



# DOWNEAST WINNING TEAM®

## NEWSLETTER



**ISSUE #75**

**June 2007**

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**Newsletter & the latest web-only updates: [www.FullerBrushDWT.com/news.htm](http://www.FullerBrushDWT.com/news.htm)**

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. Email recipients also receive paper copy FREE ON REQUEST. Let me know if you want paper. Thx.

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

<b>MAR:</b>	<b>CURTIS VAILLETTE (WI)</b> – sponsor Al Herman (WA)
	c <b>MARJORIE NUGENT (GA)</b> - sponsor Champion Supplies Inc (NY)
	c <b>ALAN CSER (OH)</b> - sponsor Champion Supplies Inc (NY)
	w <b>SANDRA McDERMID (NH)</b> - sponsor Wynn Distributing (AR)
	pa <b>SUSAN STITH (NV)</b> - sponsor Albert Preston (NV)
<b>APR:</b>	<b>MICHAEL SIMMONS (AL)</b> – sponsor Roland Rhoades (ME)
	<b>AMY REEH (KS)</b> – sponsor Roland Rhoades (ME)
	<b>SHERMON WYLIE (IL)</b> – sponsor Sheila Padgen (IL)
	<b>RUSSELL RAYMOND (ME)</b> – sponsor Brenda Bryant (ME)
	fs <b>CHRISTIANNE MacKINNON (CT)</b> – sponsor Melody Schafer (OH)
	fs <b>STEPHANIE BYRNE (NH)</b> – sponsor Esther Freckman (CO)
	fs <b>SEANN &amp; AMBER STEWART (FL)</b> – sponsor Jennifer Lehman (DE)
	fs <b>CHARLES JONES (NC)</b> – sponsor Jennifer Lehman (DE)
	c <b>CHARLES ANDERSON (PA)</b> - sponsor Champion Supplies Inc (NY)
	c <b>CHARLES SMITH (GA)</b> - sponsor Carter Allgood (GA)
	c <b>JOHN EMERY (NH)</b> - sponsor Julie Wishard (MD)
	c <b>CANDACE PRIDDY (TX)</b> - sponsor Champion Supplies Inc (NY)
	c <b>LINDA MARSTON (TN)</b> - sponsor Champion Supplies Inc (NY)
	z <b>RONALD STOKES (FL)</b> – sponsor Jennifer Moscoso (FL)
	h <b>HERBERT WILSON (PA)</b> - sponsor Mark Haynes (NV)
	pal <b>ELIZABETH STRACK (NY)</b> - sponsor Paul Lehman (CA)
	palh <b>JOYCE MAHL (IA)</b> - sponsor Janet Hill (WA)
	palh <b>BILL TUTSCH (FL)</b> - sponsor Janet Hill (WA)
<b>MAY:</b>	f <b>DIANE WILSON (ME)</b> – sponsor Alice Flanders (ME)
	fs <b>PEGGY WILLIAMS (AR)</b> – sponsor Esther Freckman (CO)
	fs <b>CHERYL HARRIS (SC)</b> – sponsor Jennifer Lehman (DE)
	fs <b>WENDY SONKA (KS)</b> – sponsor Melody Schafer (OH)
	fs <b>SUSAN VOGT (CT)</b> – sponsor Christianne MacKinnon (CT)
	c <b>BAIT PILE, Karen Lacklin (MI)</b> - sponsor Champion Supplies Inc (NY)
	pj <b>MELISSA JOHNSON (IN)</b> - sponsor Jesus & Carl Wendt (CA)
	pal <b>DARIN FARRIS (IN)</b> - sponsor Michael Farris (IN)
	pal <b>SHELDON EDELMAN (AZ)</b> - sponsor Paul Lehman (CA)
	pal <b>RICHARD A SHETLER (OH)</b> - sponsor Richard W Shetler (OH)
	pal <b>DENNIS WOODRUFF (OR)</b> - sponsor Paul Lehman (CA)

**CODES:** h = Supervising Director Mark Haynes' group      w = Director Wynn Distributing's group

z = Director Patty Zasloff's group (both also part of Mark's group)

p = Executive Director Tom Peper's group      pj = Director Janet Peper's group

pa = Supv Director Al Preston's group (both also part of Tom's group)      pal = Supv Director Paul Lehman's group (part of Al's group)      palh = Director Janet Hill's group (part of Paul's group)

c = Supv Director Champion Supplies Inc.'s group      cl = Director Patty Lynch's group (part of Champion's group)

f = Director Alice Flander's group      fs = Director Melody Schafer's group (also part of Alice Flanders' group)

This Newsletter was delayed by many events; the next print issue will be September. Watch for Email updates.

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

<b>Mar-May:</b> (3 months)	<b>c LINDA MARSTON (TN) - 30</b> <b>ROLAND RHOADES (ME) - 11</b> z PATTY ZASLOFF (FL) - 8 h MARK HAYNES (NV) - 5 fs JENNIFER LEHMAN (DE) - 4 p RON CARPENTER (CA) - 3 fs ROBERTA McMILLAN (LA) - 2	<b>h FRANTZ PIERRE (NY) - 15</b> <b>fs MELODY SCHAFFER (OH) - 10</b> z JENNIFER MOSCOSO (FL) - 7 p URSULA WENZKE (SC) - 5 f ANDREA/ROBERT STALNECKER (PA) - 4 f ALICE FLANDERS (ME) - 2
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◆ **TOP DWT SALES LEADERS:** Over \$300 monthly personal purchases/sales.

<b>MAR:</b>	z JENNIFER MOSCOSO (FL) - \$4955 p RAYMOND RADZINSKI (MI) - \$3104 h MARK HAYNES (NV) - \$2572 p MICHELLE GUENTHER (TX) - \$1725 pj JESUS/CARL WENDT (CA) - \$1269 palh NADINE/ RON HAMILTON (WV) - \$1066 c MERRY GUINN (FL) - \$994 pj ROBERT CARL PEPER (VA) - \$793 cl LOUIS ANZALONE (NY) - \$750 p MARY MARTIN (TX) - \$628 c MARIA BRITTIS (SC) - \$588 BERTHA SMITH (VA) - \$485 c PHILIP AUTELITANO (NY) - \$452 w WYNN DISTRIBUTING (AR) - \$446 cl ARDEE-ANN EICHELMANN (AR) - \$408 c ALAN CSER (OH) - \$379 fs MELODY SCHAFFER (OH) - \$359 w JENNIFER TELFORD (NY) -- \$328 pj JANET PEPER (CA) - \$312 fs CHARLES JONES (NC) - \$307 pa SUSAN STITH (NV) - \$301	palh JANET HILL (WA) - \$3998 pal PAUL LEHMAN (CA) - \$2793 p RON CARPENTER (CA) - \$2256 f ANDREA STALNECKER (PA) - \$1390 z PATTY ZASLOFF (FL) - \$1069 pj LISA ARELLANES (CA) - \$1042 ELDER METSA (MN) - \$968 TINA ORR (PA) - \$752 p ROBERT SCHEUFELE (MD) - \$642 pj WENDA HARRIS (CA) - \$602 w ANITA SIMMONS (TN) - \$573 p THOMAS PEPER (CA) - \$453 fs STEPHANIE BYRNE (NH) - \$448 h JEFF TROWBRIDGE (CA) - \$421 h JOSE SOTO (TX) - \$392 pal YVONNE HAWTHORNE (MD) - \$377 KATHERINE JENKINS (MD) - \$353 fs CHRISTIANNE MacKINNON (CT) - \$325 h CAROLYN MACEDA (NY) - \$309 c CHARLES ANDERSON (PA) - \$301
<b>APR:</b>	z JENNIFER MOSCOSO (FL) - \$5325 h MARK HAYNES (NV) - \$3544 pal PAUL C LEHMAN (CA) - \$3028 TINA ORR (PA) - \$2022 z RONALD STOKES (FL) - \$1627 pj JESUS/CARL WENDT (CA) - \$1564 z PATTY ZASLOFF (FL) - \$1202 ELDER METSA (MN) - \$1025 fs CHRISTIANNE MacKINNON (CT) - \$787 pal YVONNE HAWTHORNE (MD) - \$630 palh NADINE/ RON HAMILTON (WV) - \$615 SPENCER PARSONS (CA) - \$570 c CHARLES ANDERSON (PA) - \$496 fs CHARLES JONES (NC) - \$450 c RHONDA ALI (WV) - \$439 fs STEPHANIE BYRNE (NH) - \$426 pj MELISSA JOHNSON (IN) - \$399 c DEBBIE HUSE (TX) - \$350 pj ROBERT CARL PEPER (VA) - \$333 c DIANE DAVIS (AL) - \$317	p RAYMOND RADZINSKI (MI) - \$4140 p RON CARPENTER (CA) - \$3143 palh JANET HILL (WA) - \$2881 p MICHELLE GUENTHER (TX) - \$1789 cl ARDEE-ANN EICHELMANN (AR) - \$1566 pj LISA ARELLANES (CA) - \$1343 cl LOUIS ANZALONE (NY) - \$1085 f ANDREA STALNECKER (PA) - \$1009 c MERRY GUINN (FL) - \$773 p MARY MARTIN (TX) - \$616 fs MELODY SCHAFFER (OH) - \$581 w WYNN DISTRIBUTING (AR) - \$504 SHERMON WYLIE (IL) - \$482 z CHRISTINE REINHART (FL) - \$442 pa DOROTHY ELLICOTT (CO) - \$427 pal DARIN FARRIS (IN) - \$401 cl HOPE HELDRETH (NJ) - \$366 c ALAN CSER (OH) - \$336 p THOMAS PEPER (CA) - \$323 w ROBERT CUBBAGE (WA) - \$307
<b>MAY:</b>	p RAYMOND RADZINSKI (MI) - \$4961 p RON CARPENTER (CA) - \$3773 h MARK HAYNES (NV) - \$3467 pj JESUS/CARL WENDT (CA) - \$1596 pj LISA ARELLANES (CA) - \$1099	z JENNIFER MOSCOSO (FL) - \$4600 palh JANET HILL (WA) - \$3541 pal PAUL C LEHMAN (CA) - \$2718 p MICHELLE GUENTHER (TX) - \$1180 cl LOUIS ANZALONE (NY) - \$1095

z <b>RONALD STOKES (FL) - \$1066</b>	f <b>ANDREA STALNECKER (PA) - \$1016</b>
z PATTY ZASLOFF (FL) - \$722	f ALICE FLANDERS (ME) - \$716
h CAROLYN MACEDA (NY) - \$712	w WYNN DISTRIBUTING (AR) - \$636
pal YVONNE HAWTHORNE (MD) - \$611	pj ROBERT CARL PEPPER (VA) - \$574
fs REBECCA PETERSON (GA) - \$555	fs ESTHER FRECKMAN (CO) - \$545
c BAIT PILE (MI) - \$	pa DOROTHY ELLICOTT (CO) - \$502
fs SUSAN VOGT (CT) - \$479	p THOMAS PEPPER (CA) - \$465
palh NADINE/ RON HAMILTON (WV) - \$455	h KENNETH HEFFEL (OR) - \$445
z MARTHA JANE LAWSON (TN) - \$441	fs STEPHANIE BYRNE (NH) - \$436
z CHRISTINE REINHART (FL) - \$436	f ANN LUND (CO) - \$426
pal DEBRA GRAHAM (OR) - \$411	pj MELISSA JOHNSON (IN) - \$399
fs CHRISTIANNE MacKINNON (CT) - \$393	c VILMA MOLINA (NY) - \$391
p MARY MARTIN (TX) - \$371	ELDER METSA (MN) - \$367
pj JANET PEPPER (CA) - \$358	palh LARRY DEIBERT (PA) - \$347
MATTHEW McCAHAN (PA) - \$335	fs MELODY SCHAFER (OH) - \$330
pal DARIN FARRIS (IN) - \$320	p JOSEPH NEWTON (CA) - \$318
fs VALERIE BROOKS (OH) - \$313	c MERRY GUINN (FL) - \$309
c DEBBIE HUSE (TX) - \$304	

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

The following distributors 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. Congrats all!

**MARCH:** Elder Metsa, Andrea Stalnecker, Jennifer Lehman, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Munguia, Jesus Wendt, Lisa Arellanes, Nadine & Ron Hamilton.

**APRIL:** Elder Metsa, Tina Orr, Andrea Stalnecker, Jennifer Lehman, Christianne MacKinnon, Louis Anzalone, William Yoder, Ardee-Ann Eichelmann, Lorian Rivers, Jennifer Moscoso, Ronald Stokes, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Munguia, Jesus Wendt, Lisa Arellanes.

**MAY:** Andrea Stalnecker, Jennifer Lehman, Esther Freckman, Louis Anzalone, Lorian Rivers, Jennifer Moscoso, Ronald Stokes, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Munguia, Jesus Wendt, Lisa Arellanes.

**MONEY IN RECRUITING** As I have detailed before, in Fuller Brush you can get paid for recruiting someone your first day in the business, unlike some other companies. If you don't really know what you are doing yet to be an experienced sponsor, THAT is what Fuller's network marketing program and your upline are for. WE help you to help them (IF YOU tell us who they are). This is on-the-job training. You only gain experience by doing it.

**NEW POSTAGE RATES** - I mail my 3oz distributor info packages for only 75¢ instead of the old 87¢ rate with the concise tried and proven DWT Manual 3 (the Fuller Gold 2007 recruiting letter, with a list of what to include) that explains all the details, and a monthly catalog. Too much reading just confuses people, but it must also tell enough to answer their questions. Remember, only ONE Kit per person, so encourage the largest \$130+ R205 Gold Select Kit for \$39.95. 75¢ will only mail the info in a 6x9 or smaller envelope; 9x12 costs much more, as does more than 3oz. Make sure you write "Fuller Brush" above your return address. **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.

**FULLER DIRECT AUTOMATED SALES.** EVERY distributor gets the **FULLER DIRECT WEBSITE** for FREE as part of your membership fee. Take advantage of this; some other companies charge distributors a hefty monthly fee for having a website. The form to sign up is in every distributor kit, and also on our websites. You can also call Fuller for a copy. Fuller doesn't notify you when your site is ready because the form tells you to just give them a couple days and then try your ID# at [www.FullerDirect.com](http://www.FullerDirect.com).

Fuller Brush has many options for making money and how to do it; **don't rely on just one.** Sponsoring new distributors helps create regular residual incomes regardless of what you have time for each month, as long as you have \$35+, and at least help them understand what it takes to get started. Direct sales create immediate income and cash from local customers paying you directly for products you deliver. I still do this regularly myself because if people know, trust, and like you, they will be loyal customers buying from you for

years and years and also telling their friends, the bulk of my sales. But I also take full advantage of our Fuller Direct system, both mailorder and web. Fuller Direct has a built-in residual income stream. Yes, there are service fees, but I have found the benefits worth it. The alternative is direct shipping orders to your customers and YOU doing the invoicing. Fullerdirect.com even incorporates the Stanley business into your Fuller business. Fuller Direct registers the customer as YOUR customer, and gives them occasional incentives to re-order. Many customers need no prodding to re-order and the first 2 weeks of March makes a good example of this benefit. I was in Florida without email contact with my customers, but when I got back after 2 weeks, I had over \$400 in sales without trying. I found out by checking my myfullerbiz statement. If you have a Fuller Direct customer base, you can't help but have at least a few hundred dollars in sales each month. If your customers order by mail or phone, the order is automatically processed as yours. If ordering on-line, they need to know your fullerdirect website, so use your customer listing on myfullerbiz to send an e-news every month or two creating a relationship like personal visits used to do, and make sure they know how important it is to use YOUR fullerdirect website next time they order. If you have a home-made home page, use that for them to post in their favorites, making it an informative page for further product information, with our DWT Product Info pages, and with a link to your fullerdirect page. The **DWT Training website** goes into more detail. THANK your customers for their business and offer your assistance with any cleaning problems. Fuller sends a free Master catalog to your customers. I mail monthly catalogs every other month to mailorder customers. The **new postage rates** are great for us. Mail one catalog for 41¢ postage, or two months catalogs for 58¢ or 3oz for 75¢. Avoid heavier mailings. Offer web customers free catalogs on request. Occasionally poll your customers to see if there is a consensus for how much contact to have. Make a point of pushing all the new products, like the Super-Grip Handle.

**“ACTIVE Requirement” \$35.** Fuller Brush has no requirements. BUT, IF you are going to order anyway, WHY order \$30 instead of \$35+??? Shipping costs you the same. If you order less than \$35, you are not considered active on the Fuller computer and don't earn downline commissions. ACTIVE dealers are paid more attention to, by both your upline and for Company mailings. If YOU are your Director's final 15<sup>th</sup> qualifying dealer and you only order \$30, well... Support and help is a two-way street. Active dealers get my newsletter first. Others get it after I get time to go through my mailing list a second time, wondering, should I send them a newsletter or not. My database tells me when you last ordered.

#### **About this FREE NEWSLETTER. & FREE EMAIL UPDATES OF THE LATEST NEWS:**

**If you have email, and IF I have your email address, then:** You get this Newsletter earlier than US mail, this issue posted on our website 6/8 as a pdf exactly like my print copy, and a notice emailed to all the emails I have. This paper newsletter is published every other month and is free to everyone in the Downeast Winning Team, IF your address is submitted for my newsletter by your sponsor, part of your responsibility if you recruit. If your address isn't in MY database, you don't get referrals either. Paper copy will gladly be mailed to those who cannot print out the pdf copy; **just ask.** In between, I email updates with inside info which are not usually posted to my newsletter webpage. If you have found this on your own and haven't received my newsletter, or email news, please tell me your contact info yourself. Thanks.

**EMAIL and internet access** really does make this business much easier to build. Constant updates via our Discussion Board tell you what's new and what is coming before it is publicly announced, as well as many "how-to's". It may also qualify as a deductible business expense on your taxes. Or go to your library.

**NEW Products & Demos.** Strictly ONE per distributor at the below wholesale demo price. These RETAIL demos count as product volume towards any sales goals, and your discount comes off that price! That also means that they count for new distributors trying to reach \$150 or \$200 in retail volume for the extra bonuses. Check the Sales Hotline and your monthly purchase order for new products.

**FREE Monthly catalogs, promos, and order forms: Call ☎ 1-800-732-1118 for a Literature Pack Free on request, IF you didn't order last month and don't have the current catalogs.**

**MONTHLY SPECIALS Catalogs.** See your monthly purchase order to also get free Summer Outdoor & Car Care flyers. NEW Summer-volume-booster products available in June. Details on the Hotline:

Fuller provides the Sales Hotline to tell us all the latest, 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, extra specials. Transcripts of the past Hotlines are on your MyFullerBiz back-office website.

**IMPORTANT DATES:** **June 15:** July Specials begin; **June 29 4PM CST:** June Order Deadline; **July 13:** Aug Specials begin; **July 31 4PM CST:** July Order Deadline; **Aug 15:** Sept & Holiday Specials begin; **Aug 31:** August Order Deadline. See your yellow 2007 Fuller Brush Calendar.