

IBOAI®



The Voice
Quarterly Newsletter

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IBOAI®



The Voice
Quarterly Newsletter

News at a glance from the IBOAI® - your advocacy organization All year long, the IBOAI Board of Directors works alongside Amway North America on your behalf to make this Business the best. This Newsletter is one way we will strive to keep in touch and inform you. We will e-mail you a new update each quarter. If you have any questions, please be sure to contact the IBOAI Board or staff.

LETTER FROM THE CHAIRMAN & VICE CHAIR

FROM THE CHAIRMAN & VICE CHAIRMAN:

Kathy Victor & Bob Andrews

What a wonderful year it's been so far! In January, we welcomed newly elected members to the IBOAI Board during the IBOAI History Day: Kathy Victor, Bob Andrews, Doug Weir, Shivaram Kumar and Brad Duncan.

At the close of Diamond Club this past February, the Board gathered for a day-long meeting. There, we discussed what was ahead for the Association, the Business, and IBOs in North America - and how we would work together to support the success of all.

In late March, it was a whirlwind week of meetings, presentations, and impromptu discussions for the Board, the Marketing Advisory Committee (MAC), and Amway Corporate staff. We are continually in awe of how much gets accomplished during these meetings. Amazing energy and positive spirit. Additionally, we are grateful for the presence and interaction of Amway executives and staff with the Board and MAC.

It was a pleasure to have Tanios Viviani, Regional President of the Americas, John Parker, Amway Chief Sales Officer, Jim Ayres, Managing Director of ANA and Rajneesh Chopra, Vice President of U.S. Sales, join us for many of the March Board meetings. We were also honored to have a special meeting with Amway President, Doug DeVos. Doug spoke to the Board about planning forward and the need for the IBOAI and Corporation to create an environment where IBOs can succeed and independent businesses will thrive.

The strong partnership between the Corporation and the IBOAI is exactly what keeps and will continue to keep this Business Opportunity the best and strongest it can be. We look forward to working together for the benefit of all IBOs in North America!

For summary notes by committee on the March Board Meetings, [click here](#).



Kathy Victor

Bob Andrews

What's Happening

New IBOAI Board Members Take Oath of Office in January

On January 8, the new 2014 IBOAI Board met for a full day at the IBOAI offices in Grand Rapids, Michigan to welcome the newly elected members to the Board, present the history of the IBOAI, and review the Board's communication protocol, procedures, and responsibilities. During the session, the five new members – Kathy Victor, Bob Andrews, Shivaram Kumar, Brad Duncan, and Doug Weir– took their oath of office and promised to serve with honor, integrity, and principle. And, as Rich DeVos advised the IBOAI Board in 1991, to “never lose the spirit of the business!”

In addition to the 2014 IBOAI Board members, Danya Pappalardo (MAC), and special guests, David Dussault, Nam Deuk Kim, Alan Leininger, Ivan Morales, Raj Shah, Dora Alvarez, and Antonio Maldonado attended the IBOAI history session.



Nutriline celebrates 80 years of growth this year!

Dr. Sam Rehnberg, President of Nutrilite Health Institute and son of Nutrilite founder, Carl Rehnberg, narrates an historic overview of the amazing Nutrilite story.

[In this video](#), Sam Rehnberg highlights Nutrilite's major developments and enhancements over the last 80 years. Be sure to [watch](#) and share this video with others.

2014 Diamond Club Business Meeting in February

Amway National Accounts Director, Angie Polsgrove, kicked off the 2014 Diamond Club Business Meeting with a warm welcome to the Diamonds and introduction of Jim Ayres, Managing Director of Amway North America (ANA).

In his opening speech, Jim expressed gratitude to the audience of accomplished leaders for their partnership during the past six months in his new position. Sharing his vision for the future of the Business, he spoke of leadership and continued education, training, and sales support for their organizations.



Demonstrating the strong partnership between the Corporation and IBOAI, several key product announcements and program enhancements for the coming year were shared by Amway Executives and Theresa Danzik, MAC Vice Chair, Bob Andrews, IBOAI Vice Chair, Jody Victor, IBOAI Governance & Oversight Chair, and Jim Janz, former IBOAI Board Chair, during the Business Meeting.

All new Pins were recognized during the meeting, including IBOAI Board members Vinny and Dayna Pappalardo, new Executive Diamonds.

At the close of the meeting, Doug DeVos took the stage and engaged the audience with a discussion of the rich history of the Business and the special memories we all cherish. He acknowledged the incredible foundation of the Business but encouraged the Leaders to look at it as just the start, to seize the opportunity now to learn more and do more. He encouraged each and every one of them “to go from great comfort and move us to a better place.”

Discover all the details about Diamond Club [here](#).

New Platinum Conference: Education, Entertainment and Recognition

There was plenty of enthusiasm and excitement in the air as hundreds of new IBO Leaders arrived in Grand Rapids, Michigan on Monday, March 10 for the Spring session of the New Platinum Conference 2014. Following registration, each IBO was greeted warmly by the IBOAI® staff and presented with the Association's signature luggage tag, informative overview brochure, and journal for note-taking.

The second morning began with the conference Business Meeting, touting the theme, "Together We Grow". Jim Ayres, Managing Director for Amway North America (ANA) briefly elaborated on the theme, "Together We Grow" and ANA's strategies for growth: Product Portfolio & Promotions, Relevant Income, and Leadership Effectiveness, which were presented during the session by key Amway Executives.

Bob Andrews, IBOAI Vice Chair, was the keynote speaker, closing the Business Meeting with an upbeat talk on "Maximizing Assets". Bob captivated the audience as he reminded them no one has the history that Amway has and that as IBOs, they have an advocacy organization that's behind them. He encouraged New Platinums to visit iboai.com to learn more. As Bob spoke of having assets and maximizing them, he primarily focused on these five assets:



1. You're an IBO with unlimited income potential.
2. You have a network. Train and motivate them.
3. Utilize the Fast Track Incentive Program. It is duplicatable income.
4. Show the Plan! Maximize your advertising.
5. Your attitude. Single most powerful asset. Where the mind goes, the future follows. Look where you want to go!



Bob's inspiring message and powerful delivery brought the entire audience to their feet!

The remainder of Day Two was filled with Education Sessions. In a popular session entitled *Amway & You: The Competitive Advantage*, Jody Victor, IBOAI Governance & Oversight Chair, presented Platinums with valuable information and interesting facts – specifically to help them speak confidently about Amway and how it compares to its competitors. Jody covered several topics, including the IBOAI as the advocacy organization and voice of all IBOs, relevant facts and history of the Business, product information, and Amway compensation advantages.

[Click here](#) to read more about the New Platinum Conference.

What's New

New IBOAI App is available for Smartphones!

The IBOAI App, specifically designed for iPhones and Android devices, is now available to you - free!

This convenient App lets you keep connected with your IBOAI while you're on the move. You'll have easy access to the latest business news, event updates, photos, Association info, best practices, tax tips, newsletters, and much more. The App is well-designed and organized so you can find what you're looking for quickly and easily. A great tool to share with new IBOs and prospects who are curious about the Advocacy Organization that represents and supports all IBOs in North America.



Don't delay! Download your IBOAI App today – click here for the iPhone app: <http://bit.ly/1h3SiA7>. Click here for your Android device: <http://bit.ly/1ivkdX8>

2014 Amway Founders Memorial Scholarship Program Accepting Applications

Established in 2013 in honor of early Amway Independent Business Owners, Jere and Eileen Dutt, Fred and Bernice Hansen, and Joe and Helyne Victor, the Founders Memorial Scholarship Program is open to IBOs (and their children) throughout North America and the Caribbean.

The three scholarships:

- ◆ the Jere and Eileen Dutt Memorial Scholarship,
- ◆ the Fred and Bernice Hansen Memorial Scholarship, and
- ◆ the Joe and Helyne Victor Memorial Scholarship

each in the amount of \$15,000, will be awarded to individuals who best exemplify the leadership characteristics set forth in the entry guidelines. The Program is supported and funded by the IBOAI, Amway North America, and the families of the Dutt, Hansens and Victors.

To learn more and apply, visit AchieveMagazine.com

Amway Coaches' Poll and Coaches' Trophy presented by Amway

Amway is now the first-ever title sponsor of college football's Coaches' Poll, powered by USA Today Sports! Amway is also the presenting sponsor of the American Football Coaches' Association Coaches' Trophy. Watch a video and read about this new sponsorship at <https://www.amway.com/about-amway/coaches-poll>

Let's Get Started Campaign runs through August 31

Don't miss out on this exciting business-building campaign! [Learn more](#) about the campaign and the tools and resources to help you succeed.

Now available! Amway Essential Home Catalog, Spring 2014

[Amway Essential Home Catalog](#) (40-1049/10-pack; 40-0993/each) features all the essential products that are needed for a home - products you offer through your business, like cleaning solutions, healthy living technologies, and personal care products. Plus, there are two exciting, new revisions to the catalog - the Satinique® and Legacy of Clean® product updates!

What's Ahead

Coming in May! New **Orange Melon** flavor of **Perfect Empowered Drinking Water (76-2335** Twenty four 16.9 fl. oz. bottles \$49.20) set to launch this spring is loaded with Vitamin C. Watch the Message Center at Amway.com for details!

Exciting new energy options from XS launching this May! **XS Energy Dr. Blast (76-2380** Twelve 12-oz. cans \$40.20) and **XS Energy Chips (76-2442** Twenty-four 1-oz. packs \$45.36) make for easy, convenient snacks on the go! Watch the Message Center at Amway.com for more information!

Adding Value

Resources to help you do business faster, easier, better!

Apps and Digital Resources

The **IBOAI App**, specifically designed for iPhones and Android devices, lets you keep connected with your IBOAI while you're on the move. You'll have easy access to the latest business news, event updates, photos, Association info, best practices, tax tips, newsletters, and much more. Download it for the iPhone here: <http://bit.ly/1h3SiA7>

For your Android device, click here: <http://bit.ly/1ivkdX8>

The **Amway Business App** lets IBOs conduct business while on the go. Check PV/BV status, view full downline volume and call/text/email from the app, register new IBOs and customers, access the mobile Learning Center, and shop! [Download](#) it at Amway.com

Amway Message Center App

An exclusive app that brings the best of the Message Center with real-time notifications. IBOs can Read, Filter, Delete, Add to your calendar, and Turn on/off push notifications. [Download](#) it at Amway.com

Amway Business Modeler

Use it to analyze your own business, or coach your downlines to understand the real potential of their Amway businesses. Other features include the ability to name your legs as well as view pre-loaded models for different situations. [Download it](#) at Amway.com

Amway.com Tutorials

Amway's Learning Center offers free, video training tutorials that show you how to use Amway.com and its various business functions. These short, easy-to-use tutorials are ideal for new IBOs and those who need a refresher. Check out the [ordering tutorial](#).

Well Said

"I have had the honor of serving on the IBOAI for nine years and I consider it a great responsibility to represent all IBOs in North America regardless of pin level or LOA. The IBO leaders who have served with me are some of the most amazing and optimistic people I have ever met! They work tirelessly to find solutions to the challenges of a diverse business in an ever-changing marketplace.

As a Board member, I collaborate with my colleagues on the IBOAI and advise the Amway Corporation on successful programs such as Fast Track and Growth Incentives. I encourage all IBOs to support the IBOAI to help make the Amway Business Opportunity better for the next generation of IBOs."

Joe Markiewicz, Executive Committee, and Awards & Recognition Chair

Keep Connected

Your IBOAI Board is just a click away!

Find information and resources online to support your business success.

iboai.com
ibofacts.com

Download the new IBOAI App

- ◆ Click here for the iPhone app: <http://bit.ly/1h3SiA7>.
- ◆ Click here for Android device: <http://bit.ly/1ivkdX8>

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Need assistance? Let the IBOAI Hearing & Disputes Committee help!
www.iboai.com/index.php/en/iboai-structure/hearing-disputes-committee

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The Voice
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