A FOREVER EXPERIENCE
A LOOK AT NORTH AMERICA’S FIRST EVENT OF THE YEAR

EXCITING ADVENTURES AHEAD
A GLIMPSE INTO WHAT GLOBAL RALLY QUALIFIERS GET TO EXPERIENCE

RELAX WITH LAVENDER
FRUITY, SWEET AND PURE FOR ENDLESS BENEFITS
WHAT DRIVES YOU?

Whether your car is a status symbol or part of the family, feel great about your next adventure.

If you want to be next, visit foreverliving.com/forever2drive or contact your upline and ask how.

Qualifiers this month

Level 1
Manuel Galicia & Maria Guevara
Shirley Perry
Margoth Pineda
Relax with Lavender
Learn the benefits of Forever Essential Oils Lavender.

Recognitions

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Ready to roar! These FBOs are packing for Johannesburg.

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Be Brave, Stand Tall

“...discover what makes YOU unique and make it the foundation of your business.”

It’s that time again. Around the world, Forever is buzzing a little louder as we get ready to set off for Global Rally. Many FBOs will come out of Rally with a new yearning for success. In fact, this event has been known to change lives and inspire greatness in people. These are also inspirational times for me, because I love to see the amazing things that can be accomplished when there is a fire started in your heart.

I had the opportunity to speak with many of you at the Forever Experience where I shared my passion for how much I love South Africa and its unique diversity and beauty. When qualifiers arrive in Johannesburg, they will find diversity reflected not only in the landscape, but also in the animals they will have the opportunity to observe.

Diversity is also what makes Forever incredible. There are many different people, in many places around the world, who are a part of Forever. Forever gives you an opportunity to build a business that is unique to you and what you believe in. I was reminded of this diversity as I looked out over the crowd at the Forever Experience. Every person there had a story, a background and a unique quality that set them apart from every other person in the room.

Global Leadership Team member, Louise Mackenzie, shared with qualifiers at the event that anyone can sell a Forever product, but it’s who you are that makes your brand trustworthy and special. Isn’t this so true? There’s no better way to build a brand than to be authentically YOU.

When you go into business for yourself and become an entrepreneur, you must think of your brand and what sets you apart from the rest. Who are you? What are you deeply passionate about? The beauty of this business is that you can choose your path, and you don’t have to follow the exact footsteps of someone else.

I challenge you to arrive at Global Rally with a spirit to learn and to find someone who inspires you to push the boundaries of your own success. Find the inspiration for how you will build your business around your brand. As you are thinking about how much power Rally has, discover what makes YOU unique and make it the foundation of your business.

See you in Johannesburg.

Forever Yours,

Rex Maughan
CEO
Congratulations to our 2016 Global Rally Qualifiers

**7.5k Qualifier**
- Pierrette De La Poterie

**5k Qualifier**
- Enrique & Zonia Espinosa**

**2.5k Qualifiers**
- Patty Woods
- Tito & Edelita Apostol**
- Gabriel Briceno & Karen Farias*
- Leticia & Panfilo Fonseca*
- Chris & Mary Graber*
- Ana Henriquez & Roberto Abarca
- Lydia Herrera
- Alvin & Emma Lambright*
- Luis Leal & Nubia Valencia*
- Sara & Antonio Maya
- Boris & Irina Mezheritsky*
- Joseph Miller*
- Katie & John Miller*
- Catalina & Honorio Perez
- Elvira & Roberto Ruiz*
- Edgar & Eric Salinas
- Petra & Ruben Sanchez
- Ashley White

**1.5k Qualifiers**
- Ruben Arellano
- Arturo & Lucila Ballardo
- Santos & Mirian Coca
- Marco & Milagro Dubon
- Gerhard & Anna Enns
- Andres & Lilia Gallardo*
- Earl Garcia*
- Maria Elena Garcia*
- Vicenta & Alejandro Gomez*
- Wei-Lih Hsu
- Frank & Feng-Lian Hwang
- Aleksandr Kopylenko & Victoria Nemirovskaya
- Oliver & Olivera Lepki*

**Chairman’s Bonus Qualifiers**
- Arlene & Ronald Calinao
- Elvira & Miguel Duran
- Leizel Gabuya
- Solomon Gonzales & Marissa Parker
- Galina Kronik

- Rita Lewis
- Mui & Hung Ma*
- Manuel & Dina Marques
- Noemi Martinez & Ricardo Lopez*
- Ana & Eugenio Ortiz
- Shirley Perry
- Margoth Pineda
- Raymond & Evelyn Rapadas
- Wendy & Audelia Saenz
- Salvador & Felicita Valdez
- Dejan & Gordana Varajic
- Merida Villagomez
- Natalya & Anatoly Yakubchik
- Natalya & Peter Zablotsky

*Chairman’s Bonus Qualifier Level 1
**Chairman’s Bonus Qualifier Level 2
Exciting Adventures Ahead!

Last month, we gave you an inside look at Global Rally 2016 in Johannesburg. You learned about some of the fun and unique experiences that qualifiers will be able to enjoy. Nick and the events team just returned from Jo'burg where they were finalizing details for the qualifiers, and we have to say this will truly be an experience like no other!

### 1.5k Activity Tour

**Pilanesberg National Park**

Pilanesberg National Park is one of South Africa's gems. Situated in the ecologically rich transition zone between the dry Kalahari and the wet Lowveld, this vast area is bursting with wildlife and beauty. Set within the crater of ancient volcano, the rich and exciting atmosphere will take you on a thrilling adventure with sighting of many of South Africa's Big 5. Don't forget your camera!

**Sun City**

Sun City in South Africa is Africa's Kingdom of Pleasure. It's internationally recognized as a premier vacation destination for visitors from all over the world to experience exciting adventure, show-stopping entertainment and resort-style activities. From the opulent and lavish Palace of the Lost City to the Cascades Hotel that is surrounded by cascading waterways, the resorts in Sun City offer plenty to see and do in a stunning landscape.

### 2.5k+ Activity Tour

**Johannesburg & Soweto**

Jo'burg is a city rich with cultural diversity and fascinating history. Soweto, where the Pack for Phineas mission was born, is a magnificent place where lives really do change and culture really does shine. Here, you can find the only street in the world that has been home to two Nobel Peace Prize winners and find yourself humbled by a visit to Nelson Mandela's house. Hector Peterson Apartheid Museum is another one of South Africa's inspiring places to learn about history.

**Didn't qualify for Rally in 2016?**

Tickets are on sale now for the two-day Global Rally event, here: foreverliving.com/page/events

Qualification for 2017 is January 1 – December 31st, which means we just started a new incentive period! Don't miss your chance to be there. Start working toward your goals now, so you don’t miss out on the benefits of being a Global Rally Qualifier!

For advisories and reminders, be sure to follow Forever Global Events on Facebook. Don’t forget to use the hashtag, #FGR16 to share your adventures before, during and after Johannesburg! We can’t wait to see you there!
You love Forever™ Essential Oils. Now experience them in a whole new way!

The Forever™ Essential Oils Diffuser is the perfect way to enjoy your oils at home or at your next product launch. Fill any room with the fresh scent of your favorite oil and feel your senses come to life!
Determined to Realize Their Forever Dream

Born in the Philippines, Arlene and Ronald Calinao have a passion for working with people with special needs. It’s a desire driven by the dream “We can do anything” as the Calinao’s both use leg braces and a cane. “We’re both instructors for students with intellectual and developmental disabilities. I’ve struggled with my own physical challenges, yet as a teacher, I believed in my students and their abilities to reach for the stars,” recalls Arlene. “If I believed that they could do anything, then I knew I could be successful with Forever Living and provide a bright future for my family.”

The Calinao’s world changed on a momentous day in the year 2000. Arlene was introduced to Forever and the presentation inspired her beyond measure. “I was a devoted stay-at-home mother, raising two toddlers while trying to figure out what type of business I could pour my heart into while earning a living.”

For Arlene, the prospect of starting her own business without raising thousands of dollars of capital piqued her interest. “I had no money. I sold products to family and friends and after three weeks became an Assistant Supervisor. In that moment I knew my life could change.”

The Struggle and Strength of Perseverance

However, maintaining the momentum of the first three weeks was a big challenge. Life wasn’t easy, as she was a busy mom with a physical disability raising two young children. “I believed in Forever Living, but when I introduced the products and business, I heard a lot of no.” Fueled by a can-do attitude, Arlene focused on the positive, showed them checks proving the business was real and overcame their objections. “When they said they couldn’t do the business because of their children, I said I did the business because of the children. I smiled when I was down and I shared my story with each person I met,” Arlene remembers.

Armed with the power of perseverance, she continued running her business and her husband Ronald joined her in Forever after initially being reluctant about the opportunity. “We became known as a ‘No Excuse’, ‘Rain or Shine’ leadership team. We supported our downlines and when we were without transportation, we walked to our appointments using two crutches. Ronald carried a backpack full of product and I carried the white board and fliers.” Their objective was to become Manager in less than 12 months. The Calinao’s achieved their goal in nine.
Starting Life Anew with a Second Chance

With a thriving business in the Philippines, the Calinao’s did not have intentions of moving, but were thinking about more opportunities for their children. Making the move to Hawaii in 2004 meant one thing – starting all over again. New friends, new jobs, new contacts and a hope for their American Dream.

In searching for a job and making roots, their Forever business took a back seat and stagnated while they attempted several business ventures, including investing in a restaurant. After years of struggling, the family ended up in bankruptcy.

Several months after filing for bankruptcy, Forever Living once again entered their lives as they were invited to their first Global Rally in Hawaii in 2013. The Rally invigorated Arlene and Ronald. “We met so many people, all of which were living a life of freedom and success, and that same spark that appeared in 2000 back in the Philippines ignited in us again. We told ourselves we would never let go of this opportunity a second time,” Arlene remembers. Energized and back in the game, the Calinao’s started back part-time and in just six months doubled their income and became Senior Managers. Since then, the sky has been the limit. There’s no more walking to appointments with backpacks filled with product and fliers - the Calinao’s earned their first level Forever2Drive incentive, bought themselves a new car and became Eagle Manager.

“We earned the opportunity to attend the second Global Rally in London with our team and two free trips to Lake Tahoe and Cancun. We are also quickly approaching another free trip to Greece to attend the Eagle Managers Retreat.”

With a developing business and full calendar, Arlene quit her job in December 2015. “Our team is growing and growing and that’s the reason I resigned. It was bittersweet, but a great example to our team, my students, our family and friends that the road to success can be there for anyone.”

A Sense of New Found Freedom

Now a full-time business owner, Arlene can relax and feel the joy of doing what she loves most. “I’m helping people, setting my own schedule, making my own decisions and I’m part of a team that fulfills other people’s life dreams. We will not stop there. Our goal in the future is to have a team of people with disabilities to join our business. We want to help them show the world – Look at us! We can do anything.”

Her relentless dedication to her work isn’t only her and her husband’s doing, she says. “I would like to commend my downline for their good relationship among FBOs and for their hard work to push themselves to the next level.” She reflects, her direct upline Josie Viduya and Rene and Mayose Breva have spent their time visiting her team in Hawaii, which has both inspired and humbled them. And she says if it wasn’t for Rex who created this business and touched her life as an ordinary person, she would never have had the opportunity for an extraordinary life.
A Forever Experience

February 19 - 20, FBOs from all over North America came to the Home Office in Scottsdale, Arizona for celebration, recognition, learning and networking. People from all walks of life explored the halls of Forever Nutraceutical and the Home Office to discover what Forever is all about and were treated to fantastic trainings by Forever’s elite and executives.

Experiencing Forever in a New Way

Forever Nutraceutical, an 80,000 sq. ft. state of the art building where many of Forever’s nutritional supplements are manufactured, is a wonder of its own. Guests had a chance to see their favorite products in production, learn the details that go into sourcing and producing the products and meet the people who make it all happen.

The Forever Home Office then opened its doors to FBOs to explore and observe where Forever’s executives and Home Office staff call home. Have you ever sat in Rex’s chair and wondered what it was like to have the first vision of Forever? The Forever Experience made it possible for FBOs to do just this!

Set on the beautiful McCormick Ranch Golf Course, the Forever Experience Expo gave FBOs a chance to network, sip on specially-crafted aloe drinks and explore Forever’s offerings from products to business tools.

A Learning Experience

Aidan O’Hare, Executive Vice President of Europe and Marketing, spoke about the importance of building a passion for Forever and unveiled a new tool that will help new FBOs start the journey with Forever! As Aidan revealed the Start Your Journey Combo Pak, he shared the importance of diving into the business from day one. Holly Stout, Director of Product Development, shared some of her insights on industry trends in beauty and skin care with a deeper conversation about how the products can help people look better and feel better.

Louise Mackenzie crossed the pond from the UK for this weekend of sharing and learning. Turn to page 12 to learn more about Louise and her top business tips for FBOs.

Recognizing Rising Stars

Executives were on hand to applaud and congratulate upcoming stars in the Forever business. Gregg Maughan, President of Forever Living Products, shared his passion for the Eagle Managers program and the power it has to help FBOs build a sustainable business. With the qualification period for this incentive ending April
30th, Gregg urged FBOs to get to Greece this year and work towards getting many more to Eagle Managers Retreat in 2017!

Rex stepped on stage to help unveil a brand new Forever2Drive recognition piece and celebrate this year’s Global Rally qualifiers. As Rex closed out the show, he shared his excitement for those attending Rally in Johannesburg and explained his passion for the country of South Africa – a perfect way to send FBOs off with ambition and energy!

The first Forever Experience could not have been a better event to unite and excite FBOs from all over the country. With new FBOs and veterans joining together, it was a chance to start the year off with massive momentum! The North America team would like to thank everyone who made it out to Arizona and hope to see you here the next time around.

Try this Aloe Vera drink from the Forever Experience at your next product launch!

Ingredients:
- Aloe Vera Gel
- lemon juice
- orange juice
- grenadine

Directions:
Pour about 1.4 fluid ounces of Aloe Vera Gel, a splash of lemon juice and crushed ice in a glass. Add orange juice to taste, mix everything and add a splash of grenadine.
Louise’s Top 5 Business Tips

1. **Make a five-minute video.**
   Why would someone want to buy Forever products from you or join your team? This is a moment to sell yourself!

2. **Master online training.**
   Wherever you are, you should be able to support your team. Record your presentation and make it personal.

3. **Play by the rules.**
   When your whole life depends on the business, you can’t afford to take risks. Be compliant, be truthful and be reliable.

4. **Build your personal brand.**
   By putting your brand first, people will know if they feel comfortable working with you.

5. **Never be affected by, “No.”**
   Remember, this opportunity isn’t for everyone, so eliminate the fear of hearing this word.

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**Meet Louise Mackenzie**

When you meet Louise, her friendly disposition makes you feel welcome. She lights up a room with her enthusiasm and captivates you with her passion for Forever.

Louise is a woman who, while always having what she needed and always happy about what she had, discovered that opportunity can reveal so much more to life.

Louise Mackenzie was once a hair salon owner who loved what she did because it fit around her three children. Today, she’s the same Louise with a passion for something she loves, but she’s able to give her family much more than she ever imagined and change people’s lives in the process.

At the Forever Experience, Louise spoke to FBOs about her business and how she has become a Global Leadership Team member in less than three years. Right away, Louise tells people to lead with their personal brand and exemplifies it as she asks everyone to go around the room to tell her about themselves.

She is laser focused on making a connection with people from the start, not leading with what Forever is or has to offer. This is her way of making real connections with people and gives her some insight on how they can fit into her team or her business. Louise explains anyone can sell Forever products, but only you can develop the relationship necessary to build a lasting business.

When someone decides they too want to create a business with Forever, it all starts with one decision – what you are deeply passionate about. For Louise, she was first driven by the idea that she could help her husband reduce his work hours. Then she became driven to help others reach their dreams. “This opportunity isn’t for everyone, but I always give people a chance to make that decision for themselves,” Louise said.

In fact, she told FBOs during the event that recruiting isn’t sparked by desire to make money, but by giving people a chance at a better life. After reaching her income goal, she considered not recruiting anyone else for a few months to focus on those already in the business. However, just a short time into this decision Louise was struck with a horrible thought – if she didn’t recruit, then she was keeping an opportunity from people who may need it.

“There’s a lot more to it than I first thought: I thought it would just be a business, but actually it turns you into a better person. You are focusing on helping people change their lives and their future.”

Her partner, Steve has been able to quit his full-time job, help her with the business and be a full-time dad. Her children study at a private school, where Louise says the education they receive is something she never thought was affordable before Forever.

As a full-fledged entrepreneur, Louise has left a lasting impact on North America. She’s an inspiration for ethical business practices, personal brand development and Forever values.
Buzzworthy
North America social media highlights of the month!

#ForeverExperience

Don’t feel out of breath trying to find the nutrients you need. Get the essentials with Forever Arctic Sea®. Great news Canada, the new and improved Forever Arctic Sea® is now available in the online store! Product 376C

LIKE A FISH OUT OF WATER

What do you do each day that makes you smile?
Many people who have joined the Forever family have so many reasons to smile, they can’t wait to share the Forever Opportunity. Watch and share the new opportunity video on Facebook!

YOUR BONUS, ONLY BETTER.
No more waiting for your bonus. No more dealing with paper checks. Forever GlobalPay means your bonuses arrive on a debit card allowing you to manage your bonus however you want.

Learn more at pages.email.foreverliving.com/forever-globalpay
Relax with Lavender Essential Oil

Lavender - the Versatile Oil

Lavender (Lavandula angustifolia) is called the “Swiss Army Knife” of essential oils for good reason—its benefits and uses are virtually limitless, which is why lavender is often the first oil people experience as they are introduced to essential oils. Lavender has been prized for centuries for its calming, soothing, and regenerating properties, and a large body of scientific evidence supports its use for a variety of conditions experienced by man.

Stress and anxiety is a daily battle for many. Fortunately, lavender is waiting in the wings to encourage a more relaxed and peaceful state. Its aroma is calming to the mind, body and emotions. Knowing its profound relaxing properties, a number of scientists have researched lavender essential oil and its influence on stress, anxious feelings, negative emotions and overall mental well-being. The evidence is mounting that the use of lavender supports normal mood states and can reduce the negative effects of stress and anxious feelings.

Study after study has concluded that lavender essential oil is an extraordinary stress-buster that can affect the stress response on a variety of levels. Scientists have discovered that inhaling lavender oil balances cortisol (the primary stress hormone) levels in the body. Scared of going to the dentist? Scientists report that those who inhale lavender essential oil in the dental office waiting room experience less anxiety about dental procedures. According to published research, infants who receive a lavender bath are calmer. Indeed, enough positive research has been published regarding lavender’s effect on mood state that it is approved in Europe to alleviate a number of mood disturbances.

“When in doubt, use lavender.”
Using Lavender Oil

To enjoy the calming effects of lavender, place a drop or two on a tissue and inhale from this regularly, diffuse lavender or apply a drop or two to the wrists. If worries are keeping you awake, lavender essential oil may be your ticket to a good night’s sleep. Place a couple of drops on a cotton ball under your pillow, or a drop or two on the underside of your pillowcase to enjoy the restful sleep you have been missing. You can also diffuse lavender next to your bed.

Not only does lavender soothe the mind and emotions, it also helps ease muscle soreness at both the physical and emotional level. Lavender mixed in carrier oil and massaged into sore, tired muscles can provide long-lasting relief. It can also be applied to soothe the head and neck.

Lavender is nourishing to the skin too. It promotes the health of the feet and is soothing to stressed skin. It also has a long history of relieving the discomfort, and encouraging the normal repair, of tissues following a sunburn or burn. Many people find that a drop or two of lavender next to affected areas provides soothing relief. Lavender essential oil also nourishes the scalp and hair by encouraging normal hair growth and enhancing the luster and glow of hair. It only takes a drop or two added to your shampoo to realize this nourishing effect for the hair.

Lavender is also used to support normal digestion. It supports the production of gastric juices and bile, which aids the digestion of meals, and helps food move through the digestive tract normally so that nutrients can be absorbed. Massage a drop or two to the abdomen in a clockwise direction to support normal digestion.

A practical way to use lavender is to add a few drops of lavender essential oil to a wet cloth and place it in the dryer with your clothes for a clean, fresh scent. This makes a great alternative to laundry fresheners with harsh synthetic chemicals. This is just one great way to care for clothes – try several drops on a cotton ball to create a natural “moth ball.”

Many people also use lavender essential oil mixed with some witch hazel to deter pesky bugs from biting. If a bug does happen to penetrate your lavender essential oil shield, you can apply a drop of lavender to the area for soothing relief.

With so many benefits and uses of lavender essential oil, many essential oils users are inclined to say “when in doubt, use lavender.”
On the Rise

SENIOR MANAGERS
Rhodora Tandang & Manuel Banasihan

RECOGNIZED MANAGERS

Humeera Ahmed
Delia Balanay
Evelyn Blas
Esmeralda Diaz

ASSISTANT MANAGERS

Alma Garcia
Jae & Gewon Shu
Gemma Strong

Barbara Csotai & Frigyes Simon
Olga De Santiago
Maria Gonzalez
Chunyoung Shin

SUPERVISORS

Rosalie Aceret
Aslam Ahamed
Nancy Arreguin
Jaswinder & Gurwinder Badesha
Marciano Balason
Catherine Bannon
Ana Barba
Gamaliel Barreto
Brijna Bhalani
Jane Bisa
Kendrick Calinao
Socorro Camacho
Jose Campos
Aura Carcoana
Patricia Cardenas
Sophie Cheng & Frankie Huang
Jane Choi
Angelica Contreras
Miguel Duran

Ricky Eusebio
Lys Felix
Abimael Garcia
Arismel Garcia
Mamuka Gergaya
Maria Hernandez
Clamencia Hernandez
Jocelyn Jugo
Jaspal Jhutty
Johanna Hoyos
Lana Kagan
Wasim Khan
Abel Kim
Juliet Kotoken
James Lopez
Mary Ann Macaraeg
Charlene Mackin

Henry Magtibay
Claudia Molina
Jennifer Navejar
Michael Niyibizi
Mulibwa Nturubika
Mercy Pedro
Charlene Rances
Seferina Rodriguez
Guadalupe Rodriguez
Adriana Saenz
Renata Stachowicz
Norla Tangonan
David Taylor
Maria Taylor
Nachman Ungar
Vicencia Yapo
Nestor Yodong
Zhvorui Zhong
BUSINESS-BUILDERS
(PERSONAL CC)

This incentive is based on achieving the highest personal business and sponsoring at least one Assistant Supervisor during the month.

01  Lassane & Habibou Sawadogo
02  Emma Schwartz
03  Maria & Mario Villanueva
04  Guadalupe Rodriguez
05  Margoth Pineda
06  Alvin & Emma Lambright
07  Calvin & Leetta Miller
08  Tomas & Maria Sandoval
09  Maria Trujeque & Daniel Venegas
10  Marta & Francisco Alfaro
11  Ardelle Anderson
12  Angel & Victalina Cardenas
13  Gumercinda Maldonado & Jorge Medina
14  Maria Rueda
15  Natalya & Peter Zablotsky
16  Aubrey Motoyama
17  Valentina & Ivan Golubovich
18  Maria Hernandez
19  Roy and Mary Mast
20  Guillermina & Simon Mora

NON-MANAGER BUSINESS-BUILDERS
(NON-MANAGER CC)

This incentive is based on achieving the highest non-manager business and sponsoring at least one Assistant Supervisor during the month.

01  Alvin & Emma Lambright
02  Natalya & Peter Zablotsky
03  Chris & Mary Graber
04  Boris & Irina Mezheritsky
05  Roy & Mary Mast
06  Martha & Lorenzo Moreno
07  Beata Hangonyi
08  Emilia Ortega
09  Petra Arroyo & Agustin Nava
10  Vicenta & Alejandro Gomez
11  Margarita & Apolinar Lopez
12  Maria Elena & Sergio Garcia
13  Catalina & Honorio Perez
14  Alexander & Elvira Tunitsky
15  Ernestina Guevara
16  Jozsef Kovacs
17  Raisa & Yuriy Chaus
18  Lassane Tapsoba & Habibou Sawadogo
19  Nora Pope
20  Vilia Barreto
If you could bring a smile to someone's face by packing a little extra, wouldn't you?

In the township of Soweto there are families who will light up with joy when they discover the generosity of FBOs from around the world. In addition to your own Global Rally essentials, don’t forget to pack clothes and shoes of every size for kids and adults, as well as the other items listed below! Look for collection bins at your hotel, the conference center and Rally store.

What to Pack:

- Shoes
- Shirts
- Shorts
- Jeans
- Sweaters
- Jackets
- Hats
- School Supplies
- Toys
- Blankets
- Pillows
- Books

Not attending Rally? See if there is someone in your team or area who is going and send your items with them!
The hardest part of building anything is having the patience and expertise to do the groundwork and build the foundation of your structure. Typically, the work is dirty, boring and expensive, yet without this foundation, the structure would fall. This principle is nothing new; even a long-standing tree will blow over if its roots are not sufficient.

Just like foundations, building roots is often boring, mundane and costly. I am not talking about financially expensive, but rather emotionally. It costs us much more than the price we pay from a wallet; instead, it’s a withdrawal from our emotional account.

Everyone goes through trials when building a business, but the difference is those who have built strong foundations will be able to weather them better. This is why I’m so passionate about the Eagle Manager program. Eagle Managers teaches FBOs the fundamentals of building a stable, wide-based business.

This program teaches you to grow your roots deep as a leader and entrepreneur to help you not only achieve success in your business, but also to help others develop theirs. **FBOs who set their eyes on EMR in 2015 saw their business almost triple in the two years leading up to this achievement.** By the time someone gets to this point, they’ve set themselves up to grow even deeper foundations for a long-term, stable business. It may not matter when you reach this stage, but it does matter how you reach it. If you’ve done the legwork, you’ve already built the structure that EMR can further build upon.

How often have you seen a person or business achieve immediate results too soon and fall apart? A young sportsman earns millions overnight, implodes and loses everything. A young vibrant company hits the market, races to hundreds of millions and seemingly overnight it is gone. Sadly, we see this all too often in our industry. Without the foundations of a well structure business, we fail.

I often observe Rex when the winds of adversity start to blow. He is like a large tree with deep roots that braces against the winds. Depending on the severity of the storm, a few leaves and even a couple of branches may be lost, but the core is unshaken and the roots hold fast.

People come and go in our business, it’s inevitable. But if you build something deep and well grounded, then when your business goes through hard times, losing a few leaves won’t disrupt your core. Invest more time in your roots, talk to your upline and strive for Eagle. We all wobble, but those that become great will be the ones who have deeper, stronger and more powerful roots.

Keep Smiling,

Gregg Maughan
President, Forever Living Products
SAIL TO SUCCESS.

COSTA NAVARINO
GREECE 2016
EAGLE MANAGERS RETREAT

High Flying in Costa Navarino. Incentive period ends April 30.

Are you ready to set sail on an adventure to this exotic destination? Along with other Eagle Managers, you will experience top level training, unforgettable activities and life-changing networking to take your business to the next level.

Learn how to qualify for #EMR16 at foreverliving.com