



# DOWNEAST WINNING TEAM®

## NEWSLETTER



**ISSUE #84**

**August-Fall 2009**

**ROLAND RHOADES, DIVISION DIRECTOR** E-mail: [FBDWT@maine.rr.com](mailto:FBDWT@maine.rr.com)

10 Blackberry Lane - Gorham ME 04038 1-207-892-0923 or 1-800-775-1113

**Newsletter & email-only updates, subscribe free:** [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. All New members receive a paper copy and welcome/getting started letter from me. Let me know if you prefer paper or email for subsequent newsletters. Thanks.

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS: Reach \$600.**

<b>MAY:</b>	<b>BOB BRUCE (CA)</b> – sponsor Jim Rinaldi (CA)
	c <b>JANIE BAYSINGER (TX)</b> - sponsor Champion Supplies (NY)
	c <b>CHARLIE ARTEAGO (CA)</b> - sponsor Champion Supplies (NY)
	c <b>JIM TURNER (IL)</b> - sponsor Champion Supplies (NY)
	w <b>CARL WILLIS (TX)</b> - sponsor Wynn Distributing (AR)
	p <b>NANCY CAMUTO (CA)</b> - sponsor Tom Peper (CA)
	p <b>DONALD LITTLE (CA)</b> - sponsor Tom Peper (CA)
	pal <b>RAYMOND HAMPTON JR (WA)</b> – sponsor James Cordell (PA)
	palh <b>AMANDA BURTIS (NY)</b> – sponsor Janet Hill (WA)
<b>JUNE:</b>	c <b>MICHELLE THOMAS (NC)</b> - sponsor Champion Supplies (NY)
	w <b>ROSS FREEMAN III (AZ)</b> - sponsor Wynn Distributing (AR)
	w <b>LINDA TUCKER (MN)</b> - sponsor Wynn Distributing (AR)
	pa <b>ANNETTE FARRELL (WA)</b> – sponsor Albert Preston (NV)
<b>JULY:</b>	c <b>JERRY JARMAN (NC)</b> - sponsor Champion Supplies (NY)
	c <b>PATRICIA STINE (OH)</b> - sponsor Champion Supplies (NY)
	c <b>SANDI DUCHESNE (WI)</b> - sponsor Champion Supplies (NY)
	c <b>JAY GORDON (MD)</b> - sponsor Champion Supplies (NY)
	c <b>JOHN ELLER (NC)</b> - sponsor Champion Supplies (NY)
	h <b>PEGGY TURNER (MA)</b> - sponsor Frantz Pierre (NY)
	h <b>JANET WARD (NE)</b> - sponsor Mark Haynes (NV)
	p <b>KELLI K McGRIFF (KS)</b> - sponsor Ron Carpenter (CA)
	p <b>BARBARA MENARD (NY)</b> - sponsor Ron Carpenter (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)      c = Supv Director Champion Supplies' group  
 p = Executive Director Tom Peper's group or Director Janet Peper's group  
 pa = Supv Director Al Preston's group (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)  
 f = Director Alice Flander's group      fs = Director Melody Schafer's group (part of Alice Flanders' group)

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

<b>May-July:</b>	<b>h MARK HAYNES (NV) - 15</b>	<b>ROLAND RHOADES (ME) - 12</b>
	<b>pa AL PRESTON (NV) - 12</b>	<b>h FRANTZ PIERRE (NY) - 12</b>
<i>Encourage the R205</i>	w WYNN DISTRIBUTING (AR) - 7	fs MELODY SCHAFFER (OH) - 5
<i>Gold Select</i>	p MICHAEL HILL (CA) - 5	h TERRIE ROUTH (AR) - 5
<i>Business</i>	pal JAMES CORDELL (PA) - 5	palh JANET HILL (WA) - 4
<i>Builders</i>	pal RAYMOND HAMPTON (WA) - 4	p TOM PEPER (CA) - 3
<i>Kit</i>	p RON CARPENTER (CA) - 3	palh MARGARET DEIBERT (PA) - 3
	c DOUG BATES (AL) - 3	z JENNIFER MOSCOSO (FL) - 3
	c ERIKA LIBBY (NY) - 2	pal PAUL LEHMAN (CA) - 2
	p STEPHANIE THORNTON (CA) - 2	JAMES RINALDI (CA) - 2

To be included as a recruiter on my team, TELL me who you recruited. Thanks.

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

<b>MAY:</b>	palh <b>JANET HILL (WA) - \$4675</b>	p <b>RON CARPENTER (CA) - \$3323</b>
	z <b>JENNIFER MOSCOSO (FL) - \$2565</b>	h <b>MARK HAYNES (NV) - \$2429</b>
	pa <b>ALBERT PRESTON (NV) - \$2016</b>	p <b>STEPHANIE THORNTON (CA) - \$1958</b>
	p <b>NANCY CAMUTO (CA) - \$1737</b>	pal <b>JAMES CORDELL (PA) - \$1552</b>
	pal <b>PAUL LEHMAN (CA) - \$1491</b>	z <b>KENNETH EVANS (CA) - \$1357</b>
	p <b>MICHAEL IAN HILL (CA) - \$1334</b>	p <b>RAYMOND RADZINSKI (MI) - \$1078</b>
	c LISA UHL (IN) - \$958	TINA ORR (PA) - \$907
	z CHRISTINE REINHART (FL) - \$879	c JIM TURNER (IL) - \$742
	p MICHELLE GUENTHER (TX) - \$637	pal RAYMOND HAMPTON JR (WA) - \$632
	c CHARLIE ARTEAGO (CA) - \$632	p MARY MARTIN (TX) - \$617
	h RONALD BORGMAN (MO) - \$605	z WILLIAM SCHARFF (FL) - \$573
	BOB BRUCE (CA) - \$528	p SHERRI CRANDALL (CA) - \$483
	w WYNN DISTRIBUTING (AR) - \$410	c LOLA THOMPSON (VA) - \$403
	p JANET PEPER (CA) - \$397	c SANDI DUCHESNE (WI) - \$381
	w DENISE LUNDY (OK) - \$356	f ANDREA STALNECKER (PA) - \$355
<b>JUNE:</b>	palh <b>JANET HILL (WA) - \$6081</b>	p <b>RON CARPENTER (CA) - \$3800</b>
	z <b>JENNIFER MOSCOSO (FL) - \$2719</b>	pa <b>ALBERT PRESTON (NV) - \$2433</b>
	pal <b>JAMES CORDELL (PA) - \$2409</b>	p <b>NANCY CAMUTO (CA) - \$2343</b>
	p <b>RAYMOND RADZINSKI (MI) - \$2264</b>	h <b>MARK HAYNES (NV) - \$2027</b>
	p <b>MICHELLE GUENTHER (TX) - \$1411</b>	pal <b>PAUL C LEHMAN (CA) - \$1248</b>
	p <b>MICHAEL IAN HILL (CA) - \$1210</b>	<b>TINA ORR (PA) - \$1044</b>
	z CHRISTINE REINHART (FL) - \$884	p THOMAS PEPER (CA) - \$872
	p STEPHANIE THORNTON (CA) - \$692	f ANDREA STALNECKER (PA) - \$629
	c JIM TURNER (IL) - \$628	GARY GREENE (NC) - \$615
	h JEFFREY TROWBRIDGE (CA) - \$601	z KENNETH EVANS (CA) - \$560
	w WYNN DISTRIBUTING (AR) - \$558	c LOLA THOMPSON (VA) - \$555
	p JANET PEPER (CA) - \$518	pal RAYMOND HAMPTON JR (WA) - \$513
	z PATTY ZASLOFF (FL) - \$505	c JULIE WISHARD (MD) - \$466
	fs DARLEEN STEPHENS (UT) - \$429	z WILLIAM SCHARFF (FL) - \$400
	WILLIAM MEYER (CT) - \$379	p WENDA HARRIS (CA) - \$373
	h LORETTA MATTO (PA) - \$373	pa DOROTHY ELLICOTT (CO) - \$349
	SANDRA DANLEY (ME) - \$336	c LARRY LEE (NC) - \$314
	w LINDA TUCKER (MN) - \$311	fs PEGGY WILLIAMS (AR) - \$305
<b>JULY:</b>	palh <b>JANET HILL (WA) - \$5114</b>	p <b>THOMAS PEPER (CA) - \$3947</b>
	pa <b>ALBERT PRESTON (NV) - \$2844</b>	z <b>JENNIFER MOSCOSO (FL) - \$2816</b>
	p <b>RON CARPENTER (CA) - \$2783</b>	pal <b>JAMES CORDELL (PA) - \$2668</b>
	h <b>MARK HAYNES (NV) - \$2517</b>	p <b>RAYMOND RADZINSKI (MI) - \$1709</b>
	p <b>STEPHANIE THORNTON (CA) - \$1520</b>	pal <b>PAUL C LEHMAN (CA) - \$1317</b>
	p NANCY CAMUTO (CA) - \$981	GARY GREENE (NC) - \$738
	TINA ORR (PA) - \$699	c MARIA BRITTIS (SC) - \$660
	p MICHAEL IAN HILL (CA) - \$610	z KENNETH EVANS (CA) - \$596
	z CHRISTINE REINHART (FL) - \$592	fs DEBORAH WALKER (NH) - \$591
	h RONALD BORGMAN (MO) - \$569	BEVERLY ARP (IA) - \$554
	p MARY MARTIN (TX) - \$533	palh MARGARET ANN DEIBERT (PA) - \$506
	h BERNADETTE ROLFS (NM) - \$473	c JIM TURNER (IL) - \$454
	fs MELODY SCHAFFER (OH) - \$446	h LORETTA MATTO (PA) - \$421
	w WYNN DISTRIBUTING (AR) - \$391	c LOLA THOMPSON (VA) - \$370
	f TRUITT ANDRESS (NJ) - \$350	CAROLE MUNGER (FL) - \$344
	w LYNN McCRELESS (TX) - \$340	

**Congratulations** to the new distributors starting right off meaning business. The following reached Manager in their first or second month via personal sales: Jim Turner, Charlie Arteago, and Bob Bruce. Mark Portincasa in Michigan actually belongs in the next newsletter, but he joined in August and advanced

to Manager the first week of August before he even received his kit! He is working on household and commercial sales and whatever it takes to make a real income. He says he is getting a fantastic response when he mentions the Fuller name. Congratulations Mark.

**FULLER BRUSH DOWNEAST WINNING TEAM NEWSLETTER August-Fall 2009 PAGE 3**

The following were recognized in the Company's Quarter II Fuller Superstars newsletter: Top recruiters of 3 or more frontline distributors per month from our team were Champion Supplies, Ron Carpenter, Mark Haynes, Thomas Peper, Patty Zasloff, Frantz Pierre, Christine Reinhart, Wynn Distributing, Albert Preston, and Michael Ian Hill. Suzanne Grubbe, Stephanie Thornton, and Jim Turner were in the "Sales Excellence" box, advancing to Manager in their very first month. Top sales leaders were Champion Supplies, Janet Hill, Ron Carpenter, Al Preston, Tom Peper, Paul Lehman, Jennifer Moscoso, Mark Haynes, James Cordell, Nancy Camuto, and Ray Radzinski. Celebrating their 10-year anniversary and receiving a lapel pin were Cindy Harrison and Jim Hamm; celebrating 15-years is Henry Jeff Puryear. Congratulations all.

**GETTING STARTED IN FULLER BRUSH.** Have you gotten off to a great start in Fuller Brush? Many of you do. Others I wonder about, some just want occasional sales, some want major money. But I can't call over 1000 distributors every month. If you sponsor new distributors, it is your responsibility to answer their questions, or at least communicate and get the answer for them or make sure they know how to find the answers, AND telling them about our training system, and passing their contact info upline. If you wish you had a different sponsor, use the upline chart that I mail everybody and talk with their sponsor; they also have a vested interest in you succeeding. And every distributor is mailed and emailed our DWT training website address, and a chart explaining the deadlines and qualifications for all the new dealer bonuses. This website has a basic overview section answering your questions about getting started and how to do different things. It also has a training manual section for more in-depth training, getting started, retailing, recruiting, the recruiting letter that we use to add your name into, home parties, fundraisers, and product testimonial and educational pages. And the third section is a Q&A and announcements discussion board so hopefully no one can say "I didn't know". I purposely don't give that website in this public newsletter because I train MY team, not the whole company. It's in your welcome letter and my e-newsletters. Remember that \$35 retail value is Fuller's minimum order size to be counted as active for mailings, less than that and the computer never sees you. The Company sends you customer referrals when someone inquires, and I also send customer referrals to a few dozen of you every month if you are active, or at least send them your contact info. Whether you answer your phones or emails is up to you.

Besides giving your customers our many flyers of testimonials ('8x11' in our File Library training manuals section), TALK about your favorite products. Our products sell best when you tell the story about them. Tell your experiences, and tell customers what your other customers tell you about the products. People like to be told enough information to know that they are making the correct purchase decision. Our flyers include Fulsol Degreaser, Fullsan II Germicidal, Sticky Stuff Remover, Stainless Steel Sponges, Electrostatic Carpet Sweeper, Clothes Dryer Brush/ Refrigerator Coil Brush, hairbrushes, and Bathroom Cleaners. Just photocopy and add your name/website for all your customers.

Anyone been wondering where I am? Emails, phone calls unanswered? Sorry. It's been a busy year, emptying 2 family homes two states away taking many months, family health problems, and many other things taking me away from paying attention to business, but at least those of you paying attention to our discussion and announcements board have been kept updated with my whereabouts. The advantage of putting in your time like I have done over the years to build a self-sustaining business, means that my business and bonus checks kept coming in no matter what I had time for. Things are now settling down and I'm gearing up to create a record-breaking Fall 2009. And besides, that is what we created our training website for – to answer your questions.

Fuller provides the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) 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.com back-office website.

Use the **MONTHLY SPECIALS Catalogs & Holiday Specials** - See your monthly purchase order. These have the new products and also offer your customers limited time discounts to encourage them to buy NOW. Your customers will appreciate you being their "discount Fuller dealer". I start everyone off with the monthly catalog and give the master catalog to cash customers. I also show them the \$2 cover price and tell them they get one free with an order. It gets them to order *now*. The September and Holiday brochure came out in July; October and the second Holiday brochure comes out in August. Home for the Holidays features Fuller-brand products on special for 4 months and is 8 pages this year instead of 4.

Holiday Gift Shoppe features non-Fuller giftables, and is 4 pages this year instead of 8. October and Nov catalogs will include an equal number of both holiday flyers. Do your shopping through your own catalogs and encourage all your friends and acquaintances to shop Fuller. The more you sell, the more you earn, AND the higher discount you earn on your own purchases. Happy Holidays.

Keep updated on backorders at [myfullerbiz.com](http://myfullerbiz.com) with their regular updates as products go in or out of stock.

**Distributors Call ☎ 1-800-732-1118 if you don't have a Literature Pack of current catalogs, Free on request.**

**IMPORTANT DATES:** **Aug 15:** Sept & Holiday Specials began; **Aug 31 4PM CST:** August & Summer flyer Order Deadline; **Sept 15:** Oct & Holiday Gift Shoppe Specials begin; **Sept 30 4PM CST:** Sept Order Deadline; **Oct 15:** November Specials begin; **Oct 30 4PM CST:** Oct Deadline; **Nov 13:** Dec Specials begin.

**SPECIAL DISTRIBUTOR BENEFITS: HOLIDAY GIFT SHOPPE DEMO through November.** Special Offer until Aug 31. The #DHGS09 demo is a \$109.95 retail value and distributors may order one demo of the entire package for only \$65, MINUS your normal commission discount! Pay attention to Fuller's announcements and Order early by August 31 and Fuller will add a \$20.99 Fulsol gallon absolutely free. The products will be available for sale Sept 15 – Dec 31. I personally love this year's product selection. It includes a Blood Pressure Monitor \$50 value for \$34.99 that people my age are thinking about getting anyway, stores 60 digital readings. A megaphone. A natural hair remover glove and exfoliator system that I've seen on TV, and it's only \$6.99. A security door alarm for \$7.49 that works like a door stop. And as a genealogy researcher, I'm glad to see the 8x11 "high contrast amber magnifier", reg \$9.99, for \$6.49. I've seen it recommended before in genealogy newsletters; more than a magnifier, the amber tint makes fine print, and especially faint records on microfilm or your computer screen, much easier to read. Tell your family-tree nuts like me that we sell it for a limited time.

**NEW PRODUCT DEMOS through November.** New products always have introductory demo prices to distributors, one per dealer. Your discount also comes off those prices. Ask for any new products when you call your order in, or check for demos on [myfullerbiz.com](http://myfullerbiz.com). The PINK breast cancer research products continue expanding (portion of \$ goes to research). Two new pink demos are the #D59108 Clean It Away Microfiber Kit \$12.99 value for \$5.99 and DX200 Brush It Away Kit of our kitchen brushes in pink \$28.46 value for only \$9.99. AND, you take your commission off these already wholesale prices. Also, D130 is the telescopic lambswool duster, \$12.99 value for \$5.99 through Sept 30.

Got suggestions or requests? Getting many requests for discontinued products? As I've said many times over the years, KEEP TRACK of people who ask for products we don't have, whether it is a discontinued product or a product being test marketed on TV. Many of our products do double-duty and you can give your customers suggestions for replacement products. Otherwise, tell the suggestion line recording 1-800-732-1122, the only place where requests are written down for management and kept track of. Our DWT Discussion & Announcements Board has been/ will be keeping you informed of any bring-backs or limited production runs, and reasons why a product may be delayed.

**KILL VIRUSES & STOP INFECTION** with our **Spray n San Ultra** from Fuller's commercial division. EPA registered to sanitize hard surfaces in homes and offices like doorknobs, handles, phones, refrigerators, toys, toilets, kitchen surfaces, computer mouses and keyboards, and protect you by killing flu viruses, salmonella, HIV virus, staph, and all that bad stuff. #901201 32oz bottle with a sprayer reg \$11.98 will be on sale for \$8.99 Sept 15 – Oct 30 during the flu season. This product and the #9471 Fullsan II Quaternary Germicidal Cleaner concentrate gallon are both safe around people and animals because they have no phenols. [Note that Fullsan aerosol does have phenols.] The gallon of Fullsan II is \$20.99 and will last for years in a regular home. I sell it to cleaning companies, animal kennels, day cares, nursing homes, etc.

**Some common new dealer questions:** Q. Do I need business cards before I start? A. No, make money before you spend it. Use the monthly catalogs as your calling card and get some sales. When you collect \$600 in sales within 5 months, Fuller will give you 1000 free business cards. Get some local business to pay your way in building the "fun" mailorder internet business. Q. If we sell Stanley products, where are the catalogs? A. Your Stanley catalog is your [fullerdirect.com](http://fullerdirect.com) website, and we also have the product listing you can give your local customers (on our DWT website of course). Whether you are ordering or your [fullerdirect.com](http://fullerdirect.com) customers are ordering, Stanley can be mixed in with your Fuller order with no separate orders or shipping required, and no separate registration. Q. How do I order when I'm not sure of some items? A. Just telephone your order in. You can ask about product demos, any backorders, and confirm your order totals with Fuller figuring out the discount and tax. Tell them if you are trying for a bonus and they can tell you if you are \$5 away or something. New dealers should be trying for the \$150 or \$200 bonus. Managers should be trying for the next commission point on the scale. Keep up the good work everyone.