



# DOWNEAST WINNING TEAM® NEWSLETTER



**ISSUE #74** **March-April 2007**

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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>JAN:</b>	<b>HENRY JEFF PURYEAR (VA)</b> – sponsor Roland Rhoades (ME)
	f <b>IRENE LITTLEFIELD (ME)</b> – sponsor Alice Flanders (ME)
	f <b>RACHEL BOSSIE (ME)</b> – sponsor Alice Flanders (ME)
	c <b>PHILIP AUTELITANO (NY)</b> - sponsor Champion Supplies Inc (NY)
	c <b>BRENDA LYNN (FL)</b> - sponsor Champion Supplies Inc (NY)
	w <b>DEBRA WALTON (IN)</b> - sponsor Wynn Distributing (AR)
	w <b>ROBERT CUBBAGE (WA)</b> - sponsor Wynn Distributing (AR)
	p <b>PAT GIRSCH (TX)</b> - sponsor Michelle Guenther (TX)
	pal <b>DAN JESMUR (VA)</b> - sponsor Paul Lehman (CA)
<b>FEB:</b>	<b>ELDER METSA (MN)</b> – sponsor Roland Rhoades (ME)
	<b>KATHERINE JENKINS (MD)</b> – sponsor Roland Rhoades (ME)
	<b>MARI BENDORFEANU (IN)</b> – sponsor Roland Rhoades (ME)
	fs <b>ROBERTA McMILLAN (LA)</b> – sponsor Melody Schafer (OH)
	h <b>LADAWN FRASIER (SC)</b> - sponsor Lorian Rivers (FL)
	p <b>BARBARA HARRIS (CA)</b> - sponsor Ursula Wenzke (SC)

**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/Tom 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)

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

<b>Jan-Feb:</b>	<b>ROLAND RHOADES (ME) - 16</b>	<b>fs MELODY SCHAFER (OH) - 12</b>
	h FRANTZ PIERRE (NY) - 7	fs JENNIFER LEHMAN (DE) - 6
	z PATTY ZASLOFF (FL) - 5	h MARK HAYNES (NV) - 3
	cl JOANNE APICE (PA) - 3	cl MARGARET ROPP (MN) - 3
	c LINDA MARSTON (TN) – 3	ELDER METSA (MN) - 3
	pj CARL WENDT (CA) - 3	c GLEN OWEN (CA) - 3
	fs CHERYL HARRIS (SC) - 2	w WYNN DISTRIBUTING (AR) - 2
	cl VICTOR LEGG (MI) - 2	

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

<b>JAN:</b>	palh <b>JANET &amp; TOM HILL (WA) - \$4643</b>	z <b>JENNIFER MOSCOSO (FL) - \$3943</b>
	h <b>MARK HAYNES (NV) - \$3925</b>	p <b>RON CARPENTER (CA) - \$3808</b>
	pal <b>PAUL LEHMAN (CA) - \$3696</b>	p <b>RAYMOND RADZINSKI (MI) - \$2552</b>
	c <b>JULIE WISHARD (MD) - \$1246</b>	cl <b>ARDEE-ANN EICHELHANN (AR) - \$1202</b>
	pa <b>DOROTHY ELLICOTT (CO) - \$1198</b>	pj <b>CARL WENDT (CA) - \$1187</b>
	z <b>CHRISTINE REINHART (FL) - \$1029</b>	p <b>MICHELLE GUENTHER (TX) - \$947</b>
	w <b>ROBERT CUBBAGE (WA) - \$913</b>	pal <b>YVONNE HAWTHORNE (MD) - \$899</b>
	palh <b>KAREN ROBINSON (WA) - \$883</b>	cl <b>LOUIS ANZALONE (NY) - \$840</b>
	z <b>PATTY ZASLOFF (FL) - \$790</b>	fs <b>ESTHER FRECKMAN (CO) - \$705</b>

	w WYNN DISTRIBUTING (AR) - \$692	palh NADINE & RON HAMILTON (WV) - \$673
	pj WENDA HARRIS (CA) - \$653	fs MELODY SCHAFER (OH) - \$582
	w ANITA SIMMONS (TN) - \$551	ELDER METSA (MN) - \$515
	c MERRY GUINN (FL) - \$478	p THOMAS PEPPER (CA) - \$452
	f ANDREA STALNECKER (PA) - \$448	h JEFF TROWBRIDGE (CA) - \$411
	pj JANET PEPPER (CA) - \$396	h CAROLYN MACEDA (NY) - \$390
	c GLEN OWEN (CA) - \$387	p MARY MARTIN (TX) - \$384
	pj ROBERT CARL PEPPER (VA) - \$378	TOM DERRICK (NY) - \$358
	h ROBERT REZA (CA) - \$340	c PHILIP AUTELITANO (NY) - \$334
	pj PATSY WIDMAN (CA) - \$332	w HC STROUD (AR) - \$331
	c MARIA BRITTIS (SC) - \$328	c BARBARA TOFT (MS) - \$324
	w RICK MEIREIS (KS) - \$316	h ROBERT HUNT (AZ) - \$300
<b>FEB:</b>	palh <b>JANET &amp; TOM HILL (WA) - \$4033</b>	z <b>JENNIFER MOSCOSO (FL) - \$3934</b>
	p <b>RAYMOND RADZINSKI (MI) - \$2871</b>	h <b>MARK HAYNES (NV) - \$2652</b>
	p <b>RON CARPENTER (CA) - \$2345</b>	pal <b>PAUL C LEHMAN (CA) - \$2189</b>
	p <b>MICHELLE GUENTHER (TX) - \$1191</b>	palh <b>NADINE &amp; RON HAMILTON (WV) - \$1017</b>
	ELDER METSA (MN) - \$864	z PATTY ZASLOFF (FL) - \$858
	pj PATSY WIDMAN (CA) - \$849	fs MELODY SCHAFER (OH) - \$817
	pj CARL WENDT (CA) - \$789	h KENNETH HEFFEL (OR) - \$788
	c JULIE WISHARD (MD) - \$739	cl LOUIS ANZALONE (NY) - \$733
	pa DOROTHY ELLICOTT (CO) - \$721	h JEFF TROWBRIDGE (CA) - \$686
	c MERRY GUINN (FL) - \$655	p BARBARA HARRIS (CA) - \$629
	fs ESTHER FRECKMAN (CO) - \$582	w ROBERT CUBBAGE (WA) - \$578
	w ANITA SIMMONS (TN) - \$577	c ALAN CSER (OH) - \$442
	pj ROBERT CARL PEPPER (VA) - \$403	w WYNN DISTRIBUTING (AR) - \$387
	KATHERINE JENKINS (MD) - \$363	pj WENDA HARRIS (CA) - \$347
	p ROBERT SCHEUFELE (MD) - \$337	c JAN HANSEN (CA) - \$329
	pal YVONNE HAWTHORNE (MD) - \$328	AMY REEH (KS) - \$303

After another major record breaking year in 2006, the "slow month of January when nobody buys anything after Christmas" was our biggest volume month in history, thanks to the extra specials Fuller gave us. Our Team sold over \$100,000 of products in January. A special congrats to new dealers starting off seriously including Elder Metsa, Linda Marston, Katherine Jenkins, and Amy Reeh. Elder started right off with both sales and recruiting and Amy joined to take the place of her local dealer who is retiring.

#### ◆ **\$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. Congrats all!

**JANUARY:** Jennifer Lehman, Julie Wishard, Louis Anzalone, William Yoder, Ardee-Ann Eichelmann, Lorian Rivers, Jennifer Moscoso, Christine Reinhart, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Munguia, Carl Wendt, Dorothy Ellicott, Karen Robinson.

**FEBRUARY:** Jennifer Lehman, Lorian Rivers, Jennifer Moscoso, Terri Routh, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Munguia, Nadine Hamilton.

**ELECTROSTATIC CARPET SWEEPER. USE** our product informational flyers that we have created. Just photocopy them from our File Library. Your sales will greatly increase. That is what sells so many Dryer Brushes for me, and Sticky Stuff Remover, and Fulsol, and Bathroom Cleaners, and... Last fall I gave the Carpet Sweeper flyer to one of my customers who has been buying from me for 14 years. She said she had seen the Sweeper in the catalog many times, but it was the descriptive info and testimonials that got her to try it last October. She called me in February and told me she loves it so much that she's been trying to get her boss to buy one for the office, but he was hesitant. I took mine in to try out for a couple days and made the sale. With Fuller Brush quality, your customers will build your sales for you, telling their friends, family, and co-workers. However, YOU need to make the first move selling some products to get those happy customers. TALK to people about these products. It helps if you've tried the products yourself so you know what you're talking about, but use these testimonials to begin with. I very rarely TRY to get sales anymore, I just follow-up with the customers I have, and handle the referrals they give me. I KNOW that I'm doing my customers a favor selling them these products, and you simply need to gain that confidence also.

**FULLER BRUSH COMPANY GOING PRIVATE.** Hopefully that's not news to anyone. One of my December enews announced it as one of the things you've missed if you hadn't been paying attention to our Training Website Discussion & Announcements Board. Process should be finalized by early April. What's it mean? I'm excited about it. All the programs, divisions, and marketing will stay the same. Fuller & Stanley's parent company is CPAC, and will remain so, and has been a publicly traded stockholder company, which means there are countless expensive federal regulations that must be met. We are going back private! Stockholders are being bought out by an investment partner. Anyone who bought CPAC stock a year ago will see their money double! Taking care of business is the top priority.

Congratulations to "make it happen" Raymond Radzinski in MI who joined last September and has sold well over \$7000 the past 3 months. Once you get the customers, you can just follow-up for EASY repeat sales. Jennifer Moscoso in FL joined Dec 2005 and consistently sells around \$4000 per month, earning 50% with the extra Retailers Bonus, and she also has recruited many people. Linda Marston in TN only joined in February and has recruited ten new distributors as I write this. Linda had actually dropped out and then decided that Fuller really was the right Company, just as had two of our current Directors and quite a few others, so she's in good company. Remember that your Fuller Direct customers are all listed on your MyFullerBiz website so that you can properly keep in contact with them. A PMA - Positive Mental Attitude - is not just hype, it works. Your attitude determines your altitude.

**VACATION.** I had a great two weeks relaxing in FL in March. That's why this newsletter is late. 80s every day instead of the below zero temps in Maine. Stayed in Lakeland and Daytona and saw points in between. When I got back, my business had continued to grow, including my personal sales with both repeat and new customers. Also had voicemail messages from my local customers trying to buy more products from me, as well as people asking for info about joining. It is well worth the time to build your business to that point.

I received my 15-year pin from Fuller in February. Very nice with 2 rubys and a diamond.

**MONEY IN RECRUITING** As I detailed last issue, 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.

I mail my distributor info packages for 87¢ with the concise tried and proven DWT Manual 3 (the Fuller Gold 2007 recruiting letter) 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. **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.

**"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 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. **If someone in your town wants to buy**, or even join, I look to see if anyone there is ACTIVE.

Want to recruit? TELL me if you are all set up to mail our recruiting letter package to someone in your area. I have lately been just forwarding the leads I get to people near them. Of course I also look to see if you are doing anything besides waiting for business to come to you.

**DWT TRAINING WEBSITE.** Our exclusive DWT Training website includes in depth product informational 8x11 flyers to photocopy. Go to our training website File Library for this and training manuals. Please add your product testimonials to the many more posted on our Discussion Board. Sharing our product experiences helps us all when we work and learn as a Team. Thanks. The web address is a private DWT member benefit AFTER you join us, so I don't include it in this public newsletter. Call or email me. No computer? Go to your library's computer and check out what we have. The web address was in the welcome letter I mailed you.

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Winning Team, IF your address is submitted for my newsletter by your sponsor. 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 recruit someone, part of recruiting is to tell me and your other upline via email or phone so we can add them to our team list. If you have found this on your own and haven't received my newsletter, or email news, please tell me your contact info yourself and what you are interested in. Thanks.

EVERY distributor gets the **FULLER DIRECT WEBSITE** for FREE as part of your membership fee. If you did not sign up for this website, DO IT!!! Take advantage of this; some other companies charge distributors a hefty monthly fee for having a website. The form is in every distributor kit, and also on the DWT Training website and your MyFullerBiz website. 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). Build your business nationwide by advertising your website on-line or off-line.

**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.

The latest greatest products include a handle for the Stainless Steel Sponges. What a great idea! I've sold lots of them telling all my Sponges customers. New flyer on the many uses of the Stainless Steel Sponges is coming soon; will be included in the 8x11 product flyers in our File Library. Fuller offers demos so you will see and try the new products yourself. You sell successfully what you believe in yourself. With Fuller Brush, seeing is believing. So try all the products and sell the products you love. The Dryer Vent Brush is also \$3 off through April 30. Make sure everybody you know has this brush (and the flyer telling how to use it); they literally NEED it to prevent dryer fires and save electricity, and also to clean their refrigerator coils to make it run smoother and not overheat, making it also last longer and use less electricity. Use our descriptive sales flyer to sell a few cases (20 per case). Tell house insurance companies about this product and maybe they will buy some to sell in their office or pass business on to you. Realtors should also love this product as a housewarming gift. We sell tons of Dad Fuller's Ultimate Skin Balm every winter in extreme dry skin weather. Our Discussion Board has testimonials from people saying it works better than the expensive prescriptions they had been using for problem skin and dry cracked feet. For not quite so severe dry skin, you will also love the Tea Tree Gelee, Witch Hazel, and my favorite Intensive Hydrating Lotion.

**MONTHLY SPECIALS Catalogs.** See your monthly purchase order. Get 40 April catalogs and a \$6.99 Intensive Hydrating Lotion for only \$8.29. Get 40 May catalogs and 2 pkg Hand Sanitizer Wipes for \$8.99. We also have the New March Products brochure which includes the new Dust-catching cover for the Big Wally and the really innovative Microfiber Flexible Slender Duster. Now to May 31 we also have the Mother's Day brochure that includes the Acrylic hairbrushes, some of the Beech hairbrushes, the 3 Body/Bath brushes, Pants Hangers, and more. Brochures are in your lit packs and MyFullerBiz website.

**2007 MASTER Catalog Introductory Special price available until March 30.** #MC0730 - 30 for \$16.

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.

**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.**

**IMPORTANT DATES:** **March 15:** April & Mothers Day Specials begin; **Mar 30 4PM CST:** Mar Order Deadline; **Apr 13:** May Specials begin; **April 30 4PM CST:** April Order Deadline; **May 15:** June & Summer Specials begin. See your yellow 2007 Fuller Brush Calendar.

**PAY ATTENTION TO THE BONUSES. NEW Distributors Receive:** A breakdown guide to all the bonuses so you can keep track of them, my newsletter, and a welcome letter with all your upline and important contact information, as soon as I receive their mailing address from their sponsor. You should tell your new distributors about all the new distributor bonuses too. They are plastered on promotional flyers in your kit and in our recruiting literature. I always notice first orders like \$45; a \$50+ first order would have given them a free 4XFulsol. Of course tax and shipping doesn't count; this figure is strictly commissionable retail product volume before your discount. That Fulsol is also merely a consolation prize. If that very first product order is \$150+, you receive a \$59.99 Electrostatic Carpet Sweeper; \$200+ you also get the Fast Start bonus. You can get Fast Start bonuses for 3 consecutive months – see my chart or the flyers for deadlines.