

# Achieve<sup>®</sup>

DECEMBER 2008



**BRAD & JULIE  
DUNCAN**

**Crown**

## TRIM AND SLIM

Better health starts now

**YOU'RE INVITED – TO SELL**

Use social selling to reach more customers

**SAMPLING STRATEGIES**

Product sampling creates customers



CELEBRATING 50 YEARS

**Amway**  
GLOBAL

QUIXTAR<sup>®</sup>  
NORTH AMERICA



# MOVE YOUR CUSTOMERS!

**Help your customers jump, run, stretch, lift, and work out more comfortably - in just one week!**

NUTRILITE® Glucosamine-7 contains 5-Loxin<sup>†</sup>, which is clinically proven to improve joint function and flexibility in just seven days. Glucosamine-7 can also help your body naturally build and repair the cushions between your joints.

Give each of six customers a one-week sample of Glucosamine-7 (10-7125), and in seven days, they should feel an improvement. Then sign them up for regular monthly purchases – so they can continue getting the benefits they feel with Glucosamine-7. Keep those six customers for 12 months and make \$397 in retail profit.

<sup>†</sup>Trademark: P. L. Thomas & Co. Inc., Morristown, N.J.



**NUTRILITE Glucosamine-7**

- ★P1575B4568Y4153 **10-6964** 60-day 240-ct. bottle **\$53.99**
- ★P875B2537Y2307 **10-4664** 30-day 120-ct. bottle **\$29.99**
- ★P291B845Y845 **10-7125** 7-day 28-ct. blister pack **\$10.99**

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# Renew your commitment to your future

What a year it's been so far! The "Hello, my name is ..." campaign seems to be everywhere you look. More than 70,000 IBOs and their guests have attended National Spotlight events around the country. Amway Global is getting incredible exposure by sponsoring the Tina Turner concert tour. Our ARTISTRY® bus and NUTRILITE® trailer are crisscrossing the U.S. ... the list goes on.

We're making an unprecedented investment in getting our name out there, and generating more consumer traffic to you. Don't you want to be around to continue to reap the benefits? That's why you should take a moment today to renew your AMWAY GLOBAL™ business.

Why do we ask you to take this step each year? Because renewing your commitment on a regular basis nudges you to stop and take a moment to think about what this business really means to you.

Whether you were looking for more time, money, control, or simply a new challenge, you had a reason for getting started as an Independent Business Owner. At renewal time, you have the opportunity to reaffirm that decision – and to appreciate all your business offers.

So take a few minutes today and go to [www.amwayglobal.com](http://www.amwayglobal.com) > Manage My Business > Register & Renew > Renew. Be sure to register by December 31, 2008. (All IBOs on Auto Renew were automatically renewed in mid-October.)

It's going to be a great 2009. We want you to be there with us. So recommit to your business ... and your future.

**WE WANT  
YOU TO STAY  
WITH US FOR  
ANOTHER  
GREAT YEAR**

**Steve Van Andel**  
Chairman

**Doug DeVos**  
President

# Learn. Educate. Grow.

*This spotlight is one in a series of articles designed to introduce you to the people behind your Amway Global business.*

## Spotlight > Training and Education

The Amway Global Training and Education (T&E) Department's mission is to provide you with the knowledge you need along with the skills you require to satisfy your customer's needs and build your business.

"Satisfying your customer is more than just knowing your product," says Alison Hague, Director of Training and Education. "Our goal is to support you at every stage of your business lifecycle – from basic selling skills to advanced management strategies – so that you can provide the right information, products, and opportunity to your customer."

### Learning opportunities

The T&E department uses a multidisciplinary approach when developing programs, because it provides a more complete and seamless educational experience for every IBO. Realizing the need for a variety of learning opportunities, T&E programs are offered in



*Heidi Brown, trainer, shares the "Unwrap the Possibilities" course of the Ribbon Gift & Incentive Program.*



*Holly Brooks, trainer, demonstrates a product-sharing technique during the New Platinum Conference.*



*Alison Hague, Director of Training and Education, kicks off the IBOs' training day at the New Platinum Conference.*

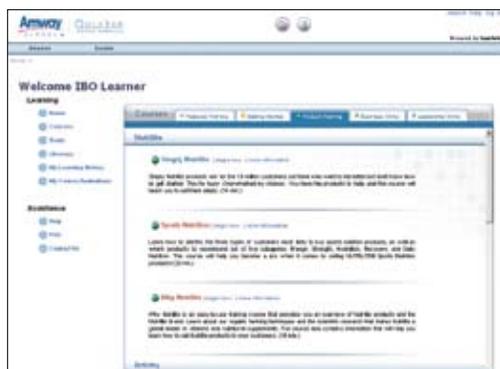
several venues that allow you to plug in when and where your time allows.

### Self-taught courses

You can take advantage of free online education that is provided through The Learning Center (formerly QUIXTAR University). The self-paced courses are available any time and in a range of topics from product information to successful selling techniques. IBOs took advantage of the program by taking more than 300,000 online courses in just 11 months.



Ivelisse Tiburcio and Lisa Kirkman discuss NUTRILITE® products as a part of “Your Healthy Business.”



There is a new web page look for The Learning Center (formerly QUIXTAR® University).

“The Sports Nutrition course was very informative and really fine-tuned my retail skills,” says IBO David Edmondson. “I have taken several of the courses and I really got good value from them all.”

### Instructor-led Training (ILT)

Each ILT is carefully designed to offer in-depth product knowledge, market and trend information, plus practical, hands-on merchandising skills to take your business to the next level. In the past year, almost 80,000 IBOs have participated in an ILT.

Current training topics include: “Beauty of Selling Artistry”, “Your Healthy Business”, “Unwrap the Possibilities of the *Ribbon* Gift & Incentive Program”, and “Best of the Best Expos” – three choices to fit every need!

Torrey and Annette, IBOs from California, summed up their recent experiences by saying, “That was the greatest, most fun, most informative teaching session we’ve witnessed in 10 years in the business.”

### Product expos

Three levels of expo choices can provide display-focused, product, and selling information to groups from 500 to 2,500. This learning opportunity can bring your group together to see, touch, and learn about the product benefits from health, beauty, and *Ribbon* experts. The more experience you have with the products, the easier it is to share their benefits with your customers and grow your business.

### Now is the time

If you haven’t taken advantage of a training program, now is the time to become a part of the movement that other IBOs are already using to grow their business.

More training sessions will be coming in the next year including some that focus on “social media” and “dealing with a more diverse customer culture.” Taking your needs, your customer’s needs, and your business needs into consideration, we are making every new training element as effective, educational, and entertaining as possible. Our desire is to have you maximize your potential so you can maximize your business.

# Grow Your Retail Profits

## Introducing all-new retail selling materials

The quality and vast number of products offered through Amway Global is a point of strength we often tout, but it can also make retailing more complicated. The products are the best in the business, so where do you focus your retailing efforts to be the most successful?

That's why we created the new AMWAY GLOBAL™ Retail Selling System. These materials will make it easier for you to earn profits by focusing on your personal interests, areas of expertise, and customer demand. The principle behind the Retail Selling System is that by narrowing the product offerings you present to a customer, you can focus on deepening your expertise about those particular items and share the product benefits that fit your customers' individual needs.

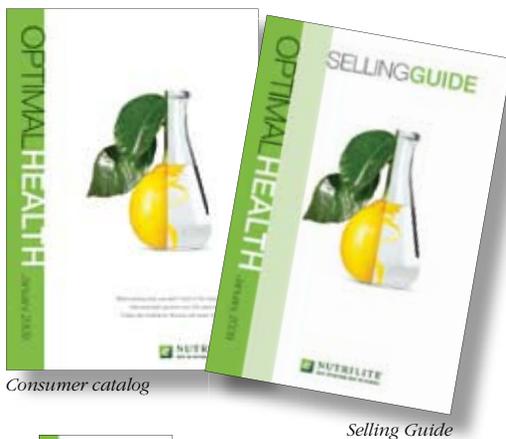
### Catalog Series

The Retail Selling System includes new consumer catalogs focused on categories and product groupings. The three main categories are Health, Beauty, and

Home/Personal Care. Both the **Optimal Health**, and ARTISTRY **True Beauty** catalogs will debut this month and include:

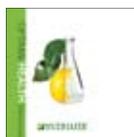
- Consumer catalog – to share the products with your customers.
- Selling Guide – to help you effectively retail the featured products using proven techniques.
- Stationery – to present a professional appearance and connect your business to the national AMWAY GLOBAL advertising.
  - › Letterhead and envelopes.
  - › Business cards.
  - › Notecards.

The products included in *Optimal Health* are NUTRILITE® vitamins, minerals, and dietary supplements, Diet & Nutrition, and Sports Nutrition. The products included in ARTISTRY *True Beauty* are ARTISTRY®, ARTISTRY essentials™, clear.now®, and TOLSOM® men's skin care.



Consumer catalog

Selling Guide



CD-ROM



Business card



Selling Guide

Consumer catalog



Business card



CD-ROM

## Campaign Strategy

In 2009, three targeted, limited-life campaigns are planned. And a new one will launch approximately every four months, with all the support and materials you need to be successful. The purpose of the campaign is to offer a carefully selected collection of targeted products to customers at a time when they are most likely to be looking for those product solutions, while at the same time giving you the tools to successfully retail them. The first campaign, **(re)discover slim**, will launch in January and will focus on diet, nutrition, and getting back in shape.

The **(re)discover slim** campaign will include:

- Pocket Guide – provides an overview of the business case for embracing the (re)discover slim campaign.
- Get Started Guide – this easy-to-follow guide walks you through the basics of selling, whether you're a novice or experienced retailer, directing you to the resources you need to make the sale.
- Promotional mini catalog – with a fresh, clean look, this catalog is ready to hand out to customers interested in weight loss and optimal health, and designed to help you sell.
- Campaign DVD/CD-ROM – sales tips and strategies when you're on the go, plus a compelling video you can share with customers plus event materials.
- Promotional postcards – (re)discover slim campaign postcards with exciting promotional offers for your customers.

Once your prospective customers become regulars and you get to know them better, you'll have the rest of the product line to share in order to continue to meet their needs. The Retail Sales System was designed for this. Each category is distinct, but all are complementary and offer easy-to-read product information and professionally developed retailing aids. We're putting the tools in your hands to help you expand your selling opportunities and confidently offer a more targeted selection to your customers.



Mini catalog



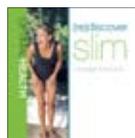
Get Started Guide



Pocket Guide



Poster



DVD/CD-ROM



Postcards



Banner



Wing

# Handling Stress

Help your customers minimize the effects of stress on their system.



## According to research, nearly 68% of us admit to being stressed out.

Is it any wonder why? The pace of life can place incredible demands on schedules, relationships, and finances.

According to the Nutrilite Health Institute, a recent analysis of nearly 300 studies clearly shows that stress suppresses immune function. It can also leave its mark on the skin. Dr. Duke Johnson, Medical Director of the Nutrilite Health Institute, points out that “under consistent stress, the skin receives less blood and oxygen, making it duller, less supple, less hydrated, and

more prone to clogged pores. The skin becomes increasingly sensitive to irritation and the combination often triggers or aggravates conditions such as eczema, hives, and rosacea.”

Stress also triggers ideal conditions for acne breakouts. Free radicals accelerate the production of free radicals, which have been linked to premature skin aging and immune system difficulties.



## Help your customers cope with stress.

Share these three tips with your customers to keep their stress at bay.

### 1. Manage expectations.

Minimize stress by taking on the right attitudes and practicing the right behaviors. Experts suggest the following to combat stress:

- Acknowledge your feelings – don't pretend to be happy when you're not.
- Don't demand perfection from yourself or others – set realistic goals and expectations.
- Plan ahead, take time to relax – don't overload your schedule.
- Practice moderation – whether it's eating, drinking, or spending money.
- Maintain healthy habits – get plenty of physical activity and sleep.
- Seek help if you need it – from friends and family, your religious or social community, or a mental health professional.

### 2. Support your immune system.

Dr. Duke recommends the following NUTRILITE® products to help the immune system resist the effects of stress.

#### NUTRILITE DOUBLE X®

When we experience stress, we have a greater demand for a wide variety of vitamins, minerals, and phytonutrients. If they're not in adequate supply, our immune system won't be able to function at maximum efficiency. NUTRILITE DOUBLE X, with 22 essential vitamins and minerals and 20 plant concentrates, provides essential immune system support.

#### NUTRILITE INTESTIFLORA 7™

The blending of seven probiotics can improve overall immune health and help the digestive system absorb nutrients so it can effectively fight off the byproducts of stress.

#### NUTRILITE Triple Guard Echinacea

Echinacea is widely used around the world to support the body's natural resistance. NUTRILITE Triple Guard Echinacea contains three extracts from two parts of the echinacea plant – a combination that gives the broadest boost to the body's natural defenses. It is available in spray, liquid, and tablet form. So, turn your customers on to NUTRILITE Triple Guard Echinacea at the first sign of a sneeze, sniffle, or tickle.

### 3. Treat your skin properly.

The right products can minimize the visible effects and cell-level damage that stress can cause.

#### ARTISTRY® essentials moisture plus

Stress is an enemy to the proper hydration that is essential to skin health and appearance. ARTISTRY essentials moisture plus restores that critical moisture. This vitamin-rich moisture boost rehydrates and refreshes skin instantly, while a concentrate of omegas and botanicals seals in moisture to keep skin well hydrated.

#### ARTISTRY essentials soothing creme

ARTISTRY essentials soothing creme's natural ingredients and omegas actually improves skin's resistance to stress. Plus, it quiets and soothes the skin while it brightens and evens skin tone.

#### ARTISTRY essentials anti-blemish

Stress creates the perfect environment for blemishes. ARTISTRY essentials anti-blemish has a powerful combination of ingredients that work together to reduce acne while absorbing oil and purifying the skin to discourage future breakouts.



# Losing pounds Gaining customers

When you started your AMWAY GLOBAL™ business, losing wasn't likely on your mind. Growing profits, gaining access to a wide product selection, and big dreams fuel most people starting out.

It might surprise you then to learn that something designed to help people lose could actually help you post big gains in your business!

About two-thirds of adults in the U.S. are overweight, according to the National Health and Nutrition Examination Survey. In January, many will resolve to move their lives in healthier directions, making changes to their eating and exercise habits.

You have the products to help them do it!



(re)discover  
slim



 NUTRILITE

## New year, new ways to inspire a healthy lifestyle

To coincide with increased consumer demand for products that can aid in the pursuit of a healthy lifestyle, in January, a new Diet and Nutrition category of NUTRILITE® products will be unveiled. We're taking the best of the SIMPLY NUTRILITE™ and TRIM ADVANTAGE® product lines and giving the streamlined product selection a fun, colorful, consumer-friendly look. The new Diet and Nutrition category includes meal replacement bars and shakes, 100-calorie snack bars and chips, and supplements to help manage weight loss.

To help your customers embrace the new product line, we're rolling out a (re)discover slim campaign, plus a revamped and repackaged Trim Body System. Read on to find out how these two important initiatives can help you grow your business.

## (re)discover slim

The (re)discover slim campaign is multifaceted, with pieces and promotions that create urgency for your customers to buy targeted health products that are part of the campaign. Materials that will be available for you to use include:

- A fun, streamlined, catalog you can use with customers that highlights the advantages of NUTRILITE Diet and Nutrition products, and complimentary health and beauty products available through Amway Global.
- An exciting promotional video you can use with your customers that features real people who have used NUTRILITE products in their quest for – and realization of – better health.
- An IBO Sales Guide that will help you sell the products featured in the campaign to your retail customers and outline the potential profits to be had and how the campaign can help you meet Sales Incentive Program goals.

The (re)discover slim campaign is the first of three 2009 campaigns. Stay tuned for more details!



**Trim Body System Kit**

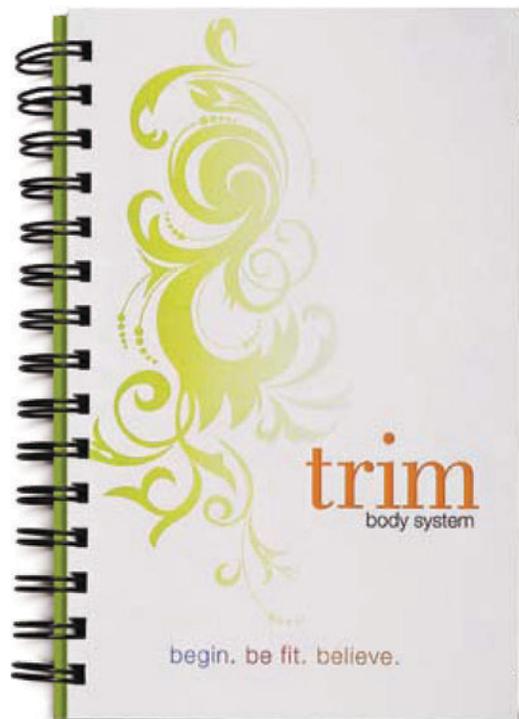
The new and improved Trim Body System Kit is another great way to introduce your customers to the NUTRILITE® Diet and Nutrition product line. The kit shares the same look as the Diet and Nutrition line, and features all the support your customers need to start off the new year looking and feeling their best.

What's different about the updated kit?

- It's a full 28 days' worth of product. Before, customers had to order meal replacement bars and supplements midway through the program to stick with it. Now, everything they need for a complete four weeks is in the kit! And, because customers may not lose all the weight they want to in four weeks, you can make the case for them to order another kit – which is less expensive than purchasing all the individual products inside and provides an element of convenience.
- The new NUTRILITE Diet and Nutrition meal replacement bars and snack bars are prominent fixtures in the kit.
- The kit now includes NUTRILITE dietary supplements SLIMMETRY™, Carb Blocker 2, Glucose Health, and INVISIFIBER™ Stick Packs, for a more targeted approach to supplementation that can aid in weight loss.
- A four-week journal contains detailed meal plans, recipes, and room for your customers to chronicle their weight-loss journey – there's space to check off daily supplement intake,

and room to write about how following the meal plans and 4-3-2-1 Body Training exercise program is going.

- New recipes! The journal still features the Carb Control Strategy, which meets the nutritional standards developed by the Nutriline Health Institute, but now includes some yummy Mediterranean-inspired recipes, along with your old Trim Body System favorites.





**Selling health**

So, how should you approach customers who might be interested in the NUTRILITE® Diet and Nutrition line, the Trim Body System, or the (re)discover slim campaign? It's as simple as ready, set, sell!

**Ready**

- **Know your product:** Order a Trim Body System Kit and try it for yourself! This will not only show you how the meal plans, exercise program, and supplements can fit into your life, it introduces you to the entire Diet and Nutrition line and key products featured in the **(re)discover slim** campaign. Following the plan sets you up to be a product advocate and will shape your personal stories and testimonials that you can then share with customers.

**Set**

- **Find your customers:** Let's be honest – almost everyone you know would love to shed some weight. But how they plan to do it might vary based on their personality. Your **(re)discover slim** customers likely fall into one of three categories.

- › **Healthy lifestyle:** These customers are willing to invest in quality nutritional choices to balance their weight naturally. They don't want to necessarily follow a specific program but may be interested in the superior nutritional quality of DOUBLE X® Vitamin/Mineral/Phytonutrient, The Perfect Pack for your health, or NUTRILITE Men's and Women's Packs, or Daily.
- › **Diet-driven:** These customers are focusing mostly on dietary changes, with some increased exercise. They might be interested in the Trim Body System Kit, SLIMMETRY™ dietary supplement, or meal replacement bars and shakes.
- › **Exercise-driven:** These customers are concentrating on exercising more, but are also looking at making changes to their diet. They might be interested in products that will enhance their workout, which can be found in the NUTRILITE Sports Nutrition line.

Now that you know who your customers are and what their strategies for weight loss include, here are some simple steps to engage with them and ...

## Sell!

### • Listen for these types of statements/ concerns from your customers:

- › **Healthy lifestyle:** “I’ve been really watching labels at the grocery store and buying organic when I can. I’ve really made the connection that what I put into my body affects how I feel.”
- › **Diet-driven:** “I’m really going to do it this year. I’ve cleared out all the junk food from my cupboards, and I’m going to find a diet that I can stick with.”
- › **Exercise-driven:** “I really want to run in this year’s half-marathon, so training starts tomorrow.”

### • Ask questions to start the conversation:

- › “Do you feel that your diet provides all the nutrition you need?”
- › “How are you getting started with your diet plan?”
- › “Are you taking any supplements?”

### • Connect with your customer and offer a solution:

- › Create a rapport and show them you understand how they feel.
- › Make a personal connection by sharing your experience.
- › Acknowledge that you have had similar issues. “Being healthy is important to me too. I rely on NUTRILITE® products for many of my health and fitness needs.”
- › Don’t criticize the products they presently use.
- › Share testimonials or stories about the product.
- › “Do you feel that your diet provides all the nutrition you need?”

### • Share samples: Free samples are irresistible. Offer a sample of a product you think will connect with your customer, along with a **(re)discover slim** catalog. For healthy lifestyle customers, that could be a sample of NUTRILITE Concentrated Fruits and Vegetables Chewables. For diet-driven customers, offer one of the new 100-calorie snack bars, and for exercise-driven customers, have them try a Rhodiola 110 supplement before their next workout.

- **Respond to any objections:** If a customer objects to making a purchase, explain why the product is a good value and address their concerns. Oftentimes, a sample helps to eliminate objections before they come up, as customers are more likely to buy something that they’ve tried. When objections do come up, it is perfectly acceptable to answer a question by being honest and saying, “I understand your concern and I want to do a little research to find the right answer to your question.” Then, make sure to find an answer for your customer and get back to them in a reasonable time period.
- **Ask for the sale:** Customers expect this, and it’s as simple as asking: “How many bottles would you like me to order for you?” If you’ve provided a sample, and the customer doesn’t have time to try it with you there, set a time frame for when and how you will follow up. For example, you might say, “I hope you like the sample. I’ll call you tomorrow to see how it worked for you.”
- **Follow up:** This is one of the most important – and most overlooked – steps in the sales process. Here are some tips:
  - › Be dependable and follow up as you agreed to do when you provided your customer a sample or gave them a brochure to look over.
  - › Ask about samples you may have provided: “How did it work for you?”
  - › Even if you don’t make the sale, follow-up can provide a great starting point to build a relationship.
  - › Fill out a customer profile form and record details such as birthdays and anniversaries. Keep in touch to see if your customer’s needs change over time. You can find customer profile forms at the AMWAY GLOBAL™ website in the Finding and Meeting with New Customers section in the Resource Center, under Education Downloads.

Set a healthy example in your life and business. Use the products and build testimonials, embrace the opportunities the new product category and **(re)discover slim** retailing campaign can bring to your business, and make 2009 your best year yet!

# GORGEOUS SKIN AT EVERY AGE

## Your Customer Skin Care Guide

Everyone wants to look their best and knowing the right skin care products for different ages and skin concerns is the perfect way to become a resource your customers will trust year after year. From teens to the fabulous 40s and beyond, this guide to gorgeous skin gives you all the information you'll need to help your customers put their best face forward.

### The Teens

Share with teens and their parents the importance of establishing good skin care habits early. Teen skin is bombarded with hormonal changes, school stress, diet choices, and sun exposure. The most common skin concern facing teens is acne.

Your customers with teens will welcome the suggestion of the clear.now® Skin Care System (70-1940). It's the only acne system that uses a patented ingredient combined with salicylic acid to keep pores clean, clear, and cared for. Teens have enough daily concerns, without worrying about acne breakouts. Make sure you also offer ARTISTRY® essentials anti-blemish (10-4134) to treat irritating blemishes on the spot!



### The 20s

Skin care for the 20-something is all about prevention. Incorporating good anti-aging practices now, helps skin age gracefully. The most important thing at this stage is to evaluate lifestyle and skin type and recommend a regular skin care routine for your customer. An ARTISTRY essentials Skin Care System is the perfect starting point. Two systems – hydrating (10-5489) or balancing (10-5487) – are available in a three-day system trial with the ARTISTRY Drop & Shop Program found in the Skin Care Sales Kit (40-0687). Both systems combine advanced technology and natural botanicals to give skin exactly what it needs every day.

In the mid-to-late 20s, past damage may begin to surface as fine lines and skin may start to lose its youthful glow. Communicate to your customers the importance of using sunscreen every day to prevent further damage, and incorporate a treatment product like TIME DEFIANCE® Illuminating Essence (10-5711), which is clinically tested to reveal a brighter, more luminous-looking skin in just 12 days.

## Tips

As an ARTISTRY retailer, you should consider yourself a skin care consultant. What sets you apart from a traditional store is not only the quality of the products you offer, but also the personalized service you provide. When you take the time to listen to concerns and offer individualized product recommendations, then follow up with customers to see how the products are performing for them or if they need to reorder, you're creating customer loyalty.

Once you've found a product that addresses your customer's skin care needs, offer a product sample. Visit AmwayGlobal.com to stock up on the skin care samples you need and discover how easy it is to turn trying into buying.



# This new year, resolve to retail *Ribbon*.

Discover income opportunities with B2B sales.

## Generate commercial sales with *Ribbon* and the Three Ps of Success.

**Prospects** To expand your *Ribbon* business with commercial sales, you can reach new customers by narrowing your focus to a particular industry – credit unions, for example, or by targeting companies of a certain size – say, 50 employees or less. If you need some ideas, start by simply opening your business phone book or visiting your local Chamber of Commerce.

Once you select a potential B2B customer, you'll want to find out what you can about the company to determine how *Ribbon* might benefit them.

- Who makes buying decisions?
- Who are their customers?
- How do they make their sales?
- What services do they offer?

Decide what they may need most – customer acknowledgments, employee performance, safety rewards, or sales performance incentives.

**Persuasion** Your goal is to persuade your customer that *Ribbon* Gift Cards are the solution for their gift-giving needs. And since there are so many positive factors that prove the benefits of *Ribbon*, your task is made easier.

You will, however, encounter people who say there's nothing you can do to convince them that they should buy your product. Believe it or not, those same people can and do change their minds, as long as they do not feel pressured by a "sales technique." Instead of explaining the reasons they should change their minds, listen and learn what is important to them. Limit your comments to addressing their specific needs with the applicable benefits of *Ribbon*.

If you have received positive comments from other customers about their *Ribbon* experience, tell your potential customer about them! You are adding credibility and pinpointing a message that is supported by others.

**Presentation** A customer can buy from you, buy from your competitors, or not buy at all.

Only the first of these decisions is ideal for you. So keep your presentation short and focus on actions that work toward that result. Your job is to listen and let the customer know how *Ribbon* can fulfill their specific needs. The following presentation tips work in any setting, even on the phone:

- Encourage your customer to discuss their needs and concerns.
- Talk about how *Ribbon* addresses those concerns.
- Share a positive real-life *Ribbon* experience – yours or a customer's.
- Let them "experience" *Ribbon* in a face-to-face meeting by handing them a sample Gift Collection Ensemble.

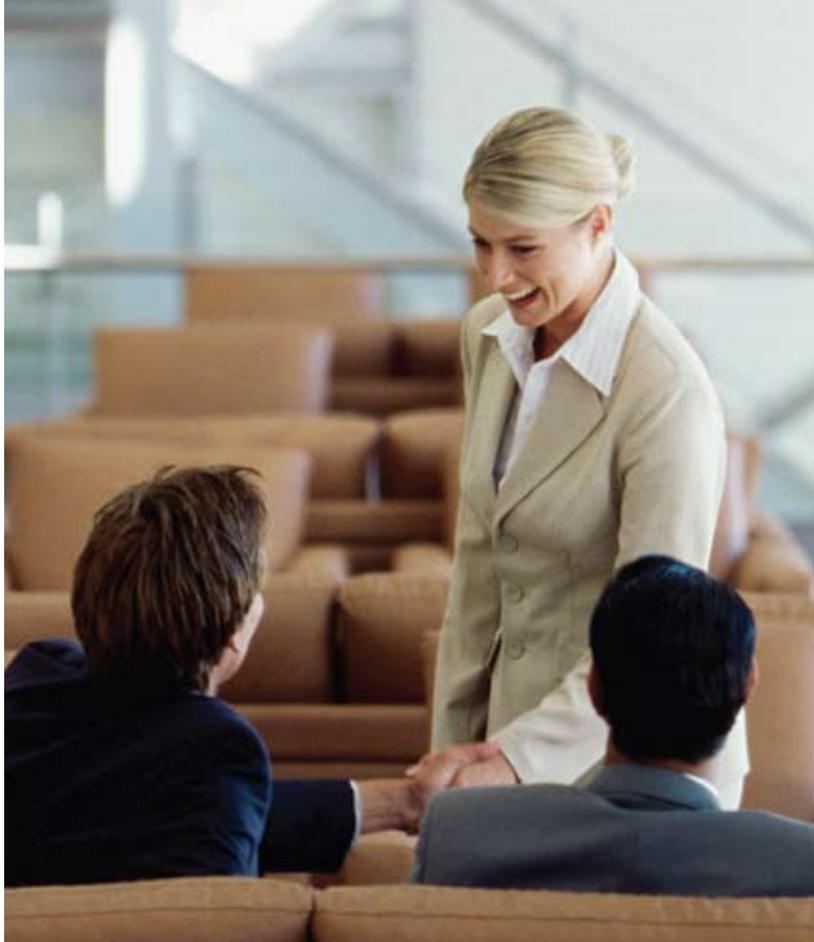
Remember, people don't want to know every detail about *Ribbon* – they just want to know that it's going to be useful to them.



Get started with  
the *Ribbon* Essential Sales Kit  
AD-1600 \$35

Expand your business with  
the *Ribbon* Expansion Sales Kit  
AD-0854 \$40

Buy both kits and save!  
*Ribbon* Duo Sales Kit  
40-0858 \$60



*“I get customers by talking to other businesspeople – I offer to buy lunch, and explain that I’ve got this great program. They always have one or two or three names of people in businesses who might like Ribbon. Networking, getting out, being efficient, and not taking much time – those are all successful techniques.”*

**– Roger Little, IBO**

**Reasons the Ribbon Gift Card is the best choice for businesses:**

- Ideal for gifts, rewards, and incentives.
- Recipient won’t know how much giver spent.
- Redeemable online 24 hours a day and shipped directly to recipient.
- 20 collections to fit a variety of budgets.
- Desired items and name brands with something for everyone.
- Ribbon Gift Cards don’t diminish in value.
- The 180-day Satisfaction Guarantee.

**Tap into the B2B market.**

Businesses spend over \$42 billion annually on incentives – even more on client gifts! And, 63% of people would rather receive a gift card than cash.



Subscribe to the *Ribbon* Retailer e-newsletter for the latest industry trends, stories, and success tips.

Visit [www.amwayglobal.com](http://www.amwayglobal.com) > Manage My Business > Manage Personal Information > Subscriptions & Email



★P480B1395Y1395 10-7329 80 oz. (75 loads) 16.65

★P300B875Y900 10-7238 50 oz. (45 loads) 10.50



# It's cleaner. It's greener.

## New Phosphate-free Dish Drops Automatic Concentrated Powder Dishwasher Detergent

**Clean or green?** When it comes to choosing household cleaners, consumers sometimes think that these two descriptors are mutually exclusive. They may have tried an eco-sensitive cleaner that didn't produce the same results as one with ingredients that could be harmful to the environment.

It's a tough trade-off – nobody wants to harm the environment, yet everybody wants a clean house – and it's a conundrum that an increasing number of your customers are aware of. In 2007, the household cleaning products market was worth more than \$5 billion, with eco-friendly products viewed as a growth area.

### The phosphate-free advantage

That's where you come in with new phosphate-free DISH DROPS® Automatic Concentrated Powder Dishwasher Detergent. Phosphates have traditionally been used in cleaning products but have recently become a hot environmental topic.

Phosphates can be harmful when an overabundant supply ends up in streams, lakes, and oceans, disrupting normal fish and aquatic life (see chart below).

Between now and 2010, at least nine – and potentially as many as 50 – states will ban the use of phosphates in automatic dishwasher detergents. We're coming to market long before that, and before many top competitors, to give you an edge in marketing this great new product! It's not really surprising, considering the new formula follows in the footsteps of our first-ever home care product – environmentally sensitive L.O.C.® Multi-Purpose Cleaner.

This new and improved patent-pending DISH DROPS Dishwasher Detergent formula combines enzymes and oxygenators with naturally derived cleaning factors to power away food and grease easily. Plus, it rinses away clean, and it won't etch or film glassware – the way many conventional phosphate detergent formulas do.

States that plan to ban phosphates in automatic dishwasher detergents by 2010 include:

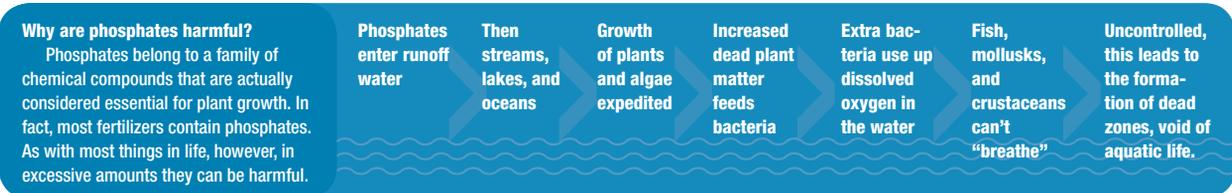
<i>Illinois</i>	<i>Michigan</i>	<i>Pennsylvania</i>
<i>Maryland</i>	<i>Minnesota</i>	<i>Vermont</i>
<i>Massachusetts</i>	<i>Ohio</i>	<i>Virginia</i>

It doesn't just work – in internal laboratory testing the new formula was shown to radically outperform the existing DISH DROPS formula and work better than leading conventional dishwasher detergents. So, dishes emerge looking cleaner and clearer than ever.

### Be green – make green

- Try the new formula for yourself, so you can be a product advocate when you talk it up with your customers.
- Your customers already use an automatic dishwasher detergent but are looking for an environmentally preferred option that really works! You might find them reading cleaning product labels at the store.
- Listen for statements that might indicate interest. For example, a family member might mention dissatisfaction with an eco-sensitive cleaning product they've tried.
- Describe the benefits the new formula can provide, drawing on your own experience using it.
- Ask your customer if they would like to order a box, and then follow up after they've received their order to ensure it measures up to their expectations.

Since dishwasher detergent is a staple in most households, simply providing timely follow-up and making sure that your customers are never out of stock of their phosphate-free DISH DROPS Dishwasher Detergent, should mean repeat business – and green in your pocket – for a long time to come!





## *You're invited* – TO SELL

No matter where you focus your business, social selling is a great way to create excitement about the products. Create a festive, fun, friendly atmosphere to entice and inform customers, then add the opportunity to “try and buy” your products, with the power of sampling at your event. For just about any product line, a social setting is a perfect showcase for customers to browse and “play” – and boost your overall sales, too!

### What's Your Party Style?

By knowing your product, you'll be able to decide what type of social selling best suits your needs. A casual open house, for example, is perfect to showcase PERSONAL ACCENTS™ jewelry, fragrances, and accessories.

A presentation teamed with a game or activity to create excitement and generate sales offers a more structured opportunity to educate your customers about the benefits of your products, such as the popular ARTISTRY® TIME DEFIANCE® anti-aging products, as well as fun presentation-style parties for ARTISTRY skin care and cosmetics.

In addition to open house and presentation-style parties, there are more proven social-selling techniques that work wherever you encounter new people. The ARTISTRY Skin Care Sales Kit (40-0687) features step-by-step how-tos for “Purse-to-Purse” sales and the “Drop & Shop” approach to let anyone try your product for free (and create a guaranteed follow-up opportunity).

### A Party for Everyone!

Customize your party plans for PERSONAL ACCENTS or ARTISTRY with kits that take the mystery out of social selling and provide products and tools you need to take the experience of getting together and translate it to sales.





### Personal Accents Party Prep

When you order a PERSONAL ACCENTS® Jewelry Kit, filled with beautiful samples of this exclusive jewelry to display, you'll want to use the party prep checklist found in the Consultant Guide (or use the downloadable version available at [www.amwayglobal.com](http://www.amwayglobal.com) > Resource Center > Retailing Support > Personal Accents).

- 74-5470 PERSONAL ACCENTS Charm 20-piece
- 74-5490 PERSONAL ACCENTS Allure 31-piece
- 74-5465 PERSONAL ACCENTS Captivate 38-piece
- 74-5475 PERSONAL ACCENTS Fascinate 50-piece



### Artistry Party Prep

The ARTISTRY® Skin Care Sales Kit includes everything you need to plan, say, and do when hosting a popular No-Tox Party, as well as how-tos on other popular sales techniques. Or give your business bottom line a make-over with a girls' night out for colour cosmetics and foundations from ARTISTRY, with two refillable kits.

- 40-0687 ARTISTRY Skin Care Sales Kit (Box 3, No-Tox Party Kit)
- AD-2120 ARTISTRY Merchandising System Basic Colour Kit
- AD-2121 ARTISTRY Merchandising System Basic Foundations and Concealers Kit



### Party Planning Basics

- Order the Sales Kit, or products if a kit isn't available, that you'd like to feature at your party.
- Make a list of names, addresses, and phone numbers for planning, invitations, and follow-up.
- Invite at least 40 guests and encourage them to bring a friend. Keep in mind, the average turnout is 30%.
- Send invitations at least three weeks in advance.
- Track guest count by including an RSVP phone number.
- Stock up on catalogs, order forms, pens, and other business materials you'll need for your featured product line.

### Make Your Party Multitask

Take party performance to the next level by maximizing cross-sell opportunities:

- For ARTISTRY or PERSONAL ACCENTS parties, serve a variety of NUTRILITE® and AMWAY GLOBAL™ refreshments and snacks – right down to the KAHVE™ coffee you brew (and sell!).
- Along with your ARTISTRY or PERSONAL ACCENTS party displays, arrange related *Ribbon* Gift Collection Albums – PERSONAL ACCENTS, *Pamper*, *Choices*, and *Celebrate* are great complements to your business, and a natural introduction to the *Ribbon* brand. That's it! With each social gathering, you're introducing three or more AMWAY GLOBAL brands. Bring down the house with great parties, loyal, excited customers, and soaring sales.

# Do yourself a “party favor”

## — WITH RIBBON!



There's a lot of buzz about the benefits of social selling for your business, and it's right on target. People like to get together, have fun, and enjoy trying and buying new products that will make their lives easier. As you've seen on page 8, a party setting can meet all those goals at once – and give customers the chance to sample what you're talking about in person. This is especially appropriate when you're selling the *Ribbon* Gift & Incentive Program. After all, *Ribbon* is about gifts and special occasions, making it a “party-ready” product line.

It's easy to party your way to profits. Just put your *Ribbon* Essential Sales Kit (AD-1600) and Expansion Kit (40-0854) to work. These kits include plenty of party-ready pieces:

- Slipcase containing all *Ribbon* Gift Collection albums.
- Sample *Unique* Gift Collection 5-pack, including Gift Card album, and envelope.
- Catalog of Gift Collections.

Order some of the new *Celebrate* all-occasion Gift Collection samples available in convenient 5-packs and let guests experience the fun of opening this special little package for themselves. Because *Ribbon* requires a little guidance for new customers, it's best to include some fun activities and a short presentation about the simple solutions *Ribbon* offers in your gift parties.



# The “Gift Shopping Party”

## Choose the right time.

People need gifts year-round, so any time could be appropriate for a *Ribbon* party. But, there are certain times of the year that are even more gift-focused than others. Capitalizing on consumer shopping trends can maximize your sales.

Consider scheduling your largest gift-shopping events to coincide with the twice-a-year *Celebrate* Gift Collections. Communicate about your party as a shopping opportunity “for all your holiday gift needs this fall and winter” or “for all your graduation, shower, and wedding gift needs for this spring and summer.” They can see and browse each collection, the Gift Cards, albums, and envelopes to sample what *Ribbon* looks and feels like, from start to finish.

## Prepare for your party.

Order enough samples, catalogs, and order forms to make it easy for guests to browse and buy. Make a list of at least 40 people, knowing that average turnout is about 30%. Send invitations using personalized *Ribbon* stationery or your own. Visit [www.brandsupportcenter.com](http://www.brandsupportcenter.com) and click on “Ribbon” to see what’s available.

- Plan a menu of SMART MENU™ snacks and NUTRILITE® refreshments for cross-sell opportunities and stock enough product to serve and display.
- Familiarize yourself with the Gift Collections – use the *Steps to Success* Brochure as your guide, found in the *Ribbon* Essentials Sales Kit or online at [www.amwayglobal.com](http://www.amwayglobal.com) > Resource Center > Retailing Support > Ribbon

## Make guests feel comfortable – happy, relaxed people buy more.

- Be sure guests get introduced to each other. Name tags can help.
- Thank everyone for coming – they’re busy!
- Have everyone introduce themselves and identify the next gift they know they need to buy – that’s good information for you, too, in making Gift Collection recommendations.
- Tell them that you are there to help them shop for upcoming gift needs.

## Create a gift list as an activity.

- Have guests write down upcoming gift needs, ideas, and budget – give them *Ribbon* Gift Albums to use as “tables” for their paper while writing. Guaranteed they’ll take a look!
- Explain that this will be their worksheet to guide them to the gifts they need most. You could even offer a prize to the person with the longest list.
- Have them put their names at the top and collect them. Tell them you won’t share names, but you’ll use their lists to help demonstrate the value of *Ribbon*.

## Show your presence!

Give a short presentation (10 minutes) introducing *Ribbon* Gift Cards and how they work to your guests. (Learn how in the *Steps to Success* Brochure.)

- Scan the guest gift lists for a few easy-to-answer gift needs to use as examples. Look for entries such as “baby shower,” “wedding,” or “Emma’s eighth birthday.” Say, “OK! Here we have Emma’s eighth birthday coming up. Look at this *Klutz*® Gift Collection, it’s just for kids!” or “Somebody’s got a wedding coming up. Your shopping is done with the *I Do!* collection.”
- Once you’ve given some examples that introduce a few General and Specialty Gift Collections, return the lists by calling out the names at the top and returning to their owners.

## Set up your “checkout” table near the door.

- Invite everyone to browse a display of Gift Albums and the Catalog of Gift Collections and offer to help if anyone has questions about which Gift Card to choose.
- Then, announce that you’re going to the checkout table and invite them to come one at a time when they’re ready to place their orders.
- Be sure to offer a cheerful goodbye and take-aways or business cards for any guests who may leave without making a purchase.

Use this practical advice to help you host a successful *Ribbon* gift-shopping event.



# The Selling of Power Sampling



Done right, giving away samples not only encourages potential customers to touch, feel, and experience products without obligation, it overcomes the objection, “I don’t believe it.” It’s an old-school approach to the modern-day marketing challenge of how to grab a prospect’s interest, gain trust, and build customer loyalty.

AMWAY GLOBAL™ Independent Business Owners are finding creative ways to put more products into customers’ hands. As these IBOs talk about using sampling to build retail sales, they offer advice, tips, and success stories.

## Use products daily, carry extras

“My co-workers are always looking for healthier ways to eat, and because they know I’m a soccer coach – and into nutrition and fitness – they pay attention to what I’m eating,” says Marisa Baysa from Washington. “I really like these products, so when people see me eating them, they know they’re good.”

Around 2 p.m., Marisa knows the people in her office are looking for snacks. When someone goes for a candy bar, she offers a NUTRILITE® Energy Bar – Chocolate Nut Roll – and says, “Try this. It tastes as good as the candy bar you’re about to eat and it’s a whole lot healthier!”

Marisa keeps the bottom drawer in her desk full of NUTRILITE products like energy bars, cookies, drinks, shakes, DOUBLE X, and more. “Everyone knows they can come to my desk – and they bring their friends. I just ask them to throw in a couple of dollars.”

Peter and Deborah Morrow of Hawaii became IBOs after years of being customers. Today, they like to use samples in their landscaping business to reward employees and thank customers and contractors.

### Dressed-up samples make people feel special

Deb likes to create “his” and “her” gift baskets, including NUTRILITE® DOUBLE X® 10-day supply to highlight profitable product lines. For special gifts, she adds a *Ribbon* Gift Card. Her typical gift bag for women might include travel-size ARTISTRY® products and a selection of NUTRILITE products. “I fluff it up with tissue paper and drop in a few Ghirardelli® chocolates. As for the construction guys, I pack their bags with XS® Energy Drinks and NUTRILITE Energy Bars. They eat ‘em up!”

### Cross sell by sampling different product lines

Deb introduces existing customers to new products with sampling, because it’s one of the most cost-effective ways to build PV. “When someone places an order with me, I might give a sample of NUTRILITE

Carb Blocker 2 with the card explaining its benefits. I let them know I added the sample and why I thought it might interest them.” Deb includes a different sample with every order. Her strategy pays off with customer orders expanding to include multiple products across all the product lines.

According to Peter, “Most of the time it’s just a matter of exposure and good follow-up. Once people find one of our products that they like, they’re more likely to try others, but it’s up to us to close the deal.”

### Be generous, but be selective

Cesar and Sylvia Estrada from Florida learned the first step in sampling strategy involves targeting the most likely candidates, by profiling prospects and placing them into categories – A, B, and C. The Estradas’ A and B lists name people with prior exposure to some products. Because of this, they’re most likely to order sooner and with more frequency than those on their C list, who have zero product knowledge.

Design your sampling approach. Keep in mind that each prospect is an individual and offer only samples according to their true interests and needs. Sylvia comments, “Especially with ARTISTRY products, it might seem to be a more productive use of time and resources to do a No-Tox Party, but some women prefer Drop & Shop so they can try products out in the privacy of their home.”

Sylvia suggests when making up gift bags to focus on three main products. Always follow up in two to three days with these questions:

- 1) Which was your favorite?
- 2) What did you think of its taste (or how did it feel on your skin)?
- 3) Would you like to try a different flavor or different item?

Cesar adds, “We’ve sold lots of Twist Tube boxes this way.”

Mary Ann Welden from Michigan likes to get people talking about their challenges, whether health or beauty related. She offers only products she knows the prospect will find interesting, and says with the AMWAY GLOBAL™ no-hassle return policy, she prefers to use full-size products as giveaways. “Being generous with samples works for me. No one ever gives them back or says they didn’t like them. And the investment usually comes back to me in their next order.”





### Sampling is an inexpensive form of advertising

Mary Ann always carries ARTISTRY® Crème Caramel Hand Cream. She sold 10 of them one evening just putting it on after dinner instead of ordering dessert. “No sugar, no carbs, no sugar buzz, and no crash. It helps your diet and business. This is my gift from heaven!”

Irwin and Beverly Gabay are both health professionals. This couple from New Mexico appreciates every one of the NUTRILITE® products. Irwin brings them to work where nurses and support staff are eager to give them a try. He says, “We know that all vitamins are not created equal. NUTRILITE helps people take care of their inside as well as their outside.”

If someone is serious about their health, Irwin and Beverly are happy to teach them about NUTRILITE and provide samples of DOUBLE X® to get them started, and other supplements from the Perfect Pack – a great way to introduce omega 3s.

Beverly loves ARTISTRY products and has used every one. She orders her ARTISTRY samples as soon as they're released and gives them to every woman

she meets who wants to take care of her skin. Under the right circumstances, she treats them to full-size samples. She says it's worth it because, “Women who are faithful in their skin care are dependable for repeat sales. And out of the many, I've only returned a couple.”

Beverly also uses No-Tox Parties to show off products and get samples into people's hands, but she cautions that the entire product line can be overwhelming for some. In these cases she likes to focus in by asking, “What's the one thing you would like to improve?” Then she introduces other products.

### Make it easy to try and buy

Richard and Jean Settergren from Minnesota live through their products and never leave their house without an assortment of samples. Richard says, “We always include an *easy shop card*, which is a business card that includes our IBO number and information on how to register.”

Jean packs her large purse with product samples, storing them in the clear travel bags that come free with the ARTISTRY essentials Skin Care System. Her samples stay clean and organized, helping her show them all off in a smart way.

These IBOs believe in the power of sampling products to build retail sales, and they see the rewards in their retail profits and their PV. As a sales tool, sampling can be effective and as simple as being in the right place at the right time, while having products in hand and an eagerness to share and talk enthusiastically about them. Two things they agree on – screen prospects before being too generous and always follow up. Whether you're at work, shopping, or hosting a No-Tox Party, the thoughtful and sometimes spontaneous offering of a sample is an excellent way to create the good will and trust needed to convert a prospect to your next loyal customer.



*This article is one in a series of Q&As focused on helping IBOs sell to customers.*

# KEEP YOUR CUSTOMERS WANTING, NOT WONDERING

**Q:** How do I build a loyal customer base?

**A:** You've made the initial customer contact, demonstrated the products, and taken an order – your job is done, right? Wrong. Creating a loyal, lifetime customer requires well-planned and thoughtful follow-up. You are making a sound business decision when you create a follow-up strategy for your customers and use it. After all, it costs five times more to get a new customer than it does to sell to an existing one.

Use your time and your resources wisely by listening and learning about your customer's needs. Use your follow-up conversation to educate your customer about the product that satisfies their need. When you provide outstanding service to your customers, on a timely basis, they will tell their friends, and referrals will become a natural part of your business growth.

Getting organized will help you to be consistent and prepared for follow-up. You should create a file for every current and potential customer based on what you've learned about them during your conversations. Finding the right system to implement – paper and pen, computer program, personal digital assistant (PDA) – will depend on what you're most comfortable using. You should constantly be updating your customers' files with a record of purchased products and their reorder information, customer lifestyle changes, and new product suggestions. Work with your customer to determine how often they would like to talk, and set reminders so that you fulfill your follow-up commitment.

Don't be discouraged if your follow-up takes several attempts before you make contact. Remember, you have great products to satisfy your customers, and they need you.

Did you find this article helpful? Do you have other retailing questions you'd like to ask? Please send us your thoughts at [learningcenter@amwayglobal.com](mailto:learningcenter@amwayglobal.com). Be sure to include your full name and IBO number.



# A business for everyone

One of the hallmarks of this business is the extraordinary level of support we give to one another.

You see this caring and encouragement in many ways: In the special one-on-one mentoring relationships between individuals. In the exchange of business information and inspiration at a meeting. Even in the structure of the AMWAY GLOBAL™ IBO Compensation Plan, because it rewards achievement when IBOs help each other build their businesses.

Further, the key to future growth is our continued commitment to reach out and accept others. To invite all people to participate in this great business, no matter their background. And to include – not exclude – them.

Respect for every individual is a foundational value at Amway. It's also essential for building a successful AMWAY GLOBAL business. It's an opportunity open to people from all walks of life – people with varying religious beliefs, political affiliations, nationalities, ethnic backgrounds, and racial origins.

IBOs come together as business associates, agreeing on the principles of free enterprise. They work together to achieve their individual financial goals by utilizing the Compensation Plan and observing the Rules of Conduct. On all other issues not specifically affecting the operation of their AMWAY GLOBAL businesses, IBOs have the right to hold differing viewpoints without their differences jeopardizing their status as IBOs or their business relationships with other IBOs.

Yet, if the business podium becomes a platform for preaching religious doctrine, political causes, or other issues of such an intensely personal nature, people with differing beliefs are turned off – and turned away – from this business. In essence, they're discouraged from participating in a wonderful business opportunity.

This business has been successful because it's inclusive. Because it's accessible to everyone. Because it can be tailored to meet the needs of every individual IBO.

Therefore, let us all reaffirm our commitment to equal opportunity. To the right to choose and the right to differ. To personal choice and personal freedom.

After all, that's what this business is all about.

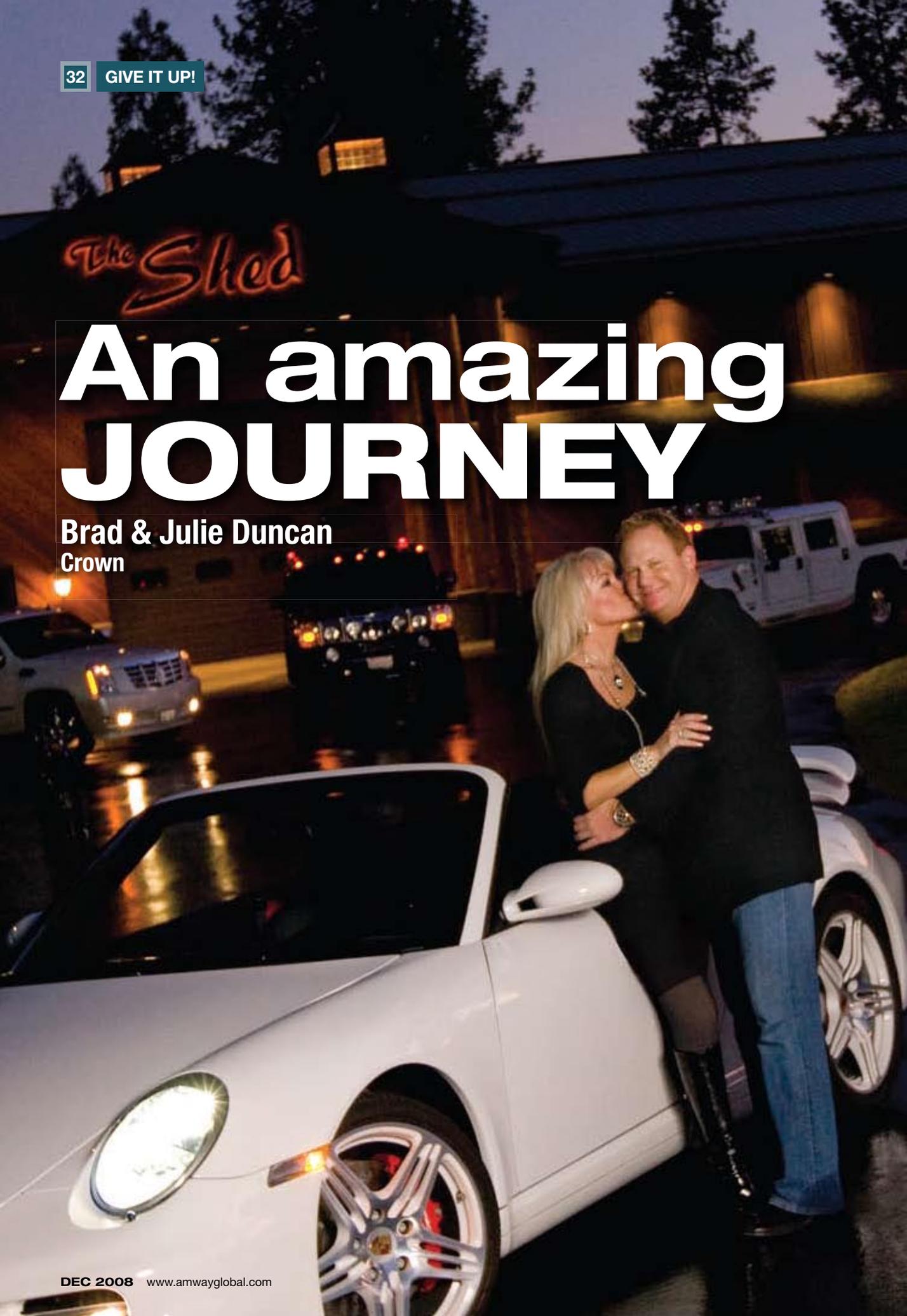
**DOUG DEVOS AND STEVE VAN ANDEL AFFIRM THE COMMITMENT OF THE FOUNDING FAMILIES TO EQUAL OPPORTUNITY IN THIS BUSINESS.**

**Steve Van Andel**  
Chairman

**Doug DeVos**  
President

# An amazing JOURNEY

Brad & Julie Duncan  
Crown





What initially attracted Julie to Brad was his zest for helping people find happiness in their own lives and commitment to helping them build their own successful businesses. Julie says he swept her off her feet on the first day they met, 23 years ago and, still today, his ability to reach out and inspire people to greatness touches her deeply.

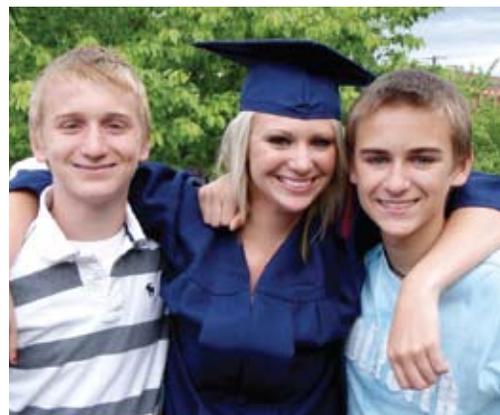
“Everybody loves Brad, and they have so much respect for him. He’s the craziest and most energized person I know, but it’s balanced because he’s also sincere, caring, and a completely generous leader.”

#### Unleashing potential

As they’ve grown in the business to become leaders and mentors, Brad and Julie are even more committed to helping others in their organization define their dreams and achieve their potential. It’s meaningful work for the couple, because it draws them into people’s personal lives, and the friendships that form are strong and plentiful. Brad says, “These relationships get close, and because we grow to care

so much, it’s natural to become personally invested in their success.”

Brad’s strength and conviction always shine through, says Julie. She explains that Brad refuses to give up when it comes to helping Independent Business Owners (IBOs) go after their dreams – even when things don’t



*Matthew, Brooke, and David celebrate Brooke’s graduation with a group hug.*

immediately fall into place. According to Julie, “He’s really great at helping people push past the challenges of their circumstances to see the silver lining and then get back on track.” She added that everything Brad gives is authentic and from his heart: encouragement, energy, patience, and belief in people.

**Name:** Brad & Julie Duncan

**Home:** Spokane, Washington

**Previous occupations:** Brad worked in the construction business. Julie managed several restaurants.

**Children:** Brooke, 18, David, 15, and Matthew, 14.

**Hobbies:** Golfing, snow skiing, all types of water sports, including a new style of water-skiing called skurfing, working out, and luxury cars.

**Favorite family activity:** Time with their kids and friends at Red Fir Lodge, their beautiful lake-front home in the woods of northern Idaho.

### Building a strong future

As Brad and Julie were laying out their plans for a future together they agreed on many things; they both wanted children, to live in a nice house with family nearby, and to be successful as IBOs. Julie recalls the decision to quit her job. "I was making a decent income by managing three restaurants. But working long weekends and late nights, and the stress that goes with that, wasn't exactly what I wanted for my future. I've always wanted a family, and I wanted to be able to make the choice to be home with my kids. So it was a no-brainer when the subject came up about quitting my job to work alongside Brad and build the business. I was as excited as he was about building an AMWAY GLOBAL™ business because of all of the possibilities it held for us and our future family."

Brad adds, "Julie's a natural. In the beginning, I could see that she would be better at connecting with women than I could ever be. It didn't take long for her excitement to kick in. Her feminine touch really boosts the business. She's always had an unbelievable way of making the other women in our group feel special – her enthusiasm about the products and this business compels everyone to want to learn more and go the extra mile."

### Well-deserved recognition

The couple believes in the business and the products, and as a result of their efforts, they were honored this year at an event held by World Wide Dreambuilders where thousands of people from all over the U.S. and



*Julie displays her shoe collection.*

Canada assembled to honor a new round of brand new Diamond qualifiers.

Brad says, "It's powerful to see our friends be recognized for their hard work and achievements. And when it's us standing on the stage, with the people we love by our side and the audience full of the people who've helped us in one way or another, it's a fantastic feeling! That kind of recognition just doesn't happen outside of this business."

Julie proudly adds, "This year is even more special, because our kids will join us onstage. It's a huge honor for our family."

### Family time, family values

Brad and Julie's three children have grown up with two full-time parents. Being in charge of their own



*Brad is an avid hunting enthusiast and gun collector.*



*Julie and her mom share fun family memories.*

schedule lets Brad and Julie focus on what's most important to them – being the best parents they can be. So, even as their business grew and demanded more time, they've always made a point to "be there" for their family.

Home schooling when the kids were young was a choice that worked well for them. Having achieved a high level of success in their business, their available time and flexibility combined with their resources gave them the opportunity to do it well – often taking the classroom on the road.

One of the many perks of building a successful AMWAY GLOBAL™ business is that it offers incredible opportunities for travel. Julie comments, "This awesome business gives us opportunities to travel a lot, and presents unique learning opportunities and environments for the kids, whether we qualify for a week in a tropical paradise like Peter Island or go skiing in Montana, or spend a weekend at our home in Idaho. Being able to travel as a family enhances their education and enriches our family time."

Brooke, the oldest of the three children, is a freshman in college and a member of the same sorority that Julie was. David, a high school sophomore, is earning money to buy a used pickup truck, his first set of wheels. The youngest, Matthew, is a freshman on the high school football team.

Brad enjoys taking time off with the boys to hunt and explore the outdoors. He wants them to learn how to work with their hands, to be able to fix things, and take care of their family. "Having chores and responsibility around our home and property helps them understand the value of hard work and teaches them important life lessons."

One of the family's most difficult lessons came several years ago when David was involved in a serious accident. Julie remembers it well. "He was airlifted to the regional trauma center five hours away and spent two

weeks in ICU. We were so thankful to be able to spend every minute by his bedside at the hospital. Because we're IBOs and have control of our time and money, there were no work-related issues to keep us away. And the support from the people in our group was incredible."

David is now healthy and strong. "That ordeal confirmed for us that we truly need people," says Julie. "We need people to care for, to serve, to love, and who will love us back."

"Life isn't about how to survive the storm, but how to dance in the rain" is a family motto the Duncans use to describe how to make the most of our short time on earth and to let the little things go. Brad explains it this way: "Whatever you're battling with, or against, it will eventually pass. Recognize your unique talents and special gifts, and share them with the world."



*David and Matthew have a lot of fun on 110 acres.*



*Brooke and mom Julie enjoy a recent trip to London and Paris.*

### Hard work and positive experiences

If you ask any one of the Duncans, they would say that in this business the positives clearly outweigh the negatives. And that anything worthwhile takes hard work, persistence, and determination.

After spending their lifetime living and learning about the business, using the products, watching their parents at meetings, and thinking and dreaming about their own futures, the Duncan children are expressing interest in starting their own AMWAY GLOBAL™ businesses. After all, they've seen firsthand the satisfaction, self-respect, and dignity that comes with helping other people achieve their goals and reach their potential – one IBO at a time.

Brad and Julie couldn't be more excited. Julie says, "Our best hopes for our children are that they

share our devotion to our faith, and follow our footsteps in the business."

### Equal opportunity, unequal support

Brad often talks up the concept of free enterprise, because he's a big believer in what it offers people from every background. "I think it's crazy to live in this country and not own our own business. You don't need to be able to write a business plan when you start an AMWAY GLOBAL business – it's already written for you. The Plan provides an equal opportunity to everyone, and you bring your unique talents to it no matter your health, age, education, or success record. And it comes with a support system like no other." Brad and Julie are grateful for the Corporation, which provides extensive support for every IBO, from merchandising and advertising programs, to automated ordering, and new product development, and for the support of the World Wide Dreambuilders organization. They both believe that their business would not be what it is today without the support they received while building their business.

Additionally, IBOs have a voice behind the scenes in all of these efforts through the Independent Business Owners Association International (IBOAI), the link between corporate staff and IBOs. Brad's been a regular on the board for many years in various capacities, while Julie's also served on different committees, most recently on the Marketing Advisory Committee (MAC).



*Fitness is a priority for Brad and Julie.*



*The Duncan family enjoys tailgating at the university Brooke attends.*



Julie explains further, “This is another reason why this company is so phenomenal. This connection between the Corporation and IBOs makes the business better than any other business out there.” The MAC shares their input with the Corporation about marketing initiatives, from concept to delivery, shipping, and even pricing.

Brad and Julie are excited about the changes Amway Global is making, including the name transition and the national advertising campaign. Brad reports, “These efforts are energizing our IBOs at every level, from the newest person to our experienced Diamond leaders. We’re seeing even greater credibility and brand recognition, plus valuable customer and prospect leads being generated from the current media and print campaigns.”

### In it for the long haul

Brad and Julie consider it a privilege to be a part of this business and to be able to help so many others come onboard. Their best advice to an IBO who wants to grow their business is threefold: First, take personal responsibility for your business – invest in it and in yourself. Learn about your products, learn about the business, and develop and refine your leadership skills by attending functions. Second, find an active upline and allow them to guide and mentor you so you can learn from their firsthand experience. Finally, and most important, never give up. Take hold of a goal or purpose that inspires you to grow and change. Keep going despite life’s adversities.

Brad sums it up: “Believe in yourself and your abilities. Life is an amazing journey, so have fun living it.”

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

The success depicted may reflect income and investments outside the IBO Plan. Approximately 66% of all IBOs of record were found to be active\* and the percentage of active IBOs who achieved Crown qualification in FY07 was .0011%.

\*Based on an independent survey during 2001, “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.



**Xuan Li & Lucy Hua Lu**  
*Texas*

## It feels good to be in a healthy business

When Xuan Li and Lucy Hua Lu made their first NUTRILITE® vitamin purchase, they never dreamed, in addition to taking care of their physical well-being, they might be taking their first steps toward improving their family's financial health.

At the time, Xuan owned two businesses. The income was enough to pay the bills, but there was nothing left over for savings. Even though Lucy stepped in when she was able to, Xuan was feeling pressure from having the success or failure of both businesses on his shoulders. Xuan didn't realize how the stress was affecting him. He looks back now seeing how little time and energy he had for anything or anyone else.

"I was skeptical about owning a third business at first," he says. "But Lucy had so much confidence in the quality of the products. We attended seminar after seminar and found even more products we liked. It took us a couple of years, but we never regretted the decision to phase out the other businesses to start our own AMWAY GLOBAL™ business."

### Selling is easy when you believe in the products

Lucy draws from her years of experience as a regular user of NUTRILITE and the ARTISTRY® skin care line as well as the household and cleaning products. Getting to know a customer and his or her particular needs helps Lucy decide which products to talk about. She says the key to selling is to know as many products as possible – inside and out – as well as your customer.

She tells her IBOs, "Find out about the person. The more you know, the easier it is to make product recommendations that matter to them. If you do it right, they'll appreciate you as a friend would. When you earn a customer's trust, you gain a long-term purchaser and add to your BV."

### It changes the way we work and think

Xuan and Lucy credit this business for turning around their life concept and emotional well-being. They say their peace of mind came from knowing they're supported 100% by people within their organization and across the Corporation.

Xuan says, "The concept is set up for us in the (AMWAY GLOBAL Independent Business Ownership) Plan. We're given state-of-the-art technology and resources to run a successful business, and receive ongoing support from people who've succeeded before us. Yes, it's up to us to do the work, but when you love what you do human nature takes over, and you can't help but show your enthusiasm for it. This inspires others to try."

Lucy describes her joy in the changes she's seen in her husband and family. "Xuan often smiles now. He's grown into a respected leader in our group and become a wiser and more patient parent to our daughters, Li Lu (18) and Rose Li (12)."



**Julian & Mariza Avellaneda**  
California

### What's the secret to selling more?

Let your products do the talking. At least, that's what works for Julian and Mariza Avellaneda.

Julian and Mariza had always worked hard at a variety of jobs – mowing grass, construction work, waiting tables, and child care. After they married and started a family, the couple dreamed of a better life for their children Ruby, Jazzmin, and Julian, now 18, 15, and 6.

When they learned about the AMWAY GLOBAL™ opportunity, they had mixed feelings. “We knew we had the drive,” says Mariza, “but we weren't confident about our sales ability.” Then they started using the NUTRILITE® products.

“We felt great and it showed,” says Julian. “People made comments and asked questions – the products were almost selling themselves.” Now the couple sees sales opportunities everywhere. “If Julian spots someone opening an energy drink, he'll hand them an XS® Energy Drink to compare ingredients and results,” says Mariza. “Then he calls them the next day to take their order.”

But it's ARTISTRY® TIME DEFIANCE® that really proves the power of their sales technique. Today, everyone wants to look and feel good,” adds Mariza. “Working together, Julian and I can let women *and* men experience what our products have to offer.”



**Alfredo Flores & Regina Brun**  
California

### What's the “well-being” business?

Alfredo Flores and Regina Brun are more than happy to talk about it.

“We'd been looking for an opportunity we could take to the Hispanic market that would really impact peoples' overall well-being,” says Alfredo. “The AMWAY GLOBAL business offered a way to meet all our goals.”

“Hispanics in the U.S. hunger to create better lives for their families,” says Regina. “By introducing them to NUTRILITE products, we're offering better health *and* a terrific business opportunity.”

Alfredo and Regina know something about building a business. Alfredo has always worked for himself (Regina says he's been “an entrepreneur since birth”) and still owns a successful furniture manufacturing plant in Mexico. Regina worked in business administration for several large Mexican and U.S. corporations over 10 years. She also has a passion for personal health and is a self-taught nutritionist.

“We focus on nutrition products because good health is a concern in our target market,” says Alfredo. “People are eager to learn,” adds Regina. “So we use NUTRILITE™ and The Perfect Pack for your health to educate about nutrition and introduce basic products.”

“As soon as a person uses the products and recommends them to someone else, the move toward overall well-being begins,” says Alfredo. “That's so exciting.”



**Jiho Kim & Karen Yoo**  
Ontario

### Jiho Kim, formerly a mechanical

engineer, and Karen Yoo are now experiencing the results of their commitment to follow the AMWAY GLOBAL IBO Compensation Plan. And they like what they see.

Karen quit her job as a property assessor to escape the “job trap” and spend more time with her family. She says, “Following the Plan is the key. When you see it unfold, it's a wonderful feeling. We get so excited with even the smallest successes, that we want others to have this opportunity, too.”

The couple enjoys working together, from home on their own schedule. Jiho recalls how different it was before their AMWAY GLOBAL business. “We had a monotonous life. Karen did her thing, I did mine. We had no common goals for our future.”

Today, everything has changed. Karen sees an aspiring leader in Jiho – he's focused on expanding their business in Asia. Jiho's impressed with Karen's people skills and drive. And both have faith in the power of their diverse group.

Jiho and Karen choose this lifestyle because it's strengthening what matters most – their family, their friendships, and their organization. And they love the travel.

Even their son, Sean, 9, cheers on his parents' enthusiasm. Karen tells of the boy's encouraging words, offered in a coffee shop, after witnessing an unusually harsh rejection from a prospect. “Nice try, Mom!”



**Eddie Perez & Gladys Garcia**  
*Puerto Rico*

**Gladys Garcia knows something** that newcomers to AMWAY GLOBAL™ don't. "They see the potential for earning income and realizing dreams," she says, "but they have no idea of the added values to come."

Things like the love and acceptance from upline leaders, being celebrated for your achievements, making friends by the dozen, and participating in many "once-in-a-lifetime" experiences. "You can't put a price on those things," she says.

Eddie and Gladys each spent time building separate businesses before they married. (He has a daughter, Deborah, 15.) "I got in before she did and left my job as an industrial chemist after two years," he shares.

"I'm still operating my event-planning business," she says, "but this is our future. It's so much more than a business to us. It's life-changing, something you want to do forever once you've experienced it."

In addition to the monetary and personal rewards, the couple appreciates the Corporation's benchmark for excellence. The products are "the best of the best." Sales tools such as the training and education courses available through Amway Global, "make it easy to get the info you need." And people at every level keep the vision moving "forward from generation to generation."



**Sholin & Shuchen Tay**  
*California*

**Shuchen Tay put Amway Global's** satisfaction guarantee to the test after Sholin's initial order arrived – by returning it.

"I felt we were too busy to build an AMWAY GLOBAL business," explains the mother of two (Wayne and Gidget), now grown. "I worked part time at a bank and helped at the kids' schools, and Sholin was busy with his insurance agency."

He simply placed another order and began growing their business.

Over time, Shuchen noticed her husband growing as well, "So I decided I'd better let him stick with it," she jokes.

The clincher was returning from a visit to Taiwan and discovering their business group had nearly tripled in size in their absence.

"This business gives us a sense of independence without many of the headaches of traditional business," Sholin says.

That's thanks in large part to the Corporation, adds Shuchen, who appreciates the quality and professionalism that go into every aspect of the business.

From training courses to products like ARTISTRY® TIME DEFIANCE® 3D Lifting Serum, "They support us 100%," Shuchen says.



**Keluo Xu & Liqun Zhang**  
*California*

**"True happiness is possible,** though you must search it out and work hard to keep it," says Keluo Xu. He and Liqun Zhang were part of the government-imposed Cultural Revolution that sent Chinese youth from the cities – and away from their families – to work on farms in the countryside, where they eventually met.

Moving to the States with their son Jacky, now 27 and also an AMWAY GLOBAL IBO, employment opportunities were limited to factory jobs, as they spoke only Chinese. They lived from paycheck to paycheck, earning enough to cover bills, nothing more.

Since then, Keluo Xu and Liqun Zhang have learned to appreciate the difference between having a job and owning a business. She's building their AMWAY GLOBAL business full time by focusing on Chinese families. He still has his day job, but they come together on evenings and weekends, eager to share the responsibilities and joys of building their own business.

Keluo Xu says, "It never feels like work, because we're working side by side to help our friends and partners learn to be better in business."

They're happier now that they're able to have some fun together; they enjoy entertaining, traveling, cooking, camping, and mountain climbing.

Liqun reflects, "Happiness is contagious. If you're happy, others will be, too. In our business, it's the same with success."

Sapphire



**Matt & Blakely Cunningham**  
*South Carolina*



**David & Angela Franklin**  
*Ohio*



**Hyeseon & Kikuk Kim**  
*New York*



**Hyong & Yang Yoo**  
*California*

Ruby



**Steve & Angela Crossley**  
*Washington*



**Jeffrey & Cynthia Eveler**  
*California*



**Chris & Melody Farrell**  
*Florida*



**Stephen & Kaprice Harris**  
*Ohio*



**Qutubuddin & Farida Hashmi**  
*Ontario*



**Yogesh Lanjewar & Sarika Agrawal**  
*California*



**Kyungmi & Jae Wan Lee**  
*California*



**Ken & Alanna Lyons**  
*Ontario*



**Manon Michel**  
*Quebec*



**Nick & Danielle Miller**  
*Washington*



**Alex Packor & Paty Yang**  
*Minnesota*

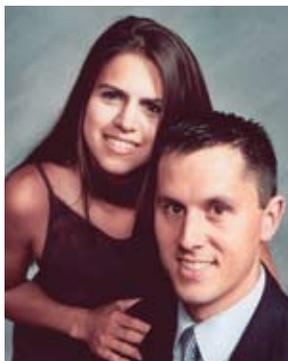


**Swapnil & Uma Raut**  
*Massachusetts*

Ruby



**Mark & Paige Rosen**  
*Washington*



**Patrick & Amber Sawhill**  
*Illinois*



**Michael & Brandie Bess Wagner**  
*Alberta*



**Cilong Wang & Jian Lin**  
*Texas*

Platinum



**Gabriel & Rosa Maria Acosta**  
Construction  
Office Manager  
(M. Rosario & Guadalupe Ayala)  
*California*



**Eric Bissonnette**  
(Christian Deault & Valerie Germain)  
*Quebec*



**Steve & Angela Crossley**  
Business Owner  
Homemaker  
(James & Mei-Lynne Stalter)  
*Washington*



**Shazam Ali**  
Student  
(Rakesh Bhukal)  
*Trinidad*



**BJ & Faith Breon**  
Sales  
Retail Management  
(Dave & Karen Watson)  
*Washington*



**Minxian Deng**  
Waitress  
(Henry Liu & Mei Li)  
*California*



**Ravindran Aruliah & Tharsini Yogeswaran**  
Network Administrator  
IT  
(Jeyakumar Selvarajah & Kausika Jeyakumar)  
*Ontario*



**Craig & Abby Chasky**  
Restaurant Owners  
(Thomas & Lauren Cavanaugh)  
*Florida*



**Jose & Ana Diaz**  
Sales  
Business Owner  
(Galindo & Carmen Martinez)  
*New York*



**Sagar & Vrushali Awate**  
Information Technology  
Homemaker  
(Ankit & Tejal Shah)  
*Wisconsin*



**Lanying & Guo Le Chen**  
(Kai-Cheung & Menranda Kwan)  
*Texas*



**Leonardo Enciso & Raquel Avila**  
Forklift Driver  
Housekeeper  
(Patricia Garcia)  
*Texas*



**Jeffrey Shaun & Brooke Bennett**  
Student  
Homemaker  
(Jeffrey & Lori Bennett)  
*Utah*



**Mi Young & Kyung Ho Choi**  
(Hyunkyoung Kim & Uichung Cho)  
*Texas*



**Jeffrey & Cynthia Eveler**  
Customer Service  
Mortgage Planner  
(Michael & Lisa Flowers)  
*California*



**Naresh & Vicki Bhandari**  
Business Owner  
Bank Operations Manager  
(Naresh & Pam Suri)  
*New Jersey*



**Stephane Cote & Line Bolduc**  
Owners – Catering Service  
(Dany Bourque & Martine Robert)  
*Quebec*



**Tyson Fairley**  
Telemarketer  
(James Hughes & Erin Paris)  
*Missouri*

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.

Platinum



**Yvan Fortin & Karen Mathieu**  
Owner – Automotive Field  
Secretary/Accountant  
(Donald Bergeron & Louise Brochu)  
*Quebec*



**Abel\* & Marcela Galindo**  
Realtor  
Accountant  
(Lourdes Enriquez)  
*Georgia*



**Roberto & Maria Gallegos**  
Construction  
Cosmetology  
(Rogelio Delgado & Amalia Perez)  
*Texas*



**Edgar & Marcelina Garcia**  
Construction  
Homemaker  
(Miguel Lira & Martha Perez)  
*Idaho*



**Marco & Sonia Garzon**  
VP/Operations Manager  
Homemaker  
(Jose Trinidad & Teresa Cardenas)  
*California*



**Jeff & Kami Goe**  
Sales  
Self-employed  
(Michael & Judith Goe)  
*Arizona*



**M. Derek & Melinda Gold**  
Electrical Engineer  
Contract Manager  
(A. Devon & Renee Wilkins)  
*New Jersey*



**Timothy & Donna Grady**  
Banking  
Escrow  
(Howard & Julie Callendar)  
*California*



**Joseph & Belinda Grasmick**  
Underground Miner  
Pharmacy Technician  
(Carlos & Maria Aguilar)  
*Nevada*



**David & Sonia Greenidge**  
Firefighter  
Customer Service Representative  
(Dexter Nestfield & Glenise Gomez-Nestfield)  
*Trinidad*



**Mukesh & Subarna Gupta**  
Marketing Professionals  
(Manpreet & Sangeeta Sokhi)  
*Ontario*



**Juan Carlos Guzman**  
Restaurant Manager  
(Arnoldo Aguirre & Adelfa Olmedo)  
*California*



**Kwan & Hye Hamm**  
Announcer/Contractor  
Homemaker  
(Yon Hwa & Man Kyun Hamm)  
*California*



**Maurilio Hernandez & Maria Perez**  
Construction Work  
Homemaker  
(Jose Luis Lara & Maria Estela Hernandez)  
*Florida*



**Pete & Rachael Herschelmann**  
Heating & Air Conditioning  
Aerobics Instructor  
(Pete & Lisa Herschelmann)  
*California*



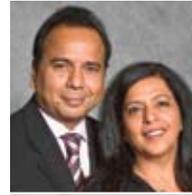
**Rodolfo & Carolina Hoyos**  
Superintendent  
Housewife  
(Benedicta Rivera Torres)  
*New York*



**Manmohan & Rita Jakhwal**  
Chemical Engineer  
Aesthetician  
(Rakesh & Sudesh Sharma)  
*Ontario*



**Yongkun Jeon & Yoonseon Jang**  
Restaurant Manager  
Medical Billing  
(Hee-Ja Kim & Ho-Juhn Song)  
*Massachusetts*



**Ashok & Sadhna Johar**  
Computers  
Teacher  
(Iqbal & Narjis Rizvi)  
*Ontario*



**Seung Soon & Chan Kim**  
Businessman  
Homemaker  
(Hyekyung & Seungpyo Ban)  
*British Columbia*



**Sergey & Olga Kolodko**  
Business Owners  
(Igor & Raisa Dutko)  
*Washington*



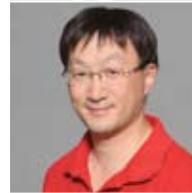
**Wun Yuk Kwan & Wendy Guan**  
Computer Engineer  
Customer Service  
(You Ai Ye & Kingsun Tony So)  
*California*



**Changhee Lee & Kyunghwa Choi**  
Insurance Broker  
Retail Store Owner  
(Myung Cheol Kim)  
*Ontario*



**Dae IL Lee**  
Researcher  
(Chun IL Lee)  
*California*



**Kumsup & Hongjoo\* Lee**  
Small-business Owner  
IT System/Network  
Manager  
(David & Junghee Yun)  
*Minnesota*



**Keun Pyo & Hyue Ja Lee**  
Teacher  
Cytotechnologist  
(Hyung Cho Yoo)  
*Ontario*



**Sangsun Lee & Okseo Park**  
Self-employed  
(Man Seo & Eun Ju Park)  
*Illinois*

\*Not pictured

## Platinum



**Patrick & Dorothy Liao**  
CNC Machinist  
Sales  
(Te-Hsun Dominic &  
Florence Tsiu-Tao Tseng)  
Ontario



**Xueyun Lin & Zhiteng Ma**  
Sales  
(Barry Chi & Holly Chen)  
Ontario



**Marcos Loyola & Martha Acevedo**  
Janitor  
Homemaker  
(Hector Menera O & Maria Nunez)  
California



**Alvaro Lua & Rosa Castillo**  
Small-business Owner  
Cashier  
(Gregorio Enrique & Margarita Vazquez)  
California



**Arturo Martinez**  
Student  
(Elias Ramos)  
California



**J. Guadalupe & Aida Martinez**  
Technician  
Labor  
(J. Socorro & Glorinda Mendoza)  
Idaho



**Manuel Martinez Vasquez & Antonina Garcia**  
Restaurant Work  
(Constantino Sanchez & Epifania Gaspar)  
California



**Tom & Elsy Matz**  
(Peter & Barbara Matz)  
Texas



**Brian & Judy McEachern**  
Car Jockey  
Office Manager  
(Douglas & Cheryl Waller)  
Ontario



**Jorge Melgosa & Victoria Hurtado**  
Construction  
Dry Cleaning  
(Juan Carlos & Maria Delgado)  
Alabama



**Jesus & Veronica Mendoza**  
Construction  
Math Teacher  
(Francisco & Dora Mendoza)  
California



**Nick & Danielle Miller**  
Army Ranger  
Personal Trainer  
(Mark & Paige Rosen)  
Washington



**Arif & Yasmeen Minhas**  
(Kazi & Rukhsana Nabi)  
Ontario



**Manuel & Patricia Moncada**  
Construction  
Homemaker  
(Guillermo & Idalia Gamboa)  
Arizona



**Edgar & Claudia Monge**  
Self-employed Contractor  
Clerical/Escrow Assistant  
(Leon Omar & Eva Lidia Estrada)  
Texas



**Blas & Laura Montes**  
Construction  
Homemaker  
(Manuel & Patricia Moncada)  
New Mexico



**Eric Mora & Adelaida Cervantes**  
Car Dealership Owners  
(Enrique Cervantes & Leticia Mora)  
California



**Mikhail & Olga Okunev**  
Construction  
Child Care Provider  
(Valeriy & Nadia Solodyankin)  
California



**Ricardo Osorio & Guadalupe Gallegos**  
Dishwasher  
Housekeeper  
(Isidro Garcia-Escorcio & Martha Garcia)  
Colorado



**Sam & Lisa Paris**  
Sales  
Restaurant Management  
(Jonathan & Kari Lazar)  
Missouri



**Miguel Perez & Maria Patricia Castro**  
Carpenter  
Secretary  
(Javier Olvera & Susana Gonzalez)  
Pennsylvania



**Benjamin Puentes & Soledad Soto**  
Waiter  
Baby Sitter  
(Martin & Maria Hernandez)  
California



**Jose Manuel Ramirez & Sandra Irene Chavez**  
Carpenter  
Homemaker  
(Arturo Mata & Asuzena Perez)  
Texas



**Juan & Angelia Ramirez**  
Accounting  
Hairstylist  
(Oscar & Maria Esther Nieto)  
Illinois



**Juan Ramirez & Leticia Herrera**  
Accountants  
(Alfredo & Silvia Medina)  
California



**Valentin Rivera & Maria Cortez**  
Business Owners  
(Nelson Amilcar Monterroso)  
Arizona



**Miguel & Veronica Rodriguez**  
Restaurant Business  
Homemaker  
(Nestor Perez)  
California

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.

Platinum



**Mark & Paige Rosen**  
Army Ranger  
Army Officer  
(Kelley Hutchinson &  
Roxanne Muniz)  
*Washington*



**Jason & Faith Sam**  
Students  
(Michael & Kara Lancot)  
*Florida*



**Sheldon & Helen Samuel**  
Fire Officer  
Internal Auditor  
(David & Sonia Greenidge)  
*Trinidad*



**Kwang Hyun & Barbara Shin**  
Postal Clerks  
(Inbae & Young Yi)  
*Minnesota*



**Wonsun Shin & Dongwook Yuk**  
Self-employed  
Homemaker  
(Sook Kyoung & Kwan Sop Song)  
*Washington*



**Eric Sirois & Edith Tremblay**  
(Fabrice Ferrero & Guylaine Rousseau)  
*Quebec*



**Dorothy Sommers**  
Homemaker  
(Jacqueline Braun)  
*Florida*



**John & Melani Sorensen**  
Teacher  
Secretary  
(Manuel Garcia)  
*New York*



**Valdirys Torrenegra**  
Teacher  
(Carlos Encarnacion)  
*New York*



**Joseph & Hwa-hwa Tu**  
IT Consultant  
Registered Nurse  
(Hua-Ke Kang &  
Wen-Chu Lee)  
*California*



**Alvaro Alberto Vazquez & Minerva Gallegos**  
Dishwasher  
Housekeeper  
(Bernabe Garcia & Lizeth Elenes)  
*Colorado*



**Juan & Leticia Vasquez**  
Business Owners  
(Mateo & Patricia Garcia)  
*Texas*



**Gaurav & Sapna Verma**  
Software Engineer  
Homemaker  
(Saurabh Verma & Poonam Singh)  
*Illinois*



**Thomas & Silvia Villanueva**  
Railroad Construction  
English Instructor  
(Craig & Becky Cheng)  
*California*



**Michael & Brandie Bess Wagner**  
Landman  
Manager  
(Gail Adams)  
*Alberta*



**Kang-Shi & Yi-Ching Wang**  
Environmental Engineer  
Acupuncturist  
(Kuei Lan Lin)  
*California*



**Ronnie & Shannon Weir**  
Sales  
Medical Assistant  
(Robert & Lisa Koskan)  
*South Dakota*



**Willie & Jennifer Williams**  
Computer Technician  
Registered Nurse  
(Herbert & Petrona Thompson)  
*New York*



**Derick & Kathryn Wolf**  
Air Force Officer  
Teacher  
(Dariush Moslemi)  
*Ohio*



**Norman Wong & Salena Chen**  
Finance  
(Chris & Jacqueline Kwee)  
*British Columbia*



**Sungman Yang & Younghee Lee**  
Phone Company Manager  
Registered Nurse  
(Hee Bin & Christine Kim)  
*California*



**Jayoung Yoon & Jaeyong Ahn**  
Opera Singer  
Biochemist  
(Ryu-Kyung Kim)  
*New York*



**David & Junghee Yun**  
Postal Service Employee  
Business Owner  
(Kun & Jung Oh)  
*Minnesota*



**Adeleil\* Zhang & Emily Chen**  
Student  
(Phong Ho)  
*California*

\*Not pictured

## Gold Producer

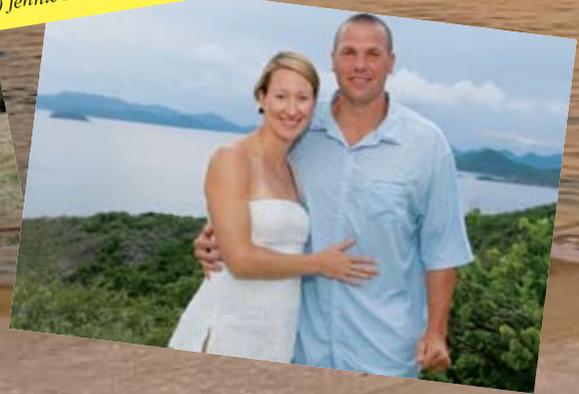
Alfredo & Dinorah Abreu	Jose Escobar Ramos & Sofia Rivera De Escobar	Albert Malakov & Anzhela Iskhakov	Alvaro Resendiz & Patricia Medina
Roger Acebo & Anna Molina-Acebo	Jose Espinosa Sanchez & Maria Guadalupe Espinosa	Billy Malcom	Jesse & Lindsay Rhodenbaugh
Luz Elva Acosta Lozano	Tomas Fonseca & Mabel Perez	Thomas & Donna Malone	Alvino Rodriguez & Ma Lourdes Paredes
Elier Aguiar & Marta Oliva	Jocelyn Fradet & Colette Dion	Pedro & Rigoberta Malpica	I. Rodriguez & S. Campos Giron
Carlos Martin Aguilar & Ana Lilia Bustamante	Jose Francis	Michael Jr. & Jamie Mammone	Ramon & Marisol Rodriguez
Manuel & Martha Aguilar	Victor & Martha Franco	Felipe Manuel Francisco & Magdalena Pedro	Roberto & Silvia Rodriguez
Maria Angelina Alaniz & Fatima Jimenez	Andrea Garcia	E. Marchesini & M. Espinal	Daniel & Misael Romero
Martires Alcantara	Anibal Garcia	Reinel Martin & Judith Gonzalez	Lorenzo & Ramona Rosario
Gabriel Arellano & Carmen Cedeno	Jose & Claudia Garcia	Gabriel Martinez & Martha Mendoza	Paul Roston
Abayavanthan Arunasalam	Ovidio Garcia Perez & Clara Maria Filpo	Felipe Matadamas	Robert Routh
Bernardo Atilano & Elba Mata	Kyunghee Garnica	Ebony Mayes	Martin & Ana Claudia Rubio
Ilya & Inna Badalov	Tristan Ghazal	Jose Mayorga & Zulma Bautista	James & April Rudo
Jerry & Karen Banta	Amador & Martha Godinez	Molly McClelland	Manuel Ruiz & Olga Guevara
Alicia Barrutia	Alexander Gonzales & Apolonia Mejia	Chezlou McConney	Ismael & Janet Salas
Jesus Jose Bassoco & Patricia Reyes	Jose Gonzalez & Martha Medina	Lucas Mejia & Catalina Acateco	Humberto Sanchez
Teresa Bautista	Christopher & Catherine Goodwin	Justin Meyer	Rosa Sanchez
Aarti Benny	Kareem Hamilton & Sandy Michel-Hamilton	Douglas & Karina Miles	Julian Santana & Anna Miranda
Shay & Ashley Bradley	Russell & Penny Hendrich	Conrado Moni & Basilia Reynoso	Alipio & Mayra Santos
Kelley & Jennette Bremer	Flavio Hernandez Mendez & Esperanza Hernandez	Jesus Morales	Luis Santos & Zulma Ramos
Marek & Izabela Bujwicki	Hector Hernandez & Nancy Zarate Soto	Miguel Morales & Teresa Hernandez	Jose Raul & Aby Sarabia
Jose Caicedo & Matilde Valdez	Scott & Tanya Hoeck	Peter & Deborah Morrow	Anand & Pushpa Savulgay
Noe & Bertha Calderon	Eric & Erika Hunter	Manuel & Julia Navarrete	Oleg & Marianna Scherbak
Manuel Campa & Magaly Gonzalez	Jonathan & Adriene Inciong	Elena Nemtsova	Min-Kyu Shin & Eun-Jung Lee
Jose Humberto & Guillermina Carchi	Duane & Robyn Izumi	Erasmus Nevarez Hernandez & Rosaiba Nevarez	Randall & Debora Simpson
Orestes & Marlen Cardosa	Libia Jara	Daniel & Marissa Ober	Eric Sirois & Edith Tremblay
Teofilo Cazales & Guadalupe Tlatenchi	Megan Jefferds	Rafael Ogando & Yluminada Marmolejos Hidalgo	Edwin Soto & Beatriz Martinez
Cesar & Aliana Ceballos	Tehmuresp & Shehnaz Jijina	Daniel Oliva	Edmund & Anh St. John
Inderpal & Jassimran Chadha	Helena Jones	Luis Olivo & Mercedes Perez	Nadezhda Strelcova & Evgeniy Strelcov
Chun Ting Chang	Ranjan Joseph & Mariena Anton Joseph	Michael & Sandy Oshiro	David & Lily Sung
Xiao Jiao Chen	John & Sue Joy	Giles & Linda Ouellette	Odalis Tejada
Eva Chiang	Harsha Kalavapalli	Noah Pak & Hyosung Kim	Felix & Sherry Ann Thomassine
Arnulfo Chino & Silvia Marin	Jayam Kalyana & Kalyana Ganapathy	Ilyoon Park	John & Anca Thompson
Insook & Sa Choe	Gangadhar & Kalpana Kalyanshetti	Woun Sug & Hyoung Kyoo Park	Alberto & Concepcion Torres
Satyajeet & Amandeep Chowdhary	Jason & Jenae Kaska	Sathyendra Pathmanathan & Hamsana Sathyendra	Heriberto Torres & Raquel Fernandez
Steven Constance & Minoska Constance Hooi	Kevin Kil & Seon Hee Lee	Korey Patrick	Chen Shih Tsai
Jacqueline Cornelius	Jonathan Kilmer	Gennadiy & Yelena Pavlenko	Mykhail & Natalia Urban
Martin Cruz Diaz & Irene Molina	Jin & Kwang Kim	Gladwin & Tamara Payne	Gerardo & Susana Valdez
Robert & Nora Culley	Sangok Kim	Julio Cesar Perez & Patricia Calderon	Pavel Valdez
John Dean & Mondira Jagat	Clavis & Sharon Knight	Rodolfo Perez & Mariby Martinez	Raul Valdez & Laura Susana Sandoval
Albert & Melissa Decastro	T. Krishnananthan & B. Nallathamby	Robert & Laura Perry	Charly Valerio & Maria Perez
Ramalakshmi Degala & Manga Sreenivasu	Brenda Landaverde	Jorge Pesantez & Ana Tuba	Abraham & Isabel Vargas
Arturo & Elidia Deharo	Malaguias & Patricia Lara	Miguel Piceno Medina & Rosa Piceno	Leonard Jr. & Kenia Vasquez
Jayantkumar & Ashaben Desai	Wilfredo Lazo & Zoila Cabrera	Johnny Pichardo & Miledy Tejada	Luis & Reyna Vasquez
Johnny Deschamps	Choon Yi & Jong Hwa Lee	Samantha Poon	Vita Vigul
Alexi & Danna Diaz	Sang Keun & Gun Se Lee	Nikolay & Galina Popruzchnyy	Secundino Villegas & Socorro Bahena
Jose Luis Diaz & Minerva Almazan	Corey Lides	Tulio & Nelina Portal	Martin & Aida Vizcarra
Manuel & Mercedes Diaz	Alfredo Lievano & Esperanza Osorio	Jon Puz	Dean & Marcie Whalen
Marco Antonio Dominguez & Laura Delgado	Chih Yang Lin	Enrique Quintana & Mayuli Perez	Vincent Windzak & Rosalie Helligar
Pascal Dube & Christine Voyer	Yanyan Lin & Jiansheng Tan	Mohammad Ashraf & Selina Rahim	Dale & Sue Witherington
Ricardo Elias & Mery Pichardo	Yu Xiang Liu	Jose De Jesus & Maria Ramirez	Jesus Yanes & Eloisa Munoz
Stanley Eng & Anna Sochneva	Samuel Lopez	Yatiksha Rao	Kanghoon Yang
Zaida Escalona	Jose Lora & Maria De La Cruz		Tony & Helen Yau
			Yeon Yu
			Yan Zhang & Lian-Ming Tian
			Wan Qin Zhu & Jie Zhang Zhou

Rajeev & Madhuri Agrawala	Yongjuan Ge	Van Lou	Francisco & Karla Salgado
Manuel & Martha Aguilar	Rudsel & Milushka Girigori	Selene Martinez	David Sanchez
Raulito & Victoria Agustin	Henry & Dominique Godefroy	Marc Mayhue & Sylvie Mathieu	Enorbina Sanchez Figuereo
William Arnaud & Susan Barrous	Alexander Gonzales & Apolonia Mejia	Marcus & Bridgette McCombs	Jose Raul & Aby Sarabia
Jess Aspilla	Victor Gonzalez & Reyna Salomon	Daniel Mclroy	Sandy Shao
Bernardo & Elba Atilano	J. Gonzalez-Diaz & M. Chavez-Salas	Jose & Gloria Mendez	Martin Sigmen & Annie Hamelin
Ron Augustine & Tricia Layne	Weijjie Guo	Danilo & Maria Mieses	Jorge & Bertha Lidia Silva
Bianela Balaguer	Kareem Hamilton & Sandy Michel-Hamilton	Vladislav Milic	Raj Singh & Shazia Baig
Maximino Balderrama & Carolina Vazquez	Robert & Shelley Hannah	Edward & Carolyn Joy Miller	Lee & Sharon Smith
Juan Batres	Alfonso & Bertha Henriquez	Miguel Angel Mireles Saucedo & Vilma Garcia	Vadim & Yelena Sokolov
Chris Bruyer	Javier Hernandez & Yadira Perez	Aslam Mohammed & Arfi Firdous	Ediberto Sontay & Amanda Torres
Seth & Karisten Buckwalter	Maricela Hernandez	Ricardo & Yeni Elvira Montoya	Lee Soung Hiw & Hwang Young Shim
John Burns II & Lorena Lopez	Rafael Hernandez & Monica Lupercio	Ramon Morales & Irma Montero	Doyle & Lisa Spears
Aleyda Cabral	Vianey Hernandez & Damaris Gonzalez	Subrahmaniam & Usha Mudda	Greg & Sonya Stoll
Leonel & Cirila Canchola	Kadie & Clara Herrera	Maria Mujica	Praveen Subramaniam & Sudha Kumar
Cristina Carballo	Daniel & Wendy Hickman	Vinod Kumar & Payal Nain	Leila Takahama
Israel & Daisi Castellanos	Juan Interiano & Reyna Calderon	Juan Navarrete	John & Anca Thompson
Juan Celeste & Trisayra Ortiz	Douglas Jarquin	Manuel & Julia Navarrete	David Timpanaro & Lia Trepiccione
Anurag Chawla & Meetika Jindal	Raghuram Kamath & Nivedita Baliga	Teodoro Olivares Salinas	Elaine Tran
Xiao Jiao Chen	Rajavelu Kandasamy & Praveena Velmurugaswamy	Adan & Mairielys Ordonez	Chen Shih Tsai
V. Chinnadurai & M. Manuelpillai	Lakhwinder Kaur	Joel Ordonez Petit & Maria Luisa Silva	Pavel Valdez
An Cho	Yevgeniy & Tatyana Khamov	Tiofilo Palaguachi & Maria Humala	Raul Valdez & Laura Susana Sandoval
Yong & Joung Choi	Haeyoung & Youngcho Kim	Hemang & Purvi Parikh	Diana VanderBiezen
John Collins	Sherry Kocher	Eulises Peraza	Luis & Reyna Vasquez
Aramis Costa & Madelyn Rodriguez	T. Krishnananthan & B. Nallathambay	Rigoberto Peraza	Ratish Wahie
Steven & Sharon Culpepper	Adimulam Suresh Kumar & Ramani Adimulam	Nazario Perez & Maritere Padilla	Hungg Chie Wang
Miguel Dargam & Amelia Izquierdo	Mauricio Lara & Alba Luz Gonzalez	Santos & Blanca Perez	Pradeep Yadav
Jose David & Cladys Manrique	Luis & Esther Larez	Steve Pyun & Kyung Hwang	Qing Yang
Rogelio Delgado	Euphemia Lazarus	Artemio & Luz Adriana Ramirez	Siaw Yang
Kirtan & Kinjalki Desai	Doo Young & Mi Hye Lee	Anand & Smita Rangoli	Myung Wha Yu
Jose Luis Diaz & Minerva Almazan	H. Leyva Zavala & M. Aguilar Barajas	Jose & Maria Guadalupe Reyes	Rongping Yu
Maria Diaz	Corey Lides	Manuel & Elaine Ribeiro	Yeon Yu
Luis Espinoza & Leticia Martinez	Chih Yang Lin	Jose David & Edith Rivera	Shin Yun
Miguel & Evodia Flores	Jonathon Lin & Jessica Wang	Benoit Rivest & Julie Ouellette	Aaron Zhang
Stephen & Olene Forcey	Bingmei Liu & Chaco Yang	Cristian Rodriguez & Marisol Alcantara	Cheng Cheng Zhang
Andrea Garcia	Yang Liu	Juan Rodriguez & Lizet Mesa	Lihua Zhang
Emelindo & Fidelina Garcia	Julio Llanos & Adriana Lara	Jose Rojas & Evelyn Orellana	
Joel & Lidia Garcia	Toni Rene Long	Lucino Jorge & Maria Ruiz	
Jose & Hilda Garcia		Stephen & Kim Sakata	
Luis Alfredo Garcia & Yennys Pimentel			

# Ahhhhhh ...



*Taking a well-deserved break from their business meetings are (seated, from left) Jennie Belle and John Crowe; (standing) David and Kristin Dussault.*



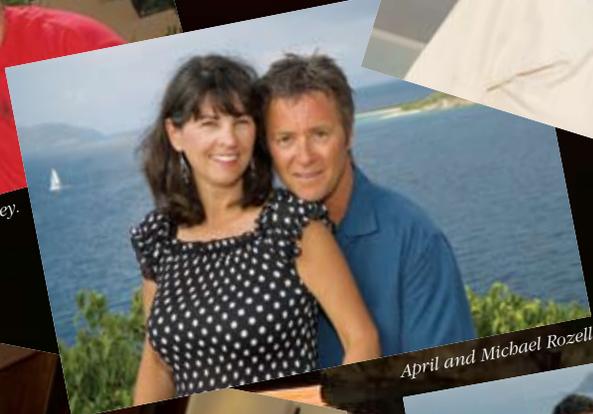
Tranquil, azure waters. Sugary-sand beaches. Spectacular sunrises and breathtaking sunsets. (It's starting to sound pretty good, isn't it?) And it just keeps getting better. It's Peter Island, where leisure and business meet for an unforgettable experience. This AMWAY GLOBAL™ business incentive is offered to eligible Diamonds and above. Between business meetings and strategy sessions, these IBOs succumb to the pleasures of the island, from boating and snorkeling to pampering spas and poolside dozing. So, if reaching Diamond is part of your vision of success, set your sights on Peter Island!



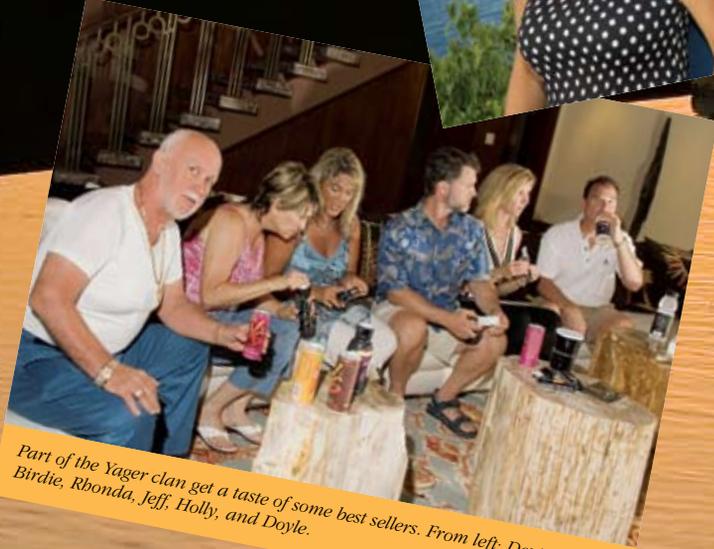
Leanne and Tim Nealey.



Dexter Jr. and Angie Yager.



April and Michael Rozell.



Part of the Yager clan get a taste of some best sellers. From left: Dexter, Birdie, Rbonda, Jeff, Holly, and Doyle.



Steve Yager.



# Professional development is within reach

The AMWAY GLOBAL™ Professional Development Accreditation Program™ (PDAP) is proud to recognize and congratulate two deserving organizations on their recent accreditation.



*Deb and Todd Clark*

## TEAM INA

*"Responsible, servant leadership always looks long-term with a 'Built To Last' mind-set. Accreditation is a critically important element in securing the future for millions of dreamers who are looking for an opportunity they can believe in and count on for the future. We in Team INA are proud of all those who worked so hard over the past several months to achieve this important award."*



## P5

*"P5 is honored to be recognized by Amway Global for our participation in the PDAP program. We believe this program is strong evidence of the Corporation's commitment to another 50 plus years of providing an opportunity for ordinary people to live extraordinary lives."*



*Jim and Margee Floor*



### Platinum Elite

These IBOs have generated at least 12,500 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 4% of their Ruby BV.

### Triple Diamond

John & Pat Turner

### Executive Diamond

Zbigniew & Sophia Rek



### Diamond

John & Robin Gurley  
Xuan Li & Lucy Hua Lu  
J. Mike & Carla Wilson

### Emerald

Paul & Morgan Kopecky  
Narcisco & Nelly Nunez

### Sapphire

Chan Yi & Thou Yam

### Ruby

Yogesh Lanjewar &  
Sarika Agrawal

### Founders Platinum

Timothy Baker &  
Rhoda Baker-Lentz  
Jeff & Joan Converse  
Chris & Melody Farrell  
Young Hee Hayoo &  
Won Yong Ha  
Arturo & Yolanda Jasso  
Danny Kemp  
Jimmie & Jamiylah Kimbrough  
Kai-Cheung & Menranda Kwan  
Roberto & Lorenza Martinez  
Oscar & Maria Esther Nieto

### Platinum

Jose & Maria Linan  
Ricardo & Dalia Monroy  
Wang Zaiji



### Gold Producer

Reinel Martin & Judith Gonzalez  
Gennadiy & Yelena Pavlenko  
Lilian Tawill

### Platinum Plus

These IBOs have generated between 10,000 and 12,499 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 2% of their Ruby BV.

### Founders Diamond

Youngjo & Oksoo Han

### Diamond

R. Ken & Gail Craven  
Fernando & Rose Fabregas

### Founders Emerald

Bruce & Diana Duncan

### Sapphire

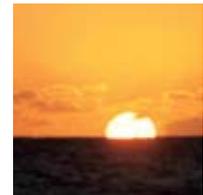
Francis & Beverley James  
Hira & Harish Panth

### Founders Platinum

John Bianchi  
Jerry & Debbie Boes  
William Faudel  
Jay & Dawn Ferriss  
Arturo & Yolanda Jasso  
Mike & Josephine Malovic  
Esmeraldo Martinez  
Catalino Rubio & Antonia Perez  
Rodrigo & Cleotilde Sandoval  
Brian & Rebecca Song  
Pedro Terhon &  
Bibiana Hernandez  
Horace & Rhona Wilson

### Platinum

Mario Bustos & Marisa De Luna  
Misun & Yeong Man Kang  
Marcos Loyola &  
Martha Acevedo  
Harold & Yvette Morrow  
Kyle & Katherine Nakamoto  
Shengying Qin  
Radha & Raghuvveer Rao  
Alberto Reyes & Araceli Carrion  
Gonzalo Samaniego &  
Gladys Fajardo  
Danny & Dee Shamburg  
Jerry & Jeanne Wyatt



### Gold Producer

Alexi & Dannia Diaz  
Alexander Gonzales &  
Apolonia Mejia  
Luis & Esther Larez  
Edward Lee & Jing Xia Tan  
Lilian Tawill  
Zhang Yu Zhou & Susan Hong

### Silver Producer

Ken & Terri Ilg  
Juan Interiano & Reyna Calderon  
Tze Fong Jong  
Van Lou  
Aaron Zhang



# The Opportunity Zone – It's all about what you're all about!

The Opportunity Zone is the place to get many different perspectives about Amway Global, the opportunity it represents, and the people behind it. Our diverse group of bloggers touch on nearly every topic, ranging from specific points about the business, to general observations on everyday life. You'll even find an occasional recipe or two – prepared with iCook® Cookware, of course!



So come on in! Browse around, ask those burning questions, and most importantly – contribute your invaluable opinion. Because the Opportunity Zone is all about – and for – you!

Here are just a few of the blogs you'll find:

## Business Blogs

**Amway Global Ada-tudes** Directors blog about hot topics from rules to road shows.

**Amway Global Insider** The inside story on advertising, publicity, and promotions.

**Sales Speak** Tips and inspiration for all IBOs.

**NEW! North of the 49th** Oh, Canada – this blog is all about you!

## Product Perspectives

**Team Nutrilite** Follow our sponsored athletes like never before – photos, videos, quotes, and more.

**NEW! All Dolled Up** Make over your online reading routine with this blog about all things beauty and fashion.

**NEW! Amway Global Goes Mobile** Follow the NUTRILITE® and ARTISTRY® Mobile Brand Experiences on their North American travels.

## Life Lines

**One By One: Global Philanthropy** So many IBOs are out there making a difference. Share your story!

**The SuperDu Blog** Where business, family, and life intersect.

**Rocktucky Living** Setting down roots with Ada's own New York City transplant.

See you there!



## Fifty years old and still looking good

This coming April, your IBOAI joins Amway Global in reaching an amazing milestone, an unprecedented golden anniversary. Fifty years of working together to give IBOs a voice in how this business operates. This makes the IBOAI unique in this industry.

In the coming months, we will be looking back at our history and recounting our successes together. How a group of concerned and determined entrepreneurs combined forces to create a trade association and a company that would look after the best interests of their distributor force so they could be in control of their futures again. How those leaders continually broke new ground and the company continually expanded the opportunity in a spirit of common purpose.

In 2008 as we close our 49th year, Amway Global and your IBOAI offer prospects an awesome opportunity:

- A business opportunity that has blossomed from one product into hundreds.
- A successful sales and marketing plan that has become the standard for the world.

- A compensation plan that has grown over the decades and is the envy of the industry.
- Top manufacturing facilities that make quality products at reasonable prices.
- A worldwide support staff in the tens of thousands.
- A world-class R&D facility that develops unique products for exclusive sale by IBOs.

Over the 50 years, our success has spawned a lot of look-alike opportunities, but the similarities have only been skin deep. The IBOAI's working relationship with Amway Global is the heart of staying true to our vision. It's part of the history and philosophy of the entire organization that no competitor can duplicate. We have the founding members of that 1959 Board to thank for setting the standard:

- Rich DeVos
- Jay Van Andel
- Walter Bass
- Fred Hansen
- Joe Victor
- Jere Dutt
- Eleanor Teitsma

Learn more about the IBOAI's history and details on our upcoming celebration on our websites: [www.iboai.com](http://www.iboai.com), [www.ibofacts.com](http://www.ibofacts.com), and [www.iboaiiblog.com](http://www.iboaiiblog.com). And your IBOAI is just a phone call or email away if you have questions or comments.

**Phone:** 877-554-2400

**Email:** [iboai@iboai.com](mailto:iboai@iboai.com)



**IBOA**  
INTERNATIONAL

The IBOAI plays a crucial part in representing all IBOs. As the primary advocacy organization for Amway Global™ IBOs in North America, the IBOAI advises Amway Global on every facet of the business, from products and promotions to operations and rules.

**BUILDING ON  
A HALF-  
CENTURY OF  
SUCCESS**



# Founders Council Beijing

IBO leaders often head to the most exotic destinations for Global Founders Council. This year was no different: The venue was Beijing, host of the 2008 Summer Olympic Games, which took place in August. It was an appropriate setting for this one-of-a-kind business conference.

Top IBO leaders from around the world were greeted by Amway Global executives, including Chairman Steve Van Andel and President Doug DeVos. This elite group attended special sessions that focused on the many positive changes taking place in the North American market. Topics included new corporate investments, the comprehensive integrated marketing initiative that included advertising and sponsorships, compensation, and the importance of helping new IBOs make money, sooner.

Founders Council members attended a number of Olympic events, but none quite rivaled the beauty and pomp of the Opening Ceremony, which featured a cast of 15,000 celebrating a theme of ancient Chinese art and culture.

Amway Global leaders on Founders Council who attended were Tim Foley, Jim Dornan, Steve and Doyle Yager, and Anna Kim and Jay Kim.



# Kid-tested for Tastiness and Kids Say It Tastes Great!

New NUTRILITE® Kids MULTIARTS™ dietary supplements have 19 vitamins and minerals, and an all-natural four-fruit concentrate kids need, with the sweet, lip-smacking flavor they crave. They taste better and cost less than our previous kids' multivitamin and are a great way to introduce customers to the full lineup of kids' products you carry in your business!



You're fully supported in retailing MULTIARTS, with:

- Postcards that will help you introduce MULTIARTS to new and existing customers.
- Sampler cards that will prove to Mom her little prince or princess approves of the taste – and will gladly take their MULTIARTS if she buys a full-size bottle.
- NUTRILITE Kids brochures that highlight all the NUTRILITE products available for growing bodies and minds – BRANIUMS DHA® gummies, Chewable Concentrated Fruits and Vegetables, Chewable Natural C, and of course, MULTIARTS. On the back of the brochure, a fun growth chart keeps NUTRILITE on your customers' minds for inches and feet to come!



**NUTRILITE kids multiARTS™**

