

PARTYLITE®

Dec. 12, 2013

Dear Senior Regional Vice Presidents and Regional Vice Presidents,

The year 2013 has been exciting and transformative, and we have had a number of encouraging and rewarding “wins,” including an outstanding North America Conference, record-setting attendance at Roadshows and the debut of our highly engaging DIY Party concept at the RVP meeting. Additionally, we introduced compelling new approaches for growing the business, such as BizBuck\$ and the \$99 Kit; and they’re beginning to pay off – largely due to your hard work and focus on them.

In 2014, we will take PartyLite to an even higher and more rewarding level. In continuing to look for ways to invest in the business and our Field, the U.S. team has spent considerable time exploring strategic options that will improve results. Without a doubt, we will focus our greatest efforts on adding new and productive Consultants to your Regions and Units. In fact, as we shared at the RVP meeting, we have determined three key strategic goals on which to focus our individual and team efforts going forward:

1. Grow sponsoring significantly
2. Improve new Consultant activation and productivity
3. Develop new Leaders

Achieving these important goals will require expanding recent, successful programs and incentives as well as launching new ones. Furthermore, one of our key strategic learnings has led us to significantly rethink our sales support team structure and driven us to re-engineer our internal sales functions – with the ultimate goal of more effectively helping you build successful businesses.

When we launch our 2014 efforts, you will see Home Office staff members performing new and enhanced functions and recognize others working in new ways to align with you to meet our common goals. Although complete plans are yet to be finalized, we are announcing the following changes.

New Roles and Responsibilities Beginning Jan. 1

The first important change is that the historical Area Development Manager (ADM) position will be eliminated. In its place we have created two brand new roles that are specifically designed to drive both **new Consultant sponsoring** and **Field productivity**.

We are happy to announce the appointment of two talented individuals to serve in the newly created role of **Manager of Sponsoring and Activation**:

Teresa Borja has served as an ADM since 2005 and is skilled at building people and business. She has a passion for partnering with Consultants and Leaders and is a hands-on mentor who leads by example. Always willing to bring new ideas and methods to her role, Teresa is especially adept at finding fresh opportunities and trying other approaches to develop and nurture people and new business.

Cindy DelGrosso has served as an ADM since 2005 and is an exceptional trainer, excelling in both developing and presenting content. She has the ability to “meet her audience where they are” in experience and skill and ensure that they are absorbing the material. She teaches the basics and keeps things simple. This will be especially important as Cindy works with new Consultants during the Brite Start period.

Kim Santino will take on the new position of **Manager of New Leader Development**. A member of the PartyLite team since 1999, she understands the business from all aspects and will guide new Leaders as they adapt to the leadership role. An excellent coach and mentor, Kim has a wonderful ability to inspire and motivate people to be their very best. In her new role, she will help Leaders maximize their personal earnings as they lead their Consultants in building and sustaining strong, healthy businesses.

Kim Gentile will serve as **Director of Field Development**. In addition to directing this strategic team, Kim will take on key responsibilities for developing and executing programs and events that support the business. She will serve as the key contact and liaison with the S/RVP team, working directly with you to drive Region growth.

Thank You to Two Long-time Field Supporters

We are sad to say goodbye to two wonderful ADMs who have played key roles in supporting your Region success since 2003. **Anne Lee** and **Ella Redmond** will be leaving us on Dec. 31.

Anne has built a wonderful legacy of mentoring S/RVPs. She has always taken a genuine interest in each person she works with, both professionally and personally, and is as concerned about the individual as their business results. “Anne has been a champion of her Leaders,” says Kim Gentile, “and has always been quick to share their success stories – many of which have been featured in publications and led to individuals being chosen as Conference speakers.”

Ella’s influence in PartyLite will be felt for years to come. “No one was ever more proud of her RVPs’ and Leaders’ success than Ella,” says Kim. “Along with her big heart, Ella always has a humorous quip to share – we affectionately call them ‘Ella-isms.’” Always willing to do whatever it takes to help her Leaders succeed, Ella’s keen desire has always been to help each person reach the potential she sees in them – and to be the first to congratulate them when they do.

Highly skilled direct selling professionals, both Anne and Ella will be missed at PartyLite. We know that you will join all of us at the Home Office in wishing them well in their next endeavors.

In coming days, we will announce additional news about how PartyLite is aligning roles to support our key strategies – changes that will provide solid direction for us all. We are committed to working side by side with you, trying new approaches, finding best practices and, together, moving our business into new and exciting success in 2014 and beyond.

Sincerely,



Michael Norris
President
PartyLite Americas