tickets and jerseys to underprivileged children. Amway Global and the Quakes also sponsor the Hispanic Youth Soccer Scholarship program in the Bay Area.



## NEXT model search

Applications due **November 30, 2009**

**Learn more** about the ARTISTRY search for three NEXT Models at the ARTISTRY Mobile Brand Experience. Or log in and search NEXT Model at [www.amwayglobal.com](http://www.amwayglobal.com)





## **American Hero Awards**

### **As an Amway Global IBO, you are heroic in many ways.**

You work on improving yourself every day.

You focus on helping others achieve success.

You demonstrate loyalty to your community and country.

You give your time and resources to improve the world.

To recognize and reward IBOs who excel in these areas, Amway Global is searching for Amway American Heroes in North America.

**Determination:** recognizing personal responsibility, work ethic, and dedication to self-improvement despite difficult circumstances.

**Leadership:** recognizing a positive focus on mentoring, teaching, and helping others succeed without personal gain.

**Patriotism:** recognizing noteworthy service to community or country through civilian or military endeavors.

**Generosity:** recognizing commitment to improving the world through extraordinary volunteerism or philanthropy.

To nominate an IBO in one of these categories, send an email to [amwayamericanhero@amwayglobal.com](mailto:amwayamericanhero@amwayglobal.com). Include your name, IBO number, and phone number, along with the name and IBO number of the person you're nominating. In 250 words or less, tell us which category your nominee is in, and why she or he deserves to be called an American Hero.

*Please note that all entries become property of Amway Global.*

**Correction:** During his 25 years of service with Princess Patricia's Canadian Light Infantry, Rob McConechy did not serve in Afghanistan as reported in Volume 2, Issue 2, of *ACHIEVE*® magazine.





## *Generations of Partnership*

For 50 years, the IBOAI has represented IBOs in a business that stands for universal opportunity with an impressive ability for growth at a low initial start-up cost, provides an avenue for success based on repeat business and long-term relationships, and is the perfect embodiment of free enterprise. Partnering with Amway Global, the IBOAI and its three generations of members thank IBOs all across North America for their part in this incredible journey – a mid-stop along an adventure focused on freedom, family, hope, and reward – a business that never stops growing, never stops getting better.



See the IBOAI 50th Anniversary portrait of founding families on page 11.

# From Legacy to Opportunity

Amway started with a single, simple dream: to make a decent living and help others do the same. This one dream, and four guiding values, have kept Amway growing strong for 50 years.

It's a legacy we are proud to share with you. Your part of the Amway legacy is the most important. Amway isn't one corporation or two founders or the first three distributors: It's a collaboration of friends and families, working together around the world. It's individual business owners like you ... whether you are starting your first circle, leading a massive organization, or working toward a milestone in between.

We realize that your work ethic, dedication, and focus on your business today—along with Amway investments in product development, training, and technology—will determine future success. And that's our shared opportunity.

As we celebrate the first 50 years, we look to the next 50 with you. We are energized by all of today's unprecedented opportunities to build for the next generation with the best IBOs in the world ... YOU.

We are grateful and proud that you are part of the Amway family.




**Steve Van Andel**  
Chairman



**Doug DeVos**  
President



**Rich DeVos**  
Co-Founder



*"In this climate today, the idea of being a private company is totally different from being a public company. Private companies have a duty and a responsibility. Their ownership doesn't shift and change. Their management doesn't just come and go... We have to live with everything we do here. And we like that. We think that will make the difference in how this company goes, and we wish more companies were able to follow that model because it leaves responsibility where it belongs."*

— Rich DeVos, May 2009





CELEBRATING 50 YEARS

**Amway**  
GLOBAL™