



# DOWNEAST WINNING TEAM® NEWSLETTER



**ISSUE #77**

**Fall 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>SEPT:</b>	f <b>JOAN HART (MO)</b> – sponsor Alice Flanders (ME)
	fs <b>MICHAEL HEFFERON (CO)</b> – sponsor Melody Schafer (OH)
	c <b>MAUREEN McDERMOT (DE)</b> - sponsor Louis Anzalone (NY)
<b>OCT:</b>	<b>JOHN &amp; KAY FLUEGEL (IL)</b> – sponsor Chuck Alt (IL)
	f <b>TRUITT ANDRESS (NJ)</b> – sponsor Alice Flanders (ME)
	z <b>WILLIAM SCHARF (FL)</b> – sponsor Patty Zasloff (FL)
	z <b>ANGIE THORNTON (MS)</b> – sponsor David Dumas (MS)
	h <b>ELLEN KLEIN (NY)</b> - sponsor Claudette Haskin (NY)
	w <b>CYNTHIA ADAMS (TX)</b> - sponsor Wynn Distributing (AR)
	w <b>SHIRLEY SALTERS (IL)</b> - sponsor Wynn Distributing (AR)
	p <b>PAUL LEVERETT (AL)</b> - sponsor T J Jernigan (AL)

**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)      **unk = no contact info submitted by sponsor**  
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 (Director Patty Lynch 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>Sept-Oct:</b>	<b>ROLAND RHOADES (ME) – 17</b>	fs <b>MELODY SCHAFER (OH) – 7</b>
	z <b>PATTY ZASLOFF (FL) - 6</b>	h <b>MARK HAYNES (NV) - 5</b>
	fs <b>JENNIFER LEHMAN (DE) - 5</b>	<b>CHERRY MERRITT (CA) - 4</b>
	h <b>FRANTZ PIERRE (NY) - 3</b>	w <b>WYNN DISTRIBUTING (AR) - 3</b>
	fs <b>SHARON O'NEIL (OH) - 3</b>	c <b>SHANNON SCHMIDT (ND) - 3</b>
	p <b>RON CARPENTER (CA) - 2</b>	f <b>ALICE FLANDERS (ME) - 2</b>
	w <b>CYNTHIA ADAMS (TX) - 2</b>	pj <b>WENDA HARRIS (CA) - 2</b>
	fs <b>STEPHANIE BYRNE (NH) - 2</b>	pal <b>CHRISTINE FOLEY (NY) - 2</b>
	h <b>KOBI SARKER (IL) - 2</b>	

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

<b>SEPT:</b>	p <b>RAYMOND RADZINSKI (MI) - \$5402</b>	pal <b>PAUL LEHMAN (CA) - \$4660</b>
	palh <b>JANET HILL (WA) - \$3881</b>	z <b>JENNIFER MOSCOSO (FL) - \$3576</b>
	h <b>MARK HAYNES (NV) - \$3078</b>	p <b>RON CARPENTER (CA) - \$2937</b>
	pj <b>LISA ARELLANES (CA) - \$1777</b>	f <b>ANDREA STALNECKER (PA) - \$1563</b>
	<b>TIMOTHY KOHLS (MO) - \$1535</b>	<b>TINA ORR (PA) - \$1395</b>
	p <b>MICHELLE GUENTHER (TX) - \$1204</b>	palh <b>NADINE/ RON HAMILTON (WV) - \$721</b>
	fs <b>STEPHANIE BYRNE (NH) - \$524</b>	c <b>MARIA BRITTIS (SC) - \$523</b>
	z <b>PATTY ZASLOFF (FL) - \$492</b>	h <b>LORETTA MATTO (PA) - \$469</b>
	fs <b>ESTHER FRECKMAN (CO) - \$466</b>	pal <b>SHELDON EDELMAN (AZ) - \$465</b>
	pj <b>JESUS/CARL WENDT (CA) - \$459</b>	<b>PAM JONES (unk) - \$448</b>
	c <b>JULIE WISHARD (MD) - \$431</b>	w <b>CYNTHIA ADAMS (TX) - \$423</b>

	pal YVONNE HAWTHORNE (MD) - \$421	PAUL DIXON (NC) - \$413
	h JEFFREY TROWBRIDGE (CA) - \$410	w WYNN DISTRIBUTING (AR) - \$398
	h MARITZA NEVAREZ (CA) - \$391	c LOUIS ANZALONE (NY) - \$389
	fs MELODY SCHAFER (OH) - \$379	z CHRISTINE REINHART (FL) - \$372
	BILL CALDEIRA (MA) - \$363	w HC STROUD (AR) - \$350
	p ROBERT SCHEUFELE (MD) - \$336	LYLE SPENCER (KY) - \$327
	f TRUITT ANDRESS (NJ) - \$312	
<b>OCT:</b>	p <b>RAYMOND RADZINSKI (MI) - \$6797</b>	p <b>RON CARPENTER (CA) - \$5030</b>
	palh <b>JANET HILL (WA) - \$4821</b>	z <b>JENNIFER MOSCOSO (FL) - \$4565</b>
	h <b>MARK HAYNES (NV) - \$4243</b>	pal <b>PAUL C LEHMAN (CA) - \$4114</b>
	fs <b>STEPHANIE BYRNE (NH) - \$1414</b>	p <b>MICHELLE GUENTHER (TX) - \$1298</b>
	pj <b>LISA ARELLANES (CA) - \$1237</b>	f <b>ANDREA STALNECKER (PA) - \$1114</b>
	fs <b>ESTHER FRECKMAN (CO) - \$1055</b>	c MERRY GUINN (FL) - \$953
	pal YVONNE HAWTHORNE (MD) - \$816	SPENCER PARSONS (CA) - \$ 703
	TINA ORR (PA) - \$697	JOHN & KAY FLUEGEL (IL) - \$635
	ELDER METSA (MN) - \$582	c MARIA BRITTIS (SC) - \$581
	c MAUREEN McDERMOT (DE) - \$551	pj JESUS/CARL WENDT (CA) - \$548
	pa DOROTHY ELLICOTT (CO) - \$528	p PAUL LEVERETT (AL) - \$489
	h CAROLYN MACEDA (NY) - \$486	pal ANGIE MANGINO (NY) - \$472
	p EMILIO GARZA (TX) - \$469	TOM DERRICK (NY) - \$462
	c WILLIAM YODER (OH) - \$455	p ROBERT SCHEUFELE (MD) - \$445
	palh NADINE/ RON HAMILTON (WV) - \$434	z WILLIAM SCHARF (FL) - \$425
	f TRUITT ANDRESS (NJ) - \$408	c JULIE WISHARD (MD) - \$404
	MATTHEW McCAHAN (PA) - \$402	w WYNN DISTRIBUTING (AR) - \$380
	z PATTY ZASLOFF (FL) - \$376	h MARITZA NEVAREZ (CA) - \$372
	c LOUIS ANZALONE (NY) - \$368	fs MELODY SCHAFER (OH) - \$337
	fs BEVERLY ANN DONATO (NH) - \$329	TIMOTHY KOHLS (MO) - \$324
	h LORETTA MATTO (PA) - \$316	AL HERMAN (WA) - \$311

Congratulations especially to the new distributors starting right off meaning business. Truitt Andress in NJ and John & Kay Fluegel in IL both advanced to Manager in their second month, and both have a group started. Raymond Radzinski of MI continues at the top of our retailers list. Over \$1750 - \$3000/month consistently can earn the Managers Retailing Bonus of up to another 4% over the 46%.

◆ **\$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!

**SEPTEMBER:** Timothy Kohls, Tina Orr, Andrea Stalnecker, Jennifer Lehman, Esther Freckman, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Arellanes.

**OCTOBER:** Andrea Stalnecker, Jennifer Lehman, Esther Freckman, Stephanie Byrne, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Lisa Arellanes, Yvonne Hawthorne.

**STAPH FIGHTERS SALE October 22 – Dec 31**

We have all heard the recent news headlines about the outbreak of staph infections in schools. One cannot be too careful with these conditions and there is a need to use a product that is powerful enough to “kill” the source as quickly as possible. Fuller Brush, a trusted name for 100 years in the cleaning of hospitals, schools, institutions and homes has two EPA Registered products that kill a broad spectrum of bacteria and viruses including MRSA (Methicillin resistant Staphylococcus aureus), which is the current type of staph infection outbreak. Both products also aid in the reduction of cross-contamination of these staph infections from one area to another. Even if your family has not been affected directly by these infections, keep them safe with the regular use of these products. EVERY home needs the new improved Spray n San Ultra. Every business needs the new improved FULLSAN II gallon concentrate, and many businesses, cleaning companies, nursing homes, schools, childcares, will simply prefer the convenience of the ready to use Spray n San. The DWT Fullsan flyer has been updated in our File Library. Tell everyone you know with our flyers described on the Discussion Board, giving them to school departments, hotels, cleaning companies.

**Q. OK, I got my kit. Now what do I do?**

As soon as you join and your name is submitted for our Team newsletter by your sponsor, I mail you a welcome letter with getting started info, contact info for all your upline, important phone #s and websites, my newsletter, and a chart summarizing and simplifying all the various new dealer bonuses. Be sure to tell ALL your upline about new dealers, so they can help too. If you have found this on your own, please tell me your contact info yourself, and your sponsor if known. I also send email newsletters and updates if you have email. You are entered into my database for newsletters and referrals ONLY if I have an address to enter. Tell me if you move too; I always get newsletters back undeliverable.

Step One is to review your kit and get answers to the basic questions. Our Team's Training Tri-website is 3 in one, a basic training website, the Q&A Discussion and Announcements Board, and our File Library of product testimonial flyers to teach you and your customers about the products, training manuals on getting started, sample ads, retailing to individuals and businesses, recruiting, a recruiting letter all set up for you to print and mail/fax/email (the last 2 updated again in November), home parties, fundraisers, etc. Email and web access really makes a difference with all of our on-line training. Libraries offer free computer use.

Step One is also to sign the fullerdirect free website request form. Free means free setup with no monthly fee either. Even if you don't do computers yourself, you can tell customers "call me or shop on my website 24/7". Fuller handles everything. Mail or fax the form to Fuller. Write your ID# on the mail-order form in your master catalogs if you want to get paid. Learn the products by using them and reading all our testimonials, so that you can tell people WHY the heck they should buy Fuller Brush. Home Parties are the fastest way to get your business off the ground. And basically, without pushing products onto people, just create conversations about Fuller and let them tell you why they love Fuller Brush and want to buy from you.

Step One is definitely to be your own best customer. I even have retail customers that buy hundreds of dollars at a time for their home use and as practical gifts. YOU pay less than them as a distributor. Of course, you're not going to save money paying \$7.50 S&H on one \$10 product, so read through the catalog, read our product testimonials, tell your family, and place an order that will minimize S&H and maximize your discount. The minimum order is supposed to be \$35 anyway, but it's not enforced. ACTIVE dealers over \$35/month also qualify for special mailings from the Company, and stay on my newsletter list.

Step Two would be to share the opportunity with friends and acquaintances. Don't stress out, just let it happen. No meetings necessary with Fuller Brush; what's to explain? We're 100 years old; ask your mother what we sell; free website; no quotas, just get wholesale access to products with the Fuller Difference. I notice people who are making it happen and try to help out. Of the 17 people I sponsored in the past 2 months, 16 were under other dealers, and all 12 the first 2 weeks of November have gone downline. That's not counting the many leads that I've sent downline for them to mail info to. I have sponsored into every Director group on our team. I help those who are the easiest to help. It's a Good time to be on our team.

**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 print Newsletter earlier than US mail, this issue posted on our website 11/16 as a pdf exactly like my print copy, and a notice emailed to all the emails I have. Many emails come back refused or disappear in your spam list, so add my email address to your trusted senders list/ white list/ not-spam list. This paper newsletter is now published quarterly 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. Paper copy will gladly be mailed to those who cannot print out the pdf copy; **just ask**. Over 1000 Email-only updates now go out monthly in between the paper issues.

**MONEY IN RECRUITING** As I have detailed before, in Fuller Brush you can get paid for recruiting someone your first day in the business (if you also have \$35 personal volume), 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 3oz distributor info packages for **only 75¢** with the concise tried and proven DWT Manual 3 (the 5-page **Fuller Gold 2008 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.

**MONTHLY SPECIALS Catalogs**. See your monthly purchase order. Dec catalogs 20/\$5.49; Jan \$4.50.

**SALES CONTEST.** Sell \$250 over the average of your Sept and Oct sales in November, minimum of \$400 for newer distributors, and receive free products. See announcement in lit packs and on the websites.

**HOLIDAY GIFT SHOPPE.** Take advantage of our busiest time of the year with the great products in our Gift Shoppe brochure (on our training website). We are getting good feedback on the quality of the 8 new products. Buy the demo!!! \$88.92 to buy one of each item; buy the demo package before Nov 30 for only \$73 less your discount and also get a handy large Fuller Brush canvass carry bag. Demos count as regular products. Prices range from \$4.49 for a classy walnut wood pen to \$23.99 for a unique extendable-to-26" flashlight with a magnetic tip for grabbing things that fall into narrow spots. Sell a cleaning supply order first, and then show them the gift items and you'll double your normal order size. The Lint Shaver is sold out.

See the Discussion Board for more details of these summarized testimonials. [The #936 Mini Hearing Enhancer](#) is a \$6 hearing aid and works better than my grandmother's \$500 one. Works terrific for meetings with soft-spoken speakers or watching TV with the volume down. [#947 Extendable Magnetic Flashlight](#). I was trying to see behind my washing machine, having no luck with a regular flashlight, so I opened up this light I got in my demo pack. WONDERFUL & INDISPENSABLE. It's about a foot long to begin with, uses 2 A batteries, and has a very bright krypton bulb. I opened it up to the full 26" and stuck it down behind the washer and could see perfectly with the light right down there where I couldn't possibly have reached. Powerful magnet too. This flashlight will also certainly sell much better now that I have it out of the package so people can see and use it, but I will use the descriptive packaging for my sales rounds. [#914 Super Grip Handle](#) We first got this as a test product this summer, and it was added to the Holiday Gift Shoppe. I just recently started using it. LOVE IT. Just make sure the surface is totally flat and clean. I cleaned my shower wall with Spray n San first to get it squeaky clean (also great are Bath Clean and Industrial Germicidal Cleaner). The first couple showers, I noticed that the bottom suction cup had come loose, so I released the suction cup gripper lever and re-attached. It's stayed tight since. But it's a good idea to always test any grip before putting your whole weight on it; just plain good sense. Portable to take on trips too.

[#949 Emergency Wind-up Flashlight/Radio/Siren](#) **AN ENVIRONMENTALLY GREEN PRODUCT** reg \$27.49 Holiday offer \$21.99 Demo available Nov 7-Dec 13 D949 \$13.49 less your discount. No batteries to pollute the environment; Free energy. Keep one in each vehicle, in the house, camp, and at the office. Compact lightweight design makes it easy to use while jogging or walking. Flashlight with 3 LED lights can be used with one or three bright lights. Loud siren for emergency use. One minute of winding gives you 30 minutes of all 3 lights, 7 minutes of radio use, and 10 minutes of siren use. 7" long x 2" wide. Boxed. I got my 6 that I pre-ordered. Wish I ordered more now. I immediately opened one to check it out. The radio surprised me. I had zero expectations on that. I didn't expect much in Maine anyway, but MANY radio stations came in, including one giving the weather forecast. Probably other areas of the country never lose power from storms (right?), but here in Maine it will be great for those winter nights when the snow and ice bring down the power lines and we still want to read or find out what's going on, without having to scrounge up enough batteries to fill the old radio in the bottom of the closet. I remember one time we found enough batteries for the radio only if we took them out of the flashlight! This Emergency Wind-up Flashlight MUST BE shown to EVERYBODY you see. Even though it's over \$20, we will sell tons, and \$21.99 adds up fast to bring you to the upper commission levels. The other new product demo is the #966 Clock Tower sale \$17.99; demo offer D966 \$11.49 less your discount Oct 16 – Dec 13. **Shop at Home – Save Gas!**

**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.**

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. **PAY CLOSE Attention** this winter; we usually see lots of extra special sales to boost volume. Last January, Fuller's specials created a record-volume month, in a month when "nobody buys anything". ACTIVE distributors (\$35+/month) will receive special mailings also.

**IMPORTANT DATES:** **Nov 15:** December Specials begin; **Nov 30 4PM CST:** Nov Order Deadline; **Dec 14:** Jan Specials begin; **Dec 31 4PM CST:** Dec & Holiday flyers Order Deadline; **Jan 15:** Feb Specials begin; **Jan 31 4PM CST:** January Deadline; Feb 15: March Specials begin.

Use your Fullerdirect customer listing on myfullerbiz to send an e-news every month or two to all your fullerdirect customers, **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.