

## **Branson 2013: A Life Changing Event**

Monday Call: September 9, 2013

- Weekly Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST. <http://www.m5mlive.tv> or 24/7 <http://www.m5mlive.com>
- TNL – Dr Steve Nugent – 7:30 Pm CDT at Mannatech Corporate offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Bo Short Roadshow coming to a city near your. Check schedule at [events.mannatech.com](http://events.mannatech.com)
- M5M Leadership Event - Nov 8-10 register at [events.mannatech.com](http://events.mannatech.com). Make a commitment of how many on your team will be there and make it happen.

### **FRIDAY NIGHT**

#### **Ron Henson and Galen Lassiter**

Introduced Private James Cook, still alive from WWII

#### **Sam Caster**

Declaration is critical...that is the purpose of this weekend.

Transformation from one industry into another.

Is this more show than substance? Absolutely not!

Still same distribution model as before so for some hard to imagine.

Sam was invited to a symposium in Mexico...Fox was determine to link people strategically to uplift his country. Sam met Muhammad Yunus, who was lead by God to develop micro loan strategy to deal with poverty. "so much fun to see people released into their destinies."

Grameen Bank... started with a hypothesis: people would choose to work themselves out of poverty given the chance.

They did everything opposite to traditional banking.

97% of the loans went to females, and in that part of the world women are treated as lower than animals.

Today, 40 mil. of the 160 mil. people in Bangladesh have received micro loans.

500 mil. in the world have now received micro loans.

Transforming peoples' lives is what SE is all about.

Sam gave history of Mannatech...Sam and Linda company of provision, Sam was introduced to Bill McAnalley, and he and Ray Robbins convinced Bill they could take his technology to the market through the Networking model.

1 year later Bill left the pharmaceutical company and became Chief Science officer for Mannatech, and formulated Ambrotose. 90 patents later here we are.

Story of Romania orphanage and then the beginning of Manna Relief.

2006 Forbes listed Mannatech as 5<sup>th</sup> best small company in the US.

2007-8 Regulatory issues, changes in what we could say, share. and the company went through a lot of turmoil.

2008 the Great Recession which then triggered loss to MannaRelief of 70% of their financing.

2010: a friend sent Sam an article: "Can entrepreneurs change this world?" He recognized immediately that the Social Entrepreneur model was perfect.

4 steps for Social Entrepreneur: See Borenstein book

Malnutrition kills more people every year than any other one thing.

Not just a developing nation issue...developed nations are in trouble as well.

Mannatech has all 4 of the characteristics of SE.

No one has created a global footprint but through our model, we can match 5 million kids all over the world with 5 million consumers all over the world....we just need to find a way to reach them and make it happen.

Our old model of MLM has been abused by many.

It also is a model that promotes making money...that is only incentive people have to sell any product that comes along.

Sam talked to a big wig in our industry who told him "Who cares about the Product the Product does not matter."

Mannatech's incentive today is to save children...we just happen to use the revenue sharing rewards aspect of Direct Sales to incentivize people to do that.

The direct sales model is all about recruiting, and getting paid for it...ours is all about rewards for saving children.

Nothing wrong with making money...it just cannot make be the main target. ***Making money needs to be the byproduct of what you are doing.***

SIGNIFICANCE OF THIS WEEKEND:

1. Declaring M5M as our Mission to the world
  2. Planting the FLAG...changing from old to new
- Moving from MLM to MISSION

### **Dr. Ben Carson**

Carson's Scholarship Fund - Helps thousands of kids

5 books he has written only the last one he did with his wife hit the NYT Bestseller list "America the Beautiful"

He said he was particularly pleased to be here to support us launching our entry into SE. He talked a lot about politics...his take on healthcare, and how HSA could help people make better selections on where to get treatment. A combination of using HSA's and catastrophic coverage.

Political correctness is a horrible thing. Our country was born on freedom of speech. He claims it is a viscous tool of the progressive movement. "Be smart enough not to yield to their deception."

Saul Alinsky, "great" community organizer, said if you get the majority to believe they are a minority, that their views are coming from left field, then they will be quiet. This is something they need to fight. Using media to downplay them keep them quiet. People need to wake up. God has not given up on America. There are enough God fearing people out there who just need to wake up.

We are the land of the free and the home of the brave. We can not be free unless we are brave.

We get to decide...what kind of people are we going to be?

He loves Mannatech and Mission 5 Million because "it shows how it is possible to make a good living and care about others so they have opportunity."

"If all companies had this spirit we wouldn't have half the problems we have today.

There is no isolated success.

People who are successful have no happiness when they focus all their money and attention on themselves.

Dr. Carson takes his products every day...has for the past 11 years as has his wife.

Our approach to healthcare should be how do we maintain health.

We need Medical records embedded into cards the size of a driver's license...so the records are not available to all.

Catastrophic care should be the only care we insure against...it is so much cheaper than comprehensive care.

With HSA's everyone would be more responsible with choices...so they would make market place choices for healthcare based on cost. Now no such issue is even considered. Transparency in pricing is non-existent.

Francis Collins, Director of NIH, was an atheist...and when he worked extensively on the genome project, he said "that didn't happen by itself...somebody did this."

Copernicus made a model of the solar system and showed it to the king. The King said, "who made this" to which he said "It made itself." The King said that is ridiculous, that's impossible." To which Copernicus said "That's my point."

He also talked to a friend about the "big bang" and how does he rectify .....dynamics and the theory that something came out of nothing...they say tons of explosions created life.

"Do you mean that through billions and billions of explosions something perfect was created? So if I take a junkyard and set off enough explosions eventually I will produce a 747 ready to fly?"

I believe in God, and those who believe in something else...no one has rock solid proof. So if you can teach evolution in school why can't you teach creationism?

Social Entrepreneurship is terrific it is something we give to our children and grandchildren. And if we fall from this position,...of passing this on...then someone else will assume it.

Education: our system is a mess...

Of 22 countries, we are ranked 21<sup>st</sup> in solving math and science problems

30% of our population don't graduate from high school

44% of 1<sup>st</sup> year college students need remedial work to do basic functions.

"If we ever cease to be good we will cease to be great.

## **SATURDAY MORNING**

### **Roy Truitt**

Hope for the future. New era of technology...Played a video that just showed how Facebook and social media is massively influencing our lives today. <https://www.youtube.com/watch?v=Q8pyNHZ6Pr0>

Why social media works? 90% of customers trust peer recommendation

14% trust advertising.

60+% of companies plan to increase their social presence

What is new for Mannatech:

1. Business Page: Facebook
2. Responsive Blog Site
3. Enrollment Pages
4. New Corporate website

Mannatech partnered with Social 5 to give us great product:

(1) Facebook pages: with 6 different templates

Customized tabs: Mission, Products, Enroll

All link to Mannatech website but done from Facebook.

Is Facebook like Mannapages? Not at all...

3 new posts every week on your site...critical that you have fresh material every week or lose people (professional writers)

COST: \$59.95

(2) Responsive Blog site

Agnostic to devices.

You can show your blog site; they can go to blog site to sign up to get emails (great way to capture people so use this on business card)

Capture their email address from the blog

Automatic responder ...add email address and auto sent.

In addition, receive an automatic monthly email.

Both together: \$99.00

Social.mannatech.com is where you go to sign up.

Lydia: "It is idiot proof"

(3) Redesigned corporate website check it out.

3 steps to ordering:

1. Country
2. Enroll
3. Products

So now have enrollment in 4 places. No need for Navig8.me

### **Al Bala**

New Contact list when you sign someone up: facebook names

No need for memory jogger, etc.

Bo Short said: "You can do this with a shovel or a backhoe!"

New Version of the Storybook

### **Rob Sinnott**

"I can't think of a better way to contribute to this world than through Mannatech."

He is so thankful for Sam Caster...the giving spirit of Mannatech.

Aloe research he reviewed...the most widely used medicinal plant in the world. Rob was entrenched in Aloe research just different aspects than Dr McAnalley

Nature gifted us with Intelligent Supplementation...

We have a "Picasso" in Ambrotose.

Real food technology: so why did everyone in the past say synthetic was as good as natural?

Chromatography machine: the natural ingredients and synthetic show a peak at the same time. So, they assumed since the machine can't tell a difference, neither can the human body.

WRONG!

Scientific studies now show dramatic differences, and Dr. Rob says "I am shocked others are not following our Real Food strategy, but that is good for us."

He talked about the glycobioologists who questioned us and now that all the science is published, they have all quieted down.

***"We invented an entire scientific field...nutritional glycobiology."***

He is absolutely overjoyed that Sam and Company saw to obtain patents from all these agencies to protect our discovery.

"Mannatech brings together health, intelligence and science."

"Mannatech is love." Competitors are learning our heart.

Quote off a silver dollar he found: "No man stands so tall as when he stoops to help a child."

(Tell story of Rob trying to adopt the little girl from Mexico in our pictures.)

### **Dr John Rollins**

"Ada is my reason why." Told his story of Ada's illness and incapacity. She is healthy and happy now.

Told story of Patent office review:

"These guys were making some ridiculous claims!"

How could the biological active component of aloe vera be a sugar?!

Once granted, Mannatech owns this technology because no one else has any history in this science at the patent office so they were given a very broad patent.

Many attempts by infringers but Mannatech has yet to lose any legal battle it has faced.

SIGMA and Scientific American companies...all making the sugars synthetically.

NSF certified...you will be hard stretched to find anyone else getting certified because it guarantees what is said on the outside is found in the inside. Most can not risk that since it is not true.

## Dr. Nugent

More than 4000 supplements...first priority is what is best for the human body.

He ran an alternative care facility with many different disciplines. Many doctors sent him their patients when they “had no hope.”

After he used Ambrotose, he was totally sold. Joined Mannatech, and then other supplement companies chased after him, He would visit just to see their labs (which did not exist except for one and that one was about 12' by 12' with a sink!

“Without glyconutrients, nothing else you swallow matters.”

The reason Mannatech is so critical to human health is the majority of health issues today are nutritionally related.

75% are nutritionally related in the US

\$2.7 trillion spent on health care in the US

3/4 of those diseases treated are preventable

50% of Americans take vitamins minerals daily, and of those 90% are synthetically made

Other deficiencies are greater:

90% suffer Potassium deficiency

80% vitamin E

75% vitamin D

70% vitamin C

“We are the science leader in this industry.”

Dr Bill discovers the functional component in aloe vera.

Today, NAS “Every disease that affects humans significantly involves glycans.”

4 Vertical technologies:

1. Integrative health
2. Sustainable fat loss
3. Sports
4. Skin Care

He showed the YSL skin care video:

<https://www.youtube.com/watch?v=lmyIuUr8Bmk> These companies are using synthetics but their science is good around the glycans being important. It is the glycos that store the water to make the aloe plant plump.

We will roll out our skin care at the Dallas Event Nov 8-9

"Youth inducing microspheres" this is a patented technology that we have licensed from France that is scientifically proven to deliver glyconutrients to even the deepest layer of skin.

What makes it unique... "Most wrinkle and anti-aging crèmes either use materials that create a temporary spackling to fill in lines and wrinkles or they use ingredients, sometimes even herbal ingredients which cause inflammation under the skin. The inflammation causes a swelling that temporarily fills in lines. This constant use of inflammatory can actually accelerate oxidation and aging of skin."

Is inflaming Skin tissue a good idea? This is what oleander in skin care does...and inflammation will cause puffiness to fill out the wrinkles. The Problem: inflammation is augmenting the aging process, so your face 5 years from now will be like leather.

We are about natural health!

## **SATURDAY AFTERNOON**

### **Jeff Allen**

BE an example...we don't need to talk so much.

Sam and Linda and their hearts...reflect that in your business.

Position M5M. The human body is most important...Mind/Body/Spirit .

When we help people get started we see remarkable shifts...they start having HOPE...they believe that maybe their life will get better. Once you bring HOPE, the mind change changes other things as well.

With M5M ignite a spark in people...there is something they CAN do.

Mannatech is the vehicle to truly bring HOPE to thousands.

Jeff chose Mannatech not because it was an opportunity...there are many opportunities out there in which you can be successful if you are really great. Mannatech he selected due to the *potential*...you can be poor, dumb and stupid and still make it big in Mannatech.

When you join Mannatech it is not a new company it is a new YOU.

### **Al Bala**

Wealth is a byproduct of achieving your mission. We need to have UNITY because it produces productivity.

Congruency; you need to be congruent in developing your strategy so that means with M5M new languaging

No more a comp plan...this is about a Revenue Sharing Rewards Program.

We are authentic, real, kind, servants. We have left the other industry which is filled with other traits.

Recognition:

1. Wristbands

Regional Director: 15 Children



National Director: 60 Children  
Executive Director: 200  
Presidential Director: 600  
2. Presidentials Bronze, Silver, Gold, Platinum

## **Bo Short**

Don't sell out for comfortable...be significant.

When Bo started making over \$100,000 per month, his dad said, "Son, you're not that good...but you are not that bad either.

Why this M5M works?

First, you have a terrific product/product technology

With each Champion's pack comes a product you don't see: frustration  
Yes this business of sharing brings a lot of frustration, and you get it for choosing to Champion the cause.

Materials to share:

1. M5M brochure
2. M5m tear sheet
3. M5m NEW info Pack (can order here \$45 for 5 and will ship)

How to use:

Step 1: "Have you heard of Tom's Shoes?" and this leads to making an appt.

Step 2: Meet and review the M5M brochure and tear sheet

If they want more info, then "lend" them the New Info Pack and make an appt to follow up.

Step 3: Follow up and close...get your Info Pack back.

Bo's calls:

Every Sat at 10:00 CDT (posted on mannatechlive.com)

Every Monday he posts a short training item (Mannatechlive.com)

Every Monday night starting at 7:00 p.m. live for Prospects presentation (Live M5Mlive.tv; soon to be on DVD as well; posted on M5Mlive.com).

Last Thursday of every month a training (Live M5Mlive.tv; posted on M5Mlive.com)

"Empty plates don't feed starving children."

If making money bothers you, donate it!

Edification...say good things about your mentor...Goodwill is a money making machine in your basement.

Posted a Share the Mission Tour so be aware of where Bo will be to get the people out over the next 4 weeks.

**CHAMPIONS CHALLENGE:**

For US and Canada (same rewards for each country):

Sell one or more Champion Packs in **BP10**:

Person who Sells the Most: \$500 cash prize

Drawing (for every Champion's pack you sell you get 1 ticket entry):

2 People will receive \$250 each

5 people will receive \$100 each

10 people will receive Mannatech leather branded tote

Total: 18 prizes in each country

Take Action: 4 Action Steps

Contact List, Invite, Share the Mission, Follow up

Language: See attached (much the same as with Mannaquests)

Don't change it...use it how he lays it out unless you have reached the top in 4 other Networking companies. Bo knows what works.

Be at the November 8-9 event

Special guests:

Andy Andrews...(Butterfly effect)

Robert Rohn...personality quads

DJ Ravi Drums...entertainment

## **SATURDAY NIGHT**

### **Jeff Allen**

"Always gave everything I had...until it wasn't going to take me where I wanted to be."

Gave his story of getting into Mannatech.

"My dad said Pick your battle and win it!"

### **Sam and Linda**

"This has been the most significant weekend."

Sam told us what the Lord is revealing to Linda is transformational, both corporately and individually.

God is so pleased with M5M, Unity ...this is the calm before the storm.

Sam read from the book: "Social Entrepreneurship: What Everyone Needs to Know." Borenstein and Davis

History of SE 1.2, 2.0 and now 3.0

3.0...going forward, opening potential of all people.

Build relationships, building teams, looks to forge relationships across politics and religion.

We are all people of faith...the thing that binds us is the commitment to this mission.

Note: we are virtually the only company getting into North Korea... through Red Cross. Meeting needs of 3000, want to double to 6000.

**Linda Caster**

Brought on their three youngest daughters and told the stories about their adoptions.

**Clark Diemer** came on stage, ran through acknowledgements of Sam including videos (one of their son Chad)...presented Sam and Linda with great plaque.

**Bo Short**

Gave his story of almost dying in the airplane with his pregnant wife.

FLAG CEREMONY:

Then the FLAG CEREMONY: lots of presidential and others from Flight Team walked up each carrying a flag from one of the countries in which we are open. Then, the three youngest Caster daughters, all carried up the M5M Flag and gave it to Sam to place in the flag stand in middle of stage. It was awesome!!! All in the audience were given small flags of M5M and all were waving them.

## SUNDAY WORSHIP

Linda Caster

Last week the Lord gave her three stories in her prayer time around Branson:

1. David and Bathsheba...the story of being idle, committing sin, birth from flesh of a baby, the death soon thereafter  
Nothing will be born of flesh without long term consequences.
2. Abraham and Ishmael  
Once again Ishmael was born of flesh, long term consequences  
Then Isaac who was born of spirit,
3. Joseph who was always faithful and never succumbed to the flesh

She did not understand what this had to do with Branson.

Lord gave her 1 Cor 10:13...no temptation ...

Transformation is coming of huge proportions and it has to do with us. Branson was chosen because it has always been pure, Jeff, Galen and Ron always bringing praise and worship into their Mannatech presentations from the very beginning.

Sam came home and for Sunday family worship; he chose a devotional starting with 1 Cor. 10:13 so this gave Linda confirmation.

Back to David: after the baby died (born of flesh), God connected David with Solomon, and they built the temple...

Back to Abraham: after Ishmael was born (of flesh), then came Isaac born of the spirit, and he was renamed Israel..

COMMON THREAD:

Like David and Abraham, Sam is a man after the Lord's heart. He made mistakes in the flesh but is now totally surrendering to God and not being of the flesh, but of the spirit. Truly dedicate this company to God.

2012: at Mannafest, she talked about when we dedicated the Company to God at its inception but right out of the box they veered from the path by bringing on two partners not equally yoked, and did other things not of the spirit. Linda talked to Craig Hill about the word "holy." And after that brought Sam and Lydia and Don to pray and repent how they allowed this company to go down an unholy path. Prayed for restoration and redirection of this company toward God.

2013: at Mannafest, Lord told her praise and thanksgiving versus praise and worship. God told her this was "crossover time"...the reason for the stones, passing through the river of Jordan, to the new land. But there is more in that the walls of Jericho must fall, so there are other boundaries yet to fall.

But the crossover is truly allowing the past to be put behind us.. It will be very new, and we know not what that looks like but keep prayerful.

God said "Don't box me in anymore, birth things out of the spirit. Don't try to confirm me into your natural fleshly man ways. Let me be God."

We have crossed over...like Joshua.

Last night we possessed the land. We are M5M.

We birthed MannaRelief but the company wanted nothing to do with it,..it was secondary to Mannatech. But that was not God's purpose. God comes first. NO MORE do we allow Him to be second!!!

We declared who we are. We are who God wants us to be. He wants to use us. His eyes have searched to and fro across the world out of all the people on the planet

He could have created a new company but He did not.

We are now Social Entrepreneur company. We have a focus and mission to save the malnourished children around the world.

We needed to be willing to step up and take this huge directional change, to take the risk...God gave this to Sam.  
Saturday night we took our position. This is the calm before the storm. Put practicality to God's Plan.

Linda talked about prospering "What is wrong with prospering? It is great because through finances we can accomplish great things. It is the love of money that is bad...but it is the love of anything before God that always is bad. Money is no different.  
So Prosper!

Numbers are important to God...40, 8, etc. There are patterns to numbers. God has been preparing us and watching us.  
Note: Yesterday was August 31...the 8th month and 8 signifies New Beginnings. We planted the FLAG.  
Today is September, the 9th month...9 signifies completion, new birth, as a woman bears a child in 9th month.

2010: Linda had a prophecy about new wine, new wine skin, that it would look different.  
Mannatech is going to have a new face: it will be uncomfortable for many but it is in our discomfort that we grow. You trust God when you are in a place of discomfort.  
She heard all weekend from many about show Love show Kindness...patience is Linda's tough one. But yes, we must all continue to work on being as Christlike as possible.  
We are a Company of freedom and deliverance.  
We are a movement...the M5M movement.  
So pray we all become more Christlike. Let our light shine on many men.

We are to commission all of us to go out and fulfill what God has created for us to do...  
We are leaving today to fulfill all of God's promise!!

Chuck Pierce ([gloryofzion.org](http://gloryofzion.org)) is a prophetic, and gave Linda and Sam a word a short time ago..."I will have an unexpected authority to open for you...chains broken. The next step will reconcile what has happened in the past redeem time quickly  
I can do it in a moment says the Lord. I will re-align you and give you rest  
In your soul. You will be fruitful in every good work."

SAM AND LINDA: closed this service out by Sam praying for all of us, COMMISSIONING us all to go and do God's will, take this mission on in a fruitful way, and honor God through it.