Mark Your Calendar...

...so you will never forget where you were in May 2011.
One day you will be telling your grandchildren about this moment in time.

I'll begin by telling you about the sandhill cranes that live in our back yard along the shore of Rice Lake (14 mi. N of downtown Orlando). Sandhills are ancient birds and somewhat rare. Experts consider them to be one of the oldest unchanged bird species on earth. Adults stand more than four feet tall. They have long wading legs and long beaks and the males have red topknots. They probe into the lake and grassy areas for insects and perhaps frogs and they faithfully visit our neighbor's home to eat cracked corn. Dozens of sandhills visit our lake and some may have stopped migrating because life here is so good. They aren't afraid of people and dogs know better than to mess with these guys. They hardly seem to notice when humans come within a few feet to take pictures.

In the spring of 2010 (a year ago) we watched their large lakefront nest. PhD ornithologist and Vollara Service Center owner Don Coon told us their incubation time was 27 days (stated from memory, so don't hold me to it) so we watched with great anticipation for the hatching. Now comes the tie in to Vollara. We were also watching for the earliest signs of a Vollara growth explosion. In my mind, those sandhill eggs were a metaphor for the big growth we were so eager to see!

The 2010 eggs were duds. Maybe that spring was too hot. The parents stayed with their nest for 10 or 15 extra days and then moved on. Vollara moved on, too, but without much change in 2010. Some people were disappointed, others hardly noticed. My staunchest followers and I were working on the business building system we call Million Friends. Week after week we did our presentations and conference calls. New distributors were recruited...but not at a blistering pace. LivingWater units were sold, water samples were given out, air purification demos were offered and a new issue of Chippy News came out each month. Life went on. Growth was there for those who worked at it.

This year the sandhills nested on our property again. They built a mound of grasses and reeds and deposited two 2011 eggs. This time—right on schedule—we celebrated the hatching of two colts (the ornithological term, rather than chicks).

Vollara began picking up, too. I'm not a believer in signs from the netherworld. I'm just using this coincidence to invite your attention to the happenings in Vollara.

One of the colts disappeared on the tenth day. We assume it was taken by a coyote or fox. This area abounds with wildlife. The other youngster is about a foot and a half tall and his flight feathers are starting to come in. Two weeks from now he will be riding the air currents above Rice Lake. Early this morning—with wisps of fog rising off the lake—I watched the sandhills pick their way along our fence line. Maybe they were finding worms that had worked their way to the surface. A fantastic life lies ahead.

And so it can be for us!

Are you ready to cash in on the circumstances of 2011?
Would other people like to know about this, too? (send them this newsletter?)

There are several ways a beginner can earn $500 in a Vollara pay period.

- Sell a Fast Start Essentials Plus Pack to a new recruit. Your $500 is paid 8 days after the week closes.
- If all the newcomers you personally sponsored in the past 60 days order 2,500 GV you would earn $500 (20% Fast Start Bonus).
- Sell 1 LivingWater at retail to earn $700 or $1,000 (based on how you ordered your LivingWaters).
- Sell 2 FreshAir Surrounds to earn $650.
- If your Placement Group's Lesser Leg produced 5,000 GV you'd earn $500.

Shall we call $500 the starting point for earning Vollara money? Now let's do a "what if" scenario. What if the circumstances are right—as this newsletter suggests—and Vollara is at the starting point of a major expansion phase? What if you decide to become a part of that expansion (you decide NOT to let this good timing pass you by)?

And what if you are able to grow your income at the rate of 10% per month?

Next month you'll make $550. Then cycle by cycle it will crawl up to $605, $665, $732, $805 and $886. You've moved ahead slowly for 6 months. You're not a superstar. You're someone who's doing the basics, spreading the word and cashing in on the momentum of an expansion period. By cycle #9 you are at the Silver GMI level. Six months later you'll be at the Gold GMI level...the point where you are also a car qualifier.

Twelve 10% growth steps represent more than 300% in a year. In a year you'll be earning more than $1,500 per month. Can you keep it going? At the 2-year mark you'll be at $4,500 per month; at the 3-year mark, $13,500; at the 4-year mark, $50,000 every pay cycle. That annualizes to over half a million dollars per year.

All based on these assumptions...

- You see what's happening and take action now
- Vollara really is entering into a period of strong expansion
- You're willing to do the work and stick with your plan
- You achieve a 10% per month growth in income
- You start 5 legs that will follow in your footsteps

Unscrupulous mathematicians can use compound growth examples to deceive their readers. For a year or so, 10% growth per month is almost nothing. In our example it amounts to $50 of growth in the first month. Six months later it's still not a problem. Recruit one more person and it's done. But if we jump ahead to month 24 we're talking about a $500 bonus increase EVERY MONTH. A year later it's a $1,500 monthly jump. It would still be possible to grow at 10% but I don't want anyone to think it's easy.

Compare it to the growth of a baby. An infant can grow at 10% per month for a couple of years. Then he might grow at only 2% per month. Except for weight gain, a 19-year old will never grow again.

It's important for you to know why this newsletter is <u>not</u> unscrupulous!

Our 10% per month projection was a "what if" proposition, not a promise. Also, 10% is well below the expansion that supergroups have realized. For up to 4 or 5 years, there is nothing outrageous about growing at this rate.

Past surges have taught us that top leaders have sustained <u>much higher rates of growth</u> for three years. The record in this company—in the mid-nineties when the pre-Vollara corporation was known as Alpine Industries—was zero to $900,000 of bonus income in three years. Here we outline a path whereby a hard charger might reach half a million dollars by the end of 4 years. Since we did that in our mid-nineties surge, it's not unfair to suggest that it can happen again.

I've just unfolded a keepsake that was published in February 1998 by my Alpine sponsor. He printed a gigantic newsletter on poster-sized sheets and had it folded to 9 panels that measured 7.5 x 11.5. The back and part of the front were imprinted with 1099 forms (40 envelope-sized forms; the ones that are submitted to IRS to report commission income). The maximum length of service of any of these people was 36 months and some had been with us barely half that long.

> Looking at that amazing newsletter I see: Sowell Enterprises (Amy Fiscus' 2nd year) - $120,291.47. Michelle Giddens, my daughter - $117,598.31. Al Pulsifer - $60,698.53. JK Baker - $334,453.73. James Clendenin - $339,973.71. Winners International (John & Jo Clements) - $315,870.60. Wave Three Marketing (Bill & Mattie Perry) - $345,309.00. Brodine and Associates (Dorothy Brodine) - $169,037.00. Bob Giddens – $943,282.11.

I want to see this pattern of growth again! The timing in the mid-nineties was good, but the timing is even better now. We have a stronger company, better products and an economy that has nowhere to go but up.

Our growth from 1995 to '98 was one of the most exciting runs in network marketing history. In June 1998 our 44 top leaders celebrated in Waikiki. We stayed at the number one hotel on the Waikiki beachfront. Some of our leaders stayed in suites for the first time. We held our meetings during mealtimes so no recreational hours would be lost. We visited beaches and waterfalls in a caravan of 8 rental vans. What a trip!

Chippy News and Chippynews.com take pride in telling our readers the big truth, the little truth and the truth in between. On the big truth end of the scale it means that every big number in this newsletter is true. Those successes happened and there is no reason to think we cannot have even bigger successes this time around. The "little truth" means that we forthrightly admit that most network marketers are never financially successful. Huge numbers of people drop out. As in any enterprise, there is turnover. A lot of people use products and nothing more. Some casual buyers only place an order once or twice a year; we also have dedicated buyers who order by Autoship and use Vollara products every day of their life. That's the little truth.

The truth in between is about people who want success and put forth some amount of effort...but just don't get to the promised land. They aren't able to make it work. Maybe they don't talk to enough people. Maybe they talk to the wrong people. Maybe they say the wrong things. Perhaps they just aren't very persuasive. In some cases their goals are not clear enough or they give up too soon. I think luck plays a part in how things unfold. Those who find one key person early in their career certainly feel less pressure. If someone works at Vollara and doesn't make it to at least the Silver or Gold level, it's due to a mix of these and other shortcomings. That's the "truth in between." We know that worthwhile achievements never come easily. That's true in traditional business, network marketing, football, politics and all other endeavors.

We introduced the Million Friends System in 2010 to give EVERYONE an honest chance to succeed. We can't do your work. We can't make it easy. We can't reach into your heart and lock in your commitment. Nor can we keep you from having to suffer setbacks and frustrations. But we provide training, presentations, emotional support and leadership on a continuing basis. We offer this advice:

"There is no way to fail if you refuse to quit."
"Don't let anything or anyone steal your dream."

And these specific instructions:

Four Specific Commitments

1. **Join NOW**
2. **Use $37.50 per week worth of products**
   (100 PV in each 4-week period will come to about $150)
3. **Tell our story and take other people to the top with you**
4. **Don't quit, don't stop, don't despair and never give up**

How to use Million Friends
Visit www.chippynews.com to find the call schedule and other details. Left column (green background). Listen to learn and for inspiration. Bring guests. Find other committed leaders and sell them on joining us.

The Million Friends Support System is free <u>and</u> <u>it</u> <u>works</u>.

We have unique and meaningful products for better health and good profits—and no quotas for those who join only for their own use.

You can be fully Active by using $37.50/week worth of world class products.

The economic timing is amazing. The U.S. economy is as low as it will ever be in your lifetime. We have nowhere to go but up.

Start NOW to get ahead and stay ahead of the upcoming inflation!

Our company and products have broad appeal. Sixty million North American households are legitimate candidates to be recruited.

By making 4 commitments and doing the work, you can definitely advance to Silver, Gold or Platinum. Much more is possible.

We are a small company with an exciting destiny. The time is NOW.

Our opportunity will challenge and stimulate you. There is no upper limit for super ambitious individuals.