



DOWNEAST WINNING TEAM®

NEWSLETTER



ISSUE #83 **May-Summer 2009**

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Newsletter & email-only updates, subscribe free: 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.**

FEB:	LOUELLA GRINDLE (ME) – sponsor Roland Rhoades (ME)
	SANDRA GAUTHIER (RI) – sponsor Roland Rhoades (ME)
	CYNTHIA CARROLL (FL) – sponsor Roland Rhoades (ME)
	STEVEN KLECZEWSKI (IL) – sponsor Chuck Alt (IL)
	c CHRISTOPHER LOPES (OK) - sponsor Glenn White (TX)
	h DUANE MONKS (OK) - sponsor G L Williams (MO)
	w JENNIFER TELFORD (NY) - sponsor Wynn Distributing (AR)
	pa RUTH MARIE (TX) – sponsor Albert Preston (NV)
MAR:	ELMAN BLAIR (KY) – sponsor Roland Rhoades (ME)
	c JOE CAPONE (NY) - sponsor Champion Supplies (NY)
	h BARBARA ANN OLBROT (MI) - sponsor Frantz Pierre (NY)
	p JANE LEVISE (MI) - sponsor Raymond Radzinski (MI)
	p MICHAEL IAN HILL (CA) - sponsor Tom Peper (CA)
APR:	PATRICK WALSH (NC) – sponsor Tom Rose (ME)
	fs DEBORAH WALKER (NH) – sponsor Kae Page (NH)
	c TERRIE REECE (NC) - sponsor Champion Supplies (NY)
	w ROGER GRAPES (OK) - sponsor Wynn Distributing (AR)
	p SHERRI CRANDALL (CA) - sponsor Tom Peper (CA)
	p SUZANNE GRUBBE (CA) - sponsor Tom Peper (CA)
	p STEPHANIE THORNTON (CA) - sponsor Suzanne Grubbe (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)

Feb-Apr:	ROLAND RHOADES (ME) - 19	p RON CARPENTER (CA) - 15
Encourage	h FRANTZ PIERRE (NY) - 15	p TOM PEPER (CA) - 13
the R205	w WYNN DISTRIBUTING (AR) - 10	h MARK HAYNES (NV) - 9
Gold Select	z PATTY ZASLOFF (FL) - 6	palh JANET HILL (WA) - 5
Business	c ERIKA LIBBY (NY) - 5	fs MELODY SCHAFFER (OH) - 4
Builders	z CHRISTINE REINHART (FL) - 4	c MICHAEL AUGUST (CA) - 3
Kit	h JEFF TROWBRIDGE (MO) - 3	fs DEBORAH WALKER (NH) - 2

To be included as a recruiter on my team, TELL me who you recruited. Thanks. Our 5-page recruiting letter was revised again in May 2009, and is free to DWT members on our training website.

IMPORTANT DATES: **May 15:** June Specials began; **May 29 4PM CST:** May Order Deadline; **June 15:** July Specials begin; **June 30 4PM CST:** June Order Deadline; **July 15:** August Specials begin; **July 31 4PM CST:** July Deadline; **Aug 15:** Sept & Holiday Specials begin.

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.

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

FEB:	palh JANET HILL (WA) - \$4001	p RON CARPENTER (CA) - \$3040
	h MARK HAYNES (NV) - \$2437	z JENNIFER MOSCOSO (FL) - \$2171
	pal PAUL LEHMAN (CA) - \$1686	pal JAMES CORDELL (PA) - \$1502
	p RAYMOND RADZINSKI (MI) - \$1390	pa ALBERT PRESTON (NV) - \$1379
	z CHRISTINE REINHART (FL) - \$1322	z WILLIAM SCHARFF (FL) - \$1061
	pa DOROTHY ELLICOTT (CO) - \$1039	TINA ORR (PA) - \$804
	c MARIA BRITTIS (SC) - \$785	z KENNETH EVANS (CA) - \$703
	STEVEN KLECZEWSKI (IL) - \$604	c MERRY GUINN (FL) - \$551
	w H C STROUD (AR) - \$533	p MICHELLE GUENTHER (TX) - \$506
	w WYNN DISTRIBUTING (AR) - \$491	p MARY MARTIN (TX) - \$476
	pa RUTH MARIE (TX) - \$473	fs JENNIFER LEHMAN (DE) - \$436
	c BRENDA WEBB (GA) - \$423	w ROGER GRAPES (OK) - \$365
	h BARBARA CARNEGIE (ME) - \$352	w JENNIFER TELFORD (NY) - \$309
	c ANN TOLLETTE (OK) - \$308	
MAR:	palh JANET HILL (WA) - \$6009	p RON CARPENTER (CA) - \$3788
	z JENNIFER MOSCOSO (FL) - \$3050	pa ALBERT PRESTON (NV) - \$2549
	h MARK HAYNES (NV) - \$2393	pal PAUL C LEHMAN (CA) - \$2244
	pal JAMES CORDELL (PA) - \$2167	p MICHAEL IAN HILL (CA) - \$2130
	ELMAN BLAIR (KY) - \$2095	p RAYMOND RADZINSKI (MI) - \$1386
	p THOMAS PEPPER (CA) - \$1378	z WILLIAM SCHARFF (FL) - \$1284
	p MICHELLE GUENTHER (TX) - \$1144	z CHRISTINE REINHART (FL) - \$1043
	c LOUIS ANZALONE (NY) - \$930	TINA ORR (PA) - \$906
	pa DOROTHY ELLICOTT (CO) - \$791	c MARIA BRITTIS (SC) - \$712
	f ANDREA STALNECKER (PA) - \$683	c MERRY GUINN (FL) - \$668
	p JANE LEVISE (MI) - \$665	z KENNETH EVANS (CA) - \$525
	BILL CALDEIRA (MA) - \$514	w WYNN DISTRIBUTING (AR) - \$490
	p JANET PEPPER (CA) - \$423	pal YVONNE HAWTHORNE (MD) - \$403
	p MARY MARTIN (TX) - \$375	p BETTY LANPHERE (NM) - \$360
	STEVEN KLECZEWSKI (IL) - \$341	c CLUB AMENITIES (MD) - \$336
	REGINALD ROCK (WY) - \$327	w ANITA SIMMONS (TN) - \$317
	pa RUTH MARIE (TX) - \$312	w ROBERT CUBBAGE (WA) - \$308
APR:	p RON CARPENTER (CA) - \$4350	palh JANET HILL (WA) - \$4004
	pa ALBERT PRESTON (NV) - \$2622	p THOMAS PEPPER (CA) - \$2460
	pal PAUL C LEHMAN (CA) - \$2319	z JENNIFER MOSCOSO (FL) - \$1990
	pal JAMES CORDELL (PA) - \$1895	p MICHAEL IAN HILL (CA) - \$1652
	h MARK HAYNES (NV) - \$1636	p MICHELLE GUENTHER (TX) - \$1182
	z KENNETH EVANS (CA) - \$1075	p RAYMOND RADZINSKI (MI) - \$1047
	z CHRISTINE REINHART (FL) - \$1000	z WILLIAM SCHARFF (FL) - \$750
	c MARIA BRITTIS (SC) - \$742	p STEPHANIE THORNTON (CA) - \$722
	BERTHA SMITH (VA) - \$680	w WYNN DISTRIBUTING (AR) - \$638
	c MERRY GUINN (FL) - \$590	p MARY MARTIN (TX) - \$543
	p JANE LEVISE (MI) - \$516	p SUZANNE GRUBBE (CA) - \$476
	c CHARLIE ARTEAGO (CA) - \$445	p JANET PEPPER (CA) - \$432
	TOM DERRICK (NY) - \$406	MARK BEHMLANDER (MI) - \$387
	GARY GREENE (NC) - \$382	c LOUIS ANZALONE (NY) - \$357
	p SHERRI CRANDALL (CA) - \$350	DENNIS MONTEY (WI) - \$348
	c ALAN CSER (OH) - \$325	PATRICIA O'BRIEN (IL) - \$318

Congratulations to the new distributors starting right off meaning business. The following reached Manager in their first or second month via personal sales: Steve Kleczewski, Suzanne Grubbe, Stephanie Thornton, Cynthia Carroll, and Sherri Crandall.

NEW 2009 MASTER CATALOG introductory offer in April and May. Buy 20, get 10 FREE MC0930 \$12.

Use the **MONTHLY SPECIALS Catalogs** - 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". June catalogs are 40 for \$8.99 with a free Green Apple Gel window cleaner. July catalogs are 40 for \$9.99 with a free Foaming Disposal Cleaner. Each package of June or July catalogs also include 40 Summertime flyers. 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 Summertime flyer includes our three bug sprays, the insect repellent gel, window brush, dual surface scrub brush, push broom, BBQ cleaner and brush, Oxy canvass fabric and awning cleaner, the Fullsparkle window and siding cleaner that attaches to your garden hose, and the Handle holder organizer. I have one of those in the house for brooms and mops, and two in my shed for rakes, shovels, and pushbroom. It works great. Our insect gel uses DEET, the ingredient you need if you really want it to work and protect you.

KILL VIRUSES & STOP INFECTION with our **Spray n San Ultra** from Fuller's commercial division. EPA registered to sanitize hard surfaces like door knobs, handles, phones, toilets, kitchen surfaces 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 is on sale for \$8.99 through June 30. This product and the #9471 Fullsan II Quaternary Germicidal Cleaner concentrate 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.

My favorite products in the MAY catalog include the nonslip hangers, Industrial Germicidal Cleaner, Fuller 86 gallon, shoehorn, Tile & Grout Brush cleaner and brush, Dissolve, 5718 counter brush, Treated Dustmop, the microencapsulated cleaners, and the hairbrushes.

My favorite products in the JUNE catalog which began May 15, include the wetmops, Bowl Cleaner, #330 drain/bottle brush, Bath Clean, Clothes Dryer brush, slenderduster, Duster spray, bath brushes, hair thickening shampoo, ultimate skin balm, hand n nail brush, and the tube brush for straws and vases.

Besides giving your customers our many flyers of testimonials ('8x11' in our File Library training manuals section, updated in April), TALK about your favorite products. Those flyers include Fulsol Degreaser, Fullsan II Germicidal, Sticky Stuff Remover, Stainless Steel Sponges, Electrostatic Carpet Sweeper, Clothes Dryer Brush, and Bathroom Cleaners. Just photocopy and add your name/website for all your customers.

Keep updated on backorders at myfullerbiz.com with their regular updates as products go in or out of stock.

PLANNED OBSOLESCENCE, 'THE STORY OF STUFF', & THE FULLER DIFFERENCE

We all know that this is a consumer society. Buy stuff. Buy more stuff. Keep up with your neighbors. See who can have the most trash cans out each week. STOP IT!!! Big business considers us as little more than trained rats. I encourage everybody to go on their computers, or go to the library's computer, and watch the video at www.storyofstuff.com. It is worth the 20-minutes of your time. Over 5 million people have already watched it. Planned Obsolescence puts an arbitrary expiration date on everything. I like Fuller Brush because the products last so long without expiring. The cleaning products last longer, so I and my customers use less, and use fewer plastic bottles and metal cans (which are recyclable). The brushes and hardgoods last longer and thereby use fewer natural resources. I save money and save the planet at the same time. My customers tell their friends about their positive Fuller experience and I get calls from them "I want that stuff Pauline got from you". When was the last time you told someone to go buy a brand-x product that stopped working for you after a few days of use? There really is a 'Fuller Difference' and anybody who has really tried the products knows it. That is why I've had both customers and distributors ordering regularly since I joined in 1992. Our \$10 Dryer Brush can also combat the appliance manufacturers' plans for your clothes dryer or refrigerator to burn out so you'll have to buy a new one, as well as saving you electricity. SIMPLIFY your lives and save money without cutting back on your quality of life. Have a *Fuller Life!*

On the same subject, did you watch Michael J Fox's TV special on optimism? I've always had the attitude that I can do whatever I decide to do. That didn't always coincide with my boss's opinion when I had a regular job. He says in the country of Bhutan, instead of measuring GNP gross national product, they measure GNH Gross National Happiness as being much more important to quality of life, and it IS. Namasté.

NEW PRODUCT DEMOS. 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. If you or your customers have missed our famous Lemon Furniture Oil, try our new Wood Furniture Revitalizing Oil, reg \$10.98, the demo D659905 is \$5 less your discount.

CONGRATULATIONS to those listed in the Quarter 1 Fuller Brush Superstars newsletter (included in your orders). 15-year service anniversaries were awarded to our team members Paul Dixon and Jerry McCrady. Ten-year pins went to William Yoder, Jeff Duff, and Clarence Emshoff. As always, many of our team members are among the company's top recruiters and retailers.

TOP 10 OF 2008 was just released. The company's Top 10 retailers included our team members Champion Supplies Inc, Janet Hill, Raymond Radzinski. The Top 10 Recruiters measure how many new dealers that were sponsored directly under you and how much volume they produced in 2008; members of our team are Champion Supplies Inc, Mark Haynes, and Tom Peper. They receive a plaque and other items. Other DWT members who were in the top 100 retailers for the year are: Jeff Cannon, Ron Carpenter, Michelle Guenther, Mark Haynes, Paul Lehman, and Jennifer Moscoso. Congratulations all! In the month of April, 5 of our team members were in the company's top 10 recruiters of volume-producing new distributors: Champion Supplies, Tom Peper, Roland Rhoades, Al Preston, and Wynn Distributing.

MAKING MONEY

One of more obvious complaints that I have heard (from a few people) with such a simple solution is "I only ordered one product and got charged \$8 shipping. How am I supposed to make or save money that way?" Trying not to be insulting or sarcastic, well, YOU'RE NOT!!! Fuller is supposed to enforce a \$35 minimum order which I wish they would, but they want to be as flexible for YOU as they possibly can. \$8 is the standard S&H, so order \$100 at a time for that same \$8!!!! Pass that on by charging your customers \$2 per order and they will order more at the same time, or tell them they can order fullerdirect for \$7.95 S&H. Fuller products are heavy and they still subsidize much of the shipping expense for us. Take just one gallon of Fulsol to the post office, or an aerosol can, and ask them how much it would cost to ship yourself. Quite often on my monthly report, I see someone ordering \$15 or so and their downline orders \$1000. Instead of being at 45% on their own order and earning an override commission on their downline, they get the minimum 26% (if they are Manager) and earn nothing on downline, without that \$35 minimum order to count as active and visible to the computer. Likewise my mailing labels (and database that I use to see who to give referrals to) may say 'nev ord' for some of you, even though you may have ordered \$10 or \$15 some months. Even the free kit places you on Fuller's computer for a year, but you may not be on mine until you activate your account with a \$35+ order. Of course, nobody is in my database for newsletters or referrals if YOU don't tell me who you sponsor.

NC dealer Patrick Walsh wrote, luckily while the #101 Electrostatic Carpet Sweeper was on sale in April, "I had a customer call me today; she had gotten a Carpet Sweeper from QVC and wants to order three while they are on sale. People still spend money when they want something that is a good deal." This is exactly why Fuller makes the Sweepers available in the kit and as free bonuses. If people try it, they want more for friends and relatives. It really is that good. I sold two to a college in April; they wanted something quiet that wouldn't disturb studying students in the library. And they called me after finding the Sweeper featured on my website with the testimonial flyer. It will be on sale again June 15-July 31.

Maine dealer Tom Rose has the cleaning company he works for buying cleaning products from him. As they ran out of something, he'd say, Fuller Brush makes a great replacement and I have some in stock. They just LOVE both the Nature's Choice and Spearmint Gel window cleaners for windows and mirrors, the microfiber glass cloths, Bowl Cleaner, Duster Spray, and both Spray n San and Industrial Germicidal cleaners. While nearly all of Fuller's products are easy on the environment with mostly citrus-based solvents, our Nature's Choice product line not only works as well as traditional cleaners, but are even safer for you, your family, and the environment. They are made from natural plant-based ingredients, coconut or palm based oils, and natural spearmint essential oils, they are readily biodegradable, non-toxic, and never tested on animals. Send me your product and sales testimonials too. Have a Fuller Day!

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