

Accolades

NORTH AMERICA RECOGNITION MAGAZINE Vol.4, No.6, November-December 2004



NEW TEAM ELITE MEMBER

Keishi Hirano



NEW TEAM ELITE MEMBERS

Julie Musser-Toth
and Bill Toth

Rites of Spring

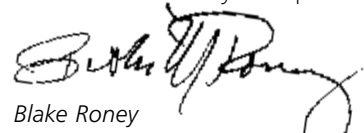
As winter gives way to spring, soon all of us will be enjoying warmer temperatures and the renewed growth this delightful season brings us. One rite of spring we at Nu Skin Enterprises look forward to is our Team Elite trip. In March we celebrated the accomplishments of over 190 distributorships who have reached this top level of success. Over 45 of these distributorships represent individuals from the United States and Canada. It is an honor for us to recognize our Team Elite members who continue to carry the torch of excellence to others throughout the world. To those of you who qualified for this year's trip and traveled to Maui, I extend heartfelt congratulations from all of us here in Provo.

Although we love to rejoice in the many good things you have been able to accomplish as partners in this family we call Nu Skin Enterprises, there are also moments when we share tremendous heartache. The recent tsunami disaster has touched all of us and given us new insight into the grave problems others now face. The outpouring of generosity from you, our Distributor force, and our employees has been tremendous. We have sent millions of bags of VitaMeal™ to those suffering from this tragedy and have contributed many thousands of dollars. I know you will continue to open your hearts to this devastated region.



Year's end is always a time for reflection and as we wrapped up 2004 and headed into 2005, I couldn't help but think about the way so many of you have changed thousands and thousands of lives during our first 20 years of operation. By holding fast to your unwavering commitment to be a difference in the world, you continue to set the stage for unprecedented growth for Nu Skin Enterprises as a company, as well as within your own businesses. Each time you share a product that makes someone feel or look better, choose to donate a bag of VitaMeal™ to a child who is suffering, or help an individual improve his life through the business opportunity, you make a difference. We have witnessed amazing stories since 1984, and I know we will see many, many more as we begin a new era of accomplishment.

Thank you for always demanding quality in the products you sell, for the integrity you demonstrate as entrepreneurs, and for the miracles you help orchestrate for those in need.


 Blake Roney
 Chairman, Nu Skin Enterprises

Congratulations to our January through December 2004 North American Qualified Team Elite Members!

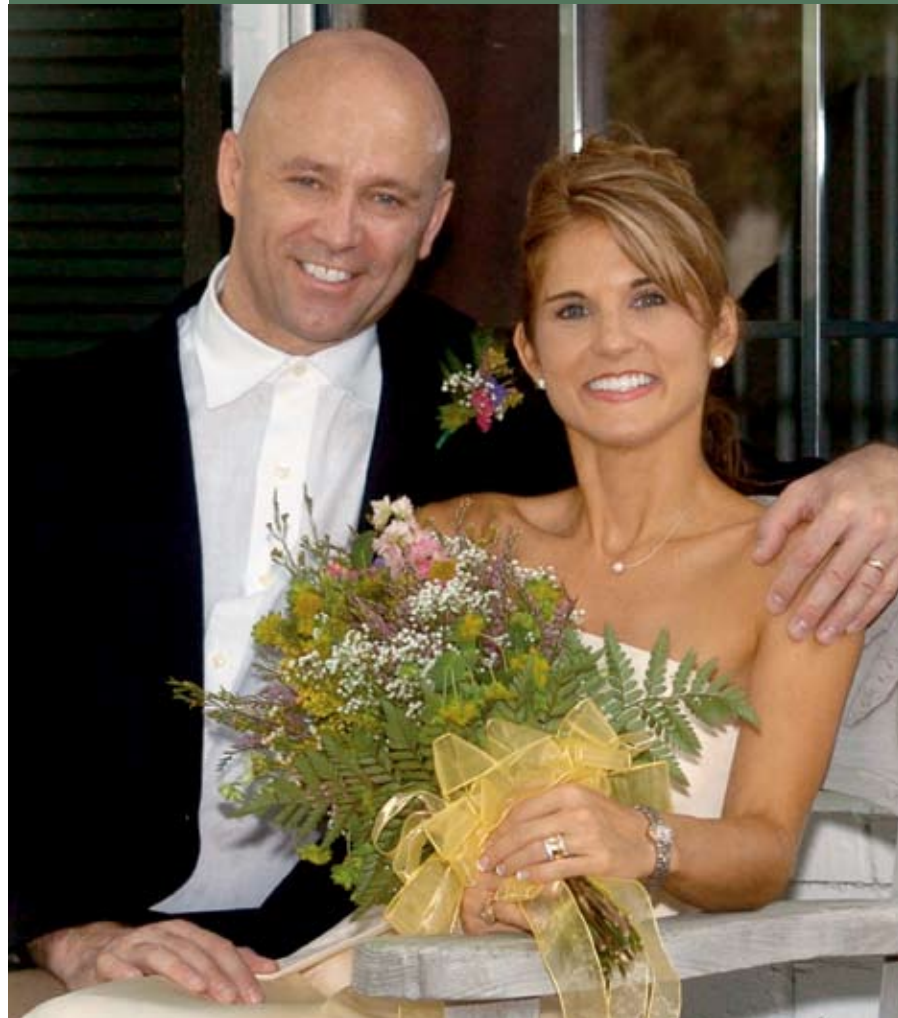
Team Elite Members have successfully maintained 15 front level breakaways for 6 months out of the calendar year.

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| Anthony and Betsy Antonelli
Alpine, Utah | Eric Karlen
Las Vegas, Nevada | Nathan and Joyce Ricks
St. George, Utah |
| Ken Belnap
San Diego, California | Russ and Linda Karlen
Las Vegas, Nevada | Paige and Laird Riffle
Santa Barbara, California |
| Lee and Phyllis Blowstein
Boynton Beach, Florida | Laura and Michael Kaufman
Dallas, Texas | Wen-Chia and Albert Rosencrance
Great Falls, Virginia |
| Craig and Kathy Bryson
Provo, Utah | Tamako and Masayuki Kishimoto
Bellevue, Washington | Matt and Resa Salter
Novato, California |
| Brent and Virginia Bryson
Provo, Utah | Buz and Maureen Kroner
San Antonio, Texas | John and Giselle Sexsmith
Stuart, Florida |
| Steve Campbell and Melyn Campbell
Salt Lake City, Utah | Kook Ju Kim and Tomoki Kunieda
Old Tappan, New Jersey | Betty Sung
Las Vegas, Nevada |
| Steve and Connie Chien
Plano, Texas | Helena Lee
Quincy, Massachusetts | Pat and Marguerite Sung
Potomac, Maryland |
| Lang and Jean Chou
San Jose, California | Ta-Han Li and Fu-Jung Li
Surrey, British Columbia | Tom and Vivienne Tachibana
Miami, Florida |
| Mort and Paula Ehrlich
Miami, Florida | Mark and Jerri Mabry
Mesa, Arizona | Blake and Carol Tillotson
Salt Lake City, Utah |
| Jeff and Miyako Gledhill
Kenmore, Washington | Jeff and Liz Mack
Mapleton, Utah | Craig Tillotson
Salt Lake City, Utah |
| Keishi Hirano
Los Angeles, California | Lee and Susan Markrack
San Rafael, California | Scott and Nancy Tillotson
Salt Lake City, Utah |
| Tom and Ann Houghteling
Dallas, Texas | Dan and Marilyn McCormick
Coto de Caza, California | Julie and Bill Toth
Jersey Village, Texas |
| Mark and Kimura Jacobson
Santa Ana, California | Clara and Jim McDermott
St. George, Utah | Baolin and Pauline Wang
Vancouver, British Columbia |
| Dave and Coni Johnson
Reno, Nevada | John McLelland
Mesa, Arizona | Lon and Sheryl Wardrop
Higley, Arizona |
| Atsumi and Mauricia Kajita
San Rafael, California | Bas Nair
Spring, Texas | Gary Wattenberg
Boca Raton, Florida |
| Laura Kall and Mitchell Felton
Westport, Connecticut | Ronnie and Sally Park
Henderson, Nevada | Cindy Watts
New York City, New York |
| Richard Kall
Boca Raton, Florida | Chris and Carol Pollack
Coral Springs, Florida | Pam and Nick Yin
Morris Plains, New Jersey |
| | Dan and Susan Pursel
Lyndeborough, New Hampshire | |

To qualify for any pin level you must meet all requirements of the Sales Compensation Plan, including retail sales. For a complete summary of the Sales Compensation Plan please contact the company at 800-487-1000 or go to www.nuskin.com, www.bigplanet.com, or www.pharmanex.com.

We would love your comments! Email us at recognition@nuskin.com.

New Team Elite Member



Julie Musser-Toth and Bill Toth

Julie Musser-Toth and Bill Toth are both Texans—but to meet, they had to travel all the way to Utah. As new Managing Directors, they had both been invited to the Vision in Motion trip in February 2003. It was there, at a beautiful resort high in the mountains, that they found their first opportunity to get to know each other and share their stories.

Julie once thought she'd found her dream job as a retail buyer in the corporate world, but she began to realize that she was just missing out on her family life. She was always on a plane, passing by her family in an airport. When she began to realize that she was building someone else's dream, she decided it was time to get out. She was a single mom, having recently been through a divorce, and she found herself on the verge of having to do what newly single moms do—downsize her lifestyle.

When she got the call that introduced her to the Proven Formula team, everything began to change. She made the decision to go for it, and nine months later she was a Presidential Director. Because of that decision,

she still has everything that she was going to downsize—especially her life.

"When you make a decision to get something done," says Julie, "then nothing's going to stop you. That's what I did. And then I met my husband Bill through the process. I guess you could say the fairy tale ending is that we're together."

Bill thought he had it all before he found out about Pharmanex. He had the "Dr." in front of his name. He had multiple degrees and multiple titles. He had two offices, a great house, and nice cars. But he had a daughter who he never got to see because he was always at the office or away on business. And he began to realize that after 12 years of practicing medicine, he wasn't getting anywhere. He had no leverage. If he wasn't seeing patients, he wasn't making money.

So the call from the Proven Formula team was truly the opportunity he was looking for to transform his life. And when he met Julie during the Vision in Motion trip some months later, that opportunity became a true blessing.

Together as husband and wife, Julie and Bill set out to create a strong, steady organization that they could manage from the comfort and safety of their own home. Their success building a team together didn't come by accident. They planned and executed each step with care. Now, as newly qualified Team Elite members, they are focused on helping each member of their team find the same success. They base that success on three keys that guide all of their efforts.

The first key is commitment—commitment to each other, commitment to the business, and commitment to their dreams. Julie and Bill have come to know that they can commit to all of their dreams, and that the world's abundance will make them all possible. As Bill puts it: "When commitment and purpose come together, there is abundance."

The second key is threefold—love, trust, and respect. "We both have a love for serving God, serving others, our industry, our prospects, each other, and our families," says Julie. Julie and Bill want to feel like they've left each interaction



with a prospect making some sort of positive interaction on that prospect's life. That positive impact is made through love.

Julie and Bill trust each other's judgment in both business and home decisions. They trust that they both will do the right things to advance them toward their goals and dreams. And they respect each other. They have mechanisms in place for dealing with circumstances whenever they arise. They know each other's strengths and weaknesses, and they plan accordingly.

The third key is a solid foundation in the form of putting their family plan first and their business plan second. They don't think of life as something that gets in their way. Instead, as Julie explains, life is the reason they are in this business.

Therefore, Julie and Bill take massive consistent action to accomplish what is necessary every single day. They have a commitment to maintain a normal daily business routine regardless of what comes up every day.

"Some people start this business part-time," says Bill. "They still have their regular jobs, and of course there are family things that happen—like Grandpa needing care, or having to move, or having to travel to visit family members. That stuff happens every day for everybody. But we all have the same twenty-four hours a day. The question is, why are some people so much more successful than others? It's how they respond to stuff that happens."

"You've got to be consistent in where you're focused and where you're going," adds Julie. "You can't let that other stuff get in your way."

When Julie and Bill set out together, they committed to make a certain number of calls and a certain number of Distributor coaching sessions every day. No matter what was going on in their lives, they fulfilled those commitments. And through this process, they learned that even though

open—either the goal has to go down, or the action has to go up. Knowing when such adjustments are needed, and then carefully working with their team members to make them, has added enormously to the success of their organization.

Even though they have achieved Team Elite status, Julie and Bill haven't changed their basic business activities. Time frames have changed, dynamics have evolved, but their drive is still the same—to lead by example and help others get where they want to be.

"Once you start to focus on others and what they need and desire," says Bill, "that's when you get what you want and desire." So they coach people through example—through lots of showing and doing. They start new recruits with the fundamentals—their three keys to success—and then they get involved in helping them succeed.

"Now that we're at the position where we're at," Bill continues, "our focus is in getting the rest of our team to the same position. We have people on board with us who we love, trust, and respect, and it is our mission now to help them experience what we experience."

Part of their commitment as Team Elite members is to make a huge difference with Nourish the Children, and to lead their team in doing good for many around them who are less fortunate.

their success was planned and scheduled, their greatest power came from being two passionate souls on a mission.

They committed to build love, trust, and respect with their organization by always keeping their word and making regular connections with their new recruits. They set in place a system of accountability where they could make their expectations clear and then gather reports to gauge progress. Whenever actions don't match goals, Julie and Bill know that one of two things has to hap-

In this spirit, Julie and Bill have also started a "wellness ministry" at their church and in other churches in the greater Houston area. They host classes on different aspects of health—incorporating physical, emotional, spiritual, intellectual, and financial health into their program. At each church they create a team that will implement the ministry as well as devote time to Pharmanex® products.

The couple started the wellness ministry to reach out and make a difference in people's lives. They know that as they grow, their tithes will grow, and the difference that they can make in their church and community will grow. They attribute the burgeoning success of their wellness ministry to the closeness of the church communities, where referrals develop naturally and people can hold each other accountable for their efforts. Plus, says Bill, "when the light shines through you, people naturally want to know who you are and what you do."

Julie and Bill work hard to attract people with the right qualities to their team. Their goal is for their team to make a difference in the public's experience with the direct selling industry. They want to show people that they're the number one company, the number one team, and the number one industry to be in. And with their heart, passion, and integrity shining through, that claim is hard to argue with.

These two Texans—who first met high in the Utah mountains, and who united two great stories of success—have come to know that the world is abundant. None of their dreams, as they have found, will have to be sacrificed for other dreams. And each of those dreams is really theirs—just waiting for them to arrive. "We're not done yet," says Julie. "We still have a mission and a plan. But our life is where we want it to be."

