



BOAI[®]
YEAR
IN
REVIEW
2022



**YOUR
VOICE.
YOUR
ADVOCATE.
SUCCEEDING
TOGETHER!**

A LETTER FROM THE CHIEF EXECUTIVE OFFICER



This past year brought numerous changes to our lives – and to this Business. With change, even change for the best, comes challenges. We persisted. We improvised. We innovated. The result? The Business is thriving. We did not let fewer in-person events, manufacturing and shipping delays, and weather-related disasters prevent us from moving forward.

Together, we met challenges head on, fostered business growth, and continued to help people live better lives – all of us! It's what this Business is all about. Persistence. Hard work. Service. Resilience. Vision. Hope. Faith.

In collaboration with Amway, the IBOAI® Board assisted in refining business programs and product lines to broaden the customer base and increase appeal to younger entrepreneurs: on-trend, cutting-edge products in health and beauty, Amperks™ customer rewards, and a seamless online shopping experience. Profitability through customer sales was enhanced - easier tracking of Verified Customer Sales (VCS), a Customer Sales Incentive (CSI), PV/BV uplift on VCS, and Fast Track discretionary incentives to reward all IBOs for growing Verified Customer Sales.

But that's not all! Additional incentives and rewards for new and longstanding IBOs were also developed. A Family Heritage Strategy and Succession Planning ensures ongoing generational businesses for IBOs.

In collaboration with Amway™ executives, we've maintained the strong foundation the Business was built upon while adapting to the changing times. This strong relationship between Amway and the IBOAI is key to keeping the Business engaging, viable, and sustainable for another 60 years!

As the voice of North American IBOs, your IBOAI Board is continually reminded of the invincible powers we have as IBOs: community – connection – collaboration. And it applies regardless of what role we play in this Business. It always has and always will. And no matter what obstacles or uncertainty we face, this is indisputable: Together, we embrace change with conviction and master whatever challenges accompany it. And we come out on the other side, stronger. That's success!

Let us be grateful for another incredible year and welcome the future with open arms, knowing we're prepared for continued success!

All the Best,

Kathy Victor
Chief Executive Officer



YOUR 2022 IBOAI® BOARD OF DIRECTORS

Joe Markiewicz, Chairman
Howie Danzik, Vice Chairman

Executive Committee

Joe Markiewicz, Chairman
Howie Danzik, Vice Chairman
Vinny Pappalardo, Past Chairman
David Dussault
Shivaram Kumar
Doyle Yager
Bob Andrews, Mentoring
Chairman Emeritus
Jody Victor, Governance & Oversight
Bill Hawkins, Governance & Oversight
Kathy Victor, CEO

Awards & Recognition Committee

Shivaram Kumar, Chairman
Doyle Yager, Vice Chairman
Sugeet Ajmani
Tracey Eaton
Maribel Galan
Bill Hawkins, Oversight

Business Operations Committee

David Dussault, Chairman
Dayna Pappalardo, Co-Chairman
Juanita Maldonado, Vice Chairman
Ty Crandell
Steve Victor
Dan Yuen
Kathy Victor, Oversight

Business Operations/ MAC Adhoc

Terry Andrews
Theresa Danzik
Sandy Hawkins
Marybeth Markiewicz

Legal & Ethics Committee

Joe Markiewicz, Chairman
Vinny Pappalardo, Vice Chairman
Howie Danzik
Paul Kopecky
Ken Woods
Jody Victor, Governance
Bob Andrews, Mentoring
Chairman Emeritus

Governance & Oversight Committee

Jody Victor, Chairman
Bill Hawkins

Hearing & Disputes Committee

Jody Victor, Chairman
Howie Danzik
Bill Hawkins
Joe Markiewicz
Vinny Pappalardo

Historian

Jody Victor

YOUR IBOAI® IN ACTION



ACHIEVERS INVITATIONAL 2022

Qualifying IBO Leaders were treated to five days of Achievers recognition and entertainment at the stunning JW Marriott in New Orleans, LA during two consecutive sessions late November/early December.

The IBOAI® Executive Committee members and staff greeted Achievers during the Expo at the Association's booth. The overriding message: Customers are Key to our Success!

NEW PLATINUM CONFERENCE 2022

When IBOs reach their first milestone, they're invited to the New Platinum Conference in Michigan, where the Amway™ World Headquarters and IBOAI® offices are located.

During two sessions, IBOs from across North America were invited to visit the IBOAI offices on arrival day. Enthusiastic IBOs were pleased to meet Howie Danzik, IBOAI Vice Chairman, Bill Hawkins, IBOAI Governance and Oversight, and staff to learn more about the Association's history and understand how its partnership with the Corporation has evolved.



DIAMOND CLUB

After a two-year hiatus due to the pandemic, Diamonds were excited to gather in-person in Maui, Hawaii.

The ever-growing partnership between Amway™ North America and the IBOAI® was evident during the Business Meeting as IBO Chair Joe Markiewicz joined Andrew Schmidt, ANA Managing Director, on stage to discuss their commitment to the success of the Business through communication and collaboration. The IBOAI hosted two Succession Planning workshops to inform and prepare Leaders for the future. The sessions were well-attended and provided IBOs with ideas and possibilities for Amway business transition plans to children, heirs, or others.



2022 IBOAI® BOARD ACCOMPLISHMENTS



COMMUNICATIONS & EDUCATION

- IBOAI hosted New Platinum Conference Open House. New Platinum Conference event attendees had the opportunity to visit the IBOAI Offices and learn about the role and responsibilities of their Association.
- Discussion of future educational videos.
- IBOAI has always had a strong presence at Achievers; the focus was on customer sales and supporting IBOs' businesses in part by responding to questions from IBOs about the business changes.

IBO/CUSTOMER EXPERIENCE

- Extensive conversation on New IBO profitability.
- Working with Amway™ on the New IBO Experience; the Starter Stack to be included in the “optional” part of registration in one step.
- Discussion on expanding the dashboard view.
- Working with Amway on availability to share and create example Ditto™ with owners and customers and through multiple platforms – coming in early 2023.
- Start Strong – role of VCS – How to maintain at least 60% in verified customer sales so that all BV is fully bonusable.

LEGAL

- Succession Planning workshops hosted by the IBOAI® to keep IBO Leaders informed and prepared for the future. The informative workshop provided IBOs with ideas and possibilities for Amway™ business transition plans to children, heirs, or others.
- The IBOAI drafts and posts monthly Best Practices Messages to the Field. The Best Practices Messages are translated in all supported languages and posted to IBOAI.com.
- The IBOAI continues to maintain Speaker Guidelines for the Field on IBOAI.com.
- Discussion of Content Standards and Program Standards.
- Update on Exporting and Unauthorized Sales.

PRODUCTS & PROMOTIONS

- The IBOAI Business Operations Committee worked closely with Amway™ staff on product development, packaging, and special promotions to deliver what you want and need to be successful. IBOs told us more product samples could help enhance sales – and Amway delivered this year! Product samples are an excellent way to introduce customers to new products and also existing products they have not tried.
- Discussion on IBO product stacks and making them better for IBOs and their sales to customers.
- Continue to work with Amway on “clean” product and “clean” labels.

INTRODUCING YOUR 2023 IBOAI® BOARD



Executive Committee

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Vice Chairman
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Shivaram Kumar
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Doyle Yager
Bob Andrews, MCE
Jody Victor, G&O
Bill Hawkins, G&O
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