

Achieve[®]

Volume 3, Issue 1, 2010

Coming Home

Nam-Deuk Kim & Jung-Yun Lee
Double Diamond

**Over 4,000
Achievers Celebrate**



**Walt Disney World[®]
Resort in Orlando, Florida**



**If you were at Achievers '09 in Orlando,
you know it was extraordinary.**

You walked away with a powerful new business tool, a head full of information, and a heart full of inspiration ... a triple spark of energy, enthusiasm, and passion.

If you were not at Achievers this year, mark your calendar and set your goals for 2010 or 2011.

Because Achievers is an experience like no other. It's about celebrating success ... the fruit of hard work, honest efforts, and endless determination. You just don't want to miss it.

Who are Achievers? You might be surprised. They are organic farmers, reality show survivors, accomplished physicians, event planners, competitive cyclists, corporate attorneys, truck drivers, engineers, gift consultants, karaoke singers, and more.

Our family of Independent Business Owners brings great diversity of heritage, language, strengths, and passions to this business. As Achievers extend the world of freedom and hope to others through their shared dream of entrepreneurship, they reap incredible rewards.

That's the essence of the best business opportunity in the world. May 2010 be a year of great achievement, and even greater reward, for you.



Steve Van Andel
Chairman

Doug DeVos
President

dazzling rewards

Amway Global's top performers gathered for Achievers '09 at Walt Disney World® Swan and Dolphin Resort in sunny Orlando, Florida. At the biggest business event of the year, over 4,000 Independent Business Owners danced, dined, and dazzled in five-star splendor.

Unprecedented giveaways, world-class entertainment, amazing cuisine, and more celebrated the extraordinary accomplishments of IBOs. Who made the cut? Those who achieved 12 months of success as Founders Platinum or above ... a feat of consistency, dedication, and hard work.

in this issue

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Two bands and a hero light up the stage

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AND THE WINNER IS ...

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welcome to **Achievers '09**







the PURSUIT of HAPPYNESS

De joven, él sacaba una buena nota
en un examen de lo que fuera...

Come Together



Memorable tunes, innovative performances, and inspiring stories brought audiences to their feet at Achievers '09.

With unmatched mastery of Beatles classics, tribute band **Rain** recreated the best of the '60s. Their heartfelt renditions had audiences humming along with a little help from their friends.

Bringing a daunting array of musical styles and an irresistible beat, the two classically trained violinists known as **Black Violin** amazed audiences with organically creative, virtuoso performances.

Chris Gardner, the real-life man behind Will Smith's portrayal in "The Pursuit of Happyness," challenged and inspired Amway Global IBOs to overcome heartaches, celebrate triumphs, and pursue their highest dreams.

From luxurious amenities at Walt Disney World® Swan and Dolphin Resort to world-famous theme parks, Achievers enjoyed days and nights of world-class fun. Favorite activities included boating, sunning, strolling, sightseeing, sharing, and celebrating with friends and family. Good times.



days & nights





and the winner



2010 Harley-Davidson®

Shin Dong Chang
Wen Zang

2010 Ford® Mustang® GT

Ana Rosario
Lilya Vasquez



Ford
Mustangs

Major League
Soccer

Super Bowl
Tickets

ner is...

Harley-
Davidsons

Indy 500
Tickets

Achievers '09 featured stunning surprise drawings for fast cars, big bikes, and hot tickets. Ana Rosario (pictured here) and Lilya Vasquez each won a 2010 Ford Mustang convertible. Other winners took away more amazing gifts.

2010 Super Bowl® Trip

travel and tickets for two!

Erlinda Marin

Sally Zhang

Travel Voucher

Tony Reglabutto

2010 Indianapolis 500®

travel and tickets for two!

Hyong and Yang Yoo

Krishna Cheruvu

MLS Cup 2010 Finals

travel and tickets for two!

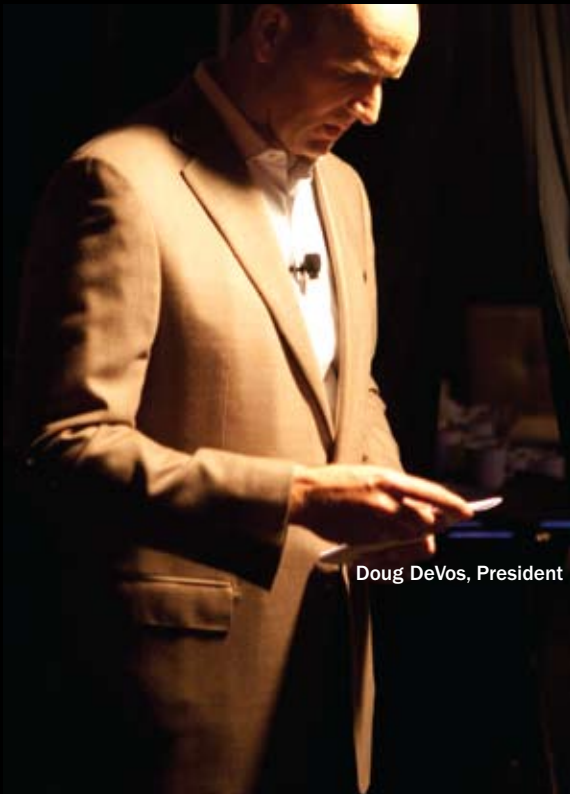
Mara Daidone and Paula Marshall

Barry Grove

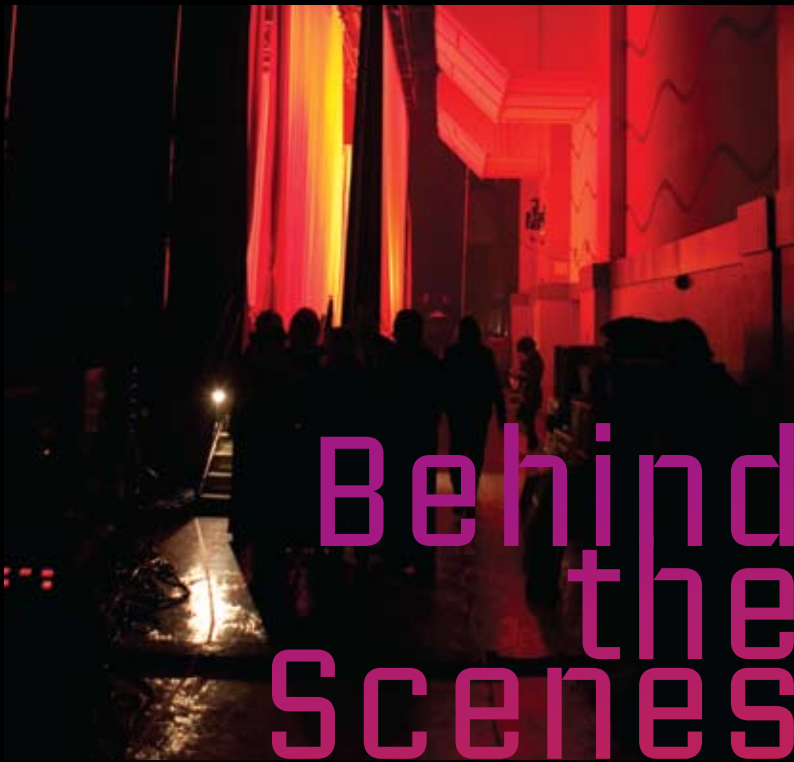


A game plan for growth focuses on five P's: products, profitability, positioning, partnership ... and possibilities.

Bill Hawkins, IBOAI



Doug DeVos, President



To help jump-start success, use grand openings, *Ribbon*, Fast Track Program, DITTO® scheduled ordering, and booth and event sales. Each one is a booster rocket for your business.

Sandy Spielmaker, VP Sales



We are a unique business. We are a business opportunity company.

Steve Lieberman, VP and Managing Director



Fast Trackers are a lot more productive. We're already seeing renewal rates up over 50% after the first year, which is phenomenal.

Joe Markiewicz, IBOAI

We've got the greatest business in the world.

Jim Hunking, Managing Director, Canada



By telling your story as an IBO, you have a lot of influence in shaping opinions about Amway.

Cindy Seehase,
Director, Trade Development



Hands-on training will help you manage your business with new technology like the AMWAY GLOBAL™ app for the Apple® iPod®.

Alison Hague,
Director, Training

If you want to help your volume grow—or double—help your customers manage their DITTO® profiles.

Angie Polsgrove, Sales Planning Manager



With Amway Global, you own your business but you're never on your own. At Achievers '09, Amway Global and IBOAI leaders shared strategies, insights, and formulas for success.



We want to provide an opportunity today that is bigger, better, and brighter than anything you've ever experienced. We want to see you achieve your dreams.

Doug DeVos, President



Amway Hits the Charts

After launching on December 1, 2009, the breakthrough AMWAY GLOBAL™ App made the iTunes® App Store's "Top 25 Free Downloads" list in less than two weeks and hit #4 in the business category during Achievers. It's already a smash hit!



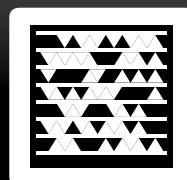
Amway Global

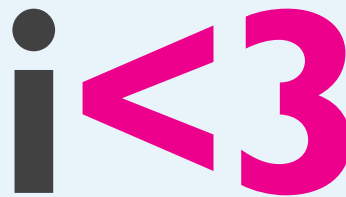


FREE

Get it now

1. Download the application at www.gettag.mobi
2. Take a picture of this "tag" image with your mobile device.
3. The application reads the tag, linking you to the download page on the Apple® App Store.





my AMWAY GLOBAL™ app

Amway
GLOBAL



If you want to show a NUTRILITE® video, **there's an app for that.**SM

If you want to check your monthly PV/BV, **there's an app for that.**

If you want to show the Plan in the palm of your hand, **there's an app for that too.**

In fact, there's an app for just about anything you need to do to manage your AMWAY GLOBAL business on an Apple® iPod Touch® or Apple iPhone® ... and it's free.

It's called the AMWAY GLOBAL App. Each IBO distributorship at Achievers '09 received the app plus another bonus ... a free iPod Touch. Unlike cell phones and smart phones, the iPod Touch does not require a monthly service plan. It operates on Wi-Fi networks ... in offices, coffee shops, restaurants, or at home. And even without a Wi-Fi connection, the AMWAY GLOBAL App allows you to search the catalog, check stats, and more.

"The ability to access prices, product descriptions, and video podcasts to show clients right when I'm with them really gives me the ability to move my business forward," said one IBO. "It's very professional and obviously cutting edge. Having the option to register a customer and place an order right on the spot? That's money in my pocket."

It's a strong competitive advantage. "Although more than 100,000 apps are available for Apple mobile devices, just a few are geared toward the needs of direct sellers," said Sandy Spielmaker, Vice President, Sales, for Amway Global. "And none of them is as robust as the AMWAY GLOBAL App."



Achievers ...

explored the impressive and simple-to-use Welcome Kit, designed to help new IBOs get off to a successful start in their AMWAY GLOBAL™ business.



Achievers ...

tested their knowledge while playing the Amway Global version of Jeopardy!™



Achievers ...

posed for a motivational snapshot with the 2010 Growth Incentives check of their dreams.



Achievers ...

learned how to boost retail efforts with a wide array of selling tools, including lessons from other IBOs and timely promotional campaigns.



Achievers ...

saw how the Phytonutrient Spectrum illustrates the challenge of getting your daily dose of color from just fruits and vegetables, and learned how to use this tool to expand their NUTRILITE® health businesses.



Achievers...

viewed the premier of an outstanding opportunity video highlighting the benefits of being an Amway Global Independent Business Owner.

Unlocking Secrets of greater success

More training = stronger business growth

Study after study proves it: When Amway Global IBOs take courses from The Learning Center, they are more successful with retailing, recruiting, and more. At Achievers, some sessions were standing-room only as IBOs sought new information about using mobile technology, working the sales plan, retaining new recruits, and more.

All Achievers sessions listed below are available online at www.amwayglobal.com

- | | |
|---|---|
| ❖ Why Amway Global? | ❖ New Product Showcase |
| ❖ Manage Your Business with Web 2.0 | ❖ Secrets of the Sales Plan |
| ❖ New IBO Expectations and How to Exceed Them | ❖ Grow Your Income with Growth Incentives |
| ❖ Catch 'em and Keep 'em | ❖ Competitive Comparisons |
| | ❖ Engage Your Groups in Learning |

Cale Andrews, Founders Platinum, shares tips in "Manage Your Business with Web 2.0."

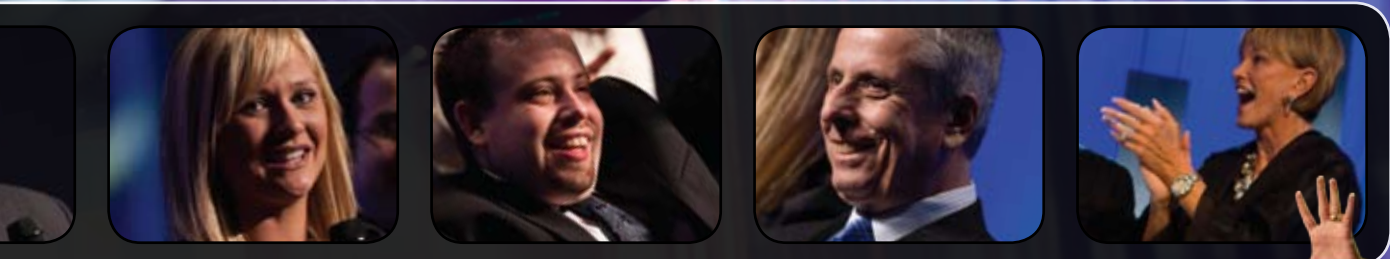
Dapper dancers, sizzling showgirls, and glittering confetti set the stage for final-night recognition ceremonies at Achievers '09.

Jim and Nancy Dornan

50 Founders Achievement Award (FAA) Points

Traditional bagpipes heralded Founders Crown Ambassadors Jim and Nancy Dornan as they celebrated the achievement of 50 FAA points. Their family joined them on stage to mark this extraordinary milestone.





ause, ause



Holly Chen and Barry Chi

Crown Ambassador

Garnering applause as new Crown Ambassadors in the U.S., Holly Chen and Barry Chi appeared on video to champion free enterprise and the opportunity to achieve your dreams.



d



Sophia and Zbigniew Rek



Lata and Kanti Gala

dancing with i amonds

They know the retailing rumba. They excel at the training tango. They are experts with the mentoring mambo. When Lata and Kanti Gala, Zbigniew and Sophia Rek, Nam-Deuk Kim and Jung-Yun Lee took the dance floor at Achievers, it was no surprise that these Double Diamonds dazzled.



Jung-Yun Lee and Nam-Deuk Kim

Coming home

A full-page photograph of a family of four hiking through a forest. The man, wearing glasses and a bright yellow jacket, carries a young child in a backpack. The woman, wearing a black jacket, walks beside him, looking up at him with a smile. They are both holding hands. The background is a dense forest of evergreen trees.

Nam-Deuk Kim & Jung-Yun Lee Double Diamond

It's no secret that Nam-Deuk Kim and Jung-Yun Lee share great happiness and zest for life these days. With three beautiful children, a thriving business, and a comfortable home, this power couple says starting an AMWAY GLOBAL™ business gave them the freedom to move to the place they've always considered home, embrace a multicultural lifestyle with trips to Korea, and raise their young family with wonderful educational opportunities.

Dreaming of better days

They've never felt happier, more energized, more optimistic, or more together about their future.

They started their AMWAY GLOBAL™ business while living in Boston, dreaming of better days ahead. “We put into practice what we learned, and after just two and a half years of hard work and dedication, we were able to build our AMWAY GLOBAL business full time,” Jung-Yun says.

After quitting his corporate job, Nam-Deuk put everything he had into their business and family. “I really like being home with our kids,” he says. “I get to be there before and after school, help them with homework, eat meals as a family, and be involved in all of their after-school activities.”

Working full-time at their AMWAY GLOBAL business gives Nam-Deuk and Jung-Yun more time to help their downlines improve their retailing, grow their businesses, and support others in their group.

See the goal, live the goal

As good as their AMWAY GLOBAL business was in Boston, Nam-Deuk and Jung-Yun couldn't shake off their shared dream of someday returning to the Pacific Northwest. They had lived in Oregon prior to moving to Boston, and the Northwest was their idea of paradise.

When Nam-Deuk and Jung-Yun made the decision to move from Boston to Bellevue, Washington, in 2008, it was an exciting step for them. “Still fresh in our minds were the years I worked for a company, in which I endured company buyouts and coast-to-coast transfers,” says Nam-Deuk. “Back then I was anxious about where we might be transferred to next.”



They shared a dream to move back west. “It was what we thought was best for the family,” says Nam-Deuk. “It really was easy to move because we saw our future here.”

Bellevue is French for “beautiful view,” known for its scenic vistas of the Cascade Mountains and the Olympic Mountains. “In our hearts, this area has always been our home,” Jung-Yun says. “Here the mountains rise from the shore and the ocean is all around us. There's so much to do and explore as a family. When it snows, we love taking the kids to the mountains to go skiing. When it rains, I love the calm.”

Shorter, nonstop flights home are another benefit of living on the West Coast. “Getting to Korea from here takes only 10 hours,” says Nam-Deuk. “We think it's important for the kids to be bilingual and bicultural. Last year we brought the kids with us to Korea, and they had a blast with our big Korean family. As they get older, we hope they'll spend part of their summer vacations there.”

A trip to Korea can be a great motivator for their kids. “We encourage them to always strive for improvement,” says Jung-Yun. “They're excellent students, and when they have specific goals attached to a reward, it gives purpose to their hard work—just as it does for adults. As for our goals, Korea is high on our list, along with Achievers, and the Double Diamond trip, of course.”

Both boys attend private schools and play in their school's orchestras. Jung-Yun appreciates the smaller class sizes, personal attention, and the music talent they're developing. Nam-Deuk feels the same way and says the investment in their kids' education is well worth the expense.

“It makes us happy that we can afford to support private schools and any other activity our kids want to try. Also, we feel fortunate that we can be more generous in our support to charities we believe in,” says Jung-Yun. “When the kids graduate, we will do more. Right now we are able to give to our church and a couple of organizations that support children with disabilities.”

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 Plan. Approximately 66% of all IBOs of record were found to be active* based on an independent survey during 2001. The percentage of IBOs who achieved Double Diamond and above qualification in FY08 was .0038%.

* “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.



Believe and achieve

Family and health mean everything to Jung-Yun. She admits to being fanatic about living what she teaches—which includes daily exercise, healthy foods, and incorporating NUTRILITE® products into her family's daily routine. "I've always been health conscious, but this business has helped us all live healthier lives," she says. "If someone is comparing products, I want them to see how I live my life. I'm prepared to answer all of their questions thoroughly and truthfully. I talk to our downlines about earning trust, developing relationships, believing in yourself, and being honest and knowledgeable about AMWAY GLOBAL™ products."

Nam-Deuk is proud of his wife's youthful energy and enthusiasm. "Recently while going through our family pictures, we laughed together about how I think she's looking younger and more beautiful," Nam-Deuk says. "She's bright and charged with positive energy, a great motivator and teacher. She's good at making things easy to understand at every level."

In Korea, Jung-Yun is a popular speaker. "I love that this beautiful, gifted person picked me," says Nam-Deuk. "That's why I build this business—to provide for our family."

Healthy you, healthy business

Nam-Deuk's favorite product is NUTRILITE The Perfect Pack for your health. "Since I started using NUTRILITE vitamins, minerals, and dietary supplements seven years ago, I don't believe I've missed a day of work or a business trip. We like the idea that products that are so good for us, can also pay us back for our effort. It makes it easy to promote them."

While not the first man to admit to trying his wife's ARTISTRY® skin care products, Nam-Deuk certainly won't be the last. "I started using ARTISTRY skin care products at night, and my skin looks and feels great," he says with a chuckle. "I used to have to get permission to use a little from her jar, but now I have my own set."

Jung-Yun laughs, "His skin does look good, but I love him for his warm heart and how he loves and cares for our family."

Life's wisdom passes down

The Kims value integrity and good character. Daily, they live by these values and draw strength from them when mentoring downlines. In her teachings, Jung-Yun also emphasizes the value of honesty and how "modeling what you believe is more important than talking when selling yourself."

Nam-Deuk says that so far their business journey has been a steady series of small, upward steps. "When we reached Diamond, we were very excited. We could have enjoyed our life at that level and lost our focus on growth. Instead, we chose to follow our mentor's teachings: 'Never lose momentum. This business is not just for you—it's for your downlines, too. They're still growing their businesses and need your support.'"



Nam-Deuk and Jung-Yun do not see themselves slowing down. "We can't slow down," says Nam-Deuk. "People joined us in this business because I made them a promise. They deserve to have success, too. It's like finishing our homework and then helping others with theirs. It's good for all of us."

“We can’t slow down. People joined us in this business because I made them a promise. They deserve to have success, too. It’s like finishing our homework and then helping others with theirs. It’s good for all of us.”



The Kims stand by their belief that good things come with integrity and good character.

new platinum conference

Some say that achieving Platinum is the most significant milestone in building your business. It is solid proof of strong commitment, tireless dedication, and effective leadership.

BRIGHT LIGHTS, BIG SMILES

They came to the business with big dreams. They worked hard to learn the Plan, the products, the possibilities. They sampled, they sold, they sponsored. After months of hard work, hundreds of IBOs with big smiles converged under Orlando's bright lights to celebrate achieving Platinum. In addition to Amway Global recognition ceremonies, highlights included Orlando Magic and Walt Disney World® visits.



mentors incentives

Qualified IBOs who showed extraordinary leadership and dedication in 2008 and 2009 earned one-time Mentors Incentives. Founders Emeralds scored \$150,000; Founders Diamonds took home a cool \$500,000.

Xenia and Alberto Aguilera
Sugeet and Kaajal Ajmani
Robert and Terry Andrews
Edwin and Marina Arevalo
A Argyris and Nadia Montagner
Velauther and Thilaka Arunasalam
Gary and Nancy Ayers
Monica and Albert Bae
Glen and Joya Baker
Jake and Jackie Baker
Hyekyung and Seungpyo Ban
Dora Barajas and Ignacio Alvarez
Paco Bazan and Geovana Leon
Dallas Beaird
Felipe and Norma Becerra
David Bedard and Kathleeen Riley
Mel and Bea Behnke
Kevin and Beth Bell
Brad and Jodi Berendes
Kankan and Samina Bhattacharyya
Brad and Cheryl Biebert
Bob and Irene Bolin and Rick and Sue Lynn Setzer
Bruce and Louisa Bond
Bill and Peggy Britt
Clarke and Diana Broome
Cheryl and Dean Bryan
Michael and Susan Bundy
Lynn and Joanne Burnett
Bruce and Jamie Bush
Wayne and Suzanne Callender
Bill and Jan Campbell
Rutilio Carpietyro P and Lilia Vazquez
Tushar and Debjani Chakraborty
Barbara and Stanley Chambers
Pravin and Madhu Chheda
Barry Chi and Holly Chen
Bill and Joann Childers
In and Eun Son Cho
Mario Chretien and Carole Normandin
Victor and Julia Cid
Todd and Deborah Clark
Louise and Richard Cole
Cipriano and Teresa Colon
Casey Combden
Daniel and Chantale Courcy
Ed and Charlotte Courtney
Rocky Covington
Robert and Susan Covino
John and Jennie Belle Crowe
Howie and Theresa Danzik
Phillip and Patricia Davies
Norman and Gayle Davis
Karen De Blaay and Susan Ross
Brett Deimler
Kulin and Mina Desai
Manuel De Diaz and Giselle Gagg
Julie and John Donovan
Dave and Shanita Doodnauth
Jim and Nancy Dornan
Ron and Marcia Dubrow
Brad and Julie Duncan

Greg and Laurie Duncan
Jimmy and Sue Dunn
Robert and Pamela Durling
Charlie and Ann Durso
David and Kristin Dussault
Jody and Gina Dutt
Tirthankar and Suparna Dutta
Kimberly and Tracey Eaton
James and Sharon Elliott
Jim and Sharon Elliott
Lourdes Enriquez
Ronald and Robyn Erwin
Stan and Ruth Evans
David and Karilyn Fallat
Terry and Linda Felber
Epifanio and Azucena Ferreira
Jose Flores
Joe and Norma Foglio
Tim Foley
Greg and Jacquie Francis
Al and Mary Anne Frantantuono
Laurie and Stephen Fratarcangeli
Vince Gaffey and Tom Gaffey
Lata and Kanti Gala
Theo and Maribel Galan
Siddharth Ganguly and Ruplekha Chakravarty
Pablo and Maria Garcia
Honorio Garcia Yanez and Gudelia Trejo Chavez
Claude Germain and Veronique Tousignant
Gregory and Kathy Gilmour
John and Deanna Gilmour
Adam and Vicky Gomez
Raul and Nathalie Gonzalez
Hal and Susan Gooch
Israel and Maria Govea
Parker and Cindy Grabill
David Grosvenor
Matthew and Alana Grotewold
Bert and Jackie Gulick
Ignacio and Angelica Gutierrez
Campbell and Dianne Haigh
Ross and Leslie Hall
Youngio and Oksoo Han
Robert and Priscilla Harris
Bill and Sandy Hawkins
Jim and Judy Head
Donald and Janet Held
Bobby and Bonnie Howard
Roland and Molly Hughes
Kay and Hoh In
Vishal and Sonika Jain
Jim and Sharon Janz
Bill and Martha Johnson
Leif and Bonnie Johnson
Steve and Laurie Jones
Franklin and Debra Joseph
Rashmi and Smita Jyotiprakash
Chak and Uma Kankani
Bruce and Nancy Karstedt
Jordan and Janelle Keller
Carol Kendall and Jim Dornan

Janice and William Kerr
Anna and Jay Kim
Soon Mi Kim and Min Chul Lee
Myoung and Yong Kim
Sunki Kim and Misun Yoon
Norm and Pam Kizirian
Dean Kosage
Shivaram and Anjali Kumar
Bob and Shelly Kummer
Michael and Kara Lancot
Suzanne Ledbetter
Heui S Lee
Hochang and Inkoung Lee
Hyun Sook and Myung Lee
Jin Young and Jeong Hee Lee
Jung-Yun Lee and Nam-Deuk Kim
Alan and Michele Leininger
Chad and Corrie Leister
Dave and Marge Lewis
Ching and Ming Liu
Pedro and Patricia Lizardi
Lucy Lu and Xuan Li
Yan Luo
James and Berniece Macfarlane
Arturo and Concepcion Machuca
Jim and Bev Mainor
Antonio and Juanita Maldonado
Joe and Marybeth Markiewicz
Dick and Sandee Marks
Juan and Enedina Marroquin
Charlie and Elsie Marsh
John and Pam Marta
J Wayne and Carol Martin
Galindo and Carmen Martinez
Juan and Paula Matos Coronado
Alberto Mayagoitia and Lilia Sixtos
Frank and Joan Mazzeo
James and Marcia Mc Anarney
Jerry and Cherry Meadows
Alfredo and Silvia Medina
Balakrishna and Anitha Melukote
John and Cathy Merris
Frank and Lorraine Mikolas
Paul and Leslie Miller
Sonia Minino and Sofia Alvarez Perdomo
Ivan and Carmen Morales
Angelo and Claudia Nardone
Theron and Darlene Nelsen
Terry and Amy O' Shea
Salvado and Guadalupe Ortiz
Munju Paik
Yukyong and Luke Paik
Tom Payne and Jean Bergeron
George and Melody Peintner
Michael and Barbara Popovich
Ralph and Sandra Pratt
Lonnie and Heather Purkiser
Ron and Georgia Lee Puryear
Suresh and Madhuri Raghavan
Lucas and Laura Ramirez
Chetan and Vineeta Rastogi
Manipal and Renuka Reddy
Rex and Betty Renfrow

Gilberto and Ana Reynoso
Sergio and Rosario Rivera
Claude Robitaille and Nancy Chouinard
Evelia Rodriguez and Jose Luis Clemente
Rigoberto and Yadira Romanillo
Tomas and Sandra Roque
Gordon Ross
Mayolo and Saturnina Rubio
Juan and Alicia Ruelas
Todd and Nicole Ryder
Sanjiv and Shauna Sahay
Julio A and Maria Salcedo
Tissa and Maithree Samaratunga
Bob and Joyce Schmidt
Barbara and H Sessions
Rick and Sue Lynn Setzer
Dave and Jan Severn
Raj and Sangita Shah
Patrick Shay
Elizabeth F Shay and Patricia Wells
Ganesh Shenoy and Mangala Acharya
Wonbo Shim and Jungah Han
David and Debbie Shores
Pedro and Claudia Sicaeros
Dan and Betsy Smith
Margaret and David Smith
Danny and Renate Snipes
Nadia and Valeriy Solodyankin
Kyusil Son and Yong Soo Kim
Nitin and Parul Soni
Jack and Margaret Spencer
Dean and Kay Spiegelberg
Gregory and Lynn Stergar
Chuck and Jean Strehli
Gerardo and Graciela Suarez
Jun Ae Suh
Sholin and Shuchen Tay
Sho and Sherry Tay
Terry and Lorri Taylor
David Taylor
Matt and Sandee Tsuruda
John and Pat Turner
Jwalant and Asha Vakil
Serge and Michelle Vallee
Fernando and Ana Rita Velez
Edward and Elise Vicinanza
Jody and Kathy Victor
Michael and Jana Waechter
Lee and Barbara Waters
Doug and Amie Weir
Steve and Ann Wenker
Merritt and Elizabeth Wiese
Dan Williams
Larry and Pam Winters
Brad and Leslie Wolgamott
Steven and Annette Woods
Dex, Birdie, Jeff, Doyle and Steve Yager
Jeff, Doyle and Steve Yager
Chil Ho and Ki Suk Yi
Winston and Carroll Youngblood
Julia and Simon Yu
Dan and Sandy Yuen
Gerardo and Eliud Zavala

CONGRATULATIONS

emerald.....



Annie Chen
New York

Living the dream: For Annie Chen, persistence pays off. She moved to New York in search of a better life, and then returned to China to build her AMWAY GLOBAL™ business. “I saw so many good things in this business—hope, happiness, growth, and helping others.” In China she met and married ChunXiao Liu, and together the couple quickly built their business to the Emerald level.

Looking to the future: Today, Annie is back in New York and ChunXiao is in China, but Annie’s looking forward to the day that their long-distance relationship will end. After their daughter graduates this spring, they’ll be together 12 months a year instead of two. “He is so supportive,” Annie says. “We share the same heart and dreams.”



Helen & Anthony D'Souza
Ontario

Living the dream: Tony and Helen D'Souza believe in the power of family teamwork. After immigrating to Canada from India, the businessman and registered nurse were “aggressively looking” for a business opportunity when they found AMWAY GLOBAL. “This business gives us the opportunity to show people everywhere how to work together to reach those goals and dreams,” says Tony.

Looking to the future: “Every year we travel back to India where NUTRILITE® and ARTISTRY® products are great sellers,” says Helen. “I’m blessed to have a business that allows me to maintain close ties with faraway family, while helping people live healthier and look great.” For the D’Souzias and their grown daughter, Melissa, the best part of the business is helping people change their lives.



Raquel & Alex Duran
New Jersey

Living the dream: All his life, Alex and Raquel Duran’s son, Jesus, dreamed of visiting Walt Disney World® Resort. But their day-care and cleaning businesses never generated enough income. In 2006, when they qualified for Achievers, Amway Global paid their way to Orlando. “If not for this business, we never could’ve made his dream come true,” says Raquel. And when the economy nosedived, Alex concentrated on building their AMWAY GLOBAL business and sharing the business opportunity with others.

Looking to the future: Besides traveling and helping their families, the Durans’ biggest dream is to touch other people by doing good. “We’d especially like to help disadvantaged children,” says Alex, “through sponsorship and adoption.”

platinum.....

sponsors in italics



Victor Garcia & Maria Navarrete
Texas
Reina Chavez



Norma & Miguel Gonzalez
California
Fanny Ramirez



Lee Soung Hiw & Hwang Young Shim
California
Sung & Karen Yoon



Lianzhi Ma & Liwei Zhang
California
Bingmei Liu & Chaco Yang

sapphire.....



Susie & Fenton Eng
British Columbia

Living the dream: In an uncertain economy, Fenton and Susie Eng see their AMWAY GLOBAL™ business as a smart choice. Having recently transitioned into their business full time, Susie loves finding a better balance between work and family. “I love the challenge and flexibility of owning my own business while raising our three kids: Talissa, (10), Ethan, (8), and Dylan, (6),” she says.

Looking to the future: “People want happiness and security, but for many, traditional jobs and investments just aren’t enough anymore,” says Fenton. The Engs take pride in helping people achieve brighter futures with AMWAY GLOBAL. “We help people address their concerns: getting in shape, looking attractive, protecting the environment, and making money. The business is flexible and we believe it offers something for everyone.”



German & Rosa Suarez
Florida

Living the dream: Like many immigrants, German and Rosa Suarez did “anything and everything” to earn a living after coming to the United States. Once successful business owners in the Dominican Republic, they endured a five-year separation and financial hardships before finding AMWAY GLOBAL. “Our AMWAY GLOBAL business allows us to have more control over our schedule and our finances,” says German. “I love being able to spend time with my family,” says Rosa, who once worked 16-hour days.

Looking to the future: German wants to “break the chain of poverty in our family” and spread the message that “there’s always hope for the future.” Rosa longs to experience the cultures of the world and teach youth that “their attitude can help determine their future.”



Silvia Bueno
Dominican Republic



Froilan Espinal
New Jersey

ruby.....



Alberto & Concepcion Torres
Florida



Atilano Martinez & Marta Serrano
Louisiana
Gregorio & Blanca Rivera



Yoshiharu & Yukari Nose
California
Keiko Onizuka



Lashman & Gurjit Sahota
Ontario
Vishwas Grover & Inna Cherenkova



Alberto & Concepcion Torres
Florida
Mario & Betty Orsini



May Liu & Chaco Yang
Nevada
Hsiao-Ping & Tai-Kuang Lu

... congratulations

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

After you reach Platinum, hitting the monthly Plus or Elite mark adds a very nice bonus to your check, through the 2010 Growth Incentives Plan.

Gold Producer

Susan & Elvis Carrasco
Kathleen Carrasco
Guenda Celestin
Venancio Cortez & Roasalia Cruz
Kyle Crane
Yolanda & Francisco Cruz
Gabriel Cuevas Mejia & Maria de los Angeles Narcizo
Marisol Gonzalez
Jianguo Guo
Pablo Izquierdo
Eduardo Juarez Gonzalez & Silvia Judith Nava Corral
Mary Kim
Chai T Kuwe
Luis & Camille Perez
Esmeralda Perez
Anna & Tony Rowland
Rick Kristopher Sala
Carlos Sanchez Sanchez & Laura Sanchez
Jose Luis Santoyo & Silvia Gomes De Santoyo
Yuefei Shi
Karen & Aaron Shores
Laya Steve & Steve Panichiyil
Sung Suk
Scott Vance
Juana & Alfonso Velasquez Perez
Jun Wu
Chin Fah Yong
Xiaoyan Zhang
Lihua Zhang

Silver Producer

Vikram Aedula & Bhavana Deepavali
Sarika Andhare & Amar Amte
Jose Astudillo Munoz & Margarita Fuentes
Cristobal Beltran & Zenaída Velasquez
Raf Botaro
Mary & Mike Carpenter
Roger Cui
Saravanan Dhandapani & Manjula Saravanan
Andres Diaz & Dreidys Valdivia
Veronica Duran Contreras & Susana Meza
Qiu X Han
Xiuzhi He
Jose & Leticia Herrera
Juan Eduardo Herrera Escobar & Ester Escobar
Eunyoung Hur & Tai Kyo Park
Connie Johnson
Mona Kabel
Hyun Sook Kim
Ah Kow
Heesun Lee
Taeho & Jinhee Lee
Pedro Lopez
Tianming Ma
Sameer & Akhila Managoli
Sonia Mateo Encarnacion & Heriberto Antonio Herrera Gomez
Relde Munoz & Marybi Yero
John & Brenda Murray
Prashant Naphade & Purnima Das
Su Ping
Sandeep & Maywantie Rajkumar
Rogelio Ramirez & Hiraíd Rosillo
Latha Raviraj & Raviraj Dhandapani
Edwin Renard
Shane Riley
Raul Rivera & Famy Orellana
Carmen Rodriguez
Joseph & Kimberly Scarcella
Roger Skillman & Marisa Skillman
Aristizabal
Sandy Solis
Hermes Suarez
Susan Tsai
Xinhua Wang
Nan Yi
Suckjong Yoon & Aejin Sho
Jinny & John Yoon
Marilu Zermeno
Jia Zhang
Po N Jong Zhen
De Hua Zhen
Kamil Zolynski

Platinum Plus

EMERALD

Raymond & Dana Chu
Tanmay & Rashmi Sinha

FOUNDERS PLATINUM

Arturo & Zoila Bustos
James & Joan Hu
Dennis & Danielle Nafte
Craig & Pamela Schuman
Ross & Tricia Yoshioka

PLATINUM

Rita Chui
Marco & Emelia Contreras
Austin Duran & Narda Villalvazo-Duran
Jose Hernandez & Juana Cuautle
Tien Lam
Kanwal & Deepraj Randhawa
Servaldo & Norma Valenzuela
Pablo Velarde & Azucena Gomez
Shuanxiang Wang
Yu Ting & Yu Hui Wang

GOLD PRODUCER

Anthony & Yvonne Chan
Uddy Del Orbe & Estefany Jimenez
Wilson Khaemba & Nancy Mwale
Wilfredo Lazo
Jesus & Maria Martinez
Humberto Montes & Gloria Flores
Guangling Wu & Junhao Long

SILVER PRODUCER

Xiaoling Chen
Ben Omesi

Platinum Elite

EMERALD

Sun Sik & Sung Eun Kim
Seung Hae Kwon

SAPPHIRE

Joosun & Sewoong Lee

FOUNDERS PLATINUM

Jose Bisono & Teresa Espinal
Mi Young & Kyung Ho Choi
John Crowe
Pedro Lopez & Ines Guevara
Nikolay & Galina Popruzhnyy

PLATINUM

Xiao Jiao Chen
Tomas Fonseca & Yuri Perez
Falcon Lopez & Ana Romeu

SILVER PRODUCER

James Chen
Elli Dolgin
Wai Yew Ng

FAST TRACK

INCENTIVE PROGRAM

OCTOBER QUALIFIERS

Francisco Agramonte and Magalys Baez
 Mohammed and Fatima Ahmed
 Nicasio Amurao
 Sukirtharanee Ananthamoorthy
 Mariel Isadora Arismendy and Michael Nova
 Nial Baird
 Oniris Barcelo
 Santa Yocelin Bernabel and Antonio Francisco Perez
 Mignolis R Bonifacio Torres
 Juan Canahuate and Vanessa Torres
 Yan Chen
 Francisco Contreras Lopez and Maxima Jorge
 Jose Cueba and Gissel Then
 Elida Del Rosario and Manuel Novas
 Shatabdi Dogra
 Joy and Eric Domingo
 Manpreet and Manohardeep Hundal
 Warren Kerry
 Amtul Karim Khalifa
 Zhongwang Liu
 Rosa Lora De Romero and Carlos Ramon Romero Bobadilla
 Wen Jun Ma
 Jose Marte and Veronica Rosario
 Mariaelena and Bayardo Mendoza
 Miguel Angel Morillo Valerio and Nelly Espinal Tejada
 Aida Munoz and Juan Enrique Fernandez
 Lidia Nunez and Jorge Alejandro Martinez
 Dong and Ged Ong
 Medy Pahilagao and Marie Catahan
 Armand and Geraldine Paquette
 Amada Paulino
 Onomi Perez and Miguel Feliz
 Esukirving Perez Cordero and Jose Enrique Perez Rivas
 Yehong Qian
 Orlando Ramirez
 Eduardo Sanchez Albert and Nancy Burgos Candelario
 Juan Ventura and Faustina Garcia
 Huifen Yang
 Yanqun Zhang
 Yan Dan Zhao

NOVEMBER QUALIFIERS

Nerva Almeida
 Alejandro and Esperanza Arriaga
 Yun Bong Baik
 Tony Bello and Maria Perez
 Javier A Callejas and Delmi A Calderon
 Hugo and Myrna Chanez
 Mingxin Cheng
 Chiu Ling Chih
 Melvin Cho
 Oven Chou
 Shuqin Chou

Effery Chu
 Irene Cornejo and Benjamin Martinez
 Lili and Slavik Dezhnyuk
 Samantha Drybread and James Elliot
 Sandra Formoso
 Vicky Freund
 Gustavo and Celia Galvan
 Maria A Gomez
 Hortensia Gomez
 Mauricio Gomez and Eimi Uscategui
 Kelly Hawthorne
 Marco Hernandez
 Eva Hernandez
 Minerva Hernandez
 Telma Hernandez and Juan Barrillas
 Rigoberto Herrera and Maria Vejar
 Brian Hutchins and Wendy Rivera Pacheco
 Mai Le Huynh
 Wanda and Willie J Jackson
 Helen Kim
 Soohyon and Seongsoon Kim
 Daniel and Soonok Kim
 Michael Ledoux
 Harrison Lee
 Elvis Lee
 Wenqin Lee
 Tomas Leon and Mery Castro
 Sara Li
 Bing Lin
 Caridad and Raymundo Llerena
 Fidencio Lopez Zerafino and Juana Lopez
 Patricia Macias and Armando Castro
 Manuel Martinez and Josefina Rodriguez
 Marin and Susana Martinez
 Jose and Teresa Martinez
 A.Maria Medina
 Esnoel Melendez and Sonia Chavarria
 Rogelio and Alicia Mentado
 Mike Miller
 Xenia and Elena Murillo
 Leontine and Steve Ngounmai
 Maria Payano
 Humberto Pena
 Efren and Elidia Perez
 Paula and Cindy Pineda
 Ryan and Crystal Reyes
 Joseph Rimer
 Melissa Rios
 Evaidee Rios De Moran and Josue Edgar Moran
 Victoria and Federico Rojas
 Luz Ruiz
 Irma Servellon
 Maria Sierra Resendiz and Victor Hernandez Reyez
 Dale and Dianna Stonerodad
 Yandro Torno
 Augusto Torres and Carmen Ortega
 Oscar Torrez

Jose and Elizabeth Tovar
 Aurora Vargas
 Elvaluz Vasquez
 Yevgeniya Voytyuk
 Terrance and Chermisia Williams
 Cai Zhong Wu
 Hong Ying
 Jingya Ying
 Manuel Zamora and Maria Torres

DECEMBER QUALIFIERS

Liliana Agudelo
 Reina and Jose Alas
 Alicia Alayon and Pedro Lofeo
 Juan and Matilde Alcantar
 Pedro Aldana
 Magaly and Luis Aldana
 Jose and Laura Alvarez
 Myriam Andrade
 Elmer Arevalo Velasquez and Delma Arevalo Sical
 Miguel Emilio Arnaud and Aracelis Martinez
 Margarita and Epifanio Ayala
 Santos Benitez and Percida Villatoro
 Todd Boyer
 Atahualpa Brito
 Jecenia and Karla Cabrera
 Alfredo and Patricia Campos
 Isamar Carrillo and Osiris Barajas
 Debbie Chan
 Marvin Chavez
 Hortencia Chinchilla
 Mi and Hong Choi
 Yong Chon
 Soonhee Chung
 Miguel Angel Cocco
 Francisco Arnaldo Colon Reyes
 Jenny Isabel Colon Reyes
 Antonio Cruz Angeles and Damaris Rodriguez Romero
 Robert and Emma Curry
 Olga Darmanchev
 Ramiro De La Cruz and Mariana Soto
 Marilyn Diesel
 Hyon Dildine
 Jaqueline Duenas
 Jeremy and Michele Eastman
 Mi A Estel
 Alfonso Evaristo and Reyna Hernandez
 Raul Fernandez and Sabrina Lopez
 Michael Fisher
 Yelizaveta Fridrikhova
 Wilfredo Fuentes and Magda Urquiza
 Miguelina Garcia and Jhenny Placido Garcia
 Rosario Gonzales
 Maria Patricia Gonzalez
 Cristina Gonzalez and Gerardo Calderon
 Damaris Lissette Gonzalez Assers
 Katia Gracia and Jose Rodriguez
 Ana Gutierrez

Juan Bautista Gutierrez Rodriguez
 Maria Magdalena Guzman
 Heeley He and Jason Li
 Luz Angela Jahn
 Hyun Suk Ju
 Michinori Kaneko
 Myeong Kangson
 Lucy and Victor Kashubin
 Ji Hyun Kim
 Jared Krog
 Patricia Lam
 Hyunjeong Lee
 Fatima and William Lopez
 Xiaohui Lu
 Roberto Marte and Ruth Geraldino
 Maximino and Maria Demetria Martinez
 Agustin and Victoria Martinez
 Martha Merlan
 Tamara and Gerald Meyers
 Antonio and Bernarda Morca
 Honattan Morillo and Paola Lantigua
 Rene Moscoso
 Zhanna and Oleg Novorok
 Sook Hee and Yeong Goo Park
 Altigracia Pena and Jose Julian Castro
 Edgar Salvador Pina
 Marina Pukhalska and Anatoliy Pukhalskyy
 Karent Ramos
 Randy and Sherry Reed
 Ani Reyes and Rafael Medina
 Maria Divina Reyes Taveras
 Inna and Oleksandr Reznichenko
 Edmond and Hanna Rhim
 Christina and Dave Rhyne
 Rubit Rivera
 Santos Rodriguez and Ana Taveras
 Jorge Rodriguez and Maribel Solano
 Socorro Rodriguez Vazquez and Filiberto Vazquez
 Raul Rosales and Silvia Espinoza
 Margarita Ruiz
 Bounmy and Juan Saekhow
 Luis and Gladys Salazar
 Melbi M Sanchez and Jackson Flores
 Orfila Sandoval and Julio Bossano
 Henry and Adelina Saneaux
 Lyudmila and Vladimir Silchuk
 Tim and Samantha Smith
 Christine Stein
 Sharon Ly Sun
 Juan Carlos Tavez La Hoz and Martina Rincon Quezada
 Jose Turcios
 Aralys Valdez and Robert German
 Jose Luis and Reyna Vara
 Ricardo Vecino and Zoila Linares
 Angie and Jalil Velasco
 Richard Antonio Ventura Hidalgo
 Marco Villagomez and Paulina Chimbo
 Xiao Dan Wang and Jun Tao Zheng



Always There for You!

Achievers 2009 was an amazing celebration of success, yet for the IBOAI it was much more than that. It was an opportunity to once again partner with Amway Global to help you plan for the future.

The IBOAI has attended Achievers as your trade association many times over the past 50 years, always there to celebrate your achievements. However, this year we also took on a leadership role next to Amway Global to help with training, education, and motivation. IBOAI Board Members spoke at business meetings, presented at Expo seminars, and participated at recognition dinners.

IBOAI leaders were especially engaged in Training. New Chairman Steve Woods presented “Engage Your Groups in Learning,” while Past Chairmen Bob Andrews presented “Secret of the Sales Plan,” and Bill Hawkins presented

“Why Amway Global.” Other Board Members presenting during Training included Joe Markiewicz on “Exceeding New IBO Expectations” and, from the Governance & Oversight Committee, Jody Victor on “Sponsoring and Retention” and Jim Janz on “Competitive Comparisons.” Board Members and even up-and-coming second-generation leaders shared their vision and knowledge to help attendees build on the success that brought them to Achievers.

IBOAI staff was there to answer questions and assist Members at Expo; communicate events back home through YouTube videos, Facebook® photo albums, and Twitter® alerts; and support leaders in making their presentations. Throughout Achievers, our focus was on supporting IBOs.

More than ever, your IBOAI is partnering with Amway Global to continually build a better business, and we are proud we could be there for Achievers, your voice for over 50 years!



American Hero Awards

Nominate a Hero

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

You work on improving yourself every day.

You focus on helping others achieve success.

You demonstrate loyalty to your community and country.

You give your time and resources to improve the world.

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

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

Please note that all entries become property of Amway Global.

Four Awards:

Determination:

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

Leadership:

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

Patriotism:

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

Generosity:

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

Hello, Achieve Magazine!

making memories

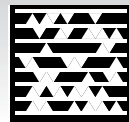
Memories of Achievers '09 are on display at www.flickr.com/photos/achievers09. If you were at Achievers, you just might find your smiling face on this flickr® photostream. If not, you might find others you know.

IBOs are using online calendar, postcard, and printing services to create fun, motivational tools with photos. Consider making your own.



Check out **ACHIEVE®**
magazine's photostream
on your mobile device

1. Download the application at www.gettag.mobi
2. Take a picture of this "tag" image with your mobile device.
3. The application reads the tag, linking you to the flickr photostream.





parting thoughts

From Outgoing IBOAI Chair Bob Andrews

When did you know that Amway was the right business for you?

I had been at the university for seven years with no degree, majoring in vocal music education. In six months with Amway we were making more money part time than I would ever make full time as a teacher. We knew nothing else would provide us this kind of money and this kind of freedom.

What obstacles did you have to overcome?

The biggest obstacle was us... and how we reacted to people who were cranky or difficult or obstinate. We had to battle to keep ourselves positive and focused while building our business... and not allow ourselves to get distracted or discouraged.

What do you wish you had known in the early days?

That it was my job to offer the opportunity to help people succeed... rather than to get them to take it. We wasted too much time trying to get people who didn't want to dance onto the dance floor.

What are your top three secrets of success?

Be optimistic; feed the positive power inside. Be consistent; keep making deposits and know it will pay off eventually. Be connected; have confidence and trust in your upline because they can help you succeed.

Who has been a major influence or role model?

At home, my parents. They were stable people who provided a great influence. At work, Rich DeVos and Jay Van Andel. They taught the power of taking charge, solving problems, and not belly-aching about circumstances.

What are your favorite recreational activities?

I'm all about cycling. I ride a couple hundred miles a week, as I have for 25 years.

What are you most grateful for?

One, spiritual blessings. Two, my amazing wife, Terry, and my family. Three, economic opportunity to start from nothing and build a business.

What advice would you give IBOs who are just getting started?

Get started! Too many people just start waiting... you have to **DO** the things that create success.

What was your most memorable experience as IBOAI chair?

Contributing to the 50th anniversary celebrations of Amway. I felt honored and obliged to make it a wonderful year.

Thanks for a great year, Bob!

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 Plan. Approximately 66% of all IBOs of record were found to be active* 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.

A couple is walking away from the camera on a paved boardwalk at dusk. The woman is wearing a white jacket and dark pants, and the man is wearing a dark jacket and light-colored pants. They are holding hands. To their left is a teal-colored metal railing with decorative finials, and beyond that is a body of water. A row of tall palm trees lines the boardwalk. In the distance, a sign that says "BOARDWALK" is visible on a structure. The sky is a deep blue.

see you at
Achievers '10
in San Diego...

Amway
GLOBAL™