

Amagram

BUSINESS BUILDING WITH CONFIDENCE

2/2008

Working together to
help you succeed...



Amway

Contents

corporate news

- 2 Editorial - Watch This Space
- 4 AMWAY™ is Making History
- 5 AMWAY Celebrates 50 Years

your business

- 3 Annual Business Consultant Bonus
- 6 New Platinum Seminar

Watch This Space

Hello to you all and welcome to this month's online-only issue of Amagram.

There's been so much discussion in the media recently about 'global warming' that we are taking a look at ourselves to see what we can do to reduce our own 'carbon footprint' like so many others, starting with small initiatives that eventually will all work together towards one common goal. So, this month we have a paper-free online version of Amagram and we would like to know what you think of the idea, so please email us at InfoCenter-uk@amway.com and let us know.

Early in June, we will be accompanying your UK and Irish leaders to Cyprus for this year's 'Leadership Invitational' meeting at the 5 Star Aphrodite Hills Resort. This will be a trip of a lifetime with over 150 of our top leaders attending. We hope that by next year, with the new initiatives we have planned for 2008, we can welcome many more of you not only to Leadership, but also to a number of other fantastic incentives that you can aim high to achieve over the coming months.

So why "Watch this Space"? Well, there are new sponsoring and retailing initiatives being worked on by my team here in Milton Keynes that I will personally share with your leaders in Cyprus. These are exclusive to the UK right now and have been designed to make your business more profitable. I'm sure that, once they are officially announced, your leaders will be communicating these to you and helping you to reach these goals.



One topic on the Cyprus agenda will be to discuss re-building the market. We are working hard to re-introduce sponsoring for the UK and Ireland. We know how it's imperative for you to build and we hear and see how increasingly difficult it gets as the moratorium approaches one year. We agree that we

need to get back out there at the right time and re-build Amway UK.

2008 will be a milestone year for Amway UK and we want to provide you with the best in service, initiatives and incentives. We want to drive growth through our people and our brands. We know that we must focus this year on growing our business and marketing our business opportunity like it's our No. 1 product. And you, our ABOs, will play the most important role - driving sales and offering the Amway Business Opportunity.

There are a number of exciting plans for Amway's 50th Anniversary year (see pages 4-5) and we are proud to celebrate Amway UK's 35th year in 2008. We are working to ensure that it will be a celebration that will be visible to all. Everyone wants to be part of a winning team, so the higher positive public profile and more visible our brand becomes, makes it easier for you to recruit, retail and retain your people.

My team here in Milton Keynes and I are looking forward to a turnaround year that will bring opportunity to all.

We look forward to working with you.

Tom Denham
General Manager & Director
Amway (UK & Rol) Ltd





Make a difference...

Annual Business Consultant Bonus

By focusing on the key elements of the Amway Sales and Marketing Plan – retailing products and supporting others to do the same – you could take your own Amway business from strength to strength and achieve additional bonus awards.

You have access to some world-beating brands within Amway’s extensive product portfolio... have fun as you develop your sales skills and build a strong retail base to your business.

By earning a minimum annual income of £10,000/€15,000 from Core Bonuses* in this PY (2007/08) and qualifying as an Amway Business Consultant (BC), you will be eligible for the **Annual Business Consultant Bonus**.

Bonus Schedule – UK

£10,000 - £14,999	= 20%
£15,000 - £24,999	= 30%
£25,000 - £49,999	= 40%
£50,000 or more	= 50%

Bonus Schedule – RoI

€15,000 - €21,999	= 20%
€22,000 - €36,999	= 30%
€37,000 - €74,999	= 40%
€75,000 or more	= 50%

Plus! ...for the first year of this Programme, the following OTCA (One Time Cash Awards) schedule will apply:**

If you reach the 20% level	= £3,000 / €4,500
If you reach the 30% level	= £5,000 / €7,500
If you reach the 40% level	= £7,000 / €10,500
If you reach the 50% level	= £10,000 / €15,000

How can you achieve your Bonus? ...here’s an example:

As a Business Consultant, you have earned £39,000 (€40,000) from Core Bonuses during the PY.

First	£14,999 (€21,999) x 20% = £3,000 (€4,400)
Next	£9,999 (€14,999) x 30% = £3,000 (€4,500)
Remaining	£14,002 (€3,002) x 40% = £5,601 (€1,201)

TOTALS	£39,000 (€40,000)	£11,601 (€10,101)
---------------	--------------------------	--------------------------



For detailed information regarding the SIP and precise qualification criteria, please refer to your upline Platinum, local Amway office or Amway website.
* Core Bonuses include Performance, Leadership, Foster, Ruby and Pearl Bonuses.
** Percentages are based on BC Bonus percentage levels.



Amway is making history

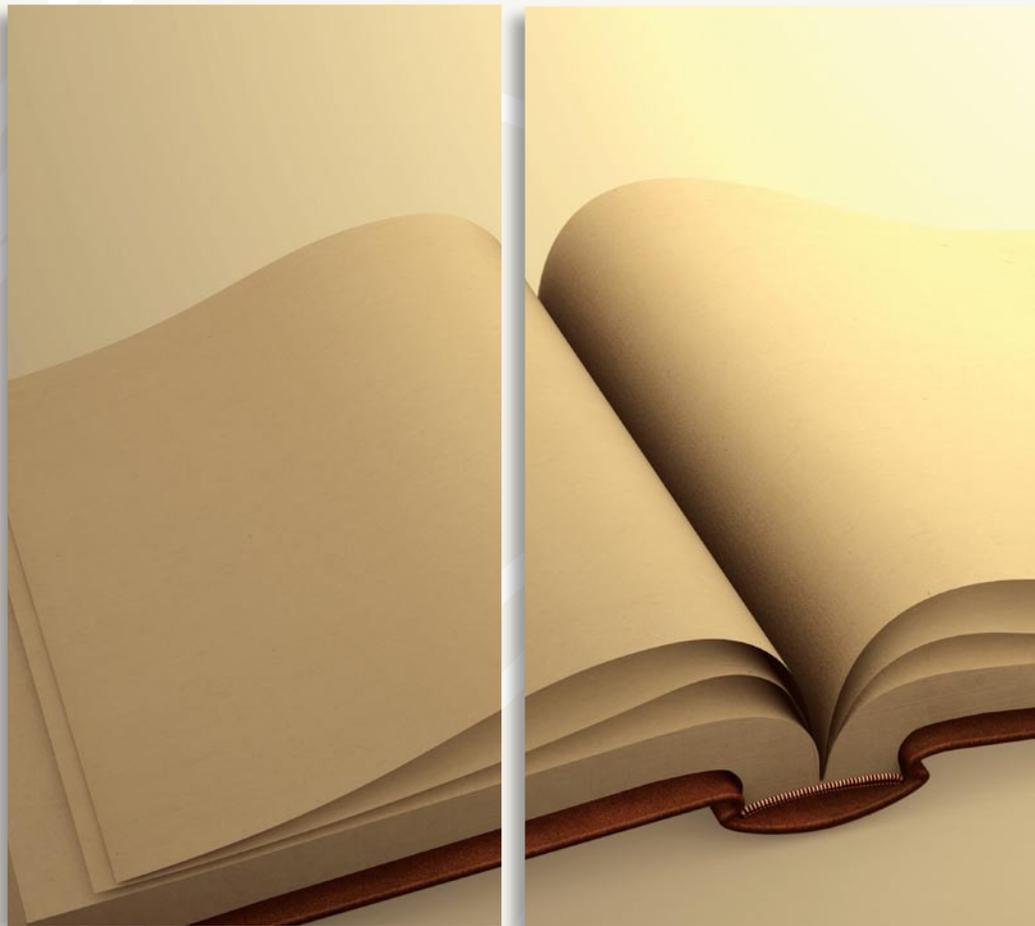
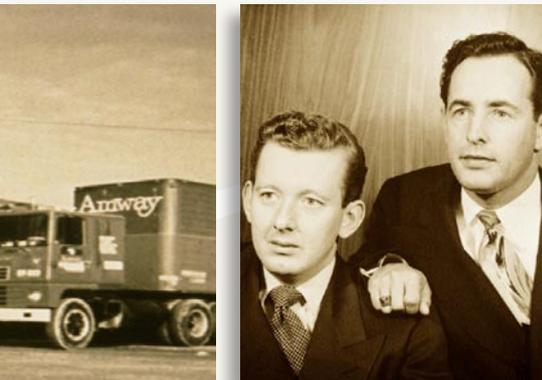
Together in 2009, we will mark our golden milestone, 50 years of global success, with an indelible image of achievement:

Amway's 50th Anniversary Recognition Book: Profiles of Achievement.

What better way to commemorate this momentous occasion than to profile our remarkable Business Owners who have achieved Diamond status and above. This album of achievement will stand as a testament to five decades of innovation and accomplishment – a permanent tribute to the leaders who will guide us far beyond our 50th year.

Stand among Amway's elite.

Achieve Diamond status **1st September 2007 – 31st August 2008** to qualify for inclusion in this landmark publication.



Reach the pinnacle others will aspire to and claim your place in Amway's proud history.



Where will you be in May 2009?

Amway celebrates 50 years!

In 2009, the Diamond and Executive Diamond Conferences become truly global events for this once-in-a-lifetime celebration of achievement and success.

Amway is marking its Golden Anniversary in extravagant style in May 2009, by inviting qualified ABOs from around the world to attend two unforgettable events.

Firstly, Ada and Grand Rapids, Michigan, will host the Executive Diamond Forum, transferring immediately after to Las Vegas, where Diamonds and above will gather, at the MGM Grand, for the grand finale of this truly magnificent celebration.

The full and final itinerary for each event is very much under wraps – we don't want to spoil any surprises – but, we can give a brief insight of what could be expected...

Qualification ends 31st August 2008

50th Anniversary Executive Diamond Forum

Qualified Executive Diamonds and above who meet one of the following conditions:

- ◆ Emerald Bonus Recipient and 9 or more Qualified legs (Q6 to Q12)
- ◆ Diamond Bonus Recipient and 10 or more FAA points.

50th Anniversary Diamond Forum

- ◆ Qualified Diamonds and above who meet the following conditions:
- ◆ Emerald Bonus Recipient and 6 or more Qualified legs (Q6 to Q12)

For more information about this and other events and precise qualification criteria, please refer to your upline ABO, local Amway office or Amway website. All seminars and events are by invitation only and are at the complete discretion of Amway.

- ◆ Welcome receptions
- ◆ Fun evening dinners
- ◆ Leisure time
- ◆ Business meetings
- ◆ Gala dinners
- ◆ Brand experience
- ◆ Business sessions with senior Amway management
- ◆ Gala celebration with surprise entertainment!



New Platinum Seminar

Day One

Our New Platinums from the UK & RoI arrived at the Hilton Hotel on the Danube River where they were greeted by Amway staff who assisted them into the hotel. The attendees had the afternoon free to explore their surroundings and take in the magnificent views of the city and the Danube River.

A local photographer arrived in the evening to mark this great achievement. The group was then greeted at a cocktail reception and Tom Denham, the UK & RoI Branch Manager, flew in on a special visit to have dinner with the attendees. The food and wine were magnificent and the evening was a great success.

Day Two

The Vienna Amway Experience Centre played host to our New Platinums, as the new leaders moved through the experience with opportunities to watch videos and demonstrations and take part in interactive activities with the Centre's trainers.

The Business Session was an informative piece on where we are to date. The session was enjoyed by all as it was informal and interactive between the Platinums and the Distributor Relations team. The main focus of this session was to focus on their achievement and to reflect on the effort and hard work they had put into reaching this fantastic goal.

In the evening, our guests were whisked away to the Schonbrunn Palace - the Café Restaurant Residenz - where they ate magnificent Austrian fare,

followed by an evening with the Schloss Schonbrunn Orchester who played a mixture of Mozart, Strauss and Kunstler.

Day Three

On the last day our attendees were taken on a sightseeing tour to show Vienna at its best. The group was shown the Belvedere Palace, State Opera, the Spanish Riding School and Hofburg Palace. The tour ended with a visit to Schonbrunn Palace and gardens where they had an opportunity to purchase gifts.

This was a truly memorable weekend for all attendees and a real reward for our New Platinums.



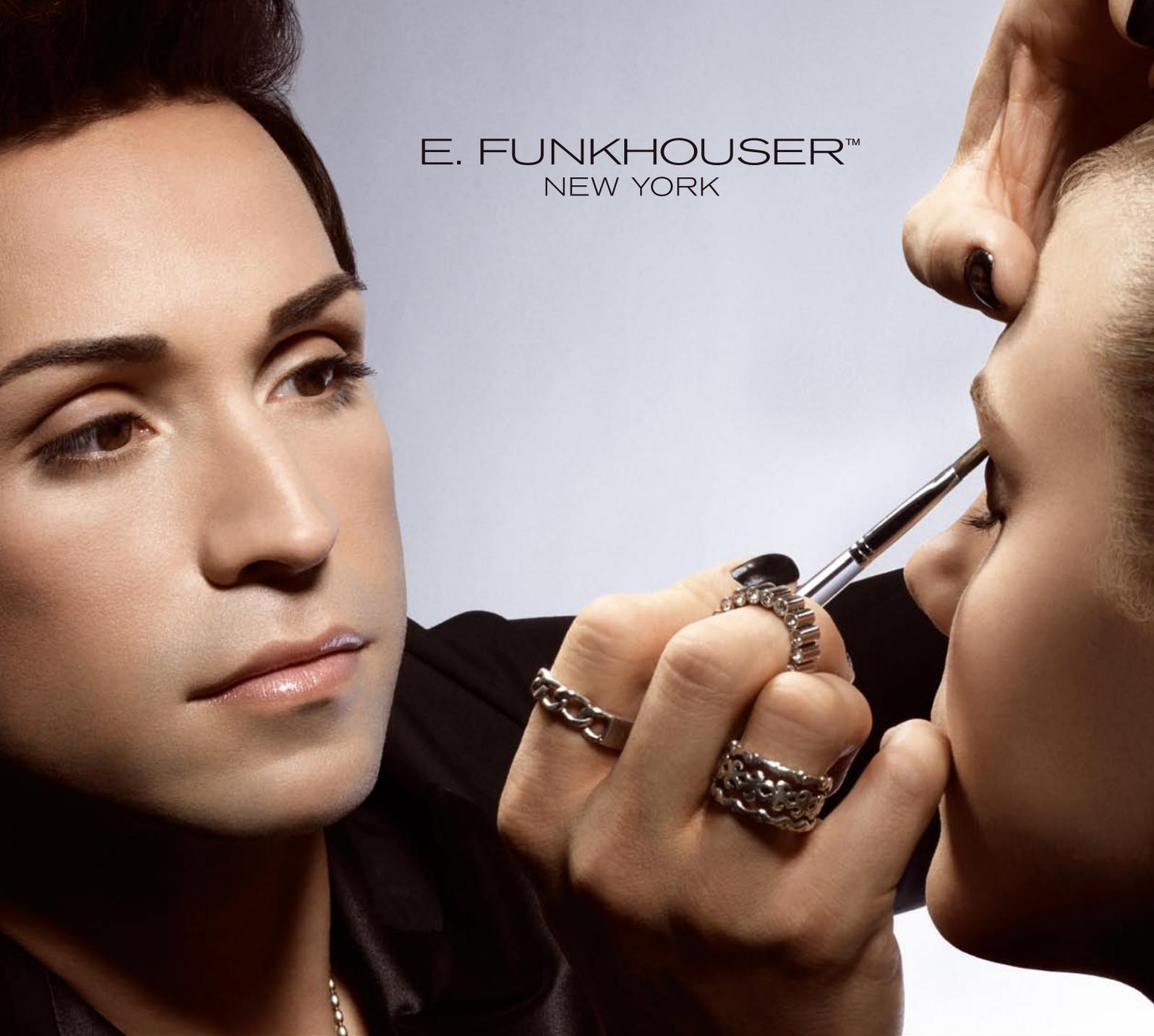
From left – Robyn Crewe, Sivabalarajah Kangarathnam, George Sugden, Declan Cassells, David Mccay, Anne Gilmore, Josie Swallow, Sasikla Sivabalarajah, Cathy Sugden, Nicola Cassells, Moni Mccay.



"Our trip to Vienna was truly an unforgettable weekend, such a unique city, every street full of history and culture. Amway provided a very warm welcome upon arrival and an event packed agenda and most memorable Platinum Seminar. A big thanks to all involved."

"WOW! What a treat! Our all expenses paid trip to the 'EXPERIENCE CENTRE' in Vienna was a dream come true: a luxury weekend, packed with information, exquisite food, a concert in the most romantic setting of a famous historic palace. All that in the company of leading corporate members of staff, crowned by sharing personal time with Tom Denham, who joined us for dinner on Friday night. An unforgettable experience: 'thank you' to Amway."

"Vienna was awesome, the whole trip exceeded my expectations and it was humbling to be treated in such a fantastic way. At every opportunity, Amway gave us gifts and treats throughout the weekend and it made me feel like they really did appreciate us. Now I'm really looking forward to Cyprus!"



E. FUNKHOUSER™
NEW YORK

E. FUNKHOUSER™ NEW YORK C007

Want to show your customers how to get the best out of the latest E. FUNKHOUSER NEW YORK products?
Want to sharpen your demonstration skills?

Visit the Brand Centre online today at www.amway.co.uk / www.amway.ie.

Amway
UK • Republic of Ireland • Jersey • Guernsey

The Amgram magazine is published for all Amway UK and Republic of Ireland Amway Certified Retail Consultants and Business Consultants by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU.
Tel. +44 (0)1908 629400.

*Amway and other product names denoted by upper case or bold characters are trademarks of Amway Corporation, Ada, Michigan, USA.

Amway (UK) Limited is incorporated in England & Wales (registered no. 4088907).



© 2008 Amway™ (Europe) Ltd

© Copyright Amway (UK) Limited 2008. All rights reserved. UK website: <http://www.amway.co.uk>. Rol website: <http://www.amway.ie>.

