



# DOWNEAST WINNING TEAM®

## NEWSLETTER



**ISSUE #59** **September-October 2004**  
**ROLAND RHOADES, EXECUTIVE DIRECTOR** 1-800-775-1113  
 10 Blackberry Lane - Gorham ME 04038 E-mail: [FBDWT@maine.rr.com](mailto:FBDWT@maine.rr.com)  
 Newsletter & the latest web-only updates: [www.FullerBrushDWT.com/news.htm](http://www.FullerBrushDWT.com/news.htm)

**TAKE ADVANTAGE OF OUR TOP SALES PERIOD !!!**

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:**

<b>July:</b>	<b>ROSEANN PODRAZA (IL) - sponsor Roland Rhoades (ME)</b>
	<b>KENNETH HARRISON (MA) - sponsor Roland Rhoades (ME)</b>
	<b>JANET KNAUSS (IN) - sponsor Roland Rhoades (ME)</b>
	<b>c BRUNILDA GONZALEZ (NY) - sponsor Champion Supplies Inc (NY)</b>
	<b>c PAULA &amp; CONRAD SALTER (GA) - sponsor Champion Supplies Inc (NY)</b>
	<b>c CANDAS LUIKART (OH) - sponsor Champion Supplies Inc (NY)</b>
	<b>f GARY GREENE (NC) – sponsor Bev Fitchett (VA)</b>
	<b>f SHARON LOMBARDO (IL) – sponsor Bev Fitchett (VA)</b>
	<b>h WALTER LYONS (NY) - sponsor Sharon Bray-McPherson (FL)</b>
	<b>h CHRISTINE FULLER (CA) - sponsor Mark Haynes (NV)</b>
	<b>w EDWARD &amp; NORA ROBERTS (TX) - sponsor Wynn Distributing (AR)</b>
	<b>p HARRY TOWNSEND (MD) - sponsor Joan Watson (OH)</b>
<b>August:</b>	<b>SHEILA PADGEN (IL) - sponsor Roland Rhoades (ME)</b>
	<b>c TAMMY NWANKWO (SC) - sponsor Champion Supplies Inc (NY)</b>
	<b>c FAITH FRETZ (PA) - sponsor Champion Supplies Inc (NY)</b>
	<b>c ROBERT SCHULTZ (MI) - sponsor Champion Supplies Inc (NY)</b>
	<b>h SARA ANNE JUSTUS (WA) - sponsor Michael Clark (WA)</b>
	<b>h TERRI LYNEE GRAY (LA) - sponsor Felecia Palmer (LA)</b>
	<b>g SAFETY &amp; SUPPLY CO (WA) - sponsor Ron Carpenter (CA)</b>
	<b>a KARLYNN BAKER (AZ) - sponsor Yvonne Hawthorne (MD)</b>
	<b>p CHERI NORGAARD (CA) - sponsor Thomas Peper (CA)</b>

f = Supv Director Bev Fitchett's group      h = Supv Director Mark Haynes' group (also part of Bev's group)  
 w = Director Wynn Distributing's group (also part of Mark's group)      p = Supv Director Tom Peper's group  
 g = Director Emilio Garza's group      a = Director Al Preston's group (both also part of Tom's group)  
 c = Champion Supplies Inc.'s group

**Free Advertising:** When you get promoted, send a notice to your local paper; they usually print it for free.

◆ **TOP SPONSORING LEADERS** (Sponsor at least 2 in one month, front-line or in depth, to be listed)

<b>July-Aug:</b>	<b>c CHAMPION SUPPLIES (NY) - 42</b>	<b>ROLAND RHOADES (ME) - 14</b>
	<b>h LORIAN RIVERS (FL) - 11</b>	<b>w WYNN DISTRIBUTING (AR) - 7</b>
	<b>c MARC KLECKNER (CA) - 5</b>	<b>h PATTY ZASLOFF (FL) - 5</b>
	<b>f BEV FITCHETT (VA) - 4</b>	<b>a AL PRESTON (NV) - 4</b>
	<b>AL HERMAN (WA) - 3</b>	<b>h MARK HAYNES (NV) - 2</b>
	<b>c MIKE MANN (AR) - 2</b>	<b>g MARY MARTIN (TX) - 2</b>
	<b>a YVONNE HAWTHORNE (MD) - 2</b>	

Champion Supplies' recruiting numbers and total group volume continue growing, as does the Downeast Winning Team as a whole. Many more serious business builders are joining our team, starting right out with major sales and recruiting. I send them my newsletter and welcome letter as soon as I get their address FROM YOU who recruited them. If you want them to make money, please plug them into our Team.

◆ **\$1000 PRODUCERS:** Recognition Category for you to aim for

The following distributors have reached the \$1000 – 45-46% category for the month, based on personal and downline volume. Directors are not listed here because they of course are well beyond \$1000. Here is your chance to motivate your downline distributors to ensure that you are in this list every month.

**JULY:** Kevin Thomas, Kathie Carr, Lorian Rivers, Patty Zasloff, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Janet & Tom Hill, and Bob Scheufele. Congratulations.

**AUGUST:** Kevin Thomas, Kathie Carr, Sharon Bray-McPherson, Lorian Rivers, Patty Zasloff, Ron Carpenter, Safety & Supply Company, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, Janet & Tom Hill, and Bob Scheufele.

◆ **TOP DWT SALES LEADERS:** Over \$300 monthly personal purchases/sales.

<b>July:</b>	<b>a JANET &amp; TOM HILL (WA) - \$4829</b>	<b>c CHAMPION SUPPLIES Inc (NY) - \$4706</b>
	<b>h MARK HAYNES (NV) - \$3745</b>	<b>a PAUL LEHMAN (CA) - \$2613</b>
	<b>g RON CARPENTER (CA) - \$2491</b>	<b>w WYNN DISTRIBUTING (AR) - \$1706</b>
	<b>h PATTY ZASLOFF (FL) - \$1639</b>	<b>p ROBERT SCHEUFELE (MD) - \$1062</b>
	<b>h LORIAN RIVERS (FL) - \$1030</b>	<b>c KATHIE CARR (IN) - \$945</b>
	<b>c KEVIN THOMAS (CA) - \$725</b>	<b>BILL CALDEIRA (MA) - \$645</b>
	<b>a YVONNE HAWTHORNE (MD) - \$629</b>	<b>c CANDAS LUIKART (OH) - \$618</b>
	<b>f BEV FITCHETT (VA) - \$602</b>	<b>MARK BEHMLANDER (MI) - \$571</b>
	<b>h MICHAEL CLARK (WA) - \$533</b>	<b>c BRUNILDA GONZALEZ (NY) - \$522</b>
	<b>c PAULA SALTER (GA) - \$491</b>	<b>h LORETTA MATTO (PA) - \$478</b>
	<b>h DIANE CARMAN (MO) - \$476</b>	<b>a ALBERT PRESTON (NV) - \$460</b>
	<b>w DAVID RECKINGER (MI) - \$418</b>	<b>w EARL YEOMAN (OR) - \$390</b>
	<b>f SHARON LOMBARDO (IL) - \$387</b>	<b>ELEN TRAVERS (ME) - \$352</b>
	<b>a RANDY FRITZMEIER (ID) - \$340</b>	<b>c JEANETTE SWALLOW (MO) - \$331</b>
	<b>JOHNNIE MARTIN (MI) - \$331</b>	<b>JANET KNAUSS (IN) - \$323</b>
	<b>h SARA ANNE JUSTUS (WA) - \$317</b>	<b>p THOMAS PEPER (CA) - \$309</b>
	<b>c CARTER ALLGOOD (GA) - \$300</b>	
<b>August:</b>	<b>a JANET &amp; TOM HILL (WA) - \$5715</b>	<b>g SAFETY &amp; SUPPLY CO (WA) - \$4137</b>
	<b>c CHAMPION SUPPLIES (NY) - \$4115</b>	<b>h MARK HAYNES (NV) - \$3166</b>
	<b>a PAUL C LEHMAN (CA) - \$2534</b>	<b>g RON CARPENTER (CA) - \$2424</b>
	<b>w WYNN DISTRIBUTING (AR) - \$1767</b>	<b>c KEVIN THOMAS (CA) - \$1485</b>
	<b>c KATHIE CARR (IN) - \$1056</b>	<b>h PATTY ZASLOFF (FL) - \$1051</b>
	<b>a YVONNE HAWTHORNE (MD) - \$1001</b>	<b>p ROBERT SCHEUFELE (MD) - \$924</b>
	<b>c ROBERT SCHULTZ (MI) - \$717</b>	<b>a KARLYNN BAKER (AZ) - \$693</b>
	<b>h LORIAN RIVERS (FL) - \$677</b>	<b>w EARL YEOMAN (OR) - \$667</b>
	<b>h ROBERT LONG (MA) - \$609</b>	<b>BILL CALDEIRA (MA) - \$586</b>
	<b>f BEV FITCHETT (VA) - \$537</b>	<b>p CHAMP BUSINESS GROUP (MA) - \$529</b>
	<b>c CURTIS DECKARD (IN) - \$512</b>	<b>c CANDAS LUIKART (OH) - \$506</b>
	<b>h LORETTA MATTO (PA) - \$423</b>	<b>h MICHAEL CLARK (WA) - \$421</b>
	<b>a ALBERT PRESTON (NV) - \$416</b>	<b>f GARY GREENE (NC) - \$409</b>
	<b>h SARA ANNE JUSTUS (WA) - \$353</b>	<b>g KEN COLWILL (NY) - \$339</b>
	<b>c BRUNILDA GONZALEZ (NY) - \$320</b>	<b>g THOMAS WELCH JR (CA) - \$311</b>
	<b>g MARY MARTIN (TX) - \$306</b>	<b>c CARTER ALLGOOD (GA) - \$304</b>

**HOW'S BUSINESS?** Still Terrific! Janet & Tom Hill of WA have over \$25,000 in personal sales in their first 6 full months in this business and will most certainly be listed in the upcoming 'Fuller Superstars'. Candace Luikart, Robert Schultz, Safety and Supply Company, and Karlynn Baker made Manager with over \$600 their first month in the business. Paula Salter and Sara Ann Justus achieved Manager within two months. Others on this list are also in their first month. Many others are regulars on this list who make a goal of selling a minimum of \$300 or \$1000 every month. \$1000 and up are listed in color on my website newsletter. Congratulations for taking advantage of this opportunity.

## ❖ “YOUR OWN BUSINESS” – WHAT DOES THAT MEAN?

There are two alternatives in life. Unless you were born rich instead of beautiful like most of us, you can either work for somebody else's business at a job and help make them rich, or you can invest your time and money in creating your own business. What kind of business do you want? Do you want a business with set store hours tying you down like most standard businesses? I don't think that's much better than a job. How much did you invest in this business? \$40? \$15? Nothing? Imagine that you invested \$100,000 in starting this business. Would you take it more seriously then and spend more time making sure you created a profitable business? Too many people use the excuse “Oh well, I tried it and after 3 weeks I still wasn't rich.” You are all grown adults and can make the decision to make it happen, or not.

Just because you can start this with a rinky-dink investment doesn't mean it is only a rinky-dink business. The advantage of network marketing is the fact that you do NOT need to invest money in a building, storefront, inventory, employees, or any of the other things that can make you lose your shirt. We have a Company that provides all the groundwork for us. What you DO need to invest is your time and concentration and determination to make this work. That HAS made it work for a number of us who were fed up enough with the alternative and made the decision to “Just Do It!” and make a full-time income with Fuller Brush. It happens for some faster than others. If you don't already have the experience in business building, LEARN it. Read our training materials which also refer you to other places, including the suggestion of feeding your mind with positive books and tapes; see my Freebies webpage. Attitude means a lot in building any business. I don't want to build a system where you HAVE TO do anything, but Amway's system of books, tapes, and seminars certainly educated me and prepared me for when I found the right company to work with. There is plenty of free material on the internet that we refer you to, and you can get books at the library. I still prefer having my own library, but that is your choice.

## MyFullerBiz.com – Your New Business Resource

Now you can check your personal sales, downline sales and ID#s of your new distributors (if you are a Manager), and see which fullerdirect customers have ordered during the month on your own private website. You can also place orders on-line, read the past few Sales Hotlines, see and print out the current promotional flyers, and generally find out what's going on that you may be missing out on. Just login with your 7-digit ID# with no spaces and the last 4 digits of your soc sec # as your password (which you can change).

The back of the flyer in your lit packs includes comments from SIX distributors of our Team: Michael Clark, Raymond Fuller, Debra Nelsen, Anna Mastro, Suzanne Aparicio, and Sonia Dietrich. 100% of those surveyed said “USE this website!”

**Congratulations** to Paul Lehman for being the #1 recruiter of productive new distributors and receiving the \$300 bonus three months in a row, and to Champion Supplies for replacing him as #1 in August (read the past Sales Hotlines on MyFullerBiz.com for their recognition). Other regulars in the Top Ten in the entire company from our team have been Champion Supplies, Tom Peper, Roland Rhoades, Wynn Distributing, Mark Haynes, Lorian Rivers, Al Preston, and occasionally others.

**IMPORTANT DATES:** **Sept 15:** October Specials begin; **Sept 30 4PM CST:** September Order Deadline; **October 15:** November Specials begin; **November 1 4PM CST:** October Order Deadline; **November 15:** December Specials begin. See your 2004 FB Calendar.

## ❖ HOLIDAY GIFT SHOPPE SALES

Hope you've been paying attention to the Sales Hotline announcements about the terrific new Holiday Gift Shoppe. September through early December is our peak sales season of the year. See our Discussion Board for testimonials of the popularity of each item and sales tips. Early hits include the Intelligent Disaster Kit, Manicure Kit, Pizza Warmer/freezer, spatulas, and the Scanner Radio that kids love.

**DEMO PACKAGE:** If you bought every item in there at the sale price, it would cost \$128.87. All dealers can get ONE demo package of everything in there, plus a large Fuller-emblazoned green canvass bag, for only \$99 retail. And you take your commission off that price, and it also counts towards new dealer's \$150 first order for the Sweeper, and for the Manager Drive. Having the products to see in person will greatly boost your sales. Pictures can't do them justice. Order #D2004HGS, available thru Nov 30.

Also get your demo of the new product **Fulsol Spray & Wipe**. Get your demo #D6252907 TWO bottles and a sprayer, \$13.97 value, for only \$3 net! One per dealer. Offer available thru Nov 1.

**RALLY YOUR SALES CONTEST.** Increase your September sales \$250 above the average of your July and August sales (\$400 min) and win a case of Fulsol gallons, collectible truck, or figurines. Buy all your household supplies and gifts through your own business. How long would Henry Ford have stayed in business if he bought a Chevy instead of through his own business? Believe in what you are doing.

Fuller provides the Sales Hotline to tell us all the latest on websites, catalogs, extra specials, so CALL the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) EVERY WEEK at **1-800-732-1132** (24hr Recording) so you don't miss the latest news, new product announcements and demos, contests, & specials.

**MONTHLY SPECIALS catalogs.** See your monthly purchase order. October catalogs LP101 include the 2 Holiday flyers, 20 each, and a Hollyberry Air Freshener all for \$5.99. November catalogs LP111 include the same with a Bayberry Air Freshener, available Sept 24.

**2005 MASTER CATALOGS are now available.** As announced on the 8/26 Sales Hotline, the Introductory Special until Sept 30 is Buy 2 packages of 10 and get one package FREE; so order MC0530 and get 30 Master Catalogs for \$13. Get lots of them NOW. This new catalog is enlarged to 76 pages, 8 more than last year! There are some minor price changes and are English only. I've liked all the catalogs Fuller has come out with, but this catalog is definitely the best looking and put-together one that I've seen. Note all the new products including some unannounced ones. Spray n San II is now quart-sized from the Commercial line. One of my favorite products, Fullsan Quaternary Germicidal Cleaner concentrate, formerly \$6.89/quart, is now \$14.99 for a gallon! That and the Fulsol gallons both sell great to businesses and cleaning companies. Households generally prefer a ready to use product like Spray n San or Industrial Germicidal Spray Cleaner.

**Take advantage of Fuller's sign-up specials now to build your group!** I many times get phone calls from people who have already gotten info from someone else. I always ask WHO and check to see if they are on our team. If they are, I answer their questions and help sign them up under YOU. Usually they are NOT in my group, because they don't have any decent info to mail them other than just company flyers. They are very happy when they receive MY info package that answers all their questions. And many distributors mail a distributor info pack costing a couple dollars postage and people still don't join. I mail mine for 83c. That's why I wrote DWT Manual 3 (the Fuller Gold 2004 recruiting letter). Too much reading just confuses people. I changed mine years ago when I kept getting "I haven't finished reading it yet" on my follow-up calls. **Sponsor new distributors** with the **FULLER BRUSH 24-hour RECRUITING LINE 1-800-477-3855** and ask them to call you back for the details. If you want help, call me.

**FREEBIES REMINDER: GET YOUR EXTRA BONUSES.** New dealers get a FREE \$50 Carpet Sweeper if their very first order is \$150+ in product volume (besides the Sweeper practically Free in the large #R205 Business Builders kit when you join). If Fuller received your application in August, your deadline for the Sweeper is Sept 30. If Fuller receives your application in Sept, your deadline is Nov 1. Fuller will also give you \$60 cash, a Magnetic Car Sign, and 1000 business cards when you become a Manager by selling \$600 within the first five full months after the month you join (above your regular commissions!). You receive \$30 of that cash when you reach \$300. This gives all new distributors who want to run this as a business a chance to increase their starting commission from 20-24% to 30-34% including that extra \$60 cash. Email or call me if you want to know exactly how close you are. If YOU recruited this new person, YOU also get the Sweeper and \$45 or \$90 bonuses. See your company literature pack.

**If you have email, and IF I have your email address, then:** You get this Newsletter one or two weeks earlier than US mail, this issue posted on our website 9/16, and a notice emailed to all the emails I have. The print newsletter is only every other month. Email will get you updates in between my newsletters.

I now get mailing labels directly from the Company's database every other month, so that is when your new dealers will get my newsletter if you don't tell me. When you recruit someone, make sure they know how to qualify for all the specials and at least plug them into our support and training system, so that they, you, and I can make money. If there is any reason why they should not get my newsletter (ie, it would confuse a fundraising organization or a wholesale commercial customer), tell me that too. Thanks. Inactives with the free kit get dropped from my list first.

**Got Suggestions or Requests?** Call Fuller's Suggestion Box Line **1-800-732-1122** with your ID#.

**If you didn't order last month and don't have the current catalogs and order forms, you can...  
Get the latest catalogs, promos, and order forms Free on request: Call ☎ 1-800-732-1118.**