

## **PRESIDENTIAL SUMMIT 2014**

Monday, February 10, 2014

- Weekly Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST [www.m5mlive.tv](http://www.m5mlive.tv) or 24/7 [www.m5mlive.com](http://www.m5mlive.com)
- Mannatech Now Meeting – Tuesday at 7:30 PM CT – Dr. Robert Sinnott will discuss why Mannatech is posed to have a great 2014. Bo Short will discuss some specific initiatives that will help you have the best year with Mannatech. Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com) - 800-768-2983 – Access code 4717458
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717458
- Last week of BP 2... Make your calls to have the best BP

Wrap up from Merri-jo and Nat Weeks' notes (Thanks Nat!)

### **General Session-Tuesday Feb 4**

#### **Ray Robbins:**

Each of us represent at least 600 kids who get to have a future. Appropriate nutrition assures healthy mental capabilities ([MannatechScience.org](http://MannatechScience.org)).

#### **Mark Nicholes (Chief Financial Officer):**

His first summit. Very excited about 4th Q report this coming March. Financially very strong!

#### **Landon Frederick:**

Call-Center & customer service staff increased by 20%.

#### **Al Bala:**

Committed to making every new associate's first 30 days an AWESOME EXPERIENCE. Corporate made "yucky list" and they are tackling it. Introduced Intl. General Managers: Angela Manuel, Canada 5 yrs. (her staff growing by 50% ie. a 3rd who is fluent in Mandarin); Mario Rodriguez, Mexico (90% growth rate); Mannie Morelli, Australia, NZ and Singapore; Tatso Gami "Ogamisan" Japan (13 yrs. w/ Mannatech. Leadership is united because Mannatech is actually changing the world. We create our future); Chris Simmons, South Africa & EEU (has a wonderful group of young leaders); Patrick Park, Korea, Taiwan, Hong Kong (4 yrs. w/ Mannatech. 40% growth in Taiwan; 80% growth in Korea so now from #16 to the top 10 in Korea Direct Selling);

#### **Stan Frederick (Board Chairman):**

Market cap last year was not good...and it is the #1 factor for

investors. Then was \$15M; today it is \$40M. Investors have confidence in the company and leadership. Over 9M servings went to kids in 2013.

**Al Bala 21 New Presidentials introduced:** United States had 1! Lawanda Murphy from Dimmit, Texas

**Rob Sinnott;**

Mannatech is on its 3rd S curve of growth!

McKinsey Report '12 (largest business consulting firm in the world) found best investments were in a company

- 1) undervalued or underestimated
- 2) in a growing and innovative sectors
- 3) oriented toward large consumer markets
- 4) willing to invest/reinvest in new business
- 5) experiencing revenue growth.

Mannatech now has all these five indicators required for dynamic growth (momentum!). Coming out of a global recession: Great climate for entrepreneurs. Increasing pressure on public finances (welfare, Medicare, etc.). Aging populations. Health care more prevention focused...increased self-reliance and self-care. A growing demand for proven products. More patents behind our products than anybody else in our industry.

2014 Initiatives to maintain a healthy and sustainable business

1. Maximize Uth Global rollout: maximize prelaunch activities, efficient global rollout, robust sales and support system.
2. Support Global Growth.
3. Invest in leadership development and training: systematized training and leadership development, copy and expand what is working globally for Mannatech associates, help unlock people's full potential based on Maslow's hierarchy of needs: physiological (food, water, warmth, rest), safety (security), belonging and love (relationships and friends), esteem (prestige and feeling of accomplishment), self-actualization of one's full potential and creativity). Mannatech is unique to be able to meet all these needs!
4. Global supply chain optimization (faster more affordable)
5. Increase recruiting and sales. "Within five years, we will be filling stadiums!"
6. Reduce attrition and increase retention. Why bring in more if they don't stay?
7. Optimize customer experience: Improve customer service and online ordering, de-clutter and streamline, personalized

welcome kit.

8. Infrastructure maintenance and upgrades supporting our global business.
9. Defining and communicating M5M identity so we can help kids in a sustainable way.

### **Ūth Skin Care**

Sam brought the idea for Ūth. Five months from idea to actual product! Fastest ever introduction!! Ūth grew additional sales 20% (other products continued to be ordered). No.1 cause for death is aging. Reversing aspects is very popular!

### **Dr. Martin Kassir:**

Need: enhance and preserve beauty and delay aging of largest organ.  
Best skin care: Functional actives, enough actives, penetrating actives, barrier protection, elimination of known irritants, communication, delivery system (spherulite technology).

Communication cell to cell and epidermis to dermis.

Crocus Chrysanthus Bulb extract stimulates keratinocytes to secrete growth factors that could enhance the synthesis of collagen and elastin in the dermis. Epidermal-dermal communication mediated by growth factors. Renew the skin's resilience and firmness.

Ergothioneine - amino acid in mushrooms similar to urea (potential antioxidant)

Hydrolyzed viola extract - restore the aquaporins

Astaxantin - carotenoid (anti-oxidant) found in micro-algae, yeast, spherulites alternating layers of oil and water to deliver actives over longer period of time.

Surface roughness, photo damage, uneven skin tone, radiance and brightness, fine lines and wrinkles, elasticity, laxity, skin firmness.

No irritation, allergies, or acne.

Preservative: Euxyl PE 9010 phenoxyethanol and ethylhexylglycerin instead of parabens.

31 Females and males age 25-75, Fitzpatrick Skin Types 1-V, mild-moderate perocular wrinkles, photo-damaged skin,

Fine lines and wrinkles

First subjectively evaluated by PhD and Board Certified Dermatologist w/ nothing to do with Mannatech

0-9 wrinkle scale (7-9 eliminated) ie. mild to moderate

Evaluated at 4:

Fine lines & wrinkles all subjectively improved according to both, separately. Significant values, statistically significant. Tactile roughness, pigmentation,

It doesn't lift up the skin on your jaw line.

Brightness, translucence, radiance - stat over 50%

Pinch-recoil: pulled for 4 seconds should immediately snap back. Hydration helps. Statistically significant.

All positive and realistic results.

Irritation: little redness, swelling, stinging, burning, itching. Minor dryness for some.

Corneometer 34.5 mean score in Nov/Dec dry and cold. 2/3rds improved.

Cutometer to measure skin firmness, resiliency, elasticity - skin got firmer

Slit Lamp Examination found safety for eyes fine

Patch testing for allergy testing - large volume taped on back at the beginning of each week.

Eight week report coming.

120 pumps for one month (4 per day)

**Bo Short:**

“An army of sheep, led by a lion, will always defeat an army of lions led by a sheep. However, your downline of lions are led by a lion and there is no stopping you!”

**Al Bala:** Upgrading PDs: Canada to Silver in 4 yrs. Christina, to Silver (PD in 11 mos) Gary & Heidi, to Gold Hanson & Carol; S.Africa to Bronze Melinda & Charles Duran, to Silver JP Costa, to Silver Vince & Ulandy Vanderlundy; USA to Silver Johanna Bala; Japan to Bronze Akiko, and two more; Korea has three upgrading. Joined M mid-2007 and became a PD, then B&SPD in 2008 and business builder of the year; 2012 Million Dollar Member all while VP of large construction company. Kim in 2013 became a new Platinum! From \$0 per 28 days to \$80,000 per 28 days in 6 years! He says it is really worth it. Kaminut, professor and Real Estate owner, was also honored as a new Platinum Presidential. Took him 7 years. They both thanked Jesus for everything and look about Joby's age. Yet a third new Platinum Presidential honored was a poor Korean farmer named Chung Gman who started in 05. In '07 he was honored as Business Builder of the Year. '13 became Gold and Platinum! Thanks to the book *Clean* which was recommended to him when volume was dropping. “It helped us set up a system. A beginner can now introduce this to a beginner. We have had great results!” 8 years works for him!!

**Rob Sinnott:** Book: "86%" refers to the countries which are not developed countries today where we'll be in the future. Unity>>>>Harmony>>>>Creativity. We need to get North America "AS ONE"

**Al Bala:**

Reported that Team: Bob, Sona and Terry meet with him every 2 weeks.

**NEW:** You will soon be able to "top off" orders and use unredeemed customer loyalty credits to "buy" Phytoblend and get a tax deduction for it plus all the APO pay out!

Introduced legal counsel, Erin Barta. <http://bit.ly/1gKOrrF> at ebay to protect patented products (VERO program). <http://bit.ly/1cSANiB> takes one to Mannatech's page.

Jan 30, suit initiated (Rule 202 hearing against Amazon and eBay to compel release of names and contact information on auction holders. First hearing will be Feb 22. Brett Coogler is attorney assisting us (who worked for Avocare). Auction sites violate Section 2.13 of P&Ps.

**Bob Adams:**

Let downline know. 3,500 come back through the Welcome Home Program. 50% stayed past that first order. Alpha-Bravo (2012) had 105, Charlie (2013) had 108.

**Bo Short:**

Weekly Leadership Call: Saturdays 10 AM CST 800-768-2983 code 4717417# Archived at [M5MLive.com](http://M5MLive.com).

Live Broadcast Mondays 7 PM CST M5MLive.tv.

Weekly Field Call: Thursdays 7 PM CST Business Opportunity

Monthly Leadership Development: Success magazine CD

Series. Launching March '14

Online Training Platform:

Mannatech Basics

M5M 101

M5M 2.0

M5M Leadership. 5 min. videos: basics of Mannatech. How to become a professional.

Presentation, goal setting, etc. due by April.

**NEW 5th SPECIAL PROMOTION**

5th Events during Period: Feb 10 - March 31

You get an entry for every Party Promo done

1. Register event at [Events.Mannatech.com](http://Events.Mannatech.com) when planned; and
2. send a photo of each party afterward.

On April 1st, entries will be drawn. The winner will get 13 bottles of free Ūth with full commissions paid.

If host 3 parties: get a T-shirt.

If host 4 parties: get free Ūth sales system (8 min. DVD, flip-chart, brochures, event run list, kit, samples, etc).

When a Mannatecher moans, "I'm quitting" it might be appropriate to ask, "Quitting from what? You haven't done anything yet. Why don't you do something?!"

### **Dr. Martin Kassir:**

Have at least 5 extra Ūths on hand and sell on commission. Ūth is not a moisturizer but an amazing skin rejuvenation cream. It is fine to use moisturizer after applying Ūth. Normal to have dryness at corner of eyes. Generally in thousands sold, 1-2% may have some kind of a reaction. Provide a Cleansing sheet as you would with other nutritional products. Start by keeping away from eye and apply once a day then go on to two applications.

Epidermis at top then dermis then collagen and elastin In matrix, then fat, then muscle going down. Botox goes into the muscle. It is not a filler adding volume. It builds up and rejuvenates fibroblasts to produce more collagen and elastic to repair the matrix. The skin will become more stiff. You'll see improvement the longer you use Ūth properly.

Many people use Retin A which dries the skin.

No need at present to make another skin product for quite a while.

If you have known dry, irritated, reddish skin, start slowly and wean up. Start with the thicker skin first. Wash hands before putting Ūth on eyes. A sponge carries bacteria. Roll a Q-Tip under eye with Ūth. Smell bad in the 1st generation; no scent in the 2nd generation now. This is not laser, fillers or botox so it takes time. In 5 years, you're going to look a lot better than if you never used it!!

Zerosis (dryness -> redness -> flakiness). Not a product for acne and won't cause acne which comes and goes...but may impact it (as many of us have experienced)

We were reminded of the Punta Cana incentive rules (found at Resources -> Library/6044) and the chance to fill the baseball stadium for Thursday at Mannafest, including fireworks.

### **Weds 3-5 PM Unity amongst NA Presidentials hosted by Kevin and facilitated by Bob Adam**

Lots of great suggestions came out of this "just for NA Pres" meeting so we are excited about our future

*Steve Heine's 4.8.3.5 sheet:*

*4: Make a list, Invitation, Presentation, Follow-up*

*8: Be teachable, be accountable, read, listen attend events, consume, help others consume, share.*

*3: Power of Submission, Power of Unity, Power of the Spoken Word*

*5: Never mess with other's money, spouse, ego, do anything for the first time without checking upline, spread negative downline.*

*\$98 & \$498 plus \$100/28 days.*

*Regional Dir 1500 PV (\$250)*

*Nat'l Dir 6000 PV (\$1,000)*

*Exec Dir 20,000 (\$3,000)*

*Pres Dir 60,000 (\$8,000)*

*Platinum \$100,000/mo club*

*Power 700: Every 4 new = \$700*

*Team Leg Strategy: 2/3 of your business built by the team.*

### **Al Bala on Packs:**

Bring back \$99 and 498 & \$499- customized packs.

No more \$8 & \$5 generational bonuses .

The \$12 Welcome Pack they can buy later through MPM will be replaced by more products.

APO will slide up about 8%

No SS# until a check earned. Then SS# needed or no check.

Lower shipping is being considered. Also, working on multiple orders shipped to one address together with one shipping charge!

### **Thursday, 6:30 - 9:30 PM Farewell Banquet**

Representatives from the different countries spoke about focus, maintaining a positive outlook, determination, and other lessons learned.

Jason Lester then shared his journey and we all received his book, "Running On Faith ~ Principles, Passion, and Pursuit of a Winning Life" He will be at Mannafest.

At age 12, he on his bike was broadsided by a hit-and-run driver breaking 21 bones including all his limbs and thrown 120' in the air. His right arm remains paralyzed. When his father died at age 39, his grandparents tried to fill the gap. During his sophomore year, he discovered he loved running ~ gave him time to think. At age 18, he was running thirty miles a day and had become the second best biathlon runner in AZ. To raise \$26,000 for victims of the Sandy Hurricane, he ran 3,550 miles in 72 days from LA to NYC averaging 50 miles per day (and 4 hrs. of sleep). He was sponsored by Nike and ran the 4th fastest time thanks to his "AmbroBombs" (about a full jar

of Ambrotose at one time). In 2009, he won the ESPY award as the top athlete. In gratitude, he established the 5 Ironmans on 5 Hawaiian Islands in 5 days! “It is an honor to be part of Mannatech (since 2005) but I hid what I was taking from my competitors so they wouldn’t beat me! Mannatech changed my career and gave be the edge while helping with recovery.” His challenge for 2014 is the 2,800 mile Great Wall of China in one event of consecutive marathons which no person has ever done. During competition, he depends on Bounceback and Sport. His water bottle is always full of Empact and Ambrostart. He loves the Optimal Support Packs and depends on Advanced Ambrotose for his recovery.