

SPRING 2026

# THE VOICE

## NEWSLETTER

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# CHAIRMAN'S LETTER

Hello IBO Friends of North America,

Spring is here — a perfect time to grow our Amway business.

Diamond Club was truly outstanding. We spent valuable time with Steve Van Andel and Doug DeVos, along with Monreau DeVos Stewart, Dalton DeVos, and were pleased to have Kyle Van Andel join us as well. Building relationships and connecting with the next generation is vital to the future of our Business.

Doug DeVos, Steve Van Andel, Michael Nelson, and Andrew Schmidt delivered beautiful messages to Kathy Victor and the Victor family and friends at a tribute service honoring Jody Victor. Jody's sons, Steve and Joe Victor, shared heartfelt words about their father — it was a truly meaningful event.

The powerful conversations from Diamond Club carried directly into our March Board week.

This was one of the most productive Board weeks I have experienced in my 13 years on the Board. On Tuesday, Doug and Steve spent three and a half hours with us — that was a first for me. Hearing directly from the owners of Amway about working together to shape the future of our Business was exceptional. Their love, dedication and commitment deeply resonated with all of us.

We were also pleased to welcome members of the Tidwell team to the IBOAI, where they heard from several Board members on Wednesday morning. It is always beneficial for IBOs to visit our office, as it provides valuable insight into how the Board operates. I strongly encourage more of you to take advantage of this opportunity.

I would also like to recognize the outstanding efforts of our three Board Committees and the insightful ideas and recommendations they submitted. It was truly an action-packed and productive week. I look forward to our June Board meeting as we continue to build momentum.

Looking ahead, the launch of the Founders Sales Incentive (FSI) in September will provide a strong boost for those below the 18% level. At the same time, variable retail pricing will be introduced, allowing IBOs to choose a retail margin of 10%, 15% or 20% to customize what works best for your customers and your business.

We have already seen great success with the [Artistry LongXevity™ Collection](#), which has been a strong addition to our product portfolio. We can also look forward to exciting new product introductions, including XS™ Creatine+, launching in June.

With everything happening, I truly believe we are entering a powerful season of growth in North America.

Wishing you all a wonderful summer. Stay well, and God bless.

Best Regards,

A handwritten signature in blue ink that reads "Vinny Pappalardo".

[VINNY PAPPALARDO](#)  
Chairman of the IBOAI



# IBOAI® BOARD MEETING NOTES: MARCH 2026

## Awards & Recognition Committee

Below is a review of the [Awards and Recognition Committee](#) discussion topics for the March IBOAI Board Meetings. Shivaram Kumar serves as the Chairman, while Juanita Maldonado serves as Vice Chairman. Committee members are David Coley, Tracey Eaton, Maribel Galan, and Kevin Schwerts.

- The A70 Celebration will take place in London, England during the week of May 4, 2029.
- Opportunities for IBOs to access A70 promotional materials were discussed.
- The A70 Growth Strategy was presented and discussed.
- Discussed new Founders Sales Incentive.
- Emphasis was placed on the importance of IBO participation in Amway Surveys related to attended trips.
- New approaches for redeeming recognition pins are being explored and discussed.

## Business Operations Committee

The following are the highlights of a productive [Business Operations Committee](#) during the March IBOAI Board Meetings. The Business Operations Committee is chaired by Steve Victor. Kathy Victor serves as Oversight. The Committee members are Trevor Baker, Namdeuk Kim, and Candice Winston. Marybeth Markiewicz and Dayna Pappalardo are invited contributors.

- An overview was provided of the successful launch of [Artistry Longevity™ Collection](#) and discussed the planning for the future expansion of the product line.

- Reviewed and discussed upcoming promotions for the following products:
  - May: [Nutrilite™ Prebiotic Fiber](#)
  - June: XS™ Creatine+
  - July: Nutrilite™ Sleep Health
  - September: [Nutrilite™ Cellular Aging Support](#)
  - October: Artistry™ Omega Drops & Sheet Masks
- Discussed Digital/Technology projects to include SMS texts, Chat Bot, and enhanced functionality for the Amway website search bar.

## Legal & Ethics Committee

Below are the highlights from the [Legal and Ethics Committee](#) for the March IBOAI Board Meetings. Serving on the Legal & Ethics Committee are, Vinny Pappalardo, Chairman, and Vice Chairman, Joe Markiewicz. The Committee members are David Dussault, Juan Ruelas, and Doyle Yager. Bill Hawkins and Howie Danzik, serve as [Governance & Oversight Committee](#) members.

- DSA Update from Joe DePetris.
- Ongoing discussions of the QAS Content Standards.

# WHAT'S HAPPENING

## Diamond Club 2026 – Dazzled & Delighted, Celebrated & Commemorated Leaders

The beauty of Hawaii, the camaraderie of IBOs, and the pleasure of celebrating achievement together created the perfect atmosphere at Diamond Club 2026. The spectacular event took place at Grand Wailea, A Waldorf Astoria Resort, a longtime favorite of IBOs, located in Maui, Hawaii.

The energy of the Diamonds in attendance throughout the week was motivating. Many expressed their delight in the luxurious resort, the beautiful beaches, and the dazzling sunsets.

To honor one of the finest IBO Leaders and a hero to many, Amway hosted a gathering on February 22, to honor Jody Victor. Tributes were offered by Doug DeVos, Steve Van Andel, Michael Nelson, Amway President and Chief Executive Officer, and Andrew Schmidt, Amway North America Managing Director. Attendees were also encouraged to share a memory or scribe a tribute to Jody in an elegant journal provided by Amway.

In addition to business discussions and previews of upcoming product offerings during the week, Diamonds were treated to a choice of appealing Hawaii-style activities: a Zodiac Raft and Snorkeling Adventure, Lahaina UTV Adventure, Waterfall Rappelling to name

a few. To add to the fun, three different “Play Your Way” options were offered on February 25: Wailea Golf Clinic, Tennis, and XS™ Stand-Up Paddleboard & Surf Clinic. The IBOAI® Booth at the Golf Clinic warmly welcomed Diamonds, gifting them with a branded pouch to carry four AirTags® bearing the IBOAI logo and four keychains to hold each AirTag.

Following tradition, the first IBOAI Board meeting of the year was held at the end of the week, on February 26. Chairman Vinny Pappalardo welcomed new members – Trevor Baker, Tracey Eaton, Juan Ruelas, and Kevin Schwers to their first IBOAI Board meeting. Bill Hawkins, Governance & Oversight delivered an overview of the rich history of the IBOAI.



## Tidwell Group Tours IBOAI® Office

On March 25, the IBOAI welcomed Founders Emeralds Andrew and Stephanie Tidwell from North Carolina and over 50 IBOs from their organization for a tour of their office in Grand Rapids, Michigan. It was a pleasure for the IBOAI Board to greet the enthusiastic IBOs to show them where the Board meets, where the Committees come together to

collaborate with Amway Executives on plans, policies, products and programs to help IBOs across North America grow their businesses. Before this cordial, inquisitive group departed for their tour of the Amway Corporation, each IBO received a goody bag featuring IBOAI-branded gifts.



# HONORING JODY VICTOR

## Diamond Club Celebration of Life

A special Celebration of Life honoring Jody Victor.



*Amway hosted a gathering during Diamond Club to honor Jody Victor.*



*The Victor family at the tribute service.*



*Kathy Victor with Michael Nelson, Steve Van Andel and Doug DeVos.*



*The Victor family with Michael Nelson, Steve Van Andel, Doug DeVos, and Andrew Schmidt*

## WELL SAID!

“Serving on the IBOAI Board for over 12 years has been one of the greatest honors of my life. It has been a privilege to serve alongside individuals I have long admired – my heroes and mentors who have helped shape me both as a person and as a leader.

When I first joined the Board, I had no idea of the depth of its work or the true impact it has on our business. Being part of it opened my eyes to the responsibility we carry and the influence we have in protecting and strengthening what we've built together.

One of the greatest blessings of this journey was the opportunity to learn closely from Jody Victor, one of the very best. His leadership, vision, and example left a lasting mark on all of us. While his absence is deeply felt and meetings are not quite the same, he prepared and guided us through his great example. Because of the legacy he left behind, we move forward with even greater strength and purpose to continue building the best Business in the world – one that creates opportunity not just for us, but for future generations.

To all the Board members who have served and sacrificed their time and lives to preserve and protect this Business, thank you.

We stand here today because of your example, your dedication, and your legacy.”



*JUANITA MALDONADO*  
Awards and Recognition, Vice Chairman

## QUICK WINS

### Amway Named No. 1 Direct Selling Company in the World

Have you heard the good news, Amway has been named the No. 1 direct selling company in the world for the 14th consecutive year, according to [Direct Selling News](#) based on [2025 revenue](#). Together with business owners across the globe, you and Amway are leading the way – showing what's possible when purpose and people come together.

If you want to know what's going on in your own backyard, check out the latest [U.S. Impact Report](#) to get a better picture of the widespread impact we're having right here in the United States. The report gives an inside look at what we do and why we do it. It's designed to strengthen credibility in your business – building on products and sales to highlight values, people and real-world initiatives we're all a part of.

Spread the word! Confidently share this with others or use it to build up your own pride in Amway.



# WHAT'S NEW

## Nutrilite™ Sleep Health Launching July 2026!

PUT OCCASIONAL SLEEPLESS NIGHTS TO REST!<sup>†</sup> – Powered by 3 mg of plant-based melatonin from tomatoes to help you fall asleep faster and stay asleep longer without grogginess, this capsule supports your sleep health so you can wake up feeling refreshed after a goodnight's sleep<sup>†</sup> and also contains chamomile flower extract from chamomile grown on Nutrilite™ farms.



## Nutrilite™ Cellular Aging Support Launching September 2026!

SUPPORT HEALTHY AGING AT ITS CORE - YOUR CELLS!<sup>†</sup> – This plant-based 3-in-1 cellular health supplement brings together three powerful blends to help maintain the body's natural cellular recycling processes, support cellular energy and metabolism, and provide antioxidant protection from free radicals.<sup>†</sup> Powered by our unique rosemary-ginger blend, trans-resveratrol and magnesium, and a superfood blend to promote healthy aging and health span.



## Artistry Virtual Beauty Tools

RECOMMENDATIONS YOU CAN TRUST – The **Artistry Virtual Skin Analysis tool** checks 7 key concerns – from fine lines to hydration – to understand your skin's unique needs. Backed by 95% accuracy, the results reveal your skin type, skin age and overall score so you can trust the recommended products and routine with confidence.

**Artistry Virtual Makeup Try-On** lets you test new looks! From a red lip to a smoky eye, explore brilliant shades and try bold new makeup looks before you buy. Also discover the ideal foundation and concealer shade for you.



<sup>†</sup>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.

## Artistry LongXevity™ Collection Defy The Signs Of Aging!

### Artistry LongXevity™ Rich Cream

Item # [127571V](#)

A thick, buttery moisturizer designed to address skin's appearance at the cellular level for a youthful-looking complexion. This cream is clinically proven to visibly improve the 12 signs of aging – including dark spots, deep wrinkles, fine lines, rough texture, enlarged pores, uneven skin tone, dullness and sagging skin – revealing smoother, more radiant skin on both the face and neck. Refills available separately.



### Artistry LongXevity™ Soft Cream

Item # [127572V](#)

A soft moisturizer designed to address skin's appearance at the cellular level for a youthful-looking complexion. This cream is clinically proven to visibly improve the 12 signs of aging – including dark spots, deep wrinkles, fine lines, rough texture, enlarged pores, uneven skin tone, dullness and sagging skin – revealing smoother, more radiant skin on both the face and neck.



### Artistry LongXevity™ Eye Cream

Item # [127573V](#)

Clinically proven to immediately improve the appearance of fine lines, skin smoothness, softness and brightness around the eyes, while enhancing the overall healthy look of the eye area. This eye cream provides the most anti-aging benefits of any Artistry™ eye formula – offering 360 degrees of benefits to reduce the look of wrinkles around the undereye area, crow's-feet and upper eyelids.



## ADDING VALUE

# RESOURCES TO HELP YOU DO BUSINESS FASTER, EASIER, BETTER!

For the latest news from your IBOAI® Board, essential resources to help you do business, upcoming event information, and more, visit [IBOAI.com](https://iboai.com).

## IBOAI RESOURCE CENTER

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

## RULES OF CONDUCT RECENTLY UPDATED

A large business organization of Independent Business Owners like ours continues to flourish because it is built on “solid ground”; our established Rules of Conduct and business guidelines. They are backed by the experience and wisdom of a worldwide corporation working closely with the IBOAI Board of Directors who represent IBOs across North America. Periodically, the Rules of Conduct are updated, as they were recently. Check out the [Rules of Conduct](https://iboai.com).

## WHY SUPPORT THE IBOAI FOR \$16 A YEAR?

The IBOAI provides a wide range of services and support to IBOs, but it's more than that; it consistently operates as the voice of all IBOs – providing a clear, open channel of communication between IBOs and Amway North America. You and every other IBO are the heart of the Amway opportunity, and when the IBOAI was first established in 1959 as the American Way Association, the founding IBOs discovered the importance of making certain all IBOs had a voice in the Amway business. They believed in several founding principles, including the right to be in business for yourself and that the opportunity should be open to all people from all walks of life.

The IBOAI listens to IBOs' ideas, proposes improvements, and makes recommendations to Amway on how to move the Business forward. The IBOAI Board is composed

of 15 voting members qualified at the Diamond level or above, elected by IBOs qualified at the Platinum level or above. All IBOs are offered complimentary membership in the IBOAI when they register for the first time with Amway, and any IBO can confirm their IBOAI membership for \$16 when they renew their Amway registration. Learn more about the IBOAI's rich history, structure, and the organization's day-to-day operations at [IBOAI.com](https://iboai.com)

## COMMERCIAL GENERAL LIABILITY INSURANCE FOR IBOS

Direct Seller Commercial General Liability Insurance (“CGL”, is available for you to purchase through PRO Insurance Managers, powered by Gallagher Affinity. Additional details with the application are available online at the IBOAI [Resource Center Page](https://iboai.com).

**REMINDER:** If you currently have Commercial General Liability insurance through Pro Insurance Managers, be sure to renew it annually!

## IBOFACTS.COM

IBOs are impressive business owners professionally, yet their personal endeavors and volunteer efforts are also admirable. Learn more about IBOs as everyday heroes, the founding families and their vision, and the philanthropic efforts of Amway North America IBOs a [IBOFacts.com](https://iboai.com). You are also encouraged to nominate an IBO who is making a difference in their community or around the world [here](https://iboai.com).

# WHAT'S AHEAD

## **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

## **Diamond Club: Fairmont Orchid - Hawai'i, HI**

Diamond Select: February 19-21, 2027

Diamond Club: February 21-26, 2027

IBOAI Board Meeting at Fairmont: February 26, 2027

## **2026 IBOAI® Board Meetings**

*At the IBOAI Office, Grand Rapids, Michigan unless otherwise noted.*

### **June Board Meeting**

June 15-18, 2026

### **October Board Meeting**

October 19-22, 2026

# KEEP CONNECTED

## **Your IBOAI Board is just a click away!**

Find information and resources online to support your business success.

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[twitter.com/IBOAIspanish](https://twitter.com/IBOAIspanish)

## **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,  
Executive Director

Josh Hettinga,  
Accounting & Finance Director