

Achieve®

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On the Move

Holly Chen and Barry Chi

70 Founders Achievement Award Points

Women of Amway Achieving Success Around the World

AMAZING Grace



We dedicate this issue of *ACHIEVE*® magazine to Helen DeVos and Betty Van Andel. As the first ladies of Amway, they set high standards for compassion, generosity, integrity, and grace.

Amway has always provided an opportunity to anyone desiring to start a business. Women have embraced the principles that make AMWAY™ the best business opportunity in the world: Freedom, Family, Hope, and Reward. The women in this issue of *ACHIEVE*—with the support of dedicated mentors, friends, and partners—have achieved success on many diverse levels:

- Holly Chen's journey started as a poor mother of three in China. Now in partnership with her husband, Barry Chi, they have amassed more FAA points than any other IBO in the world, and together they continue to build their business.
- Fred and Bernice Hansen, one of the first IBOships, started as NUTRILITE® distributors in the 1950s. For 51 years, Bernice has continued to grow their business and impact lives.
- Beverly Sallee Ophoff was pursuing her dream in music when she realized she could impact more lives as an IBO and in philanthropic efforts to help others achieve their dreams.

These are just a few examples of the women in this issue of *ACHIEVE*. Women of Amway have achieved business success while raising children, caring for family members, welcoming grandchildren, and making a difference in their communities and around the world.

Today the women of Amway continue to be shining examples of compassion, generosity, integrity, and grace, the standards established by our moms.

Thank you for honoring our mothers with your dedication to Amway and family.

Steve Van Andel

Doug DeVos





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Barry Chi & Holly Chen

CROWN AMBASSADOR
70 Founders Achievement Award Points

恭喜您

As the only Amway IBOs in the world to earn 70 Founders Achievement Award points in their global business, Barry Chi and Holly Chen are opening new doors in the AMWAY™ business. With North American volume that has increased eightfold since they first qualified as Diamonds, they have achieved new pin levels in each of the past three years on this continent. Over the past five years, their North American group has nearly doubled the number of new IBOs joining the business.

How do they do it?

"We are magicians," Holly says with a twinkle in her eye. Their magic is not an illusion ... it is helping people around the world develop their innate gifts and talents.

To commemorate their 70 FAA achievement, Amway recently sent a private jet to New York to bring them and their family to world headquarters in Ada, Michigan, for a three-day celebration. A detailed journal of their visit follows.



Barry and Holly with son Te-Pei Liu and his wife, Mei Jin, son Ding Yu Liu and his wife, Chun Pu Chao, daughter Chu-I Liu and her husband, Wei Sun, and grandchildren, Austin and Elizabeth.



Sunday, May 9. Arrival in Grand Rapids,

Michigan: Greeted at the Amway corporate hangar by Amway employees, it became obvious to Holly and Barry that this part of their trip to celebrate their new 70 FAA accomplishment was going to be a special time.

"We wondered what we had done to receive such a warm welcome and grand treatment. We are so grateful to be recognized. Every face in the crowd reflected the generous spirit of Amway. It is scary to think back at how different life would be if we had made a different decision and hadn't chosen our AMWAY™ business. The most important thing in life is to do your very best to make the right choices in everything you do. Today, here with our friends and business partners, it is a reminder of why we're so thankful that we chose Amway."

Sunday, May 9. Amway Grand Plaza Hotel:

Honored to be guests in the DeVos Suite at the Amway Grand Plaza Hotel, Barry and Holly admired the gorgeous arrangement of 70 deep red roses placed to honor their 70 FAA achievement—they would later learn that this was just the first of many special items created to commemorate their 70 FAA achievement and visit.

"Would any other business be so generous to offer us their personal suite and fill it with beautiful flowers?"





Monday, May 10. Arrival at World Headquarters in Ada, Michigan:

It was a touching entrance as Holly and Barry's downlines and Amway employees—waving 70 FAA flags and proudly wearing Barry & Holly 70 FAA stickers—welcomed the couple and their family with cheers and applause. The couple noted the glorious wreath of flowers in the shape of 70, decorating the World Headquarter's lobby.

"We could have died. We were so touched and impressed with the special touches; everyone was so sincere in their happiness for us. At one point we thought, 'this is something you have to see to believe' and we could barely believe it ourselves."

Monday, May 10. Executive lunch with Steve Van Andel:

Barry, Holly, and their family enjoyed a special lunch with corporate executives. Discussing plans for the company's future vision with its leaders always gives the couple added confidence and a desire to continue working hard every day to grow their business.

"They thanked us for all that we've done, and we were thinking that for our minimal start-up investment years ago, we get so much back. Many other companies don't show this kind of recognition."

Monday, May 10. Dinner at the private dining room—Pinnacle Room—with executives:

Barry and Holly enjoyed dining in the private dining room located on the 29th floor of the Amway Grand Plaza tower. Personal chefs prepared an outstanding meal for the couple and their family, Bill Payne, Jim Payne, Steve Lieberman, Sandy Spielmaker, and other Amway executives. After the excitement of the day, the couple started feeling a little tired.

"Even though we were tired, the thought of the freedom we feel as IBOs re-energized us. If we choose to stay at the dinner, or if we choose to leave, it is our choice. We chose to stay!"

Tuesday, May 11. Local visits: Holly, Barry, and the family toured several manufacturing areas and they were reminded of how dedicated Amway employees are to excellence. A product of that excellence was displayed at the personal care plant. The couple watched as bars of soap bearing their 70 FAA achievement logo came off the assembly line.

"How impressive! Each bar of soap had been imprinted with our 70 FAA logo."

Tuesday, May 11. Arrival at the Spaulding

Complex: Rain couldn't dampen the enthusiasm of Holly and Barry's downlines or the Amway employees that waited to greet Holly, Barry, and their family as they exited their limo at the Spaulding Complex. Welcoming signs and banners in Chinese and a special red carpet ushered the honored couple into the building.

"Everything reflected the care and love from the company. We loved the banner; it was covered with employees' signatures. We almost felt guilty, but this beautiful celebration reinforced our opinion of how well the company treats people."

Tuesday, May 11. North America Sales Team

luncheon: Barry, Holly, and family enjoyed lunch with Sandy Spielmaker, Steve Lieberman, and the North America Sales team. They were impressed by the sincerity of the North America leadership group and the spirit of partnership they have with IBOs in the business.

Tuesday, May 11. Reception with downlines:

Barry, Holly, and family mingled with their downlines in an area decorated exclusively for the occasion, including a special ice sculpture. They enjoyed a variety of fruits and elegant pastries and cookies adorned with the 70 FAA logo.

"We were so incredibly touched because the company not only treated us with so much respect and honor, but they extended all of the same courtesies to our downlines."





Tuesday, May 11. Dinner with Doug and Maria DeVos: Enjoying the hospitality of the DeVos family in their beautiful home, Barry and Holly couldn't help but notice how hard Doug works even now that he is so successful.

"We were reminded that there are a lot of people out there with more than we have, and we do not want to forget who we are. Life is short: We all have to live and learn."

Wednesday, May 12. Departure day: Back at the Amway corporate hangar, the couple and their family boarded the Amway corporate jet.

"We were treated like celebrities! And now, exiting on the corporate jet, we didn't have to wait in any ticketing or security lines. It's a nice change from commercial airline travel."



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

The success depicted may reflect income and investments outside the IBO Compensation Plan. Approximately 66% of all IBOs of record were found to be active.* The percentage of IBOs who achieved Founders Executive Diamond and above qualification in FY08 was .00565%.

*Based on an independent survey during 2001, "Active" means an IBO attempted to make a retail sale, or presented the Amway 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.

Women of AMWAY



Women of Amway provide inspiring stories that are unique and wonderfully diverse.

Women that have chosen to become Amway Independent Business Owners, on their own or as a partner, have chosen the path less traveled. Being an entrepreneur takes guts, strength, perseverance, integrity, and courage.

You will find the women featured in the following pages embody all of those characteristics, and add a few of their own. These women are equally committed to their AMWAY™ businesses, their families, their communities, and their causes.

I am honored to be able to share these stories with you.

Sandy Spielmaker
Vice President – Sales, North America





Holly

Perseverance and Patience Pay Off

While Holly Chen and Barry Chi's accomplishments are legendary within the Amway family, Holly's journey from rags to riches provides inspiration to women around the world. Adored by everyone who knows her for animated and impassioned storytelling, Holly is both humble and concise when she recites her personal story: "I was born into poverty and grew up a poor daughter. I used to be the poor mother of three poor kids. Now because of our AMWAY™ business, I'm very happy to be a rich mother and grandmother, too!"

Holly started her life in a desperate situation and has persevered through incredible obstacles over many years before starting an AMWAY business. Holly never let her current situation control her dreams. Because of the suffering early in her life, she says, "I know how precious even the smallest 'things' are and how to care for people." Holly focuses on how she can give to others and it shows in the love she gets in return from those that know her.

With their AMWAY business being the first on record to reach 70 FAA points, Holly and Barry were honored for that accomplishment by Amway and various affiliates this year. Holly will be the first to admit that success takes time. Just as Rome wasn't built in a day, she says

everyone needs to invest time, as well as persistence, hard work and effort, enthusiasm, patience, and self-reflection to help pave the path to success.

"Really successful people look for success among the problems. Those who are destined for success are always looking for the positive. I still look for the positive side. I tell young people today, 'You are so fortunate. Don't focus on your problems and talk about your issues.' Their problems cannot compare to those I've suffered. I've paved the way for them to be successful.

"I never forget the past, the hardships I've encountered, and the excitement of the early days being an IBO." Holly admits that every day she is improving. Every day she gives herself applause because she has become braver, stronger, and bolder.

"Every day I ask myself how I can help others be as happy as I am." The more success Holly and Barry share, the more people she realizes there are to help. She wants everyone to grow beyond their expectations and be happy with who they are.

Holly shares, "When I feel so good about helping others ... I help myself!"



Kathy Victor

IBO since 1972 | Crown

Moving and Shaking

Kathy Victor is a mover and a shaker. And it's clear she loves helping to shape policies and provide input to Amway on everything from new products to social networking tactics to PV/BV ratios. "As board members, we are not speaking for ourselves or our own groups," she emphasizes. "We've pledged to represent every IBO in the field, and we take that very seriously: When you speak up, your voices are heard. And it really does make a difference."

The Victor voice is well-known in the AMWAY™ business. Joe and Helyne Victor, Kathy's in-laws, were there when Amway first launched in 1959. They helped form the first IBOAI Board. Joe, and Kathy's husband, Jody, have served on the IBOAI Board. Carrying on the family name is a responsibility Kathy does not take lightly. "These founding families—the Hansens, the Dutts, the Victors—were all good, honorable people with great moral values, so you want to live up to the legacy they began," she says. "I'd guess 80% of the AMWAY business today started with those original families."

The next generation

The Victor legacy continues with Jody and Kathy's two sons, Joe and Steve, who are both Founders Platinum. "What better testaments to a business opportunity than having your children want to follow in their grandfather and father's footsteps? And their wives, Kelli and Marcia, are every bit as involved as our boys are," she adds proudly. "I hope to some degree that example was set from one generation to the next; working together as husband and wife is one of the best things about this business."

Speaking of spouses, Kathy mentions how proud she is of Jody's accomplishments. "He played a key role in restructuring the way businesses can pass from one generation to the next."

Kathy's thoughts on her role: "I like to think that in some small way I've helped keep the communication flowing between the company and the field," she reflects. "And I always tell other women, 'Come on, ladies, speak up! Your voices need to be heard, too.'"

Kathy has served on the following: IBOAI Board, Business Operations Committee, and Marketing Advisory Committee (MAC). She will begin serving her second three-year IBOAI Board term in 2011.

Pam WINTERS

IBO since 1980 | Double Diamond



Angel of Mercy

About 15 years ago, Double Diamond Pam Winters came across an article about Mercy Ministries* in a magazine she was reading. “I was so touched when I learned what they were doing to help young girls; I thought, ‘This is something I need to get involved in.’”

Did she ever. In the past 10 years, Pam and her husband Larry’s Approved Provider organization and LTD IBOs who affiliate with the Approved Provider have donated more than \$6.2 million to support Mercy Ministries. The Mercy Ministries home in St. Louis has dedicated a dining room to the Winters family and the LTD team in honor of their support.

Upping the ante

“I wanted to do something personally for Mercy, so I decided to participate in the New York City Marathon and raise funds by having people sponsor me with pledges.”

She had never been in a marathon before, but has always loved a good challenge. “I heard it was the hardest and the best, and I love New York – Tara, our daughter, lives there – so I thought I’d start with that one!” she laughs.

“I didn’t run, I speedwalked it,” she adds. “It took me six hours, but I finished!” And she raised \$5,000 for Mercy Ministries. “That made me feel really good,” she states.

She also learned a lot about herself in the process. “I know now that I can do a lot more than I ever thought I could. The support from my friends and family and all our

IBOs was really amazing. It gave me strength. When I’d get weary, I’d just think about all of them telling me, ‘You can do it!’

“We feel so blessed to be able to help these girls,” she continues. “We’ve always considered our business to be a type of ministry because we give hope to people all over the world for a better future.”

Nancy Alcorn, Founder and President of Mercy Ministries, says, “Pam has fully embraced the heart and vision of our mission. Her influence, generosity, and commitment have had a profound effect on helping thousands of girls find hope and healing. She is a leader, mother, mentor, and friend whose life has truly impacted eternity.”

Pam says doing projects with Mercy Ministries with her daughter has created a special bond. “It has given us something in common as a mom and daughter that we both enjoy and feel good about,” she says.



**Since 1983, Mercy Ministries’ free-of-charge, voluntary Christian residential program has served a diverse population of young women from various socio-economic backgrounds, ages 13-28, who have been physically and sexually abused, including victims of sex trafficking as well as those who face life-controlling issues such as eating disorders, self-harm, drug and alcohol addictions, depression, and unplanned pregnancy. Mercy Ministries of America has residential homes in Monroe, LA; Nashville, TN; St. Louis, MO; and near Sacramento, CA. For more information on Mercy Ministries and its global affiliates, please visit www.mercyministries.com.*



Bernice HANSEN

IBO since 1959 | Crown

An Amway Pioneer

Bernice Hansen, now 99, has been inspiring people her whole life. “I was just a farm girl,” she says about her humble beginnings. “But my dad taught me the value of hard work. When you believe in yourself, there’s nothing you can’t do. And I have to say, I’ve had a wonderful, wonderful life.”

Only one product to sell

The Hansens were two of the very first IBOs in the business; in fact, when they started as NUTRILITE® distributors in the 1950s, Amway wasn’t even a company yet. Bernice likes to tell the story about how their sponsor, Walter Bass, came to their home in Cuyahoga Falls, Ohio, to help them conduct their first meeting. “Walt had this young kid with him and told us this 23-year-old was going to run the meeting. I thought, ‘What? This young kid is going to tell us how to start a business and make money? No way!’ But he was pretty good. And of course, the kid was Rich DeVos. When we started out we only had one product and one piece of literature, which Jay [Van Andel] wrote and mimeographed himself, so at that time, it only cost \$1 to get in the business!”



Knocking on doors

Bernice and her husband, Fred, started out literally going door to door, talking to people about the idea of food supplements and selling NUTRILITE DOUBLE X® multivitamins. The first day, Bernice had a couple of doors slammed in her face and decided she was done. She went and sat in the car. “Fred came back and said, ‘What’s wrong?’ I said, ‘Fred, I’m just not going to do this.’ He knew there was no arguing with me, so he said, ‘Well, I’ll just finish passing out this literature at a few more houses, and then we’ll go have coffee, OK?’

"So I watched him go and he's talking and laughing with the ladies, and I thought, 'Wait a minute, I can do this!' And I went back out and knocked on another door, and spent the next hour and a half explaining nutrition to a nice couple. They didn't buy anything, but they gave me a lead. And she bought, and gave me another lead. And from that, we sold 18 bottles of DOUBLE X®, and we were on our way."

Carrying on

They had been building their AMWAY™ business for nine years when Fred died in 1968. By then, they had built a strong business, had great leadership in place, and Bernice knew how to run the business. So it continued to grow. And grow. And grow—from one country to the next until it circled the globe.

"When she was 88, I put her on a plane to speak at a gathering in Seoul, Korea. A month later, she was on another plane heading for Japan!" laughs Bernice's daughter, Karen DeBlaay. "Mom has always been 'Captain Energy' and she believes strongly in the NUTRILITE® products."

"And so often over the years, I've thought: What if Fred had listened to me that day and said, 'You're right, let's call it a day.' But he didn't. And that made all the difference in our lives."

Bernice's philosophy:

Encourage people to think outside the box. The "box" is so limiting. Who wants to be average?

Create goals that are bigger than what might feel natural to you.

Sell people on the products first; the best IBOs come from being happy customers.

Bernice Hansen's daughters share thoughts on their mother's wisdom.

"Encourage People"

Karen DeBlaay



"If there was one thing I learned from my mother, it's to always be an encourager of people. She really knows how to bring out the best in individuals and she would always go the extra mile to support those

who worked hard to make their businesses succeed. She'd say, 'You have to encourage people's passion for success, but you also have to give them the right vehicle to achieve it; and this AMWAY business is the right vehicle.'

"She also believed very much in keeping the customers happy. Even today, I call people continually to remind them about our products and put things in front of them. And to think that my mom and dad started out with just one product to sell! I know I've got the genes, but I'm not sure I would have had the guts to do what they did."

"No Excuses"

Susan Ross



"My parents taught us many lessons, but I certainly learned about courage and perseverance at the time of my father's death. Mom could easily have retired comfortably. But she didn't; she made

the choice to stay with it and then developed a significant business on her own. And that took a lot of courage. So when things are tough and I start thinking, 'You know, this is sort of hard,' I just say to myself, 'I am not going to disappoint her.' There's not an excuse in the world I can offer after seeing what she did; it keeps us all going. Whenever I'm having a bad day, I think about her and say, 'You get out that door right now and start talking to those people. No excuses.'"

*Read more of Bernice's stories on our blog!
(You'll love the one about Social Security!)*



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2. Take a picture of this "tag" image with your mobile device.
3. The application reads the tag, linking you to the site.

Or go to AchieveMagazine.com.

Rewarding Inner Beauty

In the small town of Wenatchee in north central Washington state, a local pageant teaches young women about far more than walking the runway.

“As we built the pageant, we didn’t want it to be about outer beauty,” says Jolene Conat, an Amway IBO who helped establish Nuestra Belleza Latina NCW (Our Latin Beauty) in 2008. “We wanted to focus on beauty that comes from within,” Jolene says. “We wanted to mentor leadership and self-esteem, to teach these young ladies about community involvement and how important they are.”

Along with a handful of other volunteers, Jolene turned a dream about creating positive opportunities for young women into reality.

By keeping the program small, they are able to operate on donations and focus on providing personal mentoring to each contestant. The annual competition includes a talent show, fashion selections, and interview, and results in the crowning of a queen, who receives a \$2,500 scholarship. The other eleven finalists share \$7,500 in scholarships.

“Every penny is brought in by fundraising, donations, and in-kind contributions,” Jolene says. “The community loves this program.”



Young women, ages 18 to 23, are eligible to compete for the scholarships. Their parents are encouraged to be involved every step of the way.

“We want their families to learn that there are many options for their daughters and sisters,” Jolene says.

Along with her husband, Art, Jolene says they have learned valuable lessons from their AMWAY™ business. “We learned how to share our hearts—what we were feeling and our personal enthusiasm for the business,” says Jolene. “In Nuestra Belleza Latina NCW, it is sharing my enthusiasm for the future of these young women. My hope is to help make this program sustainable for the next 50 years.”

IBS 100

Jolene

GOVIA





BOB LANGRISH

Living in Two Worlds

Ruth is what's known as a "TCK" – a third-culture kid. "I wasn't a true American and I wasn't a Nigerian; I was somewhere in between," she says about her childhood in the bush. Growing up in Nigeria, she attended Hillcrest School, an American international school; her schooling there enabled her to bridge the gap between the two cultures and "kept me from being too weirded out about everything," she laughs.

Fast forward ...

After attending college in the U.S., Ruth taught in Nigeria for a few years before returning to Texas where she married her husband, Stu. Their lives were busy raising their two children (Caroline and Paul), growing their new AMWAY™ business, and traveling to Nigeria often to visit and assist Ruth's mother in her work at the orphanage she had founded in 1992.

In 2002, she and Stu decided to return to Nigeria to provide their kids with the experience Ruth had loved. The couple worked as missionaries at Hillcrest School, their kids enjoying the benefits of education in such an environment. The family helped out with the orphanage whenever they could. "Our AMWAY business really supported us; it was our biggest source of income," recalls Ruth.

2010 culture shock

Stu and Ruth returned to the U.S. earlier this year, and are still undergoing a little culture shock. "The biggest difference I see is the level at which Americans rely on technology, living so much of our lives online rather than face to face. I feel there's some danger of losing human contact. And that's why we appreciate the AMWAY business. It's still all about personal connections, about community. We picked up with our Amway friends as if we'd never been gone."

Ruth is back teaching and Stu is working to raise awareness and funds for the orphanage—focusing on food, medicine, education, and U.S. adoptions.

"You see the world as a bigger place, and realize that not everyone lives like people do in the U.S.," says IBO Ruth Carlson, a third-generation missionary.



WEAVER

Carolyn

IBO since 1970 | Emerald

Upbeat Grandmother Keeps Smiling

No excuses. Despite living with Parkinson's disease for 11 years, Carolyn Weaver is going strong. In addition to working full time as a marketing rep, she educates people about her disease, advocates for research funding, and recruits participants through her work with Parkinson's Disease Foundation's Clinical Research Learning Institute for clinical trials to help find a cure.

Instead of using her diagnosis as an excuse to do less, she uses it as motivation to do more. And through it all, she keeps on smiling.

"When I was first diagnosed, my doctor said having a positive attitude could really help," Carolyn says. "I said, 'Gosh, that's going to be easy for me!'"

Carolyn first learned about the power of positive when she started her AMWAY™ business at age 19. After her marriage, she and her husband continued to build the business together. "Being around such positive people was a real life changer for us," she recalls. "We learned how to be upbeat and optimistic."

It's not always easy. All day every day, Carolyn must cope with constant muscle "freezing" that makes her feel as though her feet are glued to the ground. "My granddaughter, Olivia, has learned how to get me going again," Carolyn says.

Helping find a cure

In 2008, Carolyn first started participating in clinical

trials. "You have a whole team focused on you, so you learn a lot about your own disease and what you're capable of," Carolyn says. "The more I learned, the easier it was to cope."

That experience led her to become a Parkinson's educator and advocate. She works nationally and regionally, talking to support groups and encouraging others to get involved. "It's incredible what Carolyn has accomplished in educating people about research," says Debby Orloff, COE of Michigan Parkinson Foundation. "She has made a huge impact."

"I really believe that my attitude and success in life comes directly from our AMWAY business. It taught me so much about staying positive."

Last year, Carolyn began working with the National Institute of Health in Bethesda, Maryland, on a clinical research project. "I invited their staff to come to Michigan and talk to some groups here to find more people to sign up," she says. "They did, and they ended up registering 43 people!"

For Carolyn, living with Parkinson's disease has helped her become the impressive woman she is today. "It's been a wonderful journey," she says. "That's for sure."

DARDEN

Ruby

IBO since 1986



Home-schooling for 900

Back in 1996, Ruby Darden heard a woman give a talk about the benefits of home-schooling her children. “I thought I might like to do that, too,” recalls Ruby. And that became a life-changing moment, not only for her, but for the nearly 900 kids she helped get through high school over the next 14 years.

She became licensed to home-school her own children – two sons and her daughter – and enjoyed it. Then one day Ruby’s sister called about her son, a high school student who was short a few credits to graduate. “There were a lot of kids like that, who needed two or three credits,” explains Ruby. “And at the time, the drop-out rate in North Carolina was very high. They didn’t know what to do with these kids; so the school gave me permission to teach them.”

Ruby taught everything from English to math to Spanish to help the students get their required credits. One summer, she had to schedule classes in two-hour sessions every day from 9 a.m. to 4 p.m. because so many students needed her help.

Listening and learning

The kids learned, and she did too. “I never realized kids had so many problems,” she says. “They wouldn’t talk to their parents, but they would talk to me. I’d listen to them, and I treated them like they were my own.”

She recalls one boy in particular who faced significant challenges. “He was very rebellious and was about to join a gang. He gave me a hard time, but I gave him a hard time right back, and somehow we connected,” Ruby says. “Well, not only did he graduate, he became president of the student body at our community college, and from there went on to the University of North Carolina. He graduated this year.”

Ruby has slowed down in recent years, but her concern for kids is as strong as ever. “Today’s kids are even more troubled, and the drop-out situation has gotten even worse,” she says. “It’s going to take a lot more than one person to turn it around.”

Still, she draws a lot of satisfaction from her past work. “It’s rare that I can go out and not see one of my former students,” she smiles.

Ruby charged the kids a nominal fee for her services because “most of them had part-time jobs, and I figured they’d be more likely to stick with it if they made the investment,” she states.

Christine BARROWS

IBO since 2006 | Sapphire



Winning the Game...of Life

As a star collegiate basketball player from Edmonton, Alberta, in Canada, Christine Barrows planned to move overseas after graduation and go pro. But an injury completely erased her hopes for a career as a professional athlete. After graduating with a degree in psychology, she struggled to overcome the loss of her dream.

"For the first time in my life, I felt average, and I hated that," Christine says. "I needed something." She struggled for months, and finally accepted a consulting job.

Then, real opportunity showed up.

"I ran into a fellow basketball player from our [university] men's team. He told me about Amway," she says. "I thought this would be something to give me that winning feeling back."

Today, Christine admits she knew very little about what she was getting into. Still, her enthusiasm generated lots of initial interest, which fueled her success. "I'm a really excited person and found it easy to get others to feel the same way," Christine says. "The relationships and leadership experiences I had developed in sports and work helped too. I finally felt like I was achieving something again!"

But just a year and a half later, Christine faced a disheartening truth: "I was living in competitive mode, trying to apply my athletic training to my business—I must be the biggest and the best, the fastest," she says. "But by now, I had lost a lot of my initial business."

Christine found inspiration from upline coaches. "I had a lot to learn, but they helped me switch my thinking to a different approach," she says.

She refocused her business efforts and began to see the business not as a competition but as a foundation of people, products, and relationships. With her mentors' help, she started again.

"It's 100% different now," she says. "It's about meeting people and putting the emphasis on relationships."

She still sets goals but realizes that relationships come first, and it's essential to meet people where they are. "If you take the time prior to sponsoring someone to see if they have a work ethic, a dream, and are accountable, that ends the revolving door," she says.

With the guidance of upline mentors Dean and Marcie Whalen and Mike and Brandi Wagner, Christine's new "training" approach has paid off. A Sapphire and growing, she is totally focused on her AMWAY™ business ... with her new husband, Jayson, on board.

She says she has her upline to thank for him, too.

"One day, Brandi called and said, 'I think I just met your future husband,'" Christine recalls. "We went out and we knew it was meant to be."

"We're very excited about working together and have lots of goals," Christine says. "We are passionate about our families and we want to just give and give and give!"

"I would never be married, free, and have my faith, if not for the people who reached out and really wanted to be part of my life," she says. "That changed everything."



Khris

IBO since 2000 | Platinum

Going the Distance

When Khris Nedam invited guest speakers to her classroom in Michigan, she wanted to expand the world-view of her students.

The visit from one speaker back in 1998 who told them about life for kids in war-torn Afghanistan did more than simply broaden their view ... it fired them up.

"They were moved and wanted to help," Khris says. "They wanted to provide something that lasted, and decided a school would be a good idea."

While their determination was touching, Khris knew that they faced a mountain of obstacles. Khris, who had once served as a teacher in Afghanistan, worked with her guest speaker to identify a rural village that had been without formal education for 20 years. Despite receiving permission from village leaders, political opposition remained.

"Almost everyone said no to us," Khris says. "But the kids were determined, and I was going to do everything I could to help them succeed."

Kids 4 Afghan Kids was born. To help generate extra income for the adopted village, Khris became an Amway IBO and launched multiple fundraisers.

"For fundraising, we sold henna painting kits, t-shirts, books, and snacks after school," Khris says. "We did lots

of can collections with XS® Energy Drinks and soda cans. With one of our can collections, we bought 18 sheep for the village," she says. "One sheep cost 1,200 cans. Those are projects I want them to be able to focus on."

But they didn't stop there. "The kids went to Rotary groups, colleges, and universities," she says. "I would introduce our philanthropic program and my 8-year-old students would give the presentation." With Khris organizing and overseeing, her students raised \$110,000 for the school.

"We thought we'd have 150 kids starting at our school. We had 360," she says. Today, 1,200 students attend, with a waiting list of 2,500.

After the school, the students added a health clinic, a deep well to bring clean water to the drought-stricken village, and even added a bakery. It wasn't always easy, and there have been devastating moments along the way.

Twelve years later, the village supported by Khris and her students is a model project cited in areas throughout Afghanistan.

"We still support the village today," Khris said. "Today my goal for my AMWAY™ business is to grow it to the point that I can completely support the operating expenses."

Amway

HERO

Awards

LEADERSHIP

DETERMINATION

GENEROSITY

PATRIOTISM

*What
makes a hero?*

Here, we profile the four
inaugural winners of Amway Hero
Awards, four amazing individuals who
exemplify leadership, determination,
generosity, and patriotism. May
their stories of strength,
courage, resilience, and
service inspire you.



"My friends helped me
open my potential.
They worked with me like
Mama with a baby."

~ Valeriy Solodyankin

Valeriy Solodyankin Leadership Award



A Spark of Freedom Ignites Flames of Opportunity

Valeriy Solodyankin had a wife, six kids age 10 and under, and \$100 in his pocket when he came to a new land in November 1991. He didn't know the language, he struggled to find work. But life in the United States was still far better than the one they'd left behind in Siberia.

"I was from the Soviet Union, the opposite world," he says. "America was the No. 1 enemy. You could not work for yourself."

Having survived – and thrived – the 50-year-old Russian immigrant knows it is his duty, his calling, to lead others to do the same.

Valeriy Solodyankin, who now lives in Mint Hill, North Carolina, has been recognized with the inaugural Amway Hero Award for Leadership.

He laughs when asked if he is a leader. "I don't know! I make lots of mistakes, like everybody else. But there's something inside of me – I promise myself to do my best, to be a good example to the Slavic people."

As an Amway Independent Business Owner with his wife, Nadia, Valeriy works primarily with others who've relocated to start over.

He talks to those – Slavic, Latino, Korean, and Chinese – who seek a better life. "I tell them to open their hearts and look around, there are great opportunities. For us, it was a big decision. What I saw was a different story than I expected."

The transition to America was not easy for Valeriy and his family. Because he knew how to build houses, he worked in construction for several years.

"I am a Christian and in the Soviet Union, we were number two. Christians had no good education, no good job. We were nothing. Pastors told us if we were poor, we were holy. If you had money, you could not be holy.

"Now I'm free. Money is just a tool to me. With money I can help more."

According to Valeriy, three things have made him the successful man he's become: his faith in God, his friends and mentors, and most of all, his wife. "She said, I will be with you all the time. Without her, I can't do this."

He also gives credit – and gratitude – to friends and mentors who helped him and his family "in so many ways." Now he passes that help along, serving as a guide to leading those whose struggles he understands.

"I must help them. My friends helped me open my potential. They worked with me like Mama with a baby. They gave me the challenge. It was my turning point.

"So I want to be a personal example. You can't push people, only pull people behind you. You must do the first step, let others see. Lead by example, the only way to be successful."

And when things get tough? "Don't sit on the couch and cry. Just go forward."

Josh Kennison determination Award



You Can Choose to Succeed

For Josh Kennison, obstacles are but a minor inconvenience. He's been trouncing them all his life.

Josh, 21, gives motivational speeches about how working hard and staying positive are the tools for success. A former high school athlete, he spends his days coaching soccer and training for the Paralympic Games in 2012 or 2016.

Oh, and one more thing: Josh was born without feet and without arms below the elbows. A minor inconvenience.

Because for Josh Kennison, the recipient of the inaugural Amway Hero Award for Determination, it's all about what you put into life.



"You can do anything you put your mind to," he says. "It's all about mind-set. If it's negative, you'll never be successful. Nothing positive will come out of your life."

Josh played soccer in high school and competed in several events in track. He even played football – as a kicker – for a few months.

"Pretty much, when I decide to do something and can't do it, I don't quit," says Josh, who lives on his own in South Paris, Maine. "I always try something until I'm successful."

And when it gets too hard? "I never really sat down and thought about that. It's just the way I am."

Josh did have some low moments as a kid, when he wondered why he had to be different.

"I was not really happy as a kid, but I realized I had to turn that attitude around. You only live once, and if you're not happy, you make the people around you unhappy. I was just accepting my life." Josh's family includes his mom and dad and three siblings. "My mom, Louanne Rainey, was there a lot for me."

With the help of his family and his faith, Josh keeps pushing forward. "I just accepted Christ as Lord and Savior a little more than a year ago," he says. "That helps me remember that life will not always be easy, but I can make it and help others along the way."

Josh recently participated in the 11th Annual UCO Endeavor Games in Oklahoma City, Oklahoma. He ran the 100 m dash in 12.7 seconds, the 200 m run in 27.29 seconds, and competed in the high jump. Participating in these games requires a lot of training and commitment, which Josh relishes.

He loves being able to show people they "can do anything" no matter who they are. His ultimate goal, beyond winning competitions, is to provide hope and inspire as many people's lives as he can. Josh has

his sights set on making the U.S. Paralympic Team and is training five days per week on top of his other commitments. When asked what he thinks his chances are for making the team, Josh responds with, "I'm very confident."



His days are full with coaching, training, and speaking. He enjoys speaking to all age groups – "I can talk to anyone!" – but Josh most appreciates talking to junior and senior high school students.

"That's the time of their life when they're looking for motivation and inspiration. I tell them 'can't' isn't in my vocabulary. You have to say, yes, if I'm not successful today, I'll try tomorrow."

About what you'd expect from a man of determination.

"The definition of hero must include Josh. With no hands, he texts and plays basketball and soccer. With no feet, he runs and drives a car with normal pedals. With a partial tongue he speaks to students in assemblies."

~ Don and Mary Winckler



Beverly Sallee Ophoff generosity Award



Striking a Chord Worldwide

Beverly Sallee Ophoff never considered any particular place as home. Her father's job meant moves every 18 months. As an adult, she moved every two years.

So call her Citizen of the World. As a woman who gave up a doctorate to be able to give to others, it would be music to her professionally trained ears.

"I've done so much more for people than I could have done as a teacher," says Beverly.

Beverly Sallee Ophoff, now settled in Oregon, has been given the inaugural Amway Hero Award for Generosity.

She's made it her life's work to show others how to



be successful, and then give back. She teaches how to make money, and then challenges them to give it away. Beverly is not asking anyone to do something she doesn't. "I define myself as someone who earns money to give money away." She repeats to all who'll listen that giving money away brings "rewards you can never imagine."

Beverly, an Amway Independent Business Owner since 1982, has spread her message from Mexico to India to China to Malaysia.

She visited India six times the first year Amway opened that market. Beverly started a program to teach Indian women English. She also taught them to sell NUTRILITE® Protein Powder. "These were women that used to carry rocks, and now they are proud to be selling NUTRILITE products, they have money in their pockets, and they're learning English. It is just a victory to see those women." Beverly shares that one of her proudest moments has been "watching the people of India learn the idea of charity, to watch them change their attitudes, and gain hope."

Beverly can relate to being poor. At one time she struggled financially as she taught piano and directed choirs while raising her two adopted children. Being a poor musician struck a chord that would impact the rest of her life.

At one point, she made a tough choice, opting not to go for a doctorate in music and, instead, pursue her Amway™ business. "I realized I could further a lot of other people's music abilities, instead of pursuing my own."

"That was hard," she says. "But I saw how to make a bigger difference."

For 25 years, she has provided scholarships for musicians, including young music students from overseas, to attend the annual Oregon Bach Music

Festival in Eugene. She believes she's impacted far more people than if she'd taken a job at a college.

"You have to be bigger than yourself, to challenge yourself. What are you doing to make yourself or the world better?"



"We only need a bed so soft; we don't need bigger cars. We have to go beyond that. Everybody can do something."

Her current cause is raising awareness of human trafficking in the U.S.

"Nobody believes this is happening," she says of the minors who are kidnapped and forced into prostitution. "I'm trying to challenge successful businesswomen to get involved in stopping this."

Meanwhile, Beverly has found a more permanent home – with her new husband, Arthur, whom she married last December. "I have a new life with him," she says.

"I
nominated
Bev because
she has overcome
tremendous odds to
accomplish her goals.
Her humanitarian efforts are
remarkable. Bev is truly my hero!"

~ LaDonna Latham

Jeremy Wojdan patriotism Award



A Journey of Service Is a Way of Life

Jeremy Wojdan met his wife-to-be, Kristen, on July 4. They married the following year, on July 4.

While everyone likes a good party, America's Independence Day means more to Jeremy than just fireworks and waving the flag. It's about a country he loves and wants to make better.

Jeremy Wojdan, of Gaithersburg, Maryland, has been named the recipient of the inaugural Amway Hero Award for Patriotism.



"We won't ever fully understand how our Founding Fathers put it all in place for us to live in a free country. Look at the many gifts people have, look at this phenomenal country we live in. Let's go out and make it better today. Let's continue to make sacrifices and serve people," says Jeremy, 32. Flags and other patriotic décor are proudly displayed in the Wojdan home and show what is really important to Jeremy, Kristen, and their toddler daughter.

A police officer since 2000, Jeremy currently works for the Montgomery County police department. "I always enjoyed helping people. As a police officer, I wanted to make a difference."

His work as a school reserve officer earned him accolades for making an impact on students. "It's awesome when a student will come up and say thanks for something I did three years ago," he says. "There's no better feeling than doing what I've been called to do." Jeremy and Kristen, an educator, started a junior leadership program at the middle school level. "She designed the curriculum," says Jeremy, "and I implemented."

Jeremy's attitude hasn't always been pointed in such a positive direction. "Years ago, it was all about me – hey, look at me," he says. "That's really quite different than now."

Contact with Amway Independent Business Owners in his community began to open his eyes to a different way and he became an IBO. "I saw a common thread of truth and principle. I loved it."

His personal life got a jump-start too when he had a profound faith awakening.

"I realized I didn't have to do all the dumb stuff I'd done before. I wanted to become a better person. I know where I've come from and what a difference my Lord and

Savior Jesus Christ has made."

He feels a strong responsibility to make the world better.

"When you walk with principles, you don't walk alone. You take the gifts and abilities God has given and pour them into other people's lives.

"Most people want to make this world a better place. When you see something you can do, it's your duty, your responsibility, to do it.

"It's what makes life awesome."



"I nominated Jeremy because of how dedicated and hard working he is. He is extremely humble about the impact he makes in the community and this was just one way to shine the light in his direction for all that he does."

~ Sara Servey



honorable

Mentions



John Damato

As a member of the National Guard, John Damato served in Iraq as well as in New York City, where he patrolled subways for possible terrorist attacks after the tragic events of September 11, 2001.

As an IBO, the resident of Leavittown, N.Y., has been selected as an Amway Hero Award honorable mention.

"When 9/11 happened, I felt like I was doing my duty," Damato says. "When I

was asked to go overseas, I didn't mind."

He says his most rewarding moment was when he and his entire Guard unit returned home alive from Iraq.

Now retired from the military, he started his own AMWAY™ business in November 2007 to help supplement his income from his job at the Nassau County (N.Y.) Department of Public Works.

Terry Felber

For Terry Felber, it's all about serving God.

Felber, an honorable mention for an Amway Hero Award, says he lives his life to spread the gospel of Jesus Christ.

"I'm committed to life being not about me at all but 100% about God," says the southwest Florida resident.

Being an Amway IBO has given Felber the freedom to take his ministry to some of the poorest places in the world, where he has helped formulate business-

development plans, worked to end human trafficking, and given out food to the needy. In the United States, he has preached in jails to convert inmates to Christianity.

"It's giving me the ability to connect with large numbers of people in every way and make a difference in their life for the good," he says about his AMWAY business. "It's the epitome of what I call 'marketplace ministry.'"



Em Jones

Em Jones served 33 years in the Navy and the Navy Reserve. After retiring as a captain, he decided to helm his own AMWAY business, donating much of his profit to various charities.

His military service and philosophy of giving helped the Ocala, Florida, resident to earn an honorable mention for an Amway Hero Award.

Jones says his greatest strength as an IBO has been bringing other people into the business. "I am fairly easy to talk to, I think," he says.

Jones' wife helped underprivileged children learn to read. A lot of the money he earned as an IBO was donated to cover the cost of their materials. "They needed it," he says.



Eddie DelValle

To call Eddie DelValle an overachiever is an understatement.

DelValle, an IBO who lives in Orlando, Florida, has earned three doctorates and a master's degree in addition to a bachelor's degree. Besides running his AMWAY™ business, he works as a juvenile crime-prevention counselor for Seminole, Orange, and Osceola counties in central Florida. He is a licensed minister and marriage counselor.

He also founded TBC Productions, a multifaceted organization that offers programs in education, wellness, personal development, community service, mentoring, and sports.



DelValle's latest accomplishment is being selected as an honorable mention for an Amway Hero Award.

"I'm definitely a people person with what they say is a servant's heart," he says. "That's something I have a passion for – helping people to grow and change."

Amway

HERO

awards 2011

AS AN AMWAY IBO, YOU ARE HEROIC
IN MANY WAYS.

You work on improving yourself every day.

You focus on helping others achieve success.

You demonstrate loyalty to your community and country.

You give your time and resources to improve the world.

To recognize and reward IBOs who excel in these areas, Amway is searching for 2011 Amway Heroes in North America.

In the next issue of *ACHIEVE*® magazine we will provide information and guidelines for nominating a Hero for awards in four categories:

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

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

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

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

Emerald

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



Aiyadurai & Kirubhamalar Kanesananthan | Ontario

Living the dream: Kanes (Aiyadurai) and Kiruba find comfort in knowing there's no limit to what they're able to accomplish in their AMWAY™ business. "We're building a sustainable business. Our finances and our confidence are growing. We're happy that we have no concerns about paying for our daughters' college educations," says Kanes.

Looking to the future: "Next year will be our Diamond year," says Kiruba. She continues, "When Kanes and I set our minds on a goal, you can be sure we will make it happen. People are counting on us." Right now, taking their business (and downline IBOs) to the next level is their biggest priority.



Raj & Sunitha Nambiar | Texas

Living the dream: Not only did Raj and Sunitha meet as Amway business owners, they also discovered an "extended family" in those with whom they share the business. "We know we are helping to make a difference in people's lives," says Raj, a business strategist.

Looking to the future: "We're looking forward to spending more time with our parents (who live in India) and also starting a family," says Sunitha, a speech pathologist. She dreams of someday using her skills to help disadvantaged children in their former homeland.



Ignacio & Carmelita Ramirez | Arizona

Living the dream: Seven years ago, Ignacio (Nacio) and Carmelita Ramirez were working as truck drivers. When that business faltered, Nacio found new work in a lumberyard. A co-worker at his new job introduced him to the AMWAY business. Looking back, Nacio remembers his excitement about getting started in the business and that, "Everybody made fun" of my enthusiasm. Today, as successful and growing Amway IBOs, Nacio and Carmelita live a purposeful and joyful life. Nacio says, "Now, they say, 'We knew you could do it.'" Carmelita adds, "I had two sisters who took care of me. Now, I take care of them."

Looking to the future: For Nacio, the memory of his mother and his love for his wife and kids fuel his dreams for the future. He says, "We are running hard for great reasons. Providing for our family is where our dream was born. Our hard work will be rewarded."



Kym & Gary Reck | Pennsylvania

Living the dream: Kym Reck believes that a lifestyle to aspire to is one where you "have time and money, not just money. As we've gotten older, we've notice that qualities like humbleness and integrity are not the norm outside of the AMWAY business." Gary adds, "It's great helping people take control of their lives. Seeing young people learn about themselves instills leadership. This can impact the future of our country."

Looking to the future: Gary says, "Founders Diamond is our goal." Kym adds, "We have two boys, Logan (12) and Chase (9). The world is uncertain and scary. Our AMWAY business gives our family security and a legacy. We can empower the next generation to become true leaders and embody a better way of life."



Harish & Hira Panth | Virginia

Living the dream: Harish and Hira Panth believe that the AMWAY™ business opportunity has delivered what the traditional workplace could never offer them. Harish says, “We both have multiple degrees. I was a workaholic, yet we could not get where we wanted to go.” He reflects, “Now, I have the personal growth and success I wanted.” Hira adds, “And we have so much more family time—enjoying our favorite restaurants, movies, and travel. We want this for others.”

Looking to the future: Harish says, “Beyond financial freedom and reaching many people, we have a heart for young people. They need to be understood and accepted.” Harish believes, “We give hope. Success comes from a true commitment to each person, and selling and sharing the benefits of the products. We don’t expect perfect people. Our satisfaction comes from seeing everyone become their best.”

Sapphire

Achieving Sapphire exhibits dedication to building a sustainable balanced business and mentoring others to do the same.

*Not pictured



Craig Clickner & Carolyn* Bohlig
Missouri



Enrique & Juanita Garcia
Illinois



Jitu & Neelam Gowda
Massachusetts



Courtney & Grant Kalnins
Pennsylvania



Adrian Lomeli
North Carolina



Ines Guevara & Pedro Lopez
California



Gisela & Alejandro Manzano
New Jersey



Judith Gonzalez & Reinel Martin
Florida



Carmen & Pedro Martinez
Illinois



Marcelino & Maria* Mateo
New York



Mario & Maria Elena Mendoza
California



Mauricio Montesino Vazquez
New Jersey



Dennis & Danielle Nafte
New York



Fernando & Sandra Obregon
Florida



Minji & Keesoo Pak
Michigan



Johana & Heraclio Puentes
Texas



Olga Marina Alvarez & Jose Omar Reyes
Virginia



Francisco & Dinora Rivera
Illinois



Eduardo Rosales & Isa Borrero
Florida



Vidyadhar & Sreerama Tatipamula
Texas



Robin & Sam Turnipseed
Georgia



Siriaco & Mercedes Vargas
California



Yang & Joseph Yoo
California

Ruby

Attaining Ruby reflects a strategic investment in time and effort to produce significant financial rewards.

*Not pictured



Anastacia Ramirez & Carlos Blas
New York



Fernando Vargas & Reina Bonilla
Maryland



William & Shana* Faudel
Illinois



Esperanza Hernandez & Flavio Hernandez Mendez
Florida



Vicente & Erica Jimenez
California



Carlos & Rosy Landa
Illinois



Loong & Luke Leung
California



Martina & Taurino Marcelino
Iowa



Martha Mendoza & Gabriel Martinez
California



Marcelino & Maria* Mateo
New York



Kyung Park
Texas



Roberto Romero & Damaris* Colon
Rhode Island

Platinum

Sponsors in italics

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

*Not pictured



Dinorah & Alfredo Abreu
Dominican Republic
Guillermo Pumarol



Luz Elva Acosta Lozano
Texas
Jose Caicedo & Matilde Valdez



Jose Guadalupe Aguilar
Texas
Francisco Torres



Meeta & Naresh Ahlowalia
Virginia
Harish & Hira Panth



Martires & Augusto Alcantara
New York
Jackie Tejada



Claudia Lepe & Valentin Alcaraz
Oregon
Celia Rojas & Cesar Jaimes



Ruth & Jim Alcorn
Washington
Julio Garcia



Donia & Bazil Alexandre
Connecticut
Junie Pierre Docteur & Garnot Docteur



Fariza & Iftikar Ali
California
Harsh & Seema Patel



Ana & Daniel Andrade
Texas
Carlos Leyva



**Miguel Anguel Perez Pacheco
& Ana Antonio Perez**
North Carolina
Manuel Ruiz & Olga Guevara



Carmen Cedeno & Gabriel Arellano
Indiana
Eliseo & Maria Ruiz



Virginia Garcia & Armando Arias
Dominican Republic
Jose Nunez & Dolores Ramirez



Susan Barrous & William Arnaud
Dominican Republic
Ivan Amaya & Jannelle Garcia Dubus



Ramona Ayala
Illinois
Elias Ramirez & Adriana Florido



Sonali Deshpande & Parag Bhalerao
Pennsylvania
Milind & Girija Bendigeri



Kathy & George Blackmore
North Carolina
Brian Blackmore



Anastacia Ramirez & Carlos Blas
New York
Juan & Margarita Ramos



Idalys Santiago Torres & Jose Luis Blondet Estrada
Puerto Rico
Hector Luis Aponte Torres & Sari Noemi Delgado



Ashley & Shay Bradley
Minnesota
Mitchel & Janelle Erickson



Michelle & Robindra Bujhawan
Trinidad
Chandrika & Nisha Ramkeesoon



Bertha & Noe Calderon
California
Jesus Torres



Orestes & Marlen* Cardosa
Florida
Roberto Hernandez & Juana Gonzalez



Vicky & Colin Carmody
New York
Dayna & Vincent Pappalardo



Doris Rosario & Biensito Castillo
Dominican Republic
Jose Pantaleon & Leyda Campos



Nicolas Reyes Castro & Claudia Mejia
Virginia
Raul Landaverde & Lidia Margarita Castaneda



Maria & Carlos Ceballos
Texas
Mauricio & Maria Delgado



Aliana & Cesar Ceballos
Illinois
Zulma Bautista & Jose Mayorga



Sara & Richard Chandler
Alabama
John & Kathy Medley



Thai Chang Loy* & Low Yoke Keong
New York
Moy Siatyee & Kim-Hock Wong



Jose Antonio & Maria Chavez
Colorado
Alberto & Karina Ovalle



Angelica Lobatos & Gerardo Chavez
Colorado
Jose Elias Juarez Roque & Dulce Juarez



Shu-Jen Chen
Nevada
Lina & Colleen Carroll



Janice Chen
Ontario
Wei Chi



Daniel Chiu
California
Barry Chi & Holly Chen



Tristan DH Choi
Alberta
Jun Ho Moon



Rita Chui
Texas
Cindy Khor



Maria & Samuel Rosario Contreras
Wisconsin
Daniel & Ofelia Franco



Omar Coronado
Illinois
Julio Chavez



Sonia Rodriguez & Cesar Cotes
New Jersey
Luis Vicioso & Claudia Gil



Candice & Phil Cox
British Columbia
Esmon & Mari Anne Emmons



Aimee Cruz & Mel Sim
New York
Dayna & Vincent Pappalardo



Mostafa A Easa
New Jersey
Naresh & Vinod Bhandari



Paco & Noemi Esquivel
Michigan
Enrique & Isabel Mota



Guylaine Rousseau & Fabrice Ferrero
Quebec
Hugo Jobin & Nancy Dube



Luz & Luis Florian
Dominican Republic
Basilio Guzman & Thanya Pena



Zachary & Michelle Fox
Illinois
Gregory & Jacqueline Francis



Jose Francis & Andrea Mejia*
Dominican Republic
Ernesto & Gertrudi Espinosa



Isabelle Gadbois
Quebec
Christian Vachon & Stephanie Leblanc



Yolanta & Witold Galczak
California
Zbigniew & Sophia Rek



Guadalupe & Fransisco Gallegos
Texas
Roberto & Maria Gallegos



Sujani Ganeshanantham
Ontario
Aiyadurai & Kirubhamalar Kanesanantham



Victoria Gomez & German Santos
Illinois
Pablo Gomez



Araceli & Arturo Gomez
California
Jose & Maria Padilla



Dulce Guerrero Gonzalez & Juan Gonzalez
New Jersey
Luis Peralta & Teofila Ventura



Karla & Francisco Salgado
New York
Miriam De La Cruz



Guadalupe Chavez Portillo & Juan Gonzalez Bustillos

Colorado
Ysmael Gonzalez & Blanca Diaz-Gonzalez



Jacinta & Paget Graham

Antigua
Chryst-Anne & Colin Ambrose



Elisa & Jireh Graham

Antigua
Paget & Jacinta Graham



Svetlana & Iurie Grama

California
Gen & Alla Veret



Xiao Zhuang & Hua Qin Guo

British Columbia
Fay Zhao



Shobana Balasubramanian & Karthik Gurumurthy

California
Shekhar & Ashita Singh



Teresa & Paulino Hernandez

New Jersey
Manuel & Zulema Then



Maria Esther Fermin & Juan Carlos Hernandez

Florida
Maurilio Hernandez & Maria Perez



Margarito Hernandez

California
Isaias Valdez & Mirna Orduno



Juan Eduardo Herrera Escobar & Ester Escobar

Virginia
Jose Omar Reyes & Olga Marina Alvarez



Li Q Hong

Texas
Rita Chui



Su-Yun Hsu & Yu-Wen Hu

Texas
Judy & Hsin-Tsung Hsi



Erika & Eric Hunter

Washington
Christopher Ross



Irma & Saul Ibarra

California
Antonio & Maria Rosario Medina



Lailani & Orlando Inocentes

Ontario
Nenita Aranas



Juan Interiano & Reyna Calderon

Massachusetts
Hugo & Eloisa Ruiz



Hilda Jacobo

California
Irma Pargas & Maria Jacobo



Agustina & Rafael Javier

New York
Alexi & Danna Diaz



PJ Jawanda

Ontario
Jeyakumar Selvarajah & Kausika Jeyakumar



Shehnaz & Tehmuresp Jijina

Ontario
Muhammed Masood & Farah Aamir



Judith Jimenez
Dominican Republic
Miguel Alberto Jimenez Penson



Doris Jimenez
New York
Michael & Dayna Monaco



Kshitija & Harsha Kalavapalli
New Jersey
Varudhini & Sreeranga Kalavapalli



Snehal & Bhupen Kalyani
Virginia
Sashikumar Pillai & Sujata Sashikumar



Pooja & Rahul Kapoor
Illinois
Atul & Vasanti Shah



Anny Kong
New York
Hye Jin Jun & Kwan Hur



Ramani Adimulam & Adimulam Suresh Kumar
California
Arun & Nupura Tewathia



Tina & Rich Lahey
New York
Benjamin Myers



Marco & Brenda Landaverde
Massachusetts
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Ramona Villegas and Jose Villa

Young Hee Won and Jay.C Kim

Meixing Wu and Rita Lin

Na Lee and Seng Yang

Peter Young and Sungshin Youn
Erika Zeballos
Xin Zhan
Ming Zhang
Wu Zheng
Edis Zurita and Odalys Ortega

SEPTEMBER QUALIFIERS

Marilyn Abreu
Florentino Abundis
Jason Albertson
Noemi Almanzar Garcia and Vicente Fernandez
Rosalba Almazan
Joshua and Krista Anderson
David and Annette Asmus
Adolfo Ayala
Stephan Azab
Obel Batista Ramos
Melquiades Bautista and Camelia Parra
Pedro Beltran and Sabina De Paula
Elisabeth Ben Rasco
Reagan and Carey Bender
Lorena Bonilla
R Daniel and Shelly Bowman
Katty Brea Brazoban and Narciso Zorrilla Mena
Guillermo Cabral and Maria Gonzalez
Richard Cabreja
Sachenka Cabrera
Juvenal and Enemia Calvillo
Ernesto Carias Ferreira and Sabrina Santana De Jesus
Juan Miguel Carrasco and Alexandra Reyes
Carlos and Adaluz Cartagena
Sionilda Castillo and Marcos Minyety
Saul and Olga Castillo
Petriz Castro
Cele Castro and Armando Arias
Juana Cepeda
Eleises Cepero
Yvonne and Anthony Chan
Kathy Chang and Michael Chung
KC Chattadi and Pressi Nayanar
Hilda Chavez Figueroa
Georggette Chaviano and Ivan Socarras
Chen Xi Chen and Jian Guan
Hyun Chung and Jackson Liu
Nick Cox
Leobardo Cuahtepzi and Rocio Corte
Niurka Cuevas and Luis Vidal
Ricardo and Lisa Duarte
Maria P Escalante
Evaristo Espinal and Jacinta Tavaréz

Francisca Espinal and Viterbo Torres
Patricio Espino
Eduardo Espino and Erika Oregon
Marlen Exposito Quintana
Miguel Fermin and Lisette Polanco
Marcelo and Nelly Flores
Nelson Flores and Nolvía Garcia
Zachary and Michelle Fox
Javier Raul Fraga and Annia Osorio
David and Angela Franklin
Obed Galindo and Vianey Romero
Olga Lidia Garcia
Edwin Garcia and Faustina Rodriguez
Yamile Garcia and Leonel Vera
Francisca Garcia
Altagracia Garcia Guzman and Rafael Tapia
Jessica and Franklin Garza
Mauricio Gomez and Esperanza Solis
Maria and Antonio Gonzalez
Martha Miriam Gonzalez and Jorge Torres
Mireya Gonzalez and Alejandro Narbona
Alberto and Carmen Grullon
Jeannidalia Grullon
Enmanuel Guillen and Anni Sanchez
Guoyunnan Guo
Justina Guzman and Isidro Jimenez
Marleny Guzman Portillo and Fredy Garcia Portillo
Julian Hall
Xiangyun He
Francisco Hernandez and Elizabeth Valdez
Elvia and Jose Hernandez
Yrma Herrera and Jose Manuel Diaz
Maria Herrera
Jose Herrera and Myrna Argumedo
Justin Hoffman
Felix S and Rosa Holguin Cruz
Drew Jahnke
Ankit and Shelley Jain
Chris and Laurel Johnson
Juana Jon
Hyunsik Jung and Eunjin Jung-Yu
Hye Kang and John Lee
Ye Ja and Chul Ho Kim
Sean and Sean Kleeman
Katerine Laurencio and Daineri Marin
Claire and Nathan Leech
Luo Liang and Wei Lu
Daly Linares and Duviel Perez
Yudy Lizardo Sanchez and Hector Perez Fernandez
Yolanni Lopez and Franklin Paniagua

Domingo Lopez
Cecilia Lopez and Juan Tobar
Rosario Lopez
Yaquelin Lora
Aaron Maldonado and Elda Perez Solorzano
Rocio Marte Portes and Jose Ramon Paulino Rosario
Reinel Martin and Judith Gonzalez
Gerardo Martinez
Norberta I and Selene Martinez
William Massie and Holly Richard
Omar and y Estela Matamoros
Kayla McCarter
Pablo R Medina and Rosilvania Sanchez
Robert Mejia and Miguelina Plasencia
Cecia Damary and Ramon Yasir Melendez
Humberto Mendoza and Petra Antunez
Ana Meregildo and Durandis Rodriguez
Isalia Miranda and Gerardo Martinez
Joe Moffett
Margarito and Gabriela Mondragon
Ramon Montero and Julia Maria Santiago
Cesar and Maria Montes De Oca
Mercedes Moreno and Elpidio Negrete
Clara Munoz
Mike Myers
Vanina and Bruce Nakaoka
Alejandro Narbona and Yanelis Leyva
Daniel Neri and Alma Diaz
Nghi Ngo and Hongphuong Doan
Francisco Novas and Beata Florian
Raymi Nunez Espino
Carmen Alexandra Nunez Torres and Angel Luis Bueno Pena
Adriel Oliva and Maira Borges
Franklin Olivo
Louis Ong
Juan Jose Ortiz and Pilar Peralta Ortiz
Vanessa Ortiz-Abril
Brian and Sarah Palmer
Adela and Martin Palomares
Hardik and Hetal Parikh
Sandhya and Shailesh Patel
Mark and Jennifer Pearson
Yojana Peralta
Madayi Perez and Daniel Ozuna
Pedro Pablo Perez Perez and Antia Ninoska Beato
Domingo Perez Vallejo and Maria M Perez
Iris Jacqueline Pimentel and Maxwell Sanz
Denis Ramirez
Jose Ramirez and Rosa Mencia
Jose Ramirez

Juan Ramos and Maria Sofia Fabre
Maria Raya
Diosbany Regalado and Lidka Herrera
Margarita Reyes De La Cruz
Yariza Reynoso and Julio Mayo
Jasiel Rivas and Marvelis Lemuz
Regino and Mariza Rivas
Rosa Rodriguez
Carolín Rodriguez Tejeda
Jose and Melba Romero
Brendan and Liz Rooney
Karina and Benjamin Rosario
Cristobalina Rosario Aquino and Roudeline Almetus
Rafael Rufino and Wanda Rivera
Graciela Ruvalcaba
Georgina Saad and Miguel Calzada
Luis A Sanchez
Rosalinda and Chano Sanchez
Manuel Sanchez and Lucy Varela
Oscar Serafico and Maria Leon
Eladia Soriano De Los Santos
Raul Sosa
Raul and Marcela Sotelo
Mark and Camille Stanford
Janeth Tapia
Guillermina Taveras
Pradsanee Tipyasothi and Siripong Limmahasarn
Jorge Toirac and Daneiri Marlon
Socrates Torres and Herminia Medina
Sarah and Jose Abel Urena
Gustavo Urena and Leidys Mercado
Nerys Valdez
Lorina Valdez
Ashley and Dylan Vallino
Fetzyerald Vanderhorst and Yemina Reyes
Wilson Vargas Hurtado and Noelia Gomez Rosario
Ethan and Amy Veno
Richard Antonio Ventura Hidalgo
German Villeda
Nelya and Aleksandr Voronko
Chuansheng Wang and Lun Shi
Drew and Anna Witherington
Barry Xiong and Nong Vang
Norato Yanez and Rosa Gonzalez
I Made Ngurah Yoga
Cesar and Patty Zarinana
Helen Zhang
Xiuqin Zhang and Rui Ping Lin



A Driving Force

A driving force of the IBOAI is the Marketing Advisory Committee (MAC).

MAC began as the Millennium Women's Advisory Council, created by a joint effort of the IBOAI and Amway, to research women's perspective on products. Over the last decade, the field of IBOs and their customers have benefited greatly by the contributions from this group.

MAC is a female tour de force. Five members and two officers, all women, interface with corporate staff and IBO Board Members during every Board Meeting to promote IBO product ideas. "We're the liaison between women in business, the leadership, and Amway," says Terry Andrews (pictured left), who served two terms on MAC and was Chairman in 2009. "It's a perfect working relationship with the Corporation—they've put together an amazing team. They're in tune to us and hear what the IBO needs."

Says Sandy Hawkins (pictured center), with two MAC terms and a second Chairmanship in 2011, "We are always looking at the newest IBO and trying to keep this business understandable and simple and help them get off to their best start. We know the newest IBOS are the future of the business. People have come to realize MAC is their connection to the Corporation. Once people know you're on MAC, they will come up to you at a function and share their thoughts."

"We've been able to make a real difference," says Kathy Victor (pictured right), who has devoted nine years to MAC, serving her second stint as Chairman in 2010. "We've helped the entire field by bringing some incredibly exciting products to market. MAC has been highly effective, and there are no limits as to what we can accomplish."

The IBOAI is proud to work with MAC, a driving force for every IBO ... now and into the future.



Have You Seen the New Exclusive IBO Events Pages on Amway.com?

We've created a new resource for you! The new events pages on Amway.com are a one-stop source for information for all of our exclusive IBO, invitation-only events, from New Platinum Conference to Founders Council. Browse the pages for event-specific information

including qualification criteria, guidelines and policies, dates, registration links, Frequently Asked Questions, and even electronic postcards to send to your friends, family, and business associates. Go to Amway.com > [Business Center](#) > [Events](#).

The AMWAY™ ACCREDITATION PLUS™ Program

Improving Reputation. Expanding Success.



The ACCREDITATION PLUS™ (A+) Program marks a new level of cooperation and collaboration between Amway and Approved Providers of Business Support Material (BSM). The program builds upon the foundation of the Professional Development Accreditation Program™ which ended August 31, 2010. It is the next step in ensuring all IBOs have access to the best training, education, and motivational materials possible.

Together with IBO leaders, Amway is committed to making sure that business support materials meet the high standards we share. We accomplish that goal through an ongoing, collaborative partnership and challenging ourselves to uphold the highest standards of honesty and integrity. Accordingly, Approved Providers participating in the ACCREDITATION PLUS Program are the only BSM

providers that will be authorized to sell and promote approved BSM through the Line of Sponsorship.

Together, we are committed to ensuring all BSMs provide a comprehensive, well-rounded foundation that promotes and supports successful independent businesses that are balanced, sustainable, and include sales to customers, business building, leadership, personal development, and encouragement and motivation.

Forty-plus organizations have completed or are in the process of completing this rigorous process. We applaud their commitment and extraordinary leadership and thank them for working every day to make this business the best it can be and inspiring others to achieve success. For a complete list of those providers, go to AchieveMagazine.com or visit Amway.com.

The IBO Renewal 2011 Sweepstakes

Now there's another reason to Renew Your Business!

Renew your business before December 31, 2010, and you will be entered into a drawing to win a free Apple® iPod touch®.* iPod touch users may load the Amway application (free from iTunes Store®) and create a valuable tool for your business. Will you be one of the lucky 100? Renew today!

Sign up for Auto-Renew for next year before December 31, 2010, and DOUBLE your chances to win! (If you've already renewed or signed up for Auto-Renew, you're already entered to win.)

*No purchase necessary. See Official Rules: Amway.com > [Business Center](#). Promotion ends December 31, 2010, at midnight.

