

## **Mannafest 2013: Make Your Mark!** **April 29, 2013**

- TNL – Sam Caster – Shares the Mannatech Story – 7:30 Pm CDT at Mannatech Corporate offices or [www.mannatechlive.com](http://www.mannatechlive.com)

### **FRIDAY MORNING**

#### **The Historical Overview of Glycobiology**

- 2200 BC Aloe used for intestinal support
- 340 BC Alexander the Great used for healing
- 1953 Aloe protects animal skin impact of radiatio
- 1983 Acemannan patented
- 1988 Glycobiology first appears in dictionary; Acemannan approved for vet vaccine
- 1994 Mannatech 1st use of Manapol
- 1995 Cell surface saccharides recognized as important
- 1996 Harpers Biochemistry chapter on Glycoproteins
- 1998 Research proves mannose and galactose is used by body without conversion to glucose
- 2001 Scripps receives \$31 million grant to study Glycobiology

*Dr McAnalley* tape: how he got involved through commitment to the science, and then being told by Ray that the way to market this is Network Marketing.

*Sam Caster:* It started in 1993...the Lord laying on his heart that this in fact was a Joseph company...to serve people of all nations, as a company of provision. 1983 McAnalley discovered the bioactive ingredient of healing...mannose  
1st thing: created Carrison Wound Gel  
Then extracted from mannapol ACEMANNAN...the FDA approved using it in the treatment of cats and dogs.  
Solvay, the largest provider of animal vaccines, used acemannan for the vaccine in chickens (T cell lymphoma) and totally solved the intl problem.  
Went from 65% success rate to almost 100%!  
"So, in 1992 the Animal Kingdom was ecstatic."  
Drug Business presented an opportunity...Early 1990's Carrington Labs applied to make it into drug...could not kill any mice so no LD50 could be established and the application was denied.

1993: God gave Sam a vision on Joseph Company.  
He was able to get the exclusive rights to Mannapol from Carrington. And sold more product in 1 year than Carrington had in 10.

1995: Dr McAnalley who was anxious to follow this technology, so joined Mannatech. Then, brought to Sam the Harper's Biochemistry, listing all 8 necessary saccharides, so Mannatech built what we know as Ambrotose.

Used Capitalizing on Carbohydrates quote, antibody quote and NAS Glycans in every disease quote.

***McAnalley had a theory in 1993-1994, if we add back these missing saccharides into the human body as a supplement, they should restore cellular structure, and support the body to have greater health.***

***Dr John Rollins:*** Told his story about being at the patent office. His wife was very sick. "This discovery will revolutionize health care." 2004 he retired and worked for Mannatech to get their patent approved. Suggested getting a senior patent examiner in on meeting and sure enough, it was approved. "I know beyond a shadow of a doubt, this was the #1 discovery I saw in my 23 years as examiner of patents."

***Ray Robbins:*** people see this and can not say No

***Dr Steve Hines:*** this was a company of provision...it becomes a success for you through your story.

Our story leads to life of significance...for you, the Company and the US.

People, products, process works in Mannatech.

***Dwight and Susan Havener:*** Hired consultant to help them select the right opportunity...chose Mannatech for the incredible science. She also looked at Ray Gebauer..."If he can make, we surely can!"

About this day and time: "We have only just started."

***Dr Steve Nugent:*** Talked to Ferris Haddad and threw him out three times. When finally reviewed all the science, saw the differences in the patients, was ALL IN...dedicated the rest of his life.

***Stan Frederick:*** "Man's Search for Meaning" If the why is strong enough, the caused him to invest. His wife had significant health results, and told him "don't let anything happen to this company or to these products."

October 2006: Forbes "Mannatech the 6th Best Small company in America"

"The pain is temporary, being a Champion is forever." Mohamed Ali

***Sam Caster:*** 3 phases of any incredible discovery;

1. ridiculed,
2. violently opposed,
3. become self-evident

McAnalley went through the ridicule. When Mannatech got so very popular: 2004 Jenner conf, Royal Society of Medicine, 2006 Harpers Biochemistry, Natl news...these guys decided to be more active.

Science Mag. wrote "Who owns Glycobiology?" Talked all about pharmaceutical companies and then Mannatech. Bottle of Ambrotose on front of article...the only company that owns the patent. Texas Ag and FDA got active and Mannatech went into a tail spin.

**Rob Sinnott:** His passion for science was made possible by Mannatech! Came on board right before the TX AG and it did not really upset him. He knew the truth and knew that only those great discoveries go through this kind of disruption.

Discussion of "Intelligent Supplementation" convinced him this is where he wanted to be.

Sam's directive to Rob: Go Natural.

Rob read the initial patents and "you know what was so very amazing: Dr. McAnalley's theories were all proved true!"

Rob built our Phytomatrix, and other products.

Pre-market validation is coming in the nutritional industry and Rob is all for it! This will remove so many of the "no value" products from the market place.

NAS 2012 report was Phenomenal! The NAS is the best of the best in science...only Noble Prize winners and their invitees can be involved. Be very familiar with the language in this piece:

"Glycans - also known as carbohydrates, saccharides, or simply as sugars - play critical roles in many biological processes and have properties useful in man of  
\_\_\_\_\_"

## **New Ways to Introduce Glycos in our Products:**

### ***Rob and Sam:***

Sugars are responsible for everything in the body. They will change these industries.

Weight Loss: We need not to trigger the thrifty gene...caused by nutrient deficiencies...why taking weight loss products (synthetic) cause "Yo Yo" response.

Econ. of Human Biology study: shows 80% more likely to be overweight if have micronutrient deficiency.

66% of homeless people are obese

High protein is good but NOT IF micronutrient deficient.

Mtech: High protein with high natural nutrients

1. More effective weight loss
2. Sustainable weight loss

Other areas Mannatech is adding to other than integrative health and core cellular health (NutriVerus):

Skin Care

Athletic Performance

**Al Bala:** "Be proud of this industry"

Sam was the person who convinced him to come.

He arrived a few days after the Tx AG Cease and Desist order..."Some things have changed" was Sam's comment.

Al's favorite quote: "In all adversity lie the seeds of great success."

What process does a diamond go through to be a diamond?

"What's the first thing that leaves a sinking ship? The Rats!"

Everything starts with a dream: You are the core, the next circle is your team and the outside is made of Others...they are the component for sustainability.

**Roy Truitt**

Newest addition to the team. COO. Has tremendous experience in IT as well as opening intl markets. Worked most recently with USANA.

Coming to us because of: Great science, comp plan, purpose, and intl expansion. Our IT system gives him job security.

"By next year he will have made some advancements in the areas of Easy to Shop, Ship multiple orders in one box, Easy to Enroll.

**Mannatech: The Story**

Jeff Allen: the Story Book

Let the Story book be your message...and just be quiet.

NAS study is awesome...55 pages of accreditations which are incredibly in support of Mannatech.

## **FRIDAY AFTERNOON**

Breakouts:

***Don Partridge***

We need to become People of Influence

What is stopping you?

Put others first

If you don't like to help others, this is not your business.

How to explore to discover your influence...

Empathize...be open and vulnerable.

Delete your history, your past filled with "I can't's"

Talk to people..."do you know 30 people? Each of these 30 know 30 more, who then each know 30 more. So within two short steps from you are 27,000 people!"

Share your dream with others and see if they want to join in!

We are in advertising...share, then get answer, and then move..."Who do you know that I could help."

Don't tell, ask.

"I don't want people to think I am stupid."  
This is a person who lives their entire life trying not to allow others to think you are something...option: Live your life to be something/someone.

## **FRIDAY NIGHT:**

### **Sam Caster**

The story of Romania, how MannaRelief came into existence, the impact of the recession, the Sept. 2010 Harvard Business Review "Can Entrepreneurs Change the World?"

Keys to success: see Borenstein

Give For Real was born.

What a revelation comparing Muhamed Yunis to what happened to Sam...Muhammed was thrown out of his own company after being falsely accused.

World Statistics: 3 bill malnourished

Almost 1 billion acutely malnourished

1/2 of all childhood deaths linked to malnutrition

Malnourishment kills 5 million under age 5 per yr

Cause based marketing is NOT social entrepreneurship...it is merely contributing out of profits.

In Social Entrepreneurship you develop the solution...using your technology to impact the world.

"The End of Charity" "We can only overcome our problems by insuring that all citizens get a chance to participate in the change."

Sam reviewed the Hybrid model"

Mannatech is an aggregation of 5 separate models:

1. Grameen Bank....Global solution
2. Apple...Disruptive technology
3. Tom's Shoes....Matching donation by consumption
4. Direct Sales...compensation model for our Champions
5. Amazon...Online store

Will change both the Social Entrepreneurship model and the MLM model in a significant way.

This results in sustainable funding for Manna Relief.

If only 1% of all consumers of vitamins shift, we could link 5 mill to 5 million.

***Sam Caster Award:*** to Bob Adam

***Giving Spirit Award:*** to Don Partridge

***Al Bala***

Marketing advances...

Opening Hong Kong, then in China  
Opening Ukraine, then to Russia  
BRIC...is the future  
This is how we will reach 5 million...and to do that we need  
100,000 Platinums...are you one?  
We do it with others and for others.  
The Company has incredible products...incredible comp plan,  
and incredible mission...the only thing missing is YOU.

### ***Lance Wallnau***

In order to change the world you need to transform yourself.

CONVERGENCE:

*What is convergence?*

*1. **Convergence** is a phase of life where “it all starts coming together.”*

*2. **Convergence** happens when the work you do is the work you were created and called to do. You enter a role that frees you to utilize 100% of your gifts, talents, and acquired skills.*

*3. In **convergence** you access levels of fulfillment to which nothing else compares.*

*4. The **convergence** zone is a term I’ve used for the last four years to describe something like an energy field. It is like a vortex that sucks into itself uncanny coincidences and “divine appointments.”*

Destiny is on people with faith.

Average age of convergence is 50 years old.

In our culture we want it now.

Innovation without preparation leads to isolation.

Process is what people go through before convergence. We are heading toward convergence.

Joshua represented a group all crossing over at the same time.

We are all crossing over in to the zone...

"Favor"...an attractive quality

Kiyosaki said in researching organizations (non profit and ministries) their success is totally different.

Spiritual money he called it. God is behind certain activities on earth and he puts you before the people who are most likely to get you there...

The face of "favor"

Move "AS ONE" into whole new phase of new beginnings.

We have all experienced profound inconsistencies in our lives.

God has handled prejudices of grotesque stuff...broken them.

Favor comes in. Divine appointment is when you simply show up in the right state...look at how you can contribute to others instead of what you can get.

So it comes down to HOW WE SHOW UP.

All we need to do is persevere. We should be careful not to misinterpret...it prolongs our path. He discussed the Joseph story. Don't rush but enjoy the process.

Social entrepreneurship ...just a restatement of God's intention to touch the world and He can use lots of vehicles including business.

Adversity will draw you to discover who you are...

Favor can't stay on you if you are annoying...

Money:

In God's economy, He is not concerned with provision, but with VISION. To do what God told you to do you need the money to be able to do it. Very selfish for people who have the capacity to acquire it and don't do it!

If you are financially successful, people who see your life will want to run the way you ran. Do we want to have great influence as Christians on this earth?

God needs people who understand Favor. Innovation is a gift...Mannatech has innovation. Mannatech is a favored company.

A minority of people shape the culture for the majority people occupying the top of the mountain.

They make the rules for those "playing in the sand box."

***How you do anything is how you do everything.***

Even the unconscious activities in your life reflect the programs running your life.

Lance discussed the movie "The Gladiator"

The importance of strength in unity.

Build your team and pull close together.

When people in unity, releases something...

He discussed the 7 Mountains...nations are not exclusively shaped by religion...so we must impact them in many ways...church, families education, government, media, arts and business.

If you are wealthy, you can fund any cause around the world.

Line principles up with wisdom so they can prosper and it works.

WE need to fully actualize us...it is a process...look at it like a hand...each finger is an insight, and the area between the fingers is the process...takes patience to get there...because for every insight there is the process.

If you are willing to receive provision, the way you go will be even different from where you are. Challenge: catch up to your future; show up like you are ready to occupy the "territory."

## **SATURDAY MORNING:**

***Millionaire Club:*** new members are Diane Vincent and Luciano Fidalgo.

### ***Steve Nugent:***

Did a piece on Intelligent Supplementation

Definitions of Health and Wellness

Health: absence of evidence for disease or abnormality

Wellness: fullest realization of physical and mental capacity.

Why Mannatech is only intelligent choice?

Science, technology, validation, glyconutrients

Over 85 patents (who else has these??)

We can validate what we say which is why we get patents.

Over 53 just on Ambrotose

More than 19 years in business

We have spent over \$50 million on science alone.

NAS report: "Every disease that affects humans significantly involves glycans."

"Ambrotose makes everything else better...including any and all supplements you are taking."

***May-June: Mtech is adding Manapol to Advanced Ambrotose!***

Healthcare practitioners need to be sent to [www.mannatechscience.com](http://www.mannatechscience.com) under the Healthcare Practitioner tab

### ***XFM's...key to growth is duplication***

Lawanda Murphy

She is an ED in Dimmit Texas. She discussed how she is doing XFM's to help get her new people started in the business. Trains them and then has them do 10 XFM's in 10 days as a goal. Results maybe 6-8. Scripting was given and Mannatech will be putting out a new piece soon with all info included.

Carrie Plumerton from Canada:

Special AHA: take care of your customers...she calls every week, and it has worked really well...lots of referrals and lots of auto orders. "Take care of your people...they are like gold."

Amended the process to add the Core Products after the second video (only about 5 minutes) so signs up a lot of her people with All Star pack, and on other products than just NutriVerus.

She also uses a separate tool she made with the sign up options so people can truly see the business opportunity.

Her languaging; "You know how with some programs you can get say a free eye shadow? Here you can not only get your products for free but up to \$250 Free!

And you get 25% credit for every one of the products someone you refer buys.

You also can join our team and make some real money.

**Recognition:** new Presidentials and new Executive Directors

### **Sam Caster**

New Comp plan changes to come into effect in BP 8:

Desire to simplify the Plan, maximize the payout, connect compensation with mission.

A. Pay immediate...checks out every two weeks on earned income.

B. Organizational Activity...PV on every pack! For All Star (to be renamed to Champions Pack) carry \$400 PV!!

C. Team Bonus based not on balance in two legs, rather 600 GPV from all sources (including PV form Packs) no more than 65% in one leg.

Team Bonus = \$60 BUT you also get all Member Bonuses

all Pack Bonuses

all A/O Bonuses

all TDB

D. Impact Bonuses: reward for reaching levels of meeting children's needs in our Give For Real Program.

1) NDs to get \$300 each BP

2) EDs to get \$650 each BP

3) PDs to get \$1,500 each BP

E. Loyalty Program: changing the Auto Order

Problem with current method: Everyone can get a 10% discount.

Delete 10% auto discount

Replace with a 20% credit for products that accumulates every 3 months while on auto order.

Example: Auto Order of \$159 for Jan-Mar. As of April, you will have \$96 of product credit to use (3 X \$159 X 20%)

Credits to expire if not used in next 12 months after earned.

TRUE LOYALTY PROGRAM! Who wouldn't want 20% versus 10%?

BP8: Automatic for those earning Team bonus or more; not for those not...optional and everyone who opts in gets a free product.

F. Add more bonus for Organizational depth

Example:

Old Presidential Levels:

7%/4%/2%

New:

8%/6%/4%

G. New Training Certificate

\$25 in Champion Packs (new name for All Star Packs for those who hold Basic Starter trainings)

***Kevin Robbins***

How to discuss the comp plan...

He reviewed each level and what it meant...Team, RD, ND, ED, and PDs

New 65% Rule for ND, and now to get to ED, or PD 65%/90% rule.

Look for 1 page comp plan and levels description to use (but again, this for the most part takes effect in BP8)

**SATURDAY AFTERNOON:**

***Top Business Builders for 2013:***

Julia Zhu, Anne Johnson, Merri-jo Hillaker, Luciano Fidalgo, (assoc form Mexico), Korean assoc, Ron and Paulette Roy, Kevin Robbins, Tristan Oh, Silence and Nat Weeks, Michael Vanderhoof

Top Income Growth: Tristan Oh

Top Business Building Assoc: Michael Vanderhoof

Top Business Builder of Year: Ron and Paulette Roy

***Don Partridge***

Did a piece, which I completely missed due to getting out of my semi-formal.

***Louie and Leone Van der Linde (Notes also include breakouts)***

They have an intriguing way to build their business, and shared with all. They will be doing a Webinar to help teach us again.

Core principles:

THREE POINT PLAN:

#1: GROUP STRUCTURE

1. Build 2 legs first and get each to at least 4000PV with 2 active ND's in each
2. Then build each one of the 2 legs to 14,000
3. Then work on outside to build to 6,000
4. Focus on Power leg (leg to get to 40,000 gpv to make you Pres)
5. After you reach PD, do not leave these first two legs until you have 3 PD's in each leg (this locks in your Platinum status "for life")
6. Then drive two additional legs in the same way (1 already has 6000 plus)

The **entire team** build the Power Leg...i.e. as you work with a new All Star, they agree to add all their sign ups which you help them with to "the power leg." Those they start on their own, they can place in their second leg.

### #2. Develop Self to be a Leader

"Your size of your business will only be as big as yourself." They have a list of items they get their leaders to agree on...counseling sheets, reading books, tracking sheets, Listen to CD every day etc.

### #3. Group Relationships

Every week do meetings

Every 14 days do a training, 1 hour on Basics

Every 3 months have a regional training on Leadership as well as basics

Lots of touches so no one loses connection.

Must become an expert in leadership development.

They use Orrin Woodward's "Launching a Leadership Revolution"

### ***Sona and Bob Adams***

Mannatech Training upcoming

4 pillars:

101: Awareness: 24-48 hours within starting what to do...

201: Catch Vision: this is the \$25 certificate training; build on the Story Book;

301: Power of Passion: building on you...working on becoming a leader

401: Flight Team: Empowering leaders to build leaders

### ***Sandy Botkin***

Tax expert who gave a presentation on all the tax benefits of a home based business.

Everyone should be writing off their home

Even if don't make money, many deductions can be sued against other income so ALWAYS file Schedule C

Do not rely on accountant that says "trust me on your taxes"

IRS has given great favor to home based businesses and we are just paying way too much if we are not taking advantage of them.

Has a new APP that you can use to keep track of expenses...TAXBOT.

Only reason not to write off "your life" is your failure to track...need to keep receipts and proof

### ***Al Bala***

Talked about what are you going to do as you leave this convention? All the importance in the world!

Book now for Mannaquests...

Doing 3 of them: Seattle, Chicago, and Orlando(check the website and register today!)

Branson in August!!! Be there...Dr. Ben Carson is #1 guest speaker so make sure NOT TO MISS event. Only open to first 3500 to register.

### ***Merri-jo Hillaker***

Talked about Belief..  
"If you knew you could not fail, what would you do?"  
Commit and don't allow that doubt to rob you.  
All stood up and read a declaration.

## **SUNDAY TRAINING:**

### ***Lance Wallnau: Advantage Training***

Every great thing comes out of a wilderness experience  
Wilderness...is where you are tested, the vision is tested revelations occur  
Anyone who has achieved great with spirituality...all go through torment..  
look at Lincoln  
Jordan River separates the Presidentials and the rest.

Theory of leadership conversion  
#1 that keeps people back is not adversity...because we all have  
It is their response to adversity because of internal dialogue...

Have enormous capacity to love, and you are not hostage to anything that  
people think of you or say but you are in control..  
Tested and Promoted:  
When Joseph starts to sit on the throne...Joseph was promoted to solve a problem  
that didn't even exist when he was called.  
You are in a position to be called to solve a problem that does not even exist yet...  
Decisions NOW: to do things you need to be doing and thinking you need to  
think...  
What are the habits of the rich...get comfortable with the concept of being rich.  
Go beyond the idea of prosperity if you are capable of changing the  
world...stewards of pipeline of things to change the world...if you settle for less  
you are selfish..  
Talents you have are gifts you had at birth...failure to play them out fully is  
selfish.  
We are neurologically wired to do 6-7 things excellently

We can feel others pain...taking their money to help them should NOT make us  
feel guilty. Instead we should figure out how to bless them.  
"Nothing more useless in the world than a broke philanthropist."

Signature strengths:  
Great at feeling peoples' pain  
Remember details  
Inspirational  
Being as one...great at team building  
Closer

Reflect what you are trying to sell...be a vision of perfect health...do what you know you should do.

### **Being the change others are looking for.**

People who are successful versus those who are not...only difference:

#### ***Emotional Intelligence...***

1. losing self centeredness and learning to empower others..
2. personal responsibility (victims are everywhere)  
human nature needs a reason why things happen....so we have conspiracy

So, if we are not responsible for things, then what is it...we are responsible for our RESPONSE TO bad things that happen.

I take 100% responsibility for everything I am feeling, everything I have done, etc.

3. Sustained motivation

Feelings are contagious...

person with dominant passion in any transaction usually wins

FIRE: the most intense form of expression to impact the environment

Science of Influence

Connection...touching palms..you have a natural connection to help you move them and they move you...The Art Of Connecting is the Art of Rapport  
This is the secret of sales...cause no one wants to feel like they are sold.

If you are manipulative it is the after taste; if you are connecting, it's the mint.

LOVE never fails...LOVE is motivated by contribution.

When you are generally motivated by caring, you touch people at a specific level.

EXERCISE OF LOOKING IN ANOTHER'S EYES...

Focus (Heart)

Self talk (Mind)

Physiology (Body)

How you show up is everything

It is not hard...must be at the emotional level. Knowledge mixed with feelings... integrates the information into you.

### ***Sam Caster***

Hybrid model of Mannatech

Every business is attached to some kind of product...just needs to be good enough to validate the business. What is wrong with this? Unless product is valuable, illegitimate business. Only thing that works is building a consumer base of people...who value the quality of the product.

This illegitimacy has burned a lot of people out.  
Our culture is totally different from anything else out there: Built on product and passion.

We never would have reached our destiny in the "old model."  
What solved all of that was the new model of Social Entrepreneurship.  
So, we found ourselves the need to choose...how do I talk about the business without contaminating the product.  
Rewards is the last page of our Mannatech Story book  
Talked about new person coming on board...he wanted to come over.  
Spent an entire day with Sam  
Hybrid model to allow all people participate.  
Most exciting thing ever,  
15th or 16th all time earned in our industry...  
Could not get away from meeting with Sam...  
Challenge in 21st Century: model works but story is stale.  
He needed no money...wants the rest of his life to be powerful!  
He was willing to give up everything to do this and they now have an agreement.

Financial Provision and Champions...we will transform.

Young people want their lives to count for more than trading time for dollars.

We are going to impact the world in more ways than ever and it is not going to

***Jeff Allen***

Love is not giving to get.  
The only thing missing in "this" is "You."  
"Learn more to get confidence because without confidence, does not matter what is in your heart."  
Today we have Mannatech...we don't need a baseball bat.  
The Story Book...he reviewed.

***Al Bala***

Shared "The Current" a concept of momentum  
Three major business builders and how they are building current

Julia Zhu  
Merri-jo Hillaker  
Tristan Oh

***Panel of Presidentials was last***