



INDEPENDENT BUSINESS OWNERS
ASSOCIATION INTERNATIONAL, Inc.®

IBOAI® THE VOICE NEWSLETTER SUMMER/FALL 2021

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*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.
If you have any questions, please be sure to contact the IBOAI Board or staff.*





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LETTER FROM THE CHAIRMAN

Hello Everyone!

What a year it's been for all of us! As IBOs, we have remained vigilant amid the fury of a pandemic and remained calm and strong as our amazing Business undergoes changes. Change requires us to be open-minded, positive and flexible – and the IBOAI Board and Field have collaborated with Amway to ensure the changes are necessary and productive. Thank you to the Field and my fellow IBOAI Board members for sharing your valuable input. I am so proud of and grateful for what we have accomplished by working together for the good of all!

The changes to the new IBO Onboarding process and the requirement an IBO needs to fulfill before sponsoring others are essential to ensure the consistency and integrity of our Business in North America. All changes took into account the opinions and knowledge of the IBOAI Board, the Field, and the Corporation. A perfect example of how productive and powerful a partnership can be!

Also, be sure to make your voice heard in the upcoming IBOAI Election, September 20 (opening 8:00 a.m. EDT) through October 1, 2021 (closing 11:59 p.m. EDT). Your IBOAI Board represents all IBOs, and it's important that IBO Leaders help select Board Members who will act in the best interest of all IBOs. Qualified Platinums and above are eligible to vote. Keep in mind, we are the only Business in our industry with a trade association that affords its IBOs the right to participate in the election of a Board of Directors comprised exclusively of IBOs. To learn more about the IBOAI structure and the current Board members, visit IBOAI.com. It's filled with historic facts, business information, and excellent resources for IBOs.

Finally, but most importantly, thank you for your input, your support, and your positive attitudes! The IBOAI Board is in awe of your persistence and passion – and honored to represent you.

God Bless you all,

Vincent Pappalardo, Chairman of the IBOAI





2021 June Board Meeting Notes by Committee

Awards & Recognition

- ★ Reviewed Achievers and Diamond Club dates. Both events fall during month end. Both events are exceptions due to Covid and date availability.
- ★ Reviewed the Achievers meeting schedule. In addition to the Achievers Business meeting, the company will also move the Recognition event to a virtual format so there is more open time for smaller and/or other meetings.
- ★ Amway will include an IBOAI member in the panel that selects Hero Award recipients.
- ★ Diamond Dreams: Reviewed ability to bank one trip until Peter Island is available. For IBOs qualifying for the Peter Island trip, who do not want to go to alternative destinations, the company will allow them to bank one trip until Peter Island is back open. Peter Island is not expected to open until 2022 or later.
- ★ Reviewed event registration process. Amway is seeking help from leadership to encourage Q12 qualifiers add an email address to their profile for each attendee (as opposed to each business) prior to August 1, 2021 so there are no delays in Achievers registration process.
- ★ IBOAI and Amway are working to ensure treatment of Legacy and Vested Diamonds has continuity, especially when there are management changes within the company.

Business Operations

- ★ Worked on solutions for website issues
- ★ Looked at ways to make the Preferred Customer process more simple
- ★ Working on a video to speak specifically to potential Preferred Customers
- ★ Encouraged Amway to fast track the ability for customers to use AmPerks on their Ditto orders
- ★ Looking at ways to make the renewal process easier for all IBOs
- ★ Resource Center update

Legal & Ethics

- ★ Conciliations update
- ★ Rule 5.5 & 5.6 discussion – Sponsor and Platinum responsibilities
- ★ Rule 4.12 discussion and reviewed options for the loss of BV in the Line of Sponsorship
- ★ Rule 11 discussion and the implementation and communication of Rule 11
- ★ DSA and IRS update
- ★ Unauthorized online selling and exporting presentation, update and discussion
- ★ BSM review and update

Marketing Advisory Committee

- ★ Looking at the future of the nutrition line
- ★ Updating Daily to men's & women's and re-stage of children's line
- ★ Ways to make the Mini-Sweepstakes better for all
- ★ More clean labels and ingredients
- ★ Future Artistry™ product launches
- ★ Discussing the future of XS™ Sport Nutrition



WHAT'S HAPPENING

Embracing Change is Easier with the Support of your IBOAI and Amway

Embracing change comes much easier when you know why it is happening and understand how it will affect you and your Business. You're an IBO, determined and resilient, so we know you realize change that's difficult (at first) is better handled with a positive attitude!

To help make business changes and rules easier to understand, your IBOAI is here to listen – and help you understand the new 2022 Growth Incentive Program and Discretionary Incentives. Don't hesitate to reach out to [IBOAI Board Members](#) and your Upline with questions and comments.

The Corporation has developed, "[You Ask, Amway Answers](#)" video series. It presents candid answers to questions on enhancements and changes that affect your Business. Videos feature Andrew Schmidt, Amway North America Managing Director.

Also, be sure to visit Better Than Ever for essential information on Verified Customer Sales (VCS), Customer Sales Incentives, PV/BV uplift on VCS, Fast Track Discretionary Incentive Program, plus new tools and resources.

US English:

https://www.amway.com/en_US/better-than-ever/rewards

Canadian English:

https://www.amway.ca/en_CA/better-than-ever/rewards

Dominican Republic English:

https://www.amway.com.do/en_DO/better-than-ever/rewards

WHAT'S NEW

2022 Growth Incentive Program Adds New Discretionary Incentives

A new Performance Year means a new Growth Incentive Program (GIP) featuring the best of the 2021 GIP with the addition of new discretionary incentives for Verified Customer Sales (VCS). Your IBOAI Board worked closely with the Corporation to retain the best of the GIP while enhancing it this year with Q12 Annual Incentive Awards that reward you more for selling more. [Get the details](#) on the new 2022 GIP Program.

[Watch this GIP video!](#)

Essential for IBOs: Inventory List and Create a Receipt Tools

Take advantage of new and enhanced tools to make selling to customers from your inventory faster and easier. The new Inventory List tool tracks and manages inventory and is now integrated with the Create a Receipt tool so you can easily allocate customer sales out of inventory. It even shows what products you have on hand and nudges you when you're reaching the six-month mark. [Watch this video](#) to see how easy it is to use the Inventory List tool.

[n* by Nutrilite™ Fizzy & Fabulous Effervescent Tablets \(# 124930 /10 Tablets\)](#)

Just add a tablet to water to mix up a fizzy, refreshing, strawberry hibiscus-flavored drink. Made with biotin, goji berry and a blend of beautifying vitamins to help promote gorgeous hair, strong nails and healthy-looking skin from within.



WHAT'S AHEAD

2022 IBOAI BOARD ELECTION

Make your voice heard! Qualified Platinums and above are eligible to vote in the upcoming **2022 IBOAI Board Election, September 20 (opening 8:00 a.m. EDT) through October 1, 2021 (closing 11:59 p.m. EDT)**. By voting for Board members to fairly represent the interests of all IBOs, your vote helps ensure the IBO voice remains strong as the Board works collaboratively with Amway to keep this Business Opportunity the best it can be.

Upcoming IBOAI® Board Meetings

October 4-7, 2021 at the IBOAI offices, Grand Rapids, Michigan

Mark your calendars! The Virtual New Platinum Conference (NPC) is October 6!

Qualifying New Platinums, get ready for an amazing virtual experience on October 6, 2021! Amway executives and event staff, along with the IBOAI Board, are planning an extraordinary event for new IBO Leaders throughout North America.

Watch for the IBOAI presentation during NPC! Jody Victor and Bill Hawkins, IBOAI Governance & Oversight, will be joined by other IBOAI Leaders to explain the Association's role in the Business.

Achievers 2021 in Orlando, Florida

Those who qualify for Achievers this year are invited to celebrate this October in Orlando, Florida!

Two sessions: Session One is October 21-24; Session Two is October 25-28, 2021

Although this is not a family trip in which Amway pays for children, IBOs are more than welcome to buy in and bring immediate family members from their household. Orlando offers something for everyone – incredible amusement parks, wonderful restaurants, fabulous shopping, cultural events, and much more. It's the ultimate destination for adults and kids alike!

Achievers 2021 will look different from past events but will offer opportunities to connect with other IBOs, learn the latest business-building techniques, experience special recognition celebrations and create unforgettable memories whether virtually or in person.

Diamond Club 2022

Qualifying Diamonds, get ready to gather at the fabulous Grand Wailea in Maui, Hawaii in February 2022! Diamond Select (Formerly Executive Diamond Club/EDC) will meet February 25-27 and will be joined by Diamonds, February 27-March 4, 2022. Following tradition, the IBOAI Board will gather for their first meeting of the year on the last day of Diamond Club.

The Grand Wailea, A Waldorf Astoria Resort features plush rooms (many oceanfront!) with spectacular views, a beautiful beach, epic pools, incredible restaurants, excellent fitness center and luxurious spa.

North American Growth Council: June 20-25, 2022. More details to come soon!



WELL SAID!

The Power of Change

“Change is constant. Some we like and some not so much. Business Owners adjust, lead and thrive with positive attitudes. Your IBOAI is committed to helping every IBO move forward successfully. Let’s embrace change together and grow!”

—Bob Andrews, Mentoring Chairman Emeritus



ADDING VALUE—Resources to help you do business faster, easier, better!

Video Library at IBOAI.com

Did you know there is an archive of videos available for viewing at IBOAI.com? It’s listed under the Resources tab as Videos and features important messaging from your IBOAI Board members, such as the Chairman Vinny Pappalardo, Vice Chairman Joe Markiewicz, Bob Andrews, Mentoring Chairman Emeritus, and Kathy Victor, CEO. [Check it out!](#)

Fast Facts at Amway.com

The Resource Center at Amway.com is packed with excellent resources and tools for IBOs – in English and Spanish. The Fast Facts collection provides brief, memorable messages with brilliant full-color visuals. Files are easy to download to your device or email to potential IBOs and customers. Below are two of many PDFs on a variety of topics regarding the company, the products and business support.

BROAD SUPPORT
THE AMWAY PROMISE
aims to provide the most
comprehensive customer
service and consumer protections
in the direct selling industry



**ALWAYS
INNOVATING**

Amway has more than
800+ patents
with **240**
pending worldwide





KEEP CONNECTED

Your IBOAI Board is just a click away!
Find information and resources online to support your business success.

 iboai.com  IBOFACTS.com

 facebook.com/IBOAI and  facebook.com/IBOAIspanish

 twitter.com/IBOAI and  twitter.com/IBOAIspanish

 instagram.com/iboai

Need assistance? Let the IBOAI Hearing & Disputes Committee help!
<http://www.iboai.com/your-iboai-board/iboai-structure/hearing-and-disputes-committee>

