

# Achieve<sup>®</sup>

JANUARY 2009

**RAJ & SANGITA  
SHAH**  
Double Diamond

## FITNESS RESOLUTIONS REALIZED

Workout success with Nutrilite

## PERFECT GIFTS – IN ONE PLACE

Valentine's Day made easy for your customers

## AMWAY GLOBAL TURNS 50!

Celebrating lasting partnerships

CELEBRATING 50 YEARS

**Amway**  
GLOBAL

QUINTAR  
NORTH AMERICA



# Losing weight is hard ...

## but it just got easier for your customers with NEW Nutrilite Slimmetry Blister Packs!

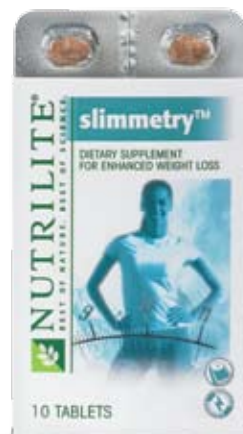
You already know customers who want to shape up – about two-thirds of adults in the U.S. are overweight\* – and SLIMMETRY™ can help them see amazing results.<sup>1</sup>

The weight-loss-boosting power of SLIMMETRY is now available in a convenient blister pack – so your customers' new weight-loss secret weapon is ready whenever and wherever they are!

**Three 10-tablet Blister Packs**  
**10-7391** 30 tablets **\$9.97**  
P297B861Y648

**Full-size Bottle**  
**10-5348** 180 tablets **\$39.90**  
P1190B3450Y2594

Tell your customers how they can receive a free trial of Carb Blocker 2 when they order a full-size bottle of SLIMMETRY. It's an offer they can't refuse!



**NUTRILITE®**  
BEST OF NATURE. BEST OF SCIENCE.

\*Source: National Health and Nutrition Examination Survey.

<sup>1</sup>In a clinical test, Slimmetry users on a low-calorie diet lost an average of 5.4 more pounds total body weight and 5.6 pounds total body fat than those taking a placebo.

# Features



*A blanket of snow covers Amway Global headquarters.*



6

## **Amway Global turns 50!**

Caring relationships that last for generations is what built this company, and that same philosophy holds true for the next generation of IBOs.



8

## **Fitness resolutions are realized when customers use the right Amway Global products**

Whether the goal is weight loss, strength building, or overall performance, NUTRILITE® products can help your customers succeed.



10

## **Ribbon and beauty and jewels – OH MY!**

Your customers will love that you have something for everyone on their Valentine's Day list – Ribbon, ARTISTRY®, and PERSONAL ACCENTS™.

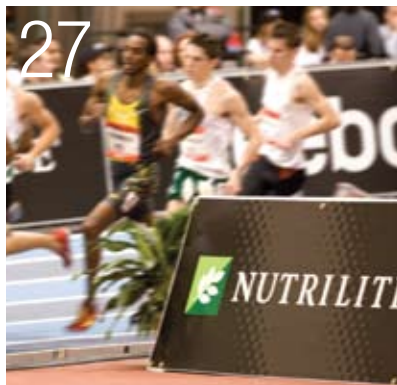


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## **Setting goals to reach for the stars**

Raj and Sangita Shah have built a successful business, encouraged their downlines to become great leaders, and built a school for children in India. Every day brings a new opportunity to accomplish another goal and bring value to people's lives.

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Let us know what you think. Send comments, questions, and suggestions to [editors@achievemagazine.com](mailto:editors@achievemagazine.com)



Quixtar North America is now Amway Global.  
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## TOGETHER, we all succeed

When you chose this business opportunity, you found more than just a way to make some extra money. You found a community filled with people who strive to do better every day. From IBO leaders, to those who have just started in this business, and even corporate executives and employees, we are all a part of a community that rewards people who help others succeed.

You can see this philosophy reflected in our programs, including the new Fast Track program, which rewards new IBOs for early success, but also awards their upline for helping them get there.

Whether you're a new IBO or a seasoned veteran, we want you to find success and achieve your dreams through this business. And we're dedicated to helping you get there. In 2009, we are offering you comprehensive support in all aspects of your business – everything from selling support to aggressive advertising and promotional campaigns to drive customers to your door.

So in the spirit of the season, we're asking you to make a resolution to work your hardest to achieve success and help others do the same. In return, we'll continue to develop the programs and tools you need to help you get there. And together, we'll make the best business opportunity in the world even better.

Steve Van Andel  
Chairman

Doug DeVos  
President

1959

1969

1979

1989

1999

2009





YEARS OF  
CREATING CHANGE

When Rich DeVos and Jay Van Andel started Amway in 1959, the two friends formed a deep and lasting partnership with each other, and with the many people who believed in the opportunity.

Rich and Jay shared their ideas with those first Independent Business Owners – beginning with their business fundamentals of freedom, family, hope, and reward.

“We are in the business of helping people help themselves,” Rich said. “This business continues to grow and prosper because of that foundation.”

Some things don’t change, even after 50 years.

Globally, the company has paid IBOs more in performance-driven bonuses than any other direct selling company in history.

## THROUGH PARTNERSHIPS.

### An opportunity for everyone

AMWAY GLOBAL™ Independent Business Owners (IBOs) are valued for their individuality. Rich DeVos once said, “There is no average IBO. Everyone brings a different story, a different background to this business.”

AMWAY GLOBAL President Doug DeVos echoed his father’s thoughts: “The most unique part about this business is people working together. Those who have been in the business awhile have a wealth of knowledge and understanding that they can share with others and, in turn, help them achieve success. Our strength is in those relationships.”

Today, the next generation of Amway Global – Independent Business Owners and company leaders – continues to be guided by these fundamentals, and a partnership of caring.

“A compassionate, caring attitude is the heart and soul of our business,” Rich DeVos once told a group of IBOs. “That’s what makes people stay, even when they feel like quitting – the knowledge that people care about you.”

Being partners has also made us international direct sales leaders.

Around the world, people recognize our top-quality brands – NUTRILITE®, ARTISTRY®, and SA8®.

And every affiliate market gives new IBOs the opportunity to realize their life goals with a business of their own.

“My father and Rich wanted to create an opportunity where the AMWAY GLOBAL business of each and every IBO lasts for generations,” said AMWAY GLOBAL Chairman Steve Van Andel.

Rich and Jay built that concept into their business back in 1959 – the ability for anyone to create a business that can last for generations to come.

That’s the value of a great partnership.

1959

1969

1979

1989

1999

2009



# Help customers maximize their workouts with Nutrilite Sports Nutrition.



We all know the drill over the holidays: shop, eat, stress, *repeat*. It's an understatement to say fitting in a regular exercise routine is hard – it's nearly impossible.

Luckily, the clear(er) calendar the new year provides prompts many of us to set resolutions concerning our fitness and, sometimes, we actually manage to stick to them for, oh, about a week.

Help your customers find real change by introducing the NUTRILITE® Sports Nutrition products that help improve workouts before, during, and after for customers at every fitness level.

Talking about resolutions is an easy way to start a conversation – listen to what your customers have to say to determine which of the following resolutions most closely match their goals.

Then, decide which of the areas that Sports Nutrition addresses – energy, strength, hydration, or recovery – your customer might be most interested in, based on the conversation. These are the products that would be most beneficial based on need.

#### Fit facts about the Sports Nutrition market:

- **\$12.2 billion** Size of the sports nutrition market, which accounts for 29% of the nutrition and wellness products sold in the U.S.
- **40.2%** The percent the category is projected to grow by 2012, giving competitors **\$17.1 billion** to contend for.

#### How Nutrilite Sports Nutrition supports retailing efforts

When NUTRILITE® Sports Nutrition launched in April 2008, we partnered with 180 top retailing IBOs to see if the new line could drive retail sales – and boy, could it ever! The results from six months after the launch showed big gains:

- **15.73%** The amount the average revenue per customer increased.
- **193%** The amount by which these IBOs increased their retailing efforts – they're excited about Sports Nutrition and you should be too!





Resolutions	Energy	Strength	Hydration	Recovery
“I want to lose weight.”	Rhodiola 110 – the energy they need to start a regular workout routine.	CLA 500 – combined with workouts, this essential fatty acid helps them lose fat, not muscle.	Sugar-Free Sports Drinks – help them hydrate without the calories.	Glucosamine-7– helps improve joint function and flexibility – important if they haven’t established a regular exercise routine.
“I want to build muscle.”	Energy Bars – the right blend of carbs and protein to sustain their intense workout.	Whey Protein Powder – the fast-digesting protein their body uses to build and repair muscle.	Sports Drinks – scientifically formulated to replace what their body loses during activity.	Sports Cookie – optimized carb-to-protein ratio so they experience faster muscle recovery and reduced muscle damage.
“I want to improve my overall performance.”	Rhodiola 110 – helps maximize their mental and physical performance during exercise.	Protein Shakes – help them maintain lean body mass, with 25 grams of satiating protein their body needs to build and rebuild muscle tissue.	ROC <sub>2</sub> O Antioxidant Enhanced Drink Mix – adds antioxidants to their plain water – important to combat free radical damage associated with intense physical activity.	OCEAN ESSENTIALS® Joint Health – helps support their optimal joint health, mobility, and flexibility.

**Need more help retailing Sports Nutrition to your customers?**

Check out the Sports Nutrition course available online at The Learning Center.

*Feel the energy. Know the power.*

# Fall in love with retailing for Valentine's Day

Valentine's Day is more than just a greeting card holiday. It earns retailers nearly \$17 billion in gift sales. The average man spends \$119 on gifts for his sweetheart. And women spend an average of \$85 on their men.\* That's a lot of love to give – and some lovely profit potential for you!

Valentine's Day isn't just for sweethearts anymore either. Everyone loves to receive a Valentine's gift – children, teachers, parents, grandparents, friends, co-workers, customers. The list goes on and on. With the wide variety of products you sell and the gift options you have available through your AMWAY GLOBAL™ business, Valentine's Day becomes a great opportunity for you to woo some new customers.

\*2007 data.





**Give the Valentine's Day card of choice**

There's a good reason that *Ribbon* Gift Cards are called the Gift of Choice. There's something for everyone – and every Valentine on your customers' lists. *Celebrate* offers lots of special gifts for family or friends. *Ghirardelli*® is a chocolate lover's dream. *Klutz*® has a great selection of fun stuff for kids. *Pamper* will help you spoil someone from head to toe. *Guy Gear* is all about "toys for boys." *PERSONAL ACCENTS*™ shines with fabulous jewelry just for her. And there are 14 other fabulous *Ribbon* Gift Collections – just waiting to hear someone say, "Be mine."

**Give a beautiful Valentine**

A Valentine's gift from ARTISTRY® will delight her senses and let her inner beauty queen shine through. Help your customers choose something from the unmatched collection of advanced skin care, offered through TIME DEFIANCE® or essentials products. Add some colour to her life with essentials and Trend Collection colour cosmetics. Or, let her experience a little bit of luxury with ARTISTRY spa products. It doesn't matter if she's trendy or traditional, she'll love the true beauty of ARTISTRY.

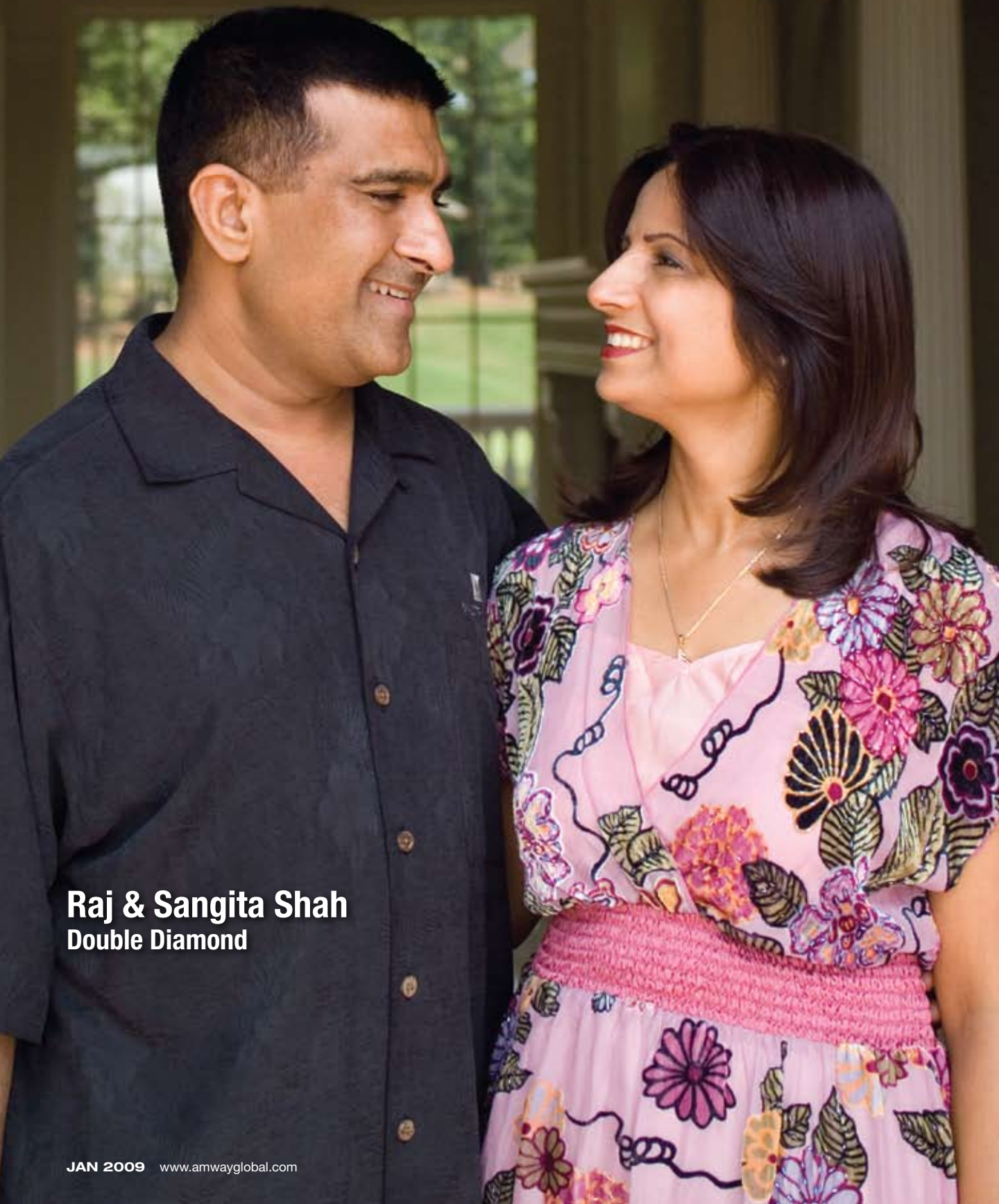
**Give a personal Valentine**

Are your customers looking for a traditionally romantic Valentine's gift? The *PERSONAL ACCENTS* collection offers an array of every kind of jewelry – including popular styles for men – featuring fine quality stainless steel, sterling silver, colorful stones, and sparkling crystals. Inspiring accessories, like handbags, sunglasses, cufflinks, jewelry boxes, and more are all just as fashionable as they are functional. Captivating scents for men and women, including our exclusive "Anticipate™" and "Anticipate Intense" fragrances, as well as designer scents, are sure to win hearts.

**Cupid's sales tips**

- 1. Create time to love.** Offer busy customers time-saving solutions, such as a gift-wrapping service for their Valentine's gifts. They buy. You wrap. This is a great added benefit for them and an opportunity for you to offer additional products and time-saving solutions in the future.
- 2. Play matchmaker.** Some customers may enjoy a one-on-one, personal gift shopping experience where you can help them find the perfect Valentine's gift.
- 3. Share the love.** Make shopping a social event with several people. Try hosting a customer Valentine's Day shopping get-together. Hint: These ideas work for other gift-giving holidays too!





**Raj & Sangita Shah**  
Double Diamond



# *Building a* **BRIGHTER** *Future*

**Name:** Raj & Sangita Shah

**Home:** Duluth, Georgia

**Previous occupations:** Both were employed in the automotive industry, Raj as a software engineer and Sangita as an accountant.

**Children:** Son Ronak is 16 and daughters Reena and Reeya are 14 and 10, respectively.

**Favorite family activity:** "We enjoy traveling and lots of outdoor activities, like golf and tennis," says Raj.

**Favorite AMWAY GLOBAL™ brands:** "I love the entire ARTISTRY® TIME DEFIANCE® line," says Sangita, "but especially Illuminating Essence and Intensive Repair Serum."

"I'm a very focused and goal-oriented guy," says Raj Shah. "I write down my goals every day and keep them in front of my eyes."

His ability to look past the obstacles to the opportunities that lay ahead has played a huge role in the success of their AMWAY GLOBAL independent business, Sangita says.

She and Raj were newly married and well established in their careers when they learned about the AMWAY GLOBAL business opportunity from her parents.

"At first, I couldn't see the point of building it," she admits. "I was very shy and fearful of talking in front of people, so it didn't seem like a good fit." Plus, the Shahs already enjoyed a great lifestyle. What more could they want?

Children, for one thing.

"We shared a strong desire for Sangita to have the choice to stay home when we started a family," Raj says. But maintaining their lifestyle wasn't likely without her salary, so he encouraged his wife to take a closer look at the business.

"In traditional business, there's no motivation to move ahead. I had the desire in me, but no matter how hard or smart I worked I was not rewarded for my effort," he says.



“In your AMWAY GLOBAL™ business, you’re free to rise at the speed you want to rise. The more you learn about the products, the better equipped you are to recommend them to others. And using them is the best way to learn! When people come to our home, they see the products everywhere, and we love offering them samples.

“It’s amazing, really. One goal after the other, we kept applying the basic success principles and advancing to the next level.” Raj pauses, shaking his head. “Never in our wildest dreams could we have imagined this. It was like reaching for the stars.”

### Sharing their success

Just last month, Raj and Sangita traveled to India while the kids spent the holiday break with their cousins in Dallas.

“Our parents and siblings all live here in the States, but we still have extended family back in India,” she says. Originally from Gujarat, both have called the U.S. home for more than 25 years.

One of Raj’s goals as a new IBO was to open a school for disadvantaged children in India.

“We started with a small group of students and now we have about 370 eighth- through twelfth-graders,” Raj says.

Always dreaming about how to improve on what they started, the Shahs are currently overseeing the addition of a swimming pool and playground to the campus. They’ve also started funding scholarships to enable graduates to continue their studies in college.

“We were finding that many of the students went straight to work after graduating because of their families’ financial circumstances,” Raj explains. “We hope to change the world by changing one life at a time.”

### Leadership begins with love

Looking back to the years when they still worked in the corporate world, Sangita admits, “We didn’t really know our priorities or set goals for where we wanted to go in life. We hadn’t thought about what we wanted to accomplish or what example we wanted to set for our family.”

That all changed when they started their AMWAY GLOBAL independent business.

“We began to understand what life’s all about and realized we *could* change lives around the world.”

She and Raj are mindful that it’s the people who’ve gone before them and those looking to them for leadership that make that reality possible.

“We are truly blessed to be part of the BWW team. We were taught the basic success principles by our leaders, and we in turn teach them to our group,” he says. “Love people. Uplift people. Don’t judge them. Focus on their strengths, not their weaknesses. It’s these things that create great leaders and draw people to this business.”

Sangita finds that sharing the products still opens the door to sharing more about the opportunity that’s transformed their lives. “People appreciate the quality of the products

***“Watching our downlines accomplish their goals and dreams is so much sweeter, just like when your children succeed. It’s then you know you’ve taught them well,” says Sangita.***

once they try them. They can see and feel the difference right away, and they know we’re giving them a greater value than anything else that’s out there.”

The youthful-looking mother of three often finds people inquiring about her beauty regimen. It’s the perfect opening to talk about ARTISTRY® skin care.

Raj, who carries an XS® Energy Drink with him wherever he goes, says that with every new product launch and improvement Amway Global makes, he thinks, “Wow! One more reason for people to get excited about this business opportunity!”

**Better every day**

Raj’s enthusiasm is genuine and contagious. It’s easy to see why people seek his coaching, a “hidden talent” he’s discovered since starting his business. “I am very people-oriented,” he says. “I always believe in them and see their potential. It makes me feel happy and accomplished to see them succeeding in life.”

Sangita echoes that sentiment. “I didn’t know I could add so much value to others’ lives.” Once too shy to speak in front of even two people, she now addresses thousands in stadiums across the world. “I’ve come a long, long, *long* way,” she remarks.

Success is now par for the course for the Shahs. Whether they’re sharing a laugh with friends on their porch swing or a friendly – but competitive – game of tennis or golf with their children, Raj and Sangita have come to expect the best from life.



“This business, the opportunity and the products, allows us to bring the best out of others and ourselves. We feel like we’re kids again because every single day we do something better, accomplish another goal, see the sparkle return to people’s eyes who’ve lost hope in their future,” Raj says. “No matter what’s happening in the world around us, we know that our tomorrow is going to be better than today.”





**Vinny & Dayna Pappalardo**  
New York

## Hope in hard times

Vinny Pappalardo finds it “ironic that the world economy is so troubled and our story is one of overcoming overwhelming debt.”

Overwhelming is right. Try \$1.7 million worth of debt. That was the amount he and Dayna were saddled with when their family furniture store of 16 years went belly up.

He took on three jobs and she went to work full time, and still they couldn't make ends meet. “The phone was shut off every month, cars were repossessed, and our house was in foreclosure. But we had each other so we were happy,” says Vinny, who talks of finding “the strawberry” in the midst of negative circumstances.

That positive outlook led the Pappalardos to a meeting explaining the AMWAY GLOBAL™ business opportunity. “Thank goodness Vinny saw the answer for us,” says Dayna, who recently was able to leave her interior design job.

It didn't take the couple long to realize their newfound business was also their calling in life. Early on, they were inspired by a speech from company co-founder Rich DeVos, who said the goal of every IBO should be “to give the lonely and the frustrated and the scared that sense of hope and security that we must give them.”

Though the road to Diamond was long and paved with many challenges, “Rich's statement carried us whenever we started to doubt,” Dayna says.

### A family business

With the challenges came changes. In order to advance in the business, “We had to be committed to growing and changing as people,” Vinny says.

They were inspired to do so by all the forward-thinking changes they saw coming from the Corporation. “The ad campaign is phenomenal. And so are the new products. They're easy for even new IBOs to sell,” says Vinny, citing the NUTRILITE® Vanilla Pretzel Energy Bars, Rhodiola 110 Dietary Supplement, and XS® Energy Drinks as hot sellers among their group whose average age is 24.

“Health and Beauty is the number-one growing market in the U.S.,” adds Dayna, “and Amway Global is so strong in both areas. In fact, ARTISTRY® is among the world's top five, largest-selling, prestige brands of facial skin care and colour cosmetics.”\*

Realizing they could be doing more to capitalize on that fact, Dayna launched a targeted campaign. First, she began sending their IBOs to the Artistry Beauty Institute for training, “because knowledge is power.” Then, she showed them the perfect market for cosmetic sales – bridal shows.

“She's quite an innovator,” Vinny says proudly of his wife, adding that their organization is involved in more than 250 shows this year.

The Pappalardos' children play a large role in “the family business.” Son Tony is an Emerald and lives just five townhouses down from them. Daughter Danielle and her husband, Dennis, live only a couple miles away and are Ruby. Vinny's quick to point out that Tony's son Vincent, 5, is named after his grandpa, continuing a tradition from their Italian heritage.

“We have a great family and a great business,” he says. “Plus, we get to be the door with an opportunity for changing people's lives.”

With their debt paid off and so many more people to help, he and Dayna call the day they lost their furniture business “the best day of our lives. If that hadn't happened, we wouldn't be here,” she says.

\*Based on a Euromonitor study of 2007 global retail sales. Others in this distinguished group include Clinique®, Estée Lauder®, Lancôme®, and Shiseido®.





**Margarito & Angelica Ledezma**  
Arizona

**It's not unusual for Margarito and Angelica Ledezma** to serve guests a tasty meatloaf and potato salad, then offer samples of ARTISTRY® TIME DEFIANCE® products. Just another evening at home? Not exactly.

"We've found that the best way to sell our products is to show people how well they work," says Margarito. "For example, everyone loves our iCook® Cookware cooking and cleanup demonstrations. The quality is obvious and the results are delicious!"

"ARTISTRY TIME DEFIANCE products are fun to demonstrate, too," adds Angelica. "Men and women can see and feel the difference in their skin immediately. It's very rewarding, for us and for them."

Margarito and Angelica started their AMWAY GLOBAL™ business thinking they understood exactly how rewarding it could be. After all, they'd watched Margarito's brother achieve Diamond, and had seen how his lifestyle changed.

"We knew the business potential," says Margarito. "But what we didn't know was how supportive the Corporation would be. It's amazing."

Angelica agrees, saying that everything – from product quality to packaging and pricing – is geared toward helping IBOs grow their businesses better and faster. That's good news for the young couple, whose busy life includes parenting daughters Brianna Vanessa and Sophia Isabella, both under two.

"We love demonstrating products and watching people respond so positively," says Margarito. "It's business, but it's also a lot of fun."



**José & Nidia Piñón**  
Arizona

**"Hands down, the NUTRILITE® line is our biggest seller,"** shares Nidia Piñón. "Every product is innovative, and the quality – like everything from Amway Global – is wonderful.

"Oh! And the ARTISTRY Skin Care Sales Kit is a big hit. It's definitely helped us speed up product training."

Nidia and José – both Food Network junkies – believe the future's never looked more appetizing – for them, the Corporation, and anybody interested in building an AMWAY GLOBAL business.

"Like anyone (doing something new), we had our doubts and challenges," states José, who owned a bustling landscaping company.

"He was used to working with plants, not people," jokes Nidia, a stay-at-home mom who "wanted something more" out of life.

With help from their sponsors and team, José received the training he needed to succeed, and Nidia found the personal growth she desired. "We're also grateful to my mom, who helped tremendously with the kids (Tania, 15, Freddy, 9, and Anthony, 2)," she says.

These days, José delights in working from home plus having time with his family – time he often spends running to the store so he and Nidia can whip up something yummy they saw on TV.

From his perspective, "Anything worth doing involves challenges! This business has given us hope and a purpose, which we're committed to sharing with others."



**Adelmo & Socorro Rodríguez**  
California

**Adelmo Rodríguez can't say** enough about AMWAY GLOBAL products. "Everything is top quality, and we love it!"

From the eSpring® Water Purifier ("Can't live without it") to iCook Cookware ("Food turns out really good") to ARTISTRY skin care and cosmetics ("My wife looks prettier and younger every day"), Adelmo and Socorro are full of praise for the products they sell and use.

"You can't fake conviction," he says. "Without it, you won't sell a thing," be it a product or a business opportunity, remarks the former press brake operator.

Drawn to the business by a friend's excitement, he and Socorro decided to check it out. "Once we finally got to a larger meeting, everyone's enthusiasm was so contagious that we knew this was something big."

Sharpening their interpersonal skills took time. Yet with the help of their group, the Rodríguezes made personal changes that led to notable progress.

Today, they're the ones guiding and encouraging others to discover life on their own terms. For Socorro, that means plenty of time with family – siblings and parents (some here, some in Mexico) and, of course, the kids (Adelmo Jr., 11, Alondra, 10, and Xôchitl, 3). "We talk and laugh a lot!" she says. "I've definitely found myself through this business. It's enriched my life immensely."

Sapphire



**Mark & Karen Ackley**  
*Pennsylvania*



**Young Sik Choi & Suk Je Lee Choi**  
*Texas*



**Leoncio & Yolanda Croes**  
*Aruba*



**Mike & Amy Harvey**  
*Texas*



**Vicente Martinez & Maria Cortez**  
*Delaware*



**Ryan & Amanda Medinger**  
*Nebraska*



**Damian Millan & Zaily Carmona**  
*Florida*



**Leo & Selene Ramirez**  
*Colorado*



**Gary & Kimberly Reck**  
*Pennsylvania*



**Dirk & Laura Taylor**  
*Virginia*



**Leonardo & Rosa Vasquez**  
*New York*

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Ruby



**Al Bedford**  
*California*



**Valonda Bender**  
*Pennsylvania*



**Ramon Castillo & Alba Nunes**  
*New York*



**Roberto & Lorenza Martinez**  
*California*



**Oscar & Maria Esther Nieto**  
*Illinois*



**Tom & Amie Utermoehl**  
*Minnesota*



**Chan Yi & Thou Yam**  
*California*

**Platinum**



**Colin & Chrys-Ann Ambrose**  
Airline Clerk  
Banker  
(Neil Joseph)  
*Antigua*



**Jose Augustine**  
Maintenance Technician  
(Julian & Ingrid Charles)  
*Antigua*



**Valonda Bender**  
Telecommunications  
Manager  
(Reagan & Carey Bender)  
*Pennsylvania*



**John Bianchi**  
Painter  
(Gary & Kimberly Reck)  
*Pennsylvania*



**Damian & Adriana Castillo**  
Administration Manager  
Project Manager  
(Jeff & Kristen Markiewicz)  
*Texas*



**Ramon Castillo & Alba Nunes**  
Refrigeration Technician  
Pharmacy  
(Leonardo & Rosa Vasquez)  
*New York*



**Julian & Ingrid Charles**  
Project Officer  
Sales Clerk  
(Kennedy & Joycelyn Rawlins)  
*Antigua*



**Elvin Chavira & Yessica Sifuentes**  
Mover  
Homemaker  
(Luis Enrique Hernandez & Teresa Alonso)  
*California*



**Michael Ciotta**  
College Student  
(Jacob & Amber Hillman)  
*New York*



**Greta Cleary**  
Technical Writer  
(Daniel Harris)  
*Colorado*



**Hector Cuevas Samaniego & Guadalupe Hays Leyva**  
Business Owner  
Homemaker  
(Salvador Limas Armendariz & Alejandro Limas)  
*Washington*



**Juan Carlos & Maria Delgado**  
Carpenter  
Laborer  
(Gaudencio & Julia Rico)  
*Kansas*



**Ervin Dorsett Jr. & Gail Samuel-Dorsett**  
Sr. Public Relations Office  
Executive Assistant  
(Laurance & Sandra Bonelli)  
*Virgin Islands*



**Joe & Cora Elumba**  
Electronic Technician  
Registered Nurse  
(Benedicto & Tita Coloma)  
*California*



**Thomas & Christina Engstrom**  
(Bernice Hansen)  
*Michigan*



**Benito & Rita Gutierrez**  
Yard Maintenance  
Housekeeping  
(Leodegario & Silvia Gutierrez)  
*Oregon*



**Gilberto Hernandez & Ana Carvajal de Hernandez**  
Driver  
Homemaker  
(Alberto & Maria Navarro)  
*California*



**Neil Joseph**  
Sr. Examiner – Financial Institutions  
(Jose Augustine)  
*Antigua*

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

Platinum



**Antonio Juaquin & Evangelina Pena**  
Gardener  
Housekeeping  
(Carlos Hernandez)  
*Washington*



**Haeng & Jea Hwan Kim**  
Business Owners  
(Young Hee Hayoo & Won Yong Ha)  
*Washington*



**Kenneth Keunyoung & Kelly Jeongyoun Kim**  
Controller  
Accounting Manager  
(Daniel & Eun-Ah Wyatt)  
*California*



**Soo Seok & Se Hwa Kim**  
Salesman  
Homemaker  
(Dalnim Jung & Young-Hoon Park)  
*New York*



**Moon Lee & Hyunjoo Kim**  
IT Operations  
Housewife  
(Mi Sung Kang)  
*California*



**Sally Lee**  
Finance Consultant  
(Mi Hyeoun & Dae Han Okh)  
*California*



**Gabriel Martinez & Martha Mendoza**  
Farm Employee  
Cook  
(Rene & Araceli Urbano)  
*California*



**Pepito & Gaudelia Nacionales**  
Electronic Technician  
Registered Nurse  
(Jose & Cora Elumba)  
*California*



**Kareem Phillips**  
(George Mundin)  
*Virginia*



**Miguel Rodriguez & Veronica Chavez**  
Chef  
Housewife  
(Nestor Perez)  
*California*



**Wenceslao & Maria Elena Rodriguez**  
Painter  
Restaurant Employee  
(Marcos Leon-Gonzalez & Maria Elena Sanchez)  
*Tennessee*



**Keith Rollins & Lisa Paxson-Rollins**  
Auto Mechanic  
Veterinarian  
(Michael Williams)  
*Florida*



**Jesus & Maria Salgado**  
Remanufacture Production  
Homemaker  
(Marco Subuyu Sicaja & Maria Salgado)  
*Oregon*



**Isaac & Francisca Santos**  
Construction  
Housewife  
(Pastor Valdez & Ermila Vasquez)  
*Tennessee*



**James & Cathy Sheen**  
Dentist  
Nail Salon Owner  
(Hyo & Young Ko)  
*New York*



**Kyle & Teresa Smoker**  
Car Sales  
Real Estate  
(Reagan & Carey Bender)  
*Pennsylvania*



**Joseph & Jesica Uphold**  
Retail Manager  
Hairstylist  
(Chris & Kelly Jensen)  
*Oklahoma*



**Tom & Amie Utermoehl**  
Real Estate  
Mortgage Processor  
(Greg & Cindy Weiss)  
*Minnesota*



**Jason & Tracie Vendrone**  
County Utility Employee  
School Board Secretary  
(Steven Mitchell)  
*Florida*



**Ervin Veno III**  
Pharmaceutical Sales  
(James Friling)  
*Pennsylvania*



**Ethan & Amy Veno**  
Sales Representative  
Office Assistant  
(Eric & Jessica Veno)  
*Pennsylvania*

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

Cesilia Acosta	Anthony Digiantomasso	Ji-Hyun Kim & Byoungjin Bang	Anthony Pecchillo
Carlos & Olivia Arellanos	Liping Du	Johnny & Sue Kim	Kelvin Peralta Madera & Sarah Perez
Jess Aspilla	Luis Espinoza & Leticia Martinez	Vijay Kumar	Nazario Perez & Maritere Padilla
Gilles & Kelly Bathalon	Jeffrey & Cynthia Eveler	Gaurav & Rashida Kumkar	J. Perez Beltran & M. Felix De La Herran
Pedro & Dina Benitez	Luis Fajardo & Ines Monje	Boon Piau Lai	Ivan Rodriguez
Martin & Shannon Bento	Dean & Sharon Farris	Luis & Esther Larez	Jose Jesus & Leticia Ruiz
Rocky & Stacey Bishop	Pedro Forestal Segura	Calvin Lau	Lucino Jorge & Maria Ruiz
Francisco & Arcelia Calderon	Ryan & Geeta Gangaram	Doo Young & Mi Hye Lee	Rodolfo Saldana & Maria Tovar
Leonel & Cirila Canchola	David & Shu Liu Gaw	Jeonghee Lee	Fermin Sanchez & Maria Magdalena Garcia
Cristina Carballo	Rudsel & Milushka Girigori	Jie Li & Pei Yi Liang	Mauro Sanchez Ojeda
Lorena Castillo	David & Adela Gonzalez	Jim & Mary Licari	German Santos & Victoria Gomez
Armando Castro & Rosario Martinez Garcia	J. Gonzalez Bustillos & G. Chavez Portillo	Michael & Sally Liddicoat	Anthony & Jessica Savini
Francisco Ceballos & Glenis Vasquez	Miguel & Maria Grajeda	Cho Lim	Miguel Simental & Maribel Caballero
Yvon Chayer & Jacqueline Godbout	Daryl Guffey	Bingmei Liu & Chaco Yang	Manmeet Soin
Irene Chin	Helen Guo	Julio Llanos & Adriana Lara	Greg & Sonya Stoll
John Collins	Jose Henriquez	Juan Lopez & Ana Romeu	Juan Francisco Tatis & Dermis Cedeno
Cesar Cotes & Sonia Rodriguez	Jose Hernandez & Juana Cuautle	Jesus Luna Pena & Niurca Medina	Rejean & Mireille Tessier
Aurelio & Miriam De La Cruz	Su-Yun & Hu Yu-Wen Hsu	Tomas & Erlinda Menendez	Faustino Vasquez Lucas & Eva Vasquez
Heriberto De La Cruz Lopez & Lucina Gonzalez	Chiun Nan Huang	Felix & Santos Moreno	Dongjun Wang
Francisco & Anna Del Rosario	Mei Hua Huang & Kuan Tse Chien	Steven Mueller	Zhentian Yang
Xu Deng	Michael Hughes & Haeok Kim	John & Shari Oetman	So-In Yoon Lee & Hong Yeul Lee
Jose & Margarita Diaz	Kuk Myeung & Mi Kyeung Hwang	Francisco & Martha Ortiz	Wang Zaiji
Jose Agustin Diaz & Francisca Carmona	Juan Interiano & Reyna Calderon	Irma Pargas & Maria Jacobo	
Marco Diaz Vela & Francisca Salgado	Pedro Jimenez Rojas & Maria Elena Lozano	Young Ah & Man Gyu Park	
	Young Jin Jun & Chun Chae	Pankajkumar & Heena Patel	

## Silver Producer

William Almonte	Cindy Jeong	Alberto & K. Sandra Moreno	Margarita Saucedo
Salvador Barba Herrera & Martina Chavez	Myung Hee & Kyung Joon Ko	Luis Mukul & Irma Rodriguez	Berenice Solis
Roman & Martha Camacho	Chi Yan Kwan-Wu	Nicole Palmer	Steve St. Germain & Marie Josee St. Pierre
Kwok Chun	Joseph & Ji Young Lee	Josey Perez & Jessica Beltran	Donald & Joan Te Roller
Junior Alberto Contreras Fabian	Young Soo Lee	Jose & Rubenia Pineda	Victor & Maria Del C. Torres
Jokasta Diaz & Juana Flete	Narcisa Lopez Galindo	Carl & Rachel Prather	Nancy Tran & Kim Cheung
Roberto Garcia Santos & Alejandra Hernandez	Manuel & Rosaura Lucero	Chandrika & Nisha Ramkeesoon	Serafin & Saovapa Trejo
Kyung Mi & Kyu Su Han	Douglas & Maria Marino	Mario & Martha Romero	Eling Zhang
Su Chen Ho	Eulises Martin & Mileidys Valido	Kenneth & Sharon Ruiz	
Orlando & Lailani Inocentes	Ivor Mitchell	Javier Santana Lamouth & Marielys Alicea	

# Professional development is within reach

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



Casey Comden (holding PDAP award) is shown standing in partnership with his InterBIZ leaders and Canadian Management.

## InterBIZ

*"The InterBIZ Business System's accreditation reaffirms the commitment we have to building an incredible business based on the principles and practices that make a difference."*

## Britt Worldwide

*"We at Britt Worldwide are very proud to have strengthened our partnership with Amway Global through the accreditation process. PDAP has provided a win-win situation for BWW, Amway Global, and the many prospective IBOs who want to own their own businesses. As we move forward together, we continue to offer the best business opportunity to entrepreneurs around the world."*



Pictured above: Bill and Peggy Britt.

## proalliance

*"To IBOs on the proalliance team, accreditation means that we continuously strive to work closely with the Corporation to ensure we uphold the highest levels of professionalism, ethics, and business practices. We are proud to say that proalliance exceeds Amway Global's stringent standards!"*



Pictured above: Susan and Hal Gooch.

## Lourdes Enríquez

*"Acreditación es: "Caminar de la mano de la compañía, buscando lo mejor para los distribuidores."*  
*"Accreditation is: "To walk hand in hand with the Corporation in search for what's best for the IBOs."*



Pictured above: Lourdes Enríquez.



The sun sets on another perfect day that combined business with paradise. Left to right: Founders Diamonds Theo and Maribel Galan, Diamonds Sergio and Charo Rivera, Diamonds Raul and Nathalie Gonzalez, Diamonds Alberto and Michele Aguilera, Executive Diamonds Pedro and Patsy Lizardi, and Founders Crown Ambassador Tim Foley.



# Tropical Luxury Meets Topical Learning

New ideas swirl on warm ocean breezes as qualifying Diamonds or above share their business knowledge. Dream of the perfect meeting space where sun, sand, and the ocean provide the backdrop, and you'll imagine a trip to Peter Island. But don't just dream about it, make it come true. Qualify as a Diamond, and the business conference of a lifetime is yours! And remember, it is not just business. They know how to have fun on Peter Island too! Enjoy the beach, tennis, sailing, snorkeling, and spa services. If your goal is to reach Diamond, make that dream come true and we'll see you at Peter Island!





**First-time**

**Platinum Elite**

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

**Founders Crown Ambassador**

Dexter, Birdie, Jeff, Doyle, & Steve Yager

**Crown**

Bob & Terry Andrews

**Triple Diamond**

Pete & Barb Matz

**Double Diamond**

Jake & Helene Funk  
Brad & Leslie Wolgamott

**Founders Executive Diamond**

Kanti & Hemi Gala

**Executive Diamond**

David & April Humphrey

**Diamond**

Ken & Mary Christopher  
Fred & Dottie Davis  
Tracey & Kimberly Eaton  
Michael & Michelle Kenney  
Jae IL & Young Soon Lee

**Founders Emerald**

Mark De Matteo  
C. Thomas & Pamela Hitchcock  
Leesun Kim & Byungwook Kwon

**Emerald**

Laurance & Sandra Bonelli  
Kip & Kit Cashmore  
Ajit & Harsha Dodani  
Jesus & Obdulia Moreno  
Jakob & Julie Oenes  
Steven & Jane Wiertsema

**Founders Sapphire**

David & Debra Yuhas

**Sapphire**

David & Judi Lederman

**Ruby**

Akelia Hazel

**Founders Platinum**

Edward & Susan Breeden  
Ramiro & Maria Hernandez  
Jeff & Abbey Lippert  
Michael Monaco  
Felix & Norma Ramirez  
Felix Salazar & Lizceldy Carmona  
Edmundo & Bertha Sanchez  
Juvenal Taboada & Rocio Gutierrez

**Platinum**

Miguel Perez & Maria Patricia Castro  
Alberto Reyes & Araceli Carrion



**Silver Producer**

Zhi Juan Chen  
Marilyn Iglesias  
Joseph & Carrie Kalcevic  
Aaron Zhang

**First-time**

**Platinum Plus**

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

**Founders Crown Ambassador**

Tim Foley

**Double Diamond**

Terry & Linda Felber  
Joan Laing & Stephanie Laing-Cutler

**Executive Diamond**

Timothy & Cindy Kline  
Dean Kosage  
David Taylor

**Diamond**

Randy & Lucinda Blea  
Erick & Paulette Cesar  
Mike Collinsworth  
Hank & Alicia Gilewicz  
Robert & Priscilla Harris  
Adan & Francisca Ledezma  
Jin Young & Jeong Hee Lee  
Brian & Judy McConnell  
Harvey & Barbara Nash  
Michael & Barbara Popovich  
John & Sue Primsky  
Michael & Lynette Singleton  
G. Douglas & Wendy Somers  
Gerd & Patricia Spier  
Stuart & Edith Upchurch

**Founders Emerald**

Ioannis & Sherrie Athanasakopoulos  
Manuel Diaz & Giselle Gagg  
Leslie Nicks  
Jonathan Ritson & Carolyn Kasper

Gregory & Lynn Stergar  
Art & Connie Whitefield

**Emerald**

John & Kelly Antony  
Patrick & Marline Colas  
James & Cindy Cunningham  
Mara Daidone & Paula Marshall  
Tarun & Manjari Gupta  
Roger & Roxanne Holt  
Seung Hae Kwon  
Patricia Miller  
Timothy & Debi Theys  
Larry & Patricia Wilson



**Sapphire**

James & Lisa Koenig  
Mee Jung Oh

**Founders Ruby**

Kenji & Mildred Tsuruda

**Founders Platinum**

Lalit & Suparna Aggarwal  
Jeffrey Deligio  
Richard & Maria Fernandez  
Marcos Guerrero & Guadalupe Garcia Nieto  
Carlos & Guadalupe Gutierrez  
Jose Luis & Teresa Gutierrez  
Mario Hebert & Nathalie Charbonneau  
Mark & Michelle Johnson  
Jieun Kim & Chul Lee  
Shia Fong Lai  
Songling Li  
Ron & Sherry Long  
Fidel Martinez & Basilisa Jimenez Garcia

Manuel & Rosi Martinez  
Miguel Meza & Yolanda Rodriguez

Nathan & Tammy Nielson  
Pedro & Martha Ramirez  
Mario & Veronica Rivera  
Ravi Prabakar Sivaram & Ush Ravi  
Drew & Anna Witherington  
Chad & Courtney Wivell

**Platinum**

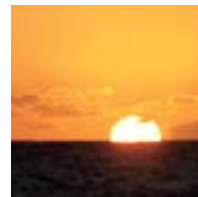
Yin Pang Chiu & Wan Yu Chen  
Pablo & Maria Flores  
Vicente & Marcela Garcia  
Julian Gomez & Evangelina Mendez  
Christopher & Catherine Goodwin  
Michael Hughes & Haek Kim  
Jai Jung Kim & Sook Kyung Yu  
Edgar & Claudia Monge  
Edwin Soto & Beatriz Martinez

**Gold Producer**

Julio Llanos & Adriana Lara  
Kelvin Peralta Madera & Sarah Perez  
Faustino Vasquez Lucas & Eva Vasquez  
Dean & Marcie Whalen

**Silver Producer**

Siew Khor  
Josey Perez & Jessica Beltran  
James Wade & Nicole Howard-Wade







## Easter Seals New York Honors IBO for Leadership

When Independent Business Owner Aris Pavlides donned a pair of bowling shoes to attend a bowl-a-thon for Easter Seals, he had no idea that it would lead to a lifetime commitment. Twenty-one years later, Aris continues to demonstrate his passion for helping children and adults with disabilities by serving on the board of Easter Seals New York.

“Once I met the kids, it became personal,” explains Aris. “It was no longer about an event that our organization sponsored. I learned that just because someone has a disability, it doesn’t stop them from achieving.”

### Making a difference

Aris took to heart the words of his upline mentor. “He said that anybody can make money, but the question is do you make a difference?” So Aris began to volunteer at his local Easter Seals center.

Several years later Aris was asked to join the New York City Easter Seals board and was later elected chair. He subsequently chaired the New York State board and now serves as Easter Seals Long Island chair.

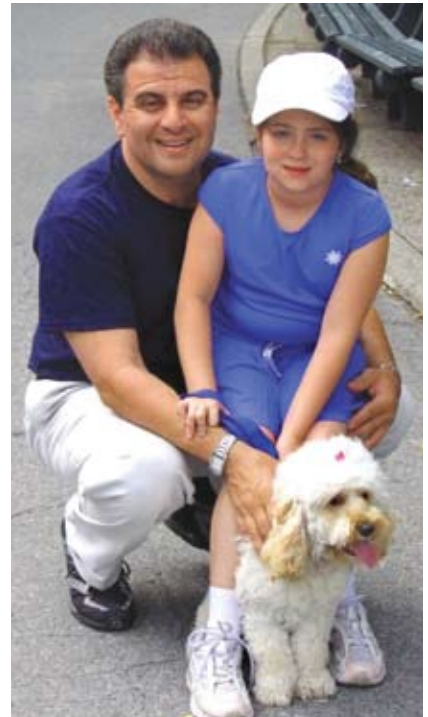
“I was impressed with what I learned about Easter Seals. They’re good stewards of the funds we donate, and for 25 years Easter Seals has been ranked first among National Health Council members for the percentage of program dollars spent, allocating 94 cents of every dollar to providing direct services to their clients.”

### Walk With Me

Aris also serves as chairman of the New York City Easter Seals Walk With Me. “Under Aris’ leadership, our Walk fundraising has increased tenfold to close to half a million dollars in 2008,” says Hayrim Byun, Vice President of Development for Easter Seals New York.

“This past year after the walk a fellow IBO came up to me and gave me a hug,” Aris says. “He began crying as he explained that his child was recently diagnosed with autism. He had always raised money for Easter Seals, but it had now taken on new meaning for him and his family.”

Easter Seals New York recently presented Aris with the Board Leadership Award for his more than 21 years of service.



*Chairman of the New York City Easter Seals Walk With Me, Aris Pavlides.*





*Retiring from the Board after 2008 are (from left) Scott Holland, Kanti Gala, and Brad Duncan.*



*Terri Holland (left) retires from the MAC with accolades from 2008 MAC Chairman Sandy Hawkins.*



*Jody Victor presents the Joe Victor Leadership Award to retiring Chairman Bill Hawkins.*



*2008 Chairman Bill Hawkins presents the Fred Hansen Spirit Award to Amway Global's Mike Sullivan.*

## New Year Begins for the IBOAI

As with the calendar, a new year begins for the IBOAI, always a critical voice of the IBO with Amway Global, representing the IBO's point of view, making business improvement recommendations, and giving vital input on corporate recommendations and decisions. On January 1, 2009, we welcome new officers and six new Board Members representing IBOs in this unique-in-industry trade association.

Bob Andrews begins his one-year term as your new Chairman with Steve Woods as your new Vice Chairman. And the IBOAI welcomes six new Board Members to three-year terms: Glen Baker, Mike Bundy, John Crowe, Bert Gulick, Pedro Lizardi, and Doyle Yager. New to the Marketing Advisory Committee (MAC) are Jennie Belle Crowe and Patsy Lizardi. Congratulations to everyone!

The IBOAI Board also thanks those Board and MAC Members retiring at the end of 2008: Scott Holland, Kanti Gala, and Brad Duncan from the Board, and Terri Holland from the MAC, plus Bill Hawkins retiring as Chairman of the IBOAI and Sandy Hawkins retiring as Chairman of the MAC. Thank you for your tireless service on behalf of all IBOs.

It is also customary at the close of each year to recognize two individuals for meritorious service to the IBOAI. At the October Board Meeting, the Joe Victor Leadership Award was presented to Chairman Bill Hawkins and the Fred Hansen Spirit Award was given to Mike Sullivan, Director – Catalog, Services, and Partner Stores. Congratulations and our heartfelt recognition for your contributions to the future of this business.

The IBOAI moves enthusiastically into our 50th year representing you, and we hope you will celebrate with us as we continue working for you to make this the best business opportunity in the world.

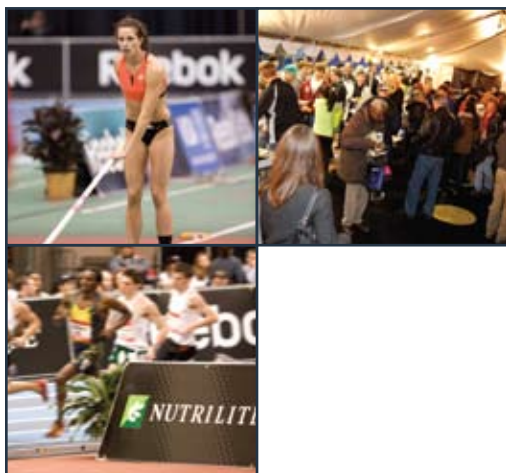


*New Board Chairman for 2009 Bob Andrews (left) receives his official gavel from 2008 Board Chairman Bill Hawkins.*



# Reebok

## BOSTON INDOOR GAMES



### 2009 Reebok Boston Indoor Games

**Date:** February 7, 2009

**Start time:** 5 p.m. (ET)

**Location:**

Reggie Lewis Track and Athletic Center  
Boston, Massachusetts

**Televised live by:** ESPN on  
February 8, 2009, from 3–5 p.m. (ET)

**Tickets:** Buy tickets by visiting  
[www.bostonindoorgames.com](http://www.bostonindoorgames.com)  
or by calling 877-TIX-TRAC.

### Nutrilite focus at the Boston Indoor Games

Hurdle, sprint, or vault – it doesn't matter how you get there, the Reebok Boston Indoor Games will put NUTRILITE® products – and your business – in the spotlight.

It's the second year for NUTRILITE as the exclusive vitamin, mineral, and supplement brand of this premier track-and-field event, which provides a unique opportunity for positive customer exposure.

- Nutrilite signs will be plastered all over the Reggie Lewis Track and Athletic Center.
- That signage will be beamed into homes during televised coverage of the event.
- Nutrilite ads will also air during the broadcast, and regional print advertising will appear in newspapers before the games.

As an IBO, consider heading to Boston to see for yourself. Bring your customers and visit the Nutrilite tent to expose them to the excitement of the brand – and, of course, for the chance to meet Team Nutrilite athletes such as Jenn Stuczynski!

The Boston Indoor Games are the first of five 2009 track-and-field events that Nutrilite is sponsoring. For more details about the events, visit their websites:

[BostonIndoorGames.com](http://BostonIndoorGames.com)  
[AdidasTrackClassic.com](http://AdidasTrackClassic.com)  
[TysonInvitational.com](http://TysonInvitational.com)  
[ReebokGrandPrix.com](http://ReebokGrandPrix.com)  
[PreClassic.com](http://PreClassic.com)

### Can't make it?

Host a home party and watch the live ESPN broadcast on February 8, 3–5 p.m. (ET). Cheer on your favorite athletes and serve beverages and snacks from the NUTRILITE Sports Nutrition line!



YEARS OF

1959

1969

1979

1989

1999

2009

**CREATING CHANGE** through leadership.

It takes vision, perseverance, and a great deal of hard work to be an effective leader. Rich DeVos and Jay Van Andel knew it five decades ago – and today, Doug DeVos and Steve Van Andel carry the torch of leadership for Amway Global. That same desire to lead is what motivates our more than 3 million Independent Business Owner partners in 80 countries and territories around the world. It's all part of the entrepreneurial spirit that has helped Amway Global grow into a leader in the direct sales industry.

