IBOAI

Year in Review

2025

iboai.com
ibofacts.com

IBOAI

Your Voice.
Your Advocate.
Succeeding
Together!

A letter from the Chief Executive Officer

This past year has given all of us challenges and rewards – several anticipated and a few surprising. The collaborative commitment of the Amway Corporation, the IBOAI Board of Directors, and the Field to make this Business even stronger in appeal and longevity is a nod to the Business founders and our rich history, as well as demonstrated faith in our future success.

Your IBOAI Board is immensely proud of the Business the Founding Families created years ago – The Victors, the Dutts, and the Hansens. Thanks to Joe and Helyne Victor's son, Jody, the history of the Association and its founding principles are still recognized and adhered to today. Jody Victor's knowledge and willingness to speak of the origin of the Association in 1959 and how it evolved and expanded through changing times, fuels the IBOAI's desire today to work even more closely with the Corporation. For example, basing product selections on the principles established by the Founders: universal appeal, repeatable sales, unlimited potential, not tied to the economy, and supportive of free enterprise.

The IBOAI Board is determined to keep this Business a viable opportunity now and for generations to come without losing sight of our history and the principles set forth. In pursuit of this goal, we have made steady progress. We owe a great deal of this forward movement to Jody Victor, an exceptional man and masterful IBO, who left his mark (much like an exclamation point!) on this Business, the IBOAI, and countless individuals. Jody played several influential roles in life – he was the son of founders Joe and Helyne Victor, my husband and steadfast business partner, a loving father and grandfather, and a phenomenal mentor, leader, and friend to all IBOs. His business acumen was unmatched, yet what he taught (and demonstrated) lends clarity and confidence to establish our goals and reach them.

We're grateful to learn from many of you that the IBOAI.com website is an effective business tool. Visit often! It's there to help you succeed. The IBOFACTS.com website also continues to welcome frequent visitors. Be sure to nominate IBOs with philanthropic hearts – their stories provide well-deserved recognition and inspiration to others. IBOs have good heads and compassionate hearts – the stories shared on the site are perfect examples. The leadership of IBOAI Chairman Vinny Pappalardo and Vice Chairman Joe Markiewicz has been exceptional this past year. Thanks to their dedication, we have been able to expertly navigate through challenges and move forward confidently. We are fortunate Vinny will continue to serve as Chairman of the IBOAI Board and Joe will serve as Vice Chairman again in 2026. Howie Danzik has transitioned to the Governance and Oversight Committee in the Oversight role. Bill Hawkins continues in his role as Governance and the Chairman of the Governance and Oversight Committee. Our returning and newly elected Board Members include Trevor Baker, Tracey Eaton, Juanita Maldonado, Vinny Pappalardo, Juan Ruelas, and Kevin Schwers.

Let's look behind and be grateful, let's look ahead and be hopeful – by working together, we can establish and accomplish our goals and objectives with creativity and conviction. We've proven it for 67 years!

Best,

Kathy Victor

KATHY VICTOR
IBOAI Chief Executive Officer

"The IBOAI Board is determined to keep this Business a viable opportunity now and for generations to come..."

Your 2025 IBOAI® Board of Directors

EXECUTIVE COMMITTEE

Vinny Pappalardo, Chairman

Joe Markiewicz, Vice Chairman

Bob Andrews, Mentoring Chairman Emeritus

David Dussault

Shivaram Kumar

Juanita Maldonado

Doyle Yager

Bill Hawkins, Governance & Oversight

Howie Danzik, Governance & Oversight

Jody Victor, Curator

Kathy Victor, CEO

AWARDS & RECOGNITION

Shivaram Kumar, Chairman

Juanita Maldonado, Vice Chairman

Kathy Victor, Oversight

David Coley

Mayank Gala

Maribel Galan

BUSINESS OPERATIONS

David Dussault, Chairman

Steve Victor, Vice Chairman

Pete Herschelman

Namdeuk Kim

Candice Winston

Marybeth Markiewicz, Advisor

Dayna Pappalardo, Advisor

LEGAL & ETHICS

Vinny Pappalardo, Chairman

Joe Markiewicz, Vice Chairman

Bill Hawkins, Oversight

Howie Danzik, Oversight

Jim Puryear

Jody Victor

Doyle Yager

HEARING PANEL MEMBERS

Bill Hawkins, Chairman

Howie Danzik

David Dussault

Joe Markiewicz

Vinny Pappalardo

Jody Victor

GOVERNANCE & OVERSIGHT COMMITTEE

Bill Hawkins

Howie Danzik

Jody Victor

CURATOR

Jody Victor

IBO/Customer Experience:

- IBOAI® and Amway engaged in ongoing discussions regarding a new consistency program for Class 9 IBOs.
- IBOAI and Amway held recognition discussions for leading Platinum groups in Strong Start Incentive (SSI) and Buy, Repeat, Earn (BRE) at New Platinum Conferences and Achievers.
- IBOAI and Amway reviewed SSI program and data showing increased retention and renewals.
- IBOAI and Amway collaborated on strategies to enhance digital recognition within a dedicated or monitored social media app.
- IBOAI and Amway finalized newly designed recognition pins.
- Discussions on award and incentive trips.
- IBOAI and Amway discussed plans for the A70 Celebration in London, England, scheduled for May 4-9, 2029.

Products & Promotions:

- IBOAI and Amway reviewed the launch and planned enhancements of the Wellness App supporting the Begin 30 Wellness+ program.
- IBOAI and Amway evaluated initiatives related to the launch for "Buy, Repeat, Earn" Customer program.
- IBOAI and Amway focused on strategies and effective communication on new product launches for IBOs and customers.
- IBOAI and Amway assessed promotional plans for Artistry™, Nutrilite™, XS™, and eSpring™ products.
- IBOAI and Amway reviewed and discussed Amway website enhancements, September Renewal Campaigns, and updates to the Amway catalogs.

Legal:

- IBOAI and Amway discussed QAS Content Standards.
- IBOAI and Amway discussed the Business Support Materials review process.
- IBOAI and Amway reviewed the IBO Contract and Registration Agreement.
- IBOAI and Amway discussed ASCAP/BMI/SESAC licensing.
- IBOAI and Amway maintained an ongoing discussion of unauthorized online selling and exporting.

Communications & Education:

- IBOAI® researched and resourced a new Commercial General Liability Insurance solution for IBOs following Amway's cancellation of the Marsh IBOBA Insurance ensuring uninterrupted protection and continued support for the IBO.
- IBOAI continues to monitor and enhance the IBOAI website to ensure a clear, intuitive user experience with streamlined access to relevant information from your IBOAI Board and Amway.
- The IBOAI website continues to provide timely industry insights, Amway business updates, and resources that support IBO Business growth, along with coverage of key events: New Platinum Conference, Achievers, Diamond Club, and IBOAI Office Tours.
- IBOFACTS.com continues to be maintained as a platform highlighting meaningful IBO stories and reflecting the core values and community spirit of the IBO network.

YOUR BOARD IN ACTION

Achievers

It was all about celebrating IBO success in San Diego last November at Achievers. The energy level was high, enthusiasm was contagious, and smiles and hugs were abundant. The new, luxurious Gaylord Pacific Resort & Convention Center was welcoming and wonderful from the moment Achievers arrived until the day they departed. Attendees remarked on the awesome planned activities – a visit to the famous San Diego Zoo, a sightseeing ship adventure, an incredible Navy Seal experience, a relaxing bike ride, and enjoyable kayaking.

The business side of Achievers was also a remarkable experience for Achievers. The Brand Experience featured the trio of Amway's leading brands: Nutrilite™, Artistry™, and XS™. Near the entrance to this expo, the IBOAI® Staff and the Executive Committee Board members warmly greeted IBOs. Lively conversations ranged from the history of the IBOAI to serving on its Board.

IBOs were genuinely interested in the Commercial General Liability Insurance available to IBOs on display at the IBOAI booth. Visitors were also pleased to receive their own IBOAI journal. IBOs also visited the Business Innovation Experience where they learned more about future programs to support their success.

YOUR BOARD IN ACTION

Jody Victor:

In Honor of 40 Years of Dedication to the IBOAI® and a Lifetime of Service to Helping Others Live Better Lives

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 none of us will ever forget! Born into one of the respected founding families of the Amway business, he learned the Business head and heart from a young age as a Victor.

During his career, Jody became known not only for his sharp business acumen but for his ability to distill complex concepts into simple, empowering lessons. This skill led to the creation of MarkerMan Productions (MMP), which he co-founded with Kathy, to provide leadership and personal development training to IBOs around the world. The name "MarkerMan" stemmed from his trademark style of teaching with nothing more than a marker, a whiteboard, a big Dream, and a profound understanding of people.

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 by Bill Hawkins. Not only did he receive a pin, Jody was also awarded a stunning engraved award and commemorative book, as Bill stated, "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, shared how Jody exemplified courage and temerity. 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 expressed gratitude for the "standards Jody has set and integrity he has shown." In honor of Jody's service and dedication, Bill Hawkins announced the largest IBOAI boardroom is now officially named the Jody Victor Boardroom.

On December 17, 2025, surrounded by his family, Jody went to be with his Savior, Jesus Christ. Jody lives on in the countless lives he positively influenced in his 78 years of life. His poignant Celebration of Life was a tribute to Jody Victor as a son, a business man, a husband, a father, a grandfather, a leader, and a friend. He juggled many roles in life and did so with love and integrity.

Beyond business, Jody's heart for service was also generous. He served on the U.S. Dream Academy Board of Directors for more than 20 years, devoting himself to supporting children of incarcerated parents. On a local level, In the 1980's, Jody "threw" his support behind the Manchester A's baseball team and financed the construction of Crown Field. This landed him in the Greater Akron Baseball Hall of Fame.

The hundreds of times Jody Victor stepped up for his family, his friends, the Amway business, the IBOAI, and the Field, will live on in the memories of the thousands of people he helped live a better life. What a tremendous legacy!

IBOAI® Staff Announcement

When it comes to the "behind-the-scenes" management of the IBOAI operations, from Association communications to Board meetings, special IBO visits to group office tours, Ana Nichols' efficiency and "can-do" attitude prevails.

Originally, Ana was hired as an Administrative Assistant in 2007. In this role she shined, fully utilizing her organizational and bilingual communication skills. Ana's dedication to excellence and efficiency earned her the respect and appreciation of the Board.

In 2025, Ana was awarded the position of Operations Manager. She quickly proved herself an effective leader and immeasurable asset to the IBOAI, and it is with great pleasure, we announce the promotion of Ana to our IBOAI Executive Director.

In 2012, the IBOAI hired Josh Hettinga, a graduate of Grand Valley State University, to handle the Association's accounting. His quiet, steady demeanor and willingness to support his fellow staff and IBOAI Board in any way needed (and not just in accounting matters!) revealed Josh's strengths as a true team player, excellent numbers' juggler, and attentive listener over the years.

Fortunately for the IBOAI, Josh shares the same "can-do" attitude as Ana, the Executive Director. Together, we are confident they will continue to operate as a smooth, successful leadership team.

It is a pleasure to announce the promotion of Josh to our IBOAI Accounting and Finance Director.

"...We are confident they will continue to operate as a smooth, successful leadership team."

Introducing Your 2026 IBOAI® Board of Directors

EXECUTIVE COMMITTEE

Vinny Pappalardo, Chairman

Joe Markiewicz, Vice Chairman

David Dussault

Shivaram Kumar

Juanita Maldonado

Doyle Yager

Bill Hawkins, Governance & Oversight

Howie Danzik, Governance & Oversight

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Joe Markiewicz

Vinny Pappalardo

GOVERNANCE & OVERSIGHT COMMITTEE

Bill Hawkins

Howie Danzik

HISTORIAN

Bill Hawkins

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