

FALL/WINTER 2025

THE VOICE

NEWSLETTER

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IBOAI[®] ★ ★ ★

CHAIRMAN'S LETTER

Hello IBO Friends!

I cannot believe we are already stepping into the holiday season. This fall has been filled with the successful launches of the new Nutrilite™ herbals: [Horny Goat Weed](#) and [Lion's Mane](#). What a powerful addition to our wellness lineup! The skincare launch of the Artistry LABS™ Illuminating Essence is a game changer. We are also thrilled about the latest cosmetics coming your way: the [3-in-1 Volume Mascara](#), tinted primer, and Ultimate Concealers are already creating a buzz and are expected to become favorites in no time.

We had an exciting election recently! Congratulations to our first-time Board members: Trevor Baker, Juan Ruelas, and Kevin Schwerts. We are pleased to have them on the Board. In addition, applause to the returning Board members: Tracey Eaton, Juanita Maldonado, and myself. We are excited to have you join us in representing IBOs in North America. We are grateful so many Platinums voted and let your voices be heard. We had the highest voter participation ever in this election.

A huge shout out to Howie Danzik for speaking at the most recent NPC conference. Howie, Ana, and Josh did an amazing job welcoming new Platinums to the IBOAI® offices as they arrived for the New Platinum Conference in Grand Rapids, Michigan.

IBOAI Board meetings were held in October and I am pleased to report they were quite productive. One of the highlights was being able to greet and speak to over 200 IBOs from the Markiewicz team and to teach them some of the history of how the IBOAI began and operates today. The Executive Committee members had the honor of welcoming Paul and Morgan Kopecky's team of 120 IBOs as well as Brent and Brenda Harris's team of 95 IBOs to the IBOAI offices. We enjoyed explaining the role of each Board

committee and the collaborative partnership between the IBOAI and Amway Corporation.

Awards were presented on the last day of our annual October meetings. The Meritorious Service Award for 10 years of service was presented to David Dussault and Doyle Yager, the 20-year award was presented to Joe Markiewicz, and the 25-year award presented to Bob Andrews for his faithful service to the IBOAI. The Jody Victor Guardian Award was presented to Joe Markiewicz, and the Joe Victor Leadership Award was presented to Dayna Pappalardo and Marybeth Markiewicz. The Fred Hansen Spirit Award was presented to Jackie Claybrook, LSG Manager. The Jere Dutt Lifetime Achievement Award was presented to Brad Duncan.

Without a doubt, the most compelling evening during October's Board week was the evening tribute in honor of Jody Victor, celebrating his steadfast service of 40 years to the IBOAI. No other man has loved and served the Field as Jody Victor has. He has been a mentor and a great friend to all. His wisdom and infinite lessons have impacted countless individuals. As Jody has frequently advised, "Put people first. Make people decisions."

As we head toward year-end, let's finish strong and stay focused! This is the time to double down, stay consistent, and lead with motivation and belief. Every conversation, every follow-up, and every new connection can move you one step closer to achieving your goals. Keep your energy high and your vision clear – this is our time to shine!

Warmest regards,



VINNY PAPPALARDO
Chairman of the IBOAI

AWARDS PRESENTED



10 Years of Service Award: David Dussault & Doyle Yager



20 Years of Service Award: Joe Markiewicz



25 Years of Service Award: Bob Andrews



Joe Victor Leadership Award: Dayna Pappalardo & Marybeth Markiewicz



Jody Victor Guardian Award: Joe Markiewicz



Fred Hansen Spirit Award: Jackie Claybrook



Jere Dutt Lifetime Achievement Award: Brad Duncan



OCTOBER 2025 IBOAI® BOARD MEETING NOTES

Awards & Recognition Committee

Below is a review of the [Awards and Recognition Committee](#) discussion topics for the October IBOAI Board Meetings. Shivaram Kumar serves as the Chairman, while Juanita Maldonado serves as Vice Chairman. Committee members are David Coley, Mayank Gala and Maribel Galan. Kathy Victor serves as Oversight.

- A70 celebration will take place in London, England, May 4-9, 2029.
- Ongoing discussions for new consistency program for Class 9 IBOs.
- Discussed and reviewed SSI program earners.
- Ongoing reviews for Achievers, Diamond Club Select/ Diamond Club, and North America Growth Council discussed to identify potential enhancements.
- Ongoing discussions for sunseting CSI program.
- Discussions regarding Peter Island trips.
- Ongoing discussions to develop effective strategies for recognizing and celebrating achievements within Amway and an exclusive social media App.

Business Operations Committee

The following are the highlights of a productive [Business Operations Committee](#) during the October IBOAI Board Meetings. The Business Operations Committee is chaired by David Dussault, and Vice Chairman is Steve Victor. The Committee members are Pete Herschelman, Namdeuk Kim, and Candice Winston. Marybeth Markiewicz and Dayna Pappalardo are invited contributors.

- Amway™ Catalogs will include retail pricing beginning in March 2026.

- Reviewed and discussed upcoming promotions for the following products:
 - Nutrilite™ [Lion's Mane](#) and [Horny Goat Weed](#) launched mid-October.
 - Nutrilite™ Organic Turmeric Gummy will launch in December.
 - [Artistry™ Virtual Experience \(A.V.E.\)](#) launched November 6.
 - XS™ Elite will launch in January 2026.
- Discussed several important initiatives, including enhancements to the Amway® website and the continued success of Buy, Repeat, Earn Customer program.

Legal & Ethics Committee

Below are the highlights from the [Legal and Ethics Committee](#) for the October IBOAI Board Meetings. Serving on the Legal & Ethics Committee are, Vinny Pappalardo, Chairman, and Vice Chairman, Joe Markiewicz. The Committee members are Jim Puryear, Doyle Yager, Jody Victor, and Bill Hawkins and Howie Danzik, serving as [Governance & Oversight Committee](#). Bob Andrews serves on the Committee as Mentoring Chairman Emeritus.

- DSA Update from Joe DePetrus.
- Ongoing discussions of the QAS Content Standards.
- Ongoing discussions of the Rules of Conduct.

WHAT'S HAPPENING

This Fall the IBOAI® Welcomed IBO Groups to Tour the Offices

New Platinums attending their first official Amway-sponsored IBO event were excited to arrive at Amway Grand Plaza Hotel in Grand Rapids, Michigan on September 24, 2025. Following registration, many of the visiting IBOs [toured the IBOAI offices](#), located in the hotel's adjoining office building.

It was a pleasure for IBOAI Governance & Oversight Committee member, Howie Danzik, and the staff to greet the energetic, enthusiastic IBOs and show them where the Board meets, discusses and decides plans, policies, and programs to help IBOs across North America grow their Businesses.

In October, the Board members of the Executive Committee welcomed two IBO teams from the Markiewicz Group for a special tour of the IBOAI offices.

Paul and Morgan Kopecky's team of 120 IBOs and Brent and Brenda Harris's team of 95 IBOs were impressed by the large Boardroom and historic product displays and photos.

They were grateful to learn more about the history of the IBOAI, the Board committees and their responsibilities, and the collaborative partnership between the IBOAI and Amway Corporation.

The 2026 IBOAI® Board Election Results Are In!

This year's [election results](#) surpassed last year's record voter participation rate and achieved 56%, reflecting the dedication and engagement of our voting Platinums and above! The newly elected Board members are:

- Trevor Baker
- Tracey Eaton
- Juanita Maldonado
- Vinny Pappalardo
- Juan Ruelas
- Kevin Schwerts

We are pleased to welcome these outstanding IBOs to the Board! They will officially join the Board in January 2026 to begin their three-year terms. Their leadership and vision will be instrumental in guiding and shaping the direction of your Board and the Business.



WHAT'S HAPPENING

Jody Victor: In Honor of 40 Years of Dedication to the IBOAI®

When you think of Jody Victor, most would agree, to work with him was a learning experience and welcome challenge – and to have him as a friend is a treasured gift. Born into the respected founding family of the Amway business, he learned the Business head and heart from a young age as a Victor. A gifted man, he and his energetic wife, Kathy, emerged as leaders in the Business and have been instrumental in the growth and success of the IBOAI. No one would dispute, when it comes to being “all in,” Jody was a shining light during his 40 years of service on the IBOAI Board.

On October 14, 2025, at the Amway Grand Plaza hotel, as many gathered in Grand Rapids, Michigan for the quarterly IBOAI Board meetings, Jody was honored with the first 40-year pin award, presented by Bill Hawkins. Not only did he receive a 40-year pin, Jody also was awarded a stunning engraved award and commemorative book. In his remarks, Bill referred to Jody as a “great coach” and let him know, “We wouldn’t be the people we are today without your guidance. We promise to keep the history of this Business alive!”

Rick Abraham, longtime IBOAI Legal Counsel and close friend of the Victors, shared how Jody exemplified courage and temerity. Joe Markiewicz remarked, “When you look back on your life and wonder if you made a difference, Jody, I assure you, you have! No one knows this Business like you do!” Howie Danzik pointed out, “Some people make your day while others change your life. Knowing and working with Jody has been life changing.” Bob Andrews described Jody’s leadership as a balance of passion and compassion. He expressed gratitude for the “standards Jody has set and integrity he has shown.” Vinny Pappladardo, current IBOAI Board Chairman, praised the tremendous impact Jody has had on him, the IBOAI, and the Field. In honor of Jody’s tremendous service and dedication, Bill Hawkins announced the largest IBOAI boardroom is now officially named the Jody Victor Boardroom.

The strong vision, widespread influence, and steadfast service of Jody’s leadership touched many, including Amway leadership, past and present. Jim Payne, John Parker, Ruben Familia, Andrew Schmidt, Scott Scheidmantel, and several others attended this tribute.

Without a doubt, Jody Victor has been an incredible role model of leadership for the IBOAI, Amway, and the Field. In closing, Kathy Victor expressed, “I am everything I am today

because of Jody. Together we created a wonderful life – and we will continue to enjoy life together. Jody has done all he can to preserve the IBOAI and Amway. We are all blessed to know him.”

Everyone will cherish this special night when Jody stepped aside to spend time with family, inspiring others, including his children and grandchildren, to follow in his footsteps. The hundreds of times he stepped up for the Amway business, the IBOAI, the Field, and his family and friends will live on in the thousands of lives he positively impacted during his 40 years of service. What a tremendous legacy!



WELL SAID!

“As a 3rd generation IBO, I have had the privilege of growing up in an incredible atmosphere. Watching and listening to my grandparents and parents build their Amway businesses and understanding the role that the IBOAI played was special. For me to be trusted to serve on this Board alongside our incredible leadership is the biggest honor. The collaborative effort between Amway and the IBOAI is strong. Our future together is bright, and we will continue to work and make this the best opportunity for all IBOs. We look forward with excitement to continue paying the way for the next generations to follow.”



STEVE VICTOR
Business Operations, Vice Chairman

QUICK WINS

Buy, Repeat, Earn gets a limited-time boost!

It's the perfect time to spread some good cheer – let your customers know that they can save even more with this limited-time promotion that supercharges the Buy, Repeat, Earn program!

Here's how it works:

- Registered Customers who make an online purchase of \$150+ (\$200+ CAD, \$9,100+ DOP) in December or January will automatically receive \$50 (\$70 CAD, \$3,050 DOP) off their next month's online order of \$150+, applied directly in the cart.
- This limited-time promotion will be combined with the current Buy, Repeat, Earn program, for even more savings!

Tip: Help your customers set up a \$150+ DITTO™ Scheduled Order so they don't miss out on these extra savings!

The Buy, Repeat, Earn program is here to stay, but this limited-time boost won't last long. Your customers can earn in December to redeem in January OR earn in January to redeem in February. Spread the word and help make the holidays a little extra merry for your customers and your team!

WHAT'S AHEAD

Diamond Club: Grand Wailea, Maui, Hawaii

Diamond Select: February 19-21, 2026

Diamond Club: February 21-26, 2026

IBOAI Board Meeting at Grand Wailea: February 26, 2026

New Platinum Conference: Amway Grand Plaza Hotel - Grand Rapids, MI

October 11-14, 2026

IBOAI Office Tour: October 11, 2026

Achievers: Signia by Hilton Orlando Bonnet Creek and Waldorf Astoria - Orlando, FL

Session One - November 13-17, 2026

Session Two - November 18-22, 2026

2026 IBOAI® Board Meetings

At the IBOAI® Offices, Grand Rapids, Michigan unless otherwise noted.

March Board Meeting

March 23-26, 2026

June Board Meeting

June 1-4, 2026

October Board Meeting

October 19-22, 2026

WHAT'S NEW

Nutriline™ Organics

Fuel your day with pure, wholesome vitamins and supplements from Nutrilite™, the first and only global vitamin and dietary supplement brand with a USDA organic product line to grow, harvest and process plants on their own certified organic farms.



Nutriline™ Organics Green Superfood Powder

Item # [125937](#) - 30 Servings

GET YOUR SUPERGREENS IN – Power your best life with pure, organic goodness you can mix in any drink, featuring nutrients from wholesome veggie blends to support your energy, digestive health and overall wellness* including broccoli, spinach and kale from our certified organic partner farms.



Nutriline™ Organics Immunity Superfood Powder

Item # [125936](#) - 30 Servings

HELLO, NATURAL IMMUNE SUPPORT† – Support your immune system with a daily dose of pure, organic goodness, simple to mix in any drink, featuring our nutrient-rich blend of purple and red superfruits, including acerola cherries and elderberries grown on our own organic farms and partner farms. Berry-tasting!



Nutriline™ Organics Plant Protein Powder

Item # [125925](#) - Unflavored, 15 Servings

Item # [125921](#) - Chocolate, 15 Servings

Item # [135923](#) - Vanilla, 15 Servings

PROTEIN KICK MEETS VERSATILE FIX! – Not all plant proteins need to taste like... well... plants. Start your day, mix up a pick-me-up or get creative with protein-powered snacks packed with pure, organic goodness featuring 21 grams of powerful plant protein from wholesome Brown Rice, plus Peas and Chia grown on our own organic farms and partner farms. Also available in Vanilla and Chocolate-flavored powders.



XS™ Grass-Fed Whey Protein

Item # [128156](#) - Vanilla, 20 Servings

Item # [125921](#) - Strawberry, 20 Servings

Item # [128154](#) - Chocolate, 20 Servings

FIND YOUR POWER WITH XS™ GRASS-FED WHEY – Contains 30 grams of premium whey protein derived from the milk of grass-fed cows and 6.9 grams BCAAs** to help build lean muscle mass.*† Creamy and delicious with no artificial colors, flavors or sweeteners, and free from fillers, gluten and soy.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*When combined with regular weight training and a healthy balanced diet.

**Branch-Chain Amino Acids

ADDING VALUE

IBOAI.COM OFFERS THE RESOURCES YOU NEED

When it comes to the latest news from your IBOAI® Board, essential resources to help you do business, upcoming event information, and more, be sure to visit IBOAI.com.

IBOAI RESOURCE CENTER

As an IBO, there are many resources available to you. Be sure to check out the [Resource Center](#) at IBOAI.com. You'll find everything from Rules of Conduct to Social Media Guidelines, QAS Content Standards to IBO Insurance.

INSURANCE AVAILABLE FOR IBOS

Did you know Commercial Liability Insurance is available to IBOs through Pro Insurance Managers? Learn more about

what insurance plans are available, from Direct Seller Liability to Event Insurance to Home & Auto.

IBOFACTS.COM

Without a doubt, IBOs are impressive business owners professionally yet their personal endeavors and volunteer efforts are also admirable. Learn more about IBOs as everyday heroes at IBOFacts.com – the founding families and their vision and the philanthropic efforts of Amway North America IBOs. You can also nominate an IBO who is making a difference in their community or around the world at www.ibofacts.com.

KEEP CONNECTED

Your IBOAI Board is just a click away!

Find information and resources online to support your business success.

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Need assistance?

Let the [IBOAI Hearing & Disputes Committee](#) help!



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.

Kathy Victor,
CEO

Ana Nichols,
Operations Manager

Josh Hettinga, Accounting
& Finance Manager