

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

Staging/Notes	Tech/Cues	Live Script
	Theme logo	<p>BOB:</p> <p>Thank you, Rob and Michael, and...</p> <p>GOOD MORNING PARTYLITE. You know, while Pam and I have attended <u>many</u> Annual Party-Lite Conferences during the last 20 plus years, it is my special privilege to be with you at the <i>very first</i> <u>North America Conference</u>. With that in mind, let me take this opportunity to say,</p> <p>Bienvenue...Bienvenida...Welcome... to PartyLite. And, even more importantly, I want to wish all of you here today a <u>very</u> Happy 40<sup>th</sup> Anniversary!</p>
		<p>I don't know how many of you have heard this story, but when I purchased PartyLite in 1990, it was a relatively insignificant part of Colonial Candle of Cape Cod, a concept that was conceived, in fact, as a way to liquidate</p>

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

		<p>excess and obsolete Colonial Candle inventory! But, I could see that, given the proper support and direction, PartyLite could be the jewel in the Blyth crown.</p>
		<p>In fact, it was my strong belief back then, when PartyLite's annual sales were a mere \$7 million annually across only <u>4 U.S. states</u>, that its future held great promise. Not only was party plan direct selling a great way to sell fragranced candles, but also, and more importantly, it afforded its Consultants an outstanding business opportunity. As a result, my strategy was to invest in new product development and to ensure each and every year that PartyLite would introduce the best quality candles and products. I was sure that PartyLite could become one of the most important investments I would ever make for my family...and</p>

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

		<p>for your family as well. And indeed it has – PartyLite has grown from those 4 states to having sales in 21 countries! Last year, PartyLite sales exceeded \$400 million worldwide. That is over 50 times the 1990 sales! So ... how's <u>that</u> for an amazing growth record?</p>
	<p>You &amp; Consultants around the world earned more than \$107 million in 2012!</p>	<p>Think about it: Even if you made the simple calculation that 25 percent of sales was income paid out to PartyLite Leaders and Consultants in one year -- it would mean that you and nearly 55,000 Consultants around the world earned <u>more than</u> \$100 million dollars in 2012 during a period of global economic difficulty! Of course you know that your Regional Vice Presidents and Leaders make even <u>more</u> than 25 percent of sales – so total PartyLite Consultant and Leader paychecks worldwide actually added up to much more than \$100 million.</p>

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

	Theme logo	<p>Now, I happen to believe that any paycheck over \$100 million is pretty good...do you agree? But I also believe that the <u>real</u> story of PartyLite is the <u>paychecks of the heart</u> that this company has underwritten – and that you have shared – for the last 40 years.</p> <p>For example, who sitting here today knows at least one story of a Leader or Consultant who turned to PartyLite to make a few extra dollars a month to help support his or her family? Cover the house payment? Pay off credit cards? <u>I do</u>. In fact, I know hundreds of stories like that, and I'm proud to share their stories whenever I have the opportunity to talk about PartyLite.</p> <p>And who sitting here today knows more than one story of a Leader or Consultant who came into PartyLite rather shy and lacking in confidence,</p>
--	------------	--

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

		<p>but who today can stand before two thousand people and inspire them into action? <u>I do</u>. In fact, that's a common story for many if not most of your Conference speakers, all of whom have grown more confident in themselves because of the skills they've learned by running a PartyLite business. I know hundreds of stories of entrepreneurs like them, and I'm proud to share their stories, too, whenever I have the opportunity to talk about PartyLite.</p>
	<p>Graphic representation to show: 59 cents / \$1 Women in 1973</p> <p>Change to: 77 cents / \$1 Women in 2013</p> <p>Change to: \$1 / \$1 PartyLite 1973</p>	<p>Now, here's another PartyLite story I also love sharing. Back in 1973, women in the typical workplace earned about 59 cents for every dollar that a man earned. Forty years later, I'm sad to say that number has risen by only 18 cents -- to just 77 cents for every dollar that a man earns today. But <u>here's the good part</u>: In 1973, women in PartyLite</p>

## PARTYLITE NORTH AMERICAN CONFERENCE 2013

### FRIDAY AM GENERAL SESSION: Bob Goergen Keynote Draft FINAL, 07/17/13, JE

	Change to \$1 / \$1 PartyLite 2013	earned 100 cents on every dollar. And in 2013, <u>women in PartyLite still</u> earn 100 cents on every dollar. In fact, nowadays, wise <u>men</u> like U.S. RVP Scott Gendron and Canadian Unit Leader Jacques Larose have caught on to this amazing entrepreneurial opportunity for themselves. Today, they are helping you and every Consultant around the world share the <u>new</u> stories of a PartyLite that not only has a <u>very</u> promising and <u>unlimited</u> future, but that still promises an incredibly bright and unlimited income opportunity to you and all the <u>NEW</u> men and women that you invite to <u>Join</u> <u>the Party</u> and <u>light the way</u> to the next 40 years of PartyLite.
	Theme logo	Merci...Gracias...Thank you. And Happy Anniversary to you all!