Coming Home

Nam-Deuk Kim & Jung-Yun Lee
Double Diamond
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.
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.
welcome to Achievers '09
the PURSUIT of HAPPINESS
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.
and the winners are…

2010 Ford® Mustang® GT
Ana Rosario
Lilya Vasquez

2010 Harley-Davidson®
Shin Dong Chang
Wen Zang
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.

**Travel Voucher**
Tony Reglabutto

**2010 Super Bowl™ Trip**
travel and tickets for two!
Erlinda Marin
Sally Zhang

**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

**Ford Mustangs**

**Major League Soccer**

**Super Bowl™ Tickets**

**Harley-Davidsons**

**Indy 500 Tickets**
Behind the Scenes

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

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

Bill Hawkins, IBOAI

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 60% after the first year, which is phenomenal.

Joe Markiewicz, IBOAI

We’re got the greatest business in the world.

Jim Hunking, Managing Director, Canada
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

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

Angie Polsgrove, Sales Planning Manager

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

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.

Cindy Seehase, Director, Trade Development

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

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
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 Hits the Charts

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.

Amway Global

FREE
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 enjoyed exclusive previews of new campaigns, selling videos, promotions, and demos.

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.
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.

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

Achievers…

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

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

- Why Amway Global?
- Manage Your Business with Web 2.0
- New IBO Expectations and How to Exceed Them
- Catch ’em and Keep ’em
- New Product Showcase
- Secrets of the Sales Plan
- Grow Your Income with Growth Incentives
- 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.
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.
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.
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.
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 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.
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
Suguef and Kajaal Ajmani
Robert and Terry Andrews
Edwin and Marina Arevalo
A Argyris and Nadia Montagner
Velaltech and Thilaka Arunasalam
Gary and Nancy Ayers
Monica and Albert Bae
Glen and Joya Baker
Jake and Jackie Baker
Hyekyung and Seunggyo Ban
Dora Barajas and Ignacio Alvarez
Paco Bazan and Geovana Leon
Dallas Beard
Felipe and Norma Becerra
David Bedard and Kathleen Riley
Mel and Bea Behnke
Kevin and Beth Bell
Brad and Jodi Berendes
Kankan and Samina Bhattacharyyya
Brad and Cheryl Biegel
Bob and Irene Bolin and Rick and Sue Lyn Setzer
Bruce and Louisa Bond
Bill and Peggy Brit
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 Carpineto 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 Colón
Casey Combden
Daniel and Chantell Courcy
Ed and Charlotte Courtney
Rory Coivington
Robert and Susan Covino
John and Jennie Belle Crowe
Howie and Theresa Danzig
Phillip and Patricia Davies
Norman and Gayle Davis
Karen De Blaay and Susan Ross
Brett Deimler
Kulim and Nina Desai
Manuel De Diaz and Giselle Gagg
Julie and John Donovan
Dave and Shantali Doodnaught
Jim and Nancy Doman
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 Karlyn Fallat
Terry and Linda Felber
Epifanio and Azucena Ferreira
Joe Flores
Joe and Norma Foglio
Tim Foley
Greg and Jacqui Francis
Al and Mary Anne Frantantouto
Laurie and Stephen Fratangeli
Vince Gaffney and Tom Gaffney
Lata and Kanti Gala
Theo and Matibel Galán
Siddharth Ganguly and Rupaleka Chakravarty
Pablo and Maria García
Honorio García Yanez and Guadelia Tejo Chavez
Claude Germain and Veronique Tousignant
Gregory and Kathy Gilmour
John and Deanna Gilmour
Adam and Vicky Gomez
Raúl and Nathalie Gonzalez
Hal and Susan Goodh
Israel and Maria Govea
Parker and Cindy Grabbill
David Grovenor
Matthew and Alana Grotewold
Bert and Jackie Gulick
Ignacio and Angelica Gutierrez
Campbell and Dianne Haigh
Ross and Leslie Hall
Youngjo and Oksoo Han
Robert and Priscilla Hants
Bill and Sandy Hawkins
Jim and Judy Head
Donal 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 Kantstedd
Jordan and Janelle Keller
Carol Kendall and Jim Doman
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 Kozian
Dean Kosage
Shivaram and Anjali Kumar
Bob and Shelly Kummer
Michael and Kara Lantcot
Suzanne Ledbetter
Heul 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 Leinninger
Chad and Corrie Leisier
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 Maimor
Antonio and Juanka Maldonado
Joe and Marybeth Markiewicz
Dick and Sandee Marks
Juan and Enedina Marquin
Charlie and Elise Marsh
John and Pam Marta
J Wayne and Carol Martin
Galindo and Carmen Martinez
Juan and Paula Matos Coronado
Alberto Mayagonza and Lilia Sastros
Frank and Joan Mazzeo
James and Marcia McAnary
Jerry and Cherry Meadows
Alfredo and Silvia Medina
Bala Krishna and Anitha Melukote
John and Cathy Merris
Paul and Leslie Miller
Sonia Minino and Sofia Alvarez Perdomo
Ivan y Carmen Morales
Angelo and Claudia Nardon
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 Pursker
Ron and Georgia Lee Puryear
Suressh 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 Romanillos
Tomas and Sandra Roque
Gordon Ross
Mayolo and Satumina Rubio
Juan and Alicia Ruelas
Todd and Nicole Ryder
Sanjiv and Shauna Sahay
Julio A and Maria Salcedo
Tissa and Maithree Samarantuva
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 Sheny and Mangali Acharya
Wonbo Shim and Jung-Han
David and Debbie Shores
Pedro and Claudia Sicaerons
Dan and Betsy Smith
Margaret and David Smith
Danny and Renate Snipes
Nadia and Valenty Solodyankin
Kysil Son and Yoon Sook Kim
Nitin and Parul Soni
Jack and Margaret Spencer
Dean and Kay Spiegelberg
Gregory and Lynn Stiger
Chuck and Jean Strehi
Gerardo and Graciela Suarez
Jun Ae Suh
Sholin and Shuchen Tay
Sho and Sherry Tay
Terry and Lonil Taylor
David Taylor
Matt and Sandee Tsuruda
John and Pat Turner
Jawalant and Asha Vakil
Serge and Michelle Vallee
Fernando and Ana Rita Velez
Edward and Elise Vivianzas
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
Chili Ho and Ko Suk-Yi
Winston and Carroll Youngblood
Julia and Simon Yu
Dan and Sandy Yuan
Gerardo and Elud 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’Souzas 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
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.”
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.
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 Chairman 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](http://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.

1. Download the application at [www.gettag.mobi](http://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.

Check out ACHIEVE® magazine’s photostream on your mobile device
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!
see you at Achievers ’10 in San Diego...