

We're Back!
Summary of Presidential Summit 2010
Monday Call, January 18, 2010

- **New Class by Merri-jo Hillaker starting February 8th, information will be sent out today**
- **Mannafest 2010 Registration now open**
- **Price Increase**

Book: Leadership and Self-deception...it is terrific and it will change your life

1. Al Bala

2010...The beginning of a New Decade

One obvious issue is that we must take responsibility for our wellness

2010 is a pivotal year for healthcare

With "Food Inc" and others, #1 trend is acceptance of alternative medicine

Wisdom: the intrinsic value in things

What incredible value we have in Ambrotose

2. Stan Frederick

a. Aloha...comes from ancient practice of rubbing noses and breathing each others' breath

alo: means in the presence of

ha: means breath

We at Mannatech breathe into others lives!

b. Jim Collins, "From Good To Great" said there is nothing more important to a company than its culture.

That is true at Mannatech as well.

A few months ago it was clear we had lost our way...need to return to our roots.

The critical importance of Ambrotose needed to be re-established

Acknowledge that the power of this company is in its people!

c. Stan highlighted the process of choosing Steve and Rob as co-CEOs

He did a full analysis of co-CEO's and found great news...over 440 companies and they did it very successfully.

Both men acknowledge the need to honor the associates as they represent the power of the company.

Both men honor the culture, and both men honor Sam Caster.

3. Steve Fenstermacher spoke

a. He is hilarious

Gave the financial status of company....all litigation done, and now have \$16 million in cash so healthy but clearly not at the level we have been in the past.

b. Two additional points he wanted to make:

1) He demands his work product match the quality of our products.

Applying that standard of excellence is critical to him.

Everyday he looks back to evaluate did he match the excellence of our products. He challenged us during this pivotal year to do the same.

2) The need to reduce our differences.

Critical for us to operate with unity...our strength is from working

together, making sure that our work was at the highest cooperative level.

4. Rob Sinnott

a. We need to complement one another. Ask not what the company can do for you, rather what you can do for the company. Look at all we have received. He had been praying about the opportunity...he just knows we will succeed. His humility was incredible; his expression of how honored he is to serve us.

b. Strategies he has been thinking about for years...3 main points

1) Cutting edge scientifically validated products.

2) Useful tools, materials

We have too much clutter both in tools and in websites

Very talented people left in the wake of tons of tidbits

He wants to attack this area like he changed the product dev area.

3) Continuing our global expansion

We need international growth and they need us.

c. Mannatech has huge existing marketing advantages

--pioneered area of glyconutrients

--unsurpassed leaders in international arena with glycos and R & D

--global leaders in Real Food Technology

--over 45 global tech patents (we have literally 100's in cue right now)

--extremely high customer satisfaction and product loyalty

--strong product experience

Real Food Technology is taking the best nutrients from natural whole foods and putting them in your body

d. Everyone is welcome at Mannatech

Sharing or prospecting...both work and both fit.

Collaborate to build the strongest teams.

To maintain business health requires set activities...daily, weekly, monthly, annually and being a scientist he suggested that this is necessary to overcome entropy...without a consistent flow of energy it will collapse.

e. Mannatech's history must be continuous

--No organization of any cause has a flawless history

--Past events and inaction in response to them has caused a discontinuity in our history.

--In 2006 we abruptly overthrew our first 10 years of history

--We must reconnect with our best bits of our history...

1) Key to this is Ambrotose

Only Ambrotose is validated by rigorous laboratory and human clinical studies.

Mannatech is dedicated to remain the undisputed leader in this field.

Ambrotose is more amazing than ever...with all the double blind studies and scientific validation that we never had before!

2) He discussed Manapol as a special blend of the saccharides we use in Ambrotose and now we own the formulation. We also can evaluate all outside producers, and have done that to limit only 2 who produce it properly.

f. Hearing the customer

Not a top down style but a bottom up style...bring up the ideas from the field.

Build what people are really wanting and looking for.

Build with highest quality so staying power...build this same approach in all the materials and tools we produce.

"Focus on Moments of Truth"

1) Approach

2) Prospecting and follow up

3) Enrollment experience and immediate follow up

4) Ongoing customer service

Rob felt Wayne had customer service down but missed the other critical touch points.

"We are going to be doing less things but doing them better."

5. Some recognition: 3 new Millionaire Club Members all from Canada

6. Claire Zevalkink

a. What makes us different? Our passion we have for a fantastic set of products and our desire to share with others.

How do we capture people's imagination?

b. Introduced Jeff Swain from Storycast

He was hired to help us build our story line

Interviewed 586 associates, 21 employees

Interviewed 28 of top stakeholders

Surfed internet, searched websites

He concluded "An Embarrassment of Riches"

1) Too many tangents/too complicated

2) How to get back to heart and passion that drove this company

3) Ambrotose has been diluted with so many other stories

4) Too many tools...

He came up with one word

"The Purple Cow" story so powerful that when you say it, it stands out like a purple cow.

c. Claire came back to tell us the word: Real

"Live for Real" 3 Pillars:

Real Products...5 for life

Real Passion...service, mission, Mannarelieff, purpose, integrity, etc.

Real Opportunities...wellness, financial, touching others

Mannatech is authentic, genuine, caring, etc.

Claire gave us the laundry list of all the items corporate will need to work on.

7. Sam Caster

a. The "Real" message...couldn't be happier with Rob and Steve

b. Rob asked Sam to come back into the company...contribute

He wants Sam to focus on bringing the heart back...re-establish the heart and the company will become impenetrable.

It didn't matter what our challenges were...we were all committed to the destiny!

c. Real is a great word for us...it applies to us in so many ways.

Ambrotose is the real solution for so many.

It applies to the health challenges everywhere...look at how they no longer look at starvation but lack of nutrition as the most critical issue in less developed nations.

d. Here are the specific projects Sam will be working on:

1) Re-Build 3rd party materials

Dallas Weekly with Ben Carson...a new one is coming out

Atlanta Voice with Dr. John Rollins...taking out the few sentences to make compliant.

2) Global Malnutrition...the 21st Century Childhood plague

They are running a beautiful piece in Dallas Weekly "Real Problem, Real Consequences"

Food is no longer enough...the answer is nutrition and PhytoBursts will play a role...as well as other Real Food Technology

3) Sam has interviewed Dr Ben Carson and an article is coming out entitled "Mainstream Medicine Embracing Integrative Health"

Combine best of medicine with best of nutrition.

4) Mother's milk story needs to be told

5) Company of Destiny...both the book and the tape need to be reviewed and redone.

6) Real stories...on the impact these products had on their lives...compliant of course, but motivational!

8. Randy Bancino, President of Global Operations

a. What drew him to Mannatech?

1) We were not a classic MLM that uses products as a mechanism for a compensation plan...rather a company that had great products that just happened to result in terrific compensation for those who shared.

2) We are a culture of believers

3) We are emotional

4) Embedded in our culture is GIVING

5) We always promote heart and servanthood versus quick buck

b. Expansion is crucial and he will make sure that happens...

We are barely started; it is crucial for our future.

Areas he talked about the massive amount of due diligence having been done to enter Mexico, and other European countries.

Requirements: we are profitable in each market, and our expansion is well-managed.

c. GLOBAL 2010 INCENTIVE

1) It will cover BP3-7

2) Enhanced version of what was done before

3) 4 key components:

(a) enrollments

(b) activation

(c) leadership

(d) power bonus

This is not finalized as of yet, but will be in the next couple of weeks.

4) Pre-Launch Points available

(a) 2 components: Enrolment and Auto order

(b) When register a new person or reactivate a prior one (who has not ordered in the prior 6 BP's), get points;

1 pt for enroller for new pack

2 pts for enroller of new assoc. for each BP of auto order

1 pt for enrollee for AO for each BP

2 pts for enroller for an activation of prior associate

WEDNESDAY:

1. Claire Zevalkink

a. Osolean Promotion

1 mo supply of Osolean, 50% discount on Glycoslim and free recipes and tape measure

b. New Bars

Available at Mannafest

150 Cals, USDA organic, 8 gr of protein, kosher, gluten free, preservative free, no HFCS, mfred using only solar energy, facility processes NO peanut, wheat or soy

Called: "Simply Delicious"

\$2.78/bar or \$2.50/bar on Auto Order

\$30 for box of 12

c. New Skincare

1) Global consumer trends:

68% want products that show immediate results

90% want multi-tasking products

2) Opportunity to build a unique product line...we can not continue with current line

3) Name: "Lift"

Age defying system

Simple 3 Step routine; main ingredient called "Jeunesse 7" proprietary blend (means young in French)

4) 30 botanical ingredients, all paraben free

Price: \$229 for 5 products

\$166 if use as a sign up pack

FIVE PRODUCTS:

Exfoliating cleanser

Multiphase serum

Day moisturizer

Night Repair Cream

Body Lotion

5) Sourced from French Alps

Montromillinite

zinc: protect

silica: tighten

Magnesium: hydrate

Copper: revitalize

5) Timing: July targeted for US and Canada

6) Comparison between our current line:

	"Lift"	"Optimal"
Steps:	3	5
Products:	5	7
Multi function:	Yes	No
Clinical studies on each and the system:	Yes	No; only individual products
Pricing:	\$229	\$330
Trehalose:	All	only 4
Key Ingred:	Jeunesse 7	Purified water
Paraben:	Paraben Free	No added Parabens

Both are non-comedogenic, fragrance free, and water-based.

d. New Mannatech.com

New site is work in progress

1) Simplify options

2) Better content and graphics with new brand

3) Laundry list of other changes they are working on.

Will not sunset old site until new one is fully operational.

2. Landen Fredericks

We all need to get out of our heads and back into our hearts...

- a. Terry Petrovik did a great survey to Pres and Mtech corporate will work with that.
- b. Personal web pages...we are not there yet. Still working on it and will not put it out until it really wows people.
Can't be ready until newmannatech.com is up and running.

3. Jeff Swain, from Storycast

- a. Working on a tool that you can email, put on social media site, etc.
A Story that will motivate the world.
They are keeping it simple and hoping to launch at Mannafest.
- b. Note that if Facebook were a country it would be the 4th largest in the world.
We are international and so is the worldwide web.
- c. So building a viral marketing tool with stories that are compliant, but that truly tell OUR STORY; many are not as articulate as others so this is an incredible tool for everyone so anyone can do it.
- d. Storycast is a website...simple and secure. You can watch demos, set up account. It is secure with each user.

The Screen will start with an option that will be a 10-15 minute "Live for Real" story, and then have other presentations as well. You go there and decide which story (ies) you want to send links for to your prospect. Then you can personalize these videos by adding the person's first and last name and email...ie if you run a front page of Wall Street Journal, can have prospect's name show up on the front article. This is like a 2 way TV. The feedback circle: tells you if and how much they watched, what they thought, etc. It all gets posted and you have secure access to it.

The library of presentations will evolve as we adapt to new concepts, products, etc.

This will be an incredibly powerful brand message to send!

7 part conversation structure:

- 1) a spokesperson (adds diversity)
- 2) preview
- 3) exercises
- 4) guest speakers
- 5) quizzes
- 6) call to action
- 7) feedback

and then add compliant testimonials.

He showed us an example with the work the ads for Univ. of Phoenix who had phenom results from new ads...all heart and all personalized.

4. Al Bala

- a. The MAP program

Presented at Boot Camp and continues to be fine-tuned

Critical that we all operate with a system; don't leave your financial future up to chance and circumstance.

3 Segments to MAP

- 1) Raising the Bar...set a standard of excellence/discipline
Business Activity Rhythm
8 Activities/4 Core/12 Daily

You are always 1 person, 1 phone call away from changing your business!

2) System of Meetings

He suggests you start a new person, have a home meeting and search for the next person to host a home meeting; then do yet another with our first person participating. Your 1st person initially watches you, then at next meeting he does it himself, and then the third meeting, he trains another ("W/D/T"). Once you have 4-10 home meetings you will have enough for establishing a weekly wellness meeting, then a Super Saturday.

3) Custom Care Program

High service, high touch...work to bring all those zeros back to working for you. Prevent more zeros coming down the line.

30 people taking care of 20 customers and you are Presidential.

5. Keith Clark

a. Good news, Nutratose is now dead and gone. Just got word of judgment against them and the award of \$250,000 in damages. Techmedia is totally out of glyco business.

This is last of pending patent violation cases and we have prevailed in all.

b. Now we are going after competitive products that perhaps don't call glycos but Rob Sinnott has tested for like contents. This is second round.

6. Open Questions Answer session with panel then took place

1) When will they remove soy from Glycoslim?

Currently removing emulant to avoid gassy response. Removing the soy changes the flavor so there is a lot more to it than just finding a replacement.

No date on non-soy formulation.

2) Retail versus member...new website defaults new signups into retail whereas old defaults into member. More income to assoc by getting a member. Mtech will look at this.

3) Ambrotose Classic versus Advanced is very confusing.

Mannatech is looking at changing the name of Advanced.

Rob said it never made sense to him why the company tried to upstage their premier product.

4) Osolean taste as issue. Mannatech will not flavor because increases cost and then you need 10 different flavors to please all.

5) Tax component...asked to add back to packs to help associates.

Potential reconnect with Sandy Botkin but don't know. Mtech will probably not get too sophisticated with this but will provide some basics.

6) Suggestion to add articles or motivating materials to get people to buy like what is found on the Mercola sight. Claire said they would look at this for new Mtech site.

7) Auto order shipping early

Two reasons for this...holiday or 13 business periods and only 12 months.

Mtech acknowledges this as a problem from time to time and will look at potential solutions.

8) Wealth Optimizer status. Mtech is still supporting and will re-assess in a few months.

9) Some concerns were issued on new skin care; all has been tested by outside independent testing.

10) Phytobursts...the desire for more marketing on this; make Phytomatrix viral

11) Classic Ambrotose: can we remove the shellfish base for one of the saccharides? No, Mtech will never change the original Ambrotose formula.

- 12) Shipping costs: can we see a reduction in these? Mtech will look into it.
 - 13) Expressed some interest in changing or adjusting the comp plan. Mtech said at this time they are done tinkering with it for some time.
 - 14) Provision DVD...is it compliant? and another person asked to have it made available on a website NOW. Sam said he would look into it.
 - 15) AO someone asked about deleting the Bush Plum?
Not true, the Canadian version has additional ascorbic acid due to requirements of authorities.
 - 16) Company to develop a corporate wellness program we can market? Not a priority at this time.
 - 17) Phytobursts are too high glycemic? Company is of the position this is not true but use Glycobears if it is a great concern of yours.
 - 18) Some suggested to change the color of our labeling back to green...it is much more natural looking versus the blue we have gone to. No real response from Mtech.
- Remember: if you have questions, issues send them to Mannatech through www.mannathink.com