

VISION

September/October 2007
WWW.CONKLIN.COM



**It's All in the Family
Rooted Deep in Conklin Soil**

**Band
of Brothers**

FASTRACK

Hall of Champions 2007

Dogs

Hamlin, NY and Hamburg, NY

Dog Shows 2007

- Nimansway Ared Rented Tuxedo (Rip) 2-three point majors
- Nimansway Ared Blind Date (Doty) 3-three point majors
- Nimansway Ared Playin' R Song (Patty) EECT certificate (Event Entry Certificate Test, the Instinct Certificate for bloodhounds to start competing in trailing)

Kit Van Niman, Niman's Way Kennel, MI



Horses

PRCA Barrel Races 2007

- 1st Place, Casper, WY
- 2nd Place, High River, Alberta
- 2nd Place, Reno, NV

Molly Powell, PRCA Barrel Racer, TX



Goats

Boer Goat Shows 2007

- Rem Valley, Junior Buck Champion, Alexander County, NC Spring Goat Show 2007
- Ruff Rider, Sr. Bucks Division Reserve Champion, NC Boer Goat Show 2007
- 126-April, Yearling Does Reserve Champion, ESMGPA Boer Goat Show, NY

Stephen & Tara Byers, S-N-T Valley Farms, VA



Dairy Cows

Jersey World Milk Record 2007

- Mainstream Barkley Jubilee VG-87 (49,250 lb. total in 365 days)
- Lagerweys 285 Silky EX-90 (First Jersey to complete five consecutive records over 30,000 lb.)

Jana, Randy & Melissa Kortus,

Mainstream Holsteins, VA

Treat all your animals like champions

FASTRACK[®]

World leader in direct-fed microbials

Vitamins, trace minerals and microbials that complement your animals' nutrition and energy needs. www.fastrackmicrobials.com

On the Cover

The immediate Livesay clan assembles at the family farm. Left to right: Katie Hedrick, Chad Hedrick, Rod Livesay, Sheila Livesay, Karen Livesay, Curt Livesay, Kayla Livesay.

Contact Info

Conklin Corporate Office
(800) 888-8838
(952) 445-6010

Find Answers
www.conklin.com

Product Help & Technical Support
(952) 496-4266

Ordering
Easy Order Number (call sent to the nearest Sales Center)
(800) 756-2475

Shakopee, Minn. Sales Center
(800) 944-2003
(952) 496-4200

Columbus, Ohio Sales Center
(614) 876-9678

Agreements Marketing Plan
(952) 496-4214
Fax (952) 496-4280

Management Plan/Vols+
(952) 496-4232

Training & Registration
Online at conklin.com or
(952) 496-4253

Conference Calls
Call schedule – conklin.com
(620) 294-3000

Welcome Back Campaign/ Account Reactivation
(800) 516-0132

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a message ...

DIVERSITY IN PRODUCT LINES AND BUSINESS MODELS



Charles W. Herbster
Chairman, CEO, CFO
Judy Herbster
President

Many network marketing companies are built on one product line and one way to build a business. They take a “one size fits all” approach.

Not so at Conklin. We are unique because we offer multiple product lines and business models to suit a variety of people from all walks of life with very different goals.

We realize that many of you are loyal customers who appreciate the quality of Conklin products. In fact, most managers began their

relationship with Conklin just using the products. Realizing others would experience the same benefits, they began developing their network. Remember: The only difference between a customer and a manager earning residual income is the number of times the Conklin story is told!

We invite you to tell your Conklin story every day to make a difference in the lives of others and at the same time impact your income. The last three *Vision* issues feature a wide variety of outstanding storytellers. Veterinarian and Conklin Director Dr. Michael Brown enhances his veterinarian practice with Fastrack® animal health products while he builds his thriving network in the Heart of Dixie (July/Aug.). Master Contractor Dan Hensley operates a successful roofing business. He earns a great living applying Conklin roofing systems and collects residual

income by introducing others to Conklin products by showing them the opportunity to start their own roofing business (May/June). Directors Rod and Sheila Livesay, our feature story in this issue, are earning a hefty residual income while fulfilling their lifelong dreams and goals as they help growers across the nation increase crop yields and decrease inputs with the AgroVantage® System.

How would earning extra income impact your life? Can you see in your future, a family vacation, new car, sending your children to college, building your dream home or replacing your income? Start telling your Conklin story to make some of your dreams a reality.

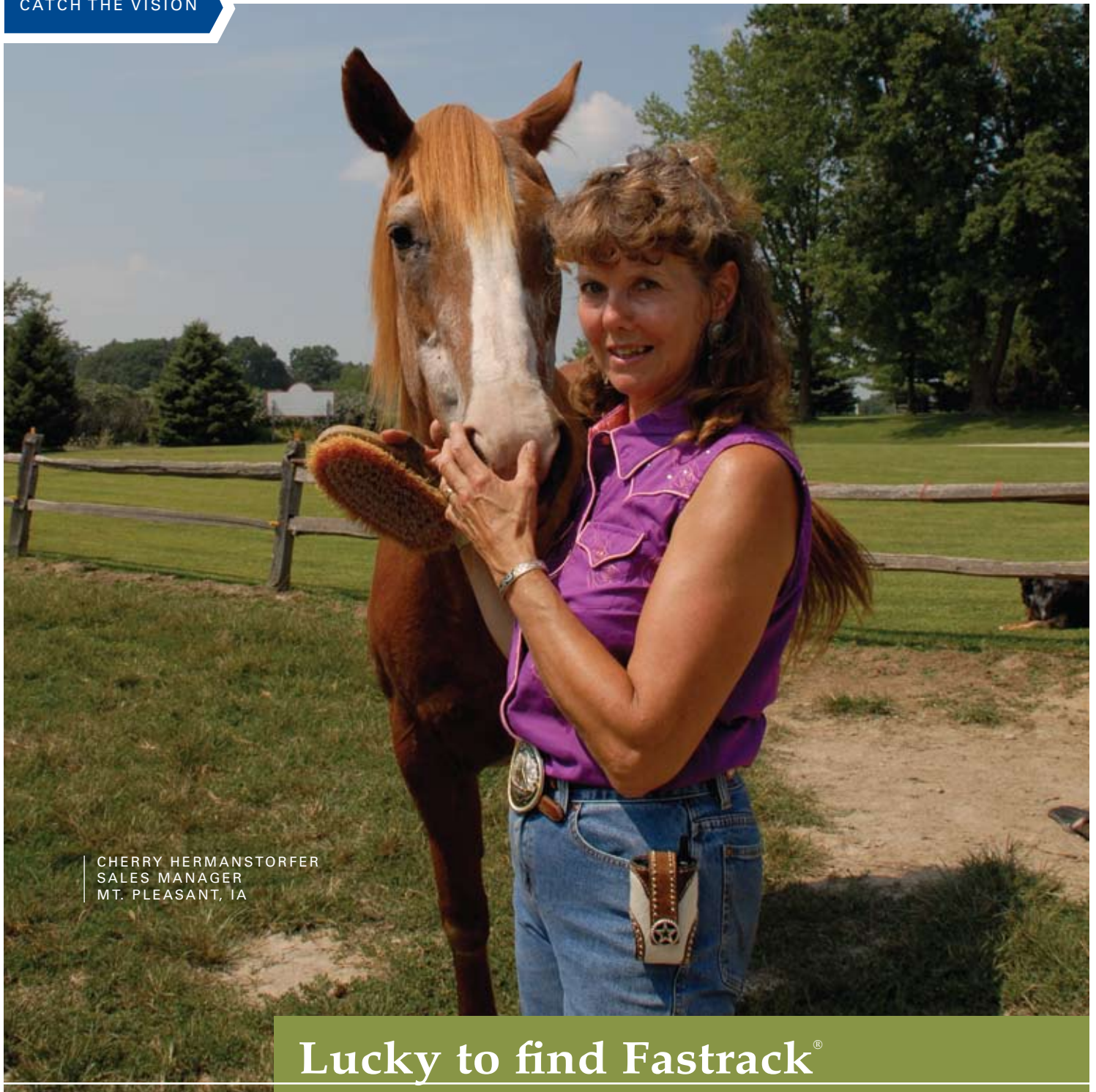
Whether you're a loyal customer or a business builder growing your organization, we thank you for being a part of our family!

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CHERRY HERMANSTORFER
SALES MANAGER
MT. PLEASANT, IA

Lucky to find Fastrack®

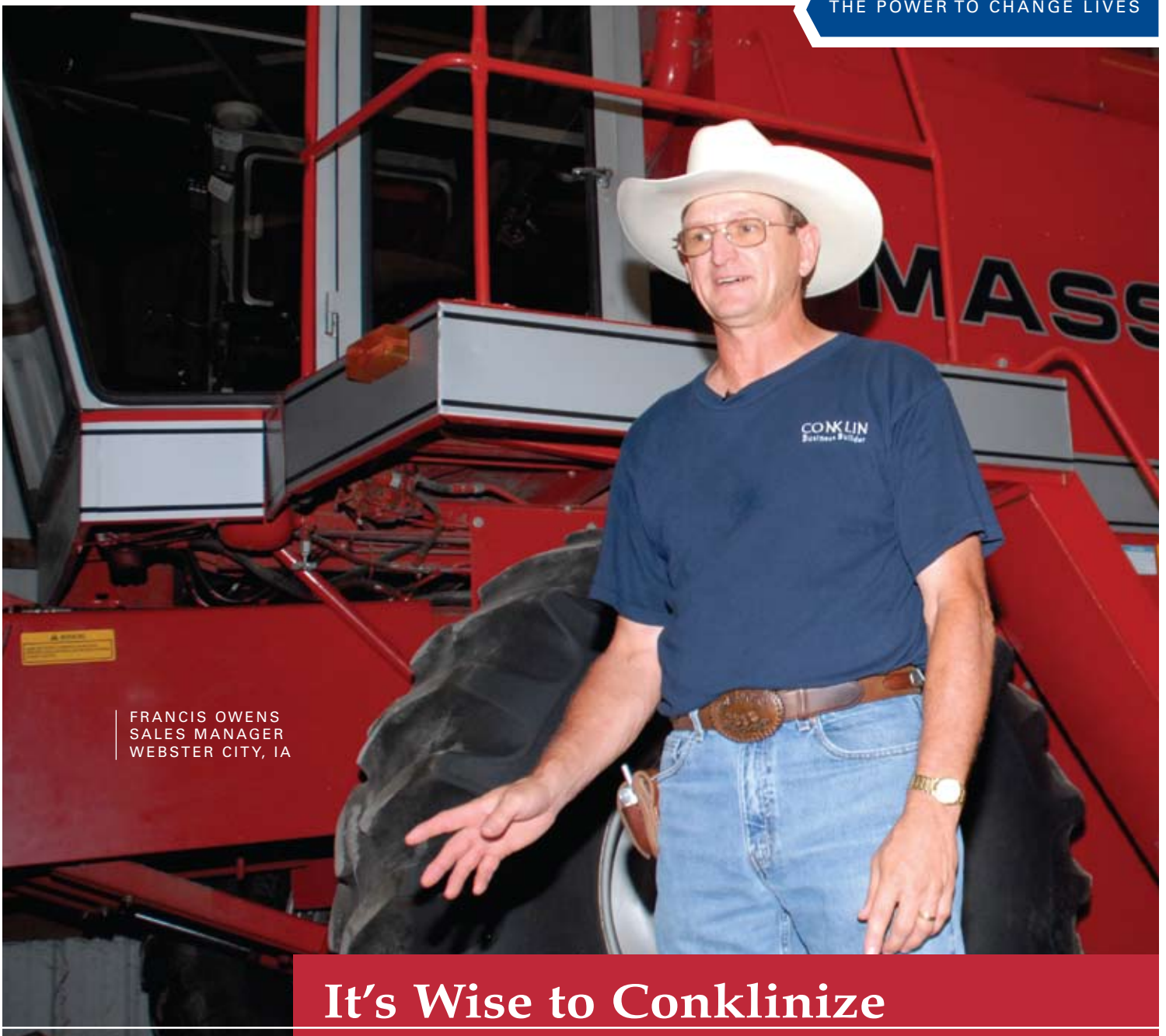
I have always loved horses and owned them most of my life. Since discovering Fastrack, I have seen a difference in all my horses.

There's been dramatic improvement in muscle tone with my younger Buckskins since beginning with Fastrack. This year alone, five of our feed store customers reported faster weight gains and improved condition of underweight horses.

In fact, one customer noticed a difference in one week since beginning the Fastrack program.

One of my favorite horses is a 31-year-old chestnut mare Quarter Horse named Lucky. I've had Lucky for 26 years and feel blessed to still enjoy her companionship thanks to Fastrack (the average Quarter Horse lifespan is 25 to 30 years).

Lucky became a different horse within a few weeks after adding Fastrack to her feed program. Fastrack Equine Microbial Pack enhanced feed utilization resulting in a stronger immune system and less incidence of colic. Thanks to Fastrack, Lucky is living longer and both of us are enjoying her improved quality of life. For the health and longevity of my horses, Fastrack will always be a part of my feeding program.



FRANCIS OWENS
SALES MANAGER
WEBSTER CITY, IA

It's Wise to Conklinize

When you visit the Owens farm, you'll find it fully "Conklinized" for good reason. The products are of the highest quality and fit into all aspects of our life on the farm, so it makes perfect sense for us to be a part of the Conklin family.

We have adapted the AgroVantage® System for our corn and soybeans, which have increased our yields significantly from year to year. We also use Conklin Vehicle Products in our farm equipment and personal vehicles because they outperform every other product on the market. For example, when I add 4-Power® to our old

grain truck, I can add 15 mph to my speed. Rhino® protects my wheel bearings and everything else that needs greasing.

My wife Peggy uses all the Conklin cleaners that make our home sparkle and smell great. I take a full regimen of Conklin Health supplements including Probiotic Support™ which lowers my cholesterol and Joint Support™ which reduces my morning stiffness.

The Owens give Conklin the credit for keeping our family and farm operating at maximum capacity.

"Conklin keeps our family and farm operating at maximum capacity."

Welcome Back Campaign

Welcome Back Campaign in Full Swing Plus Changes to IBO Agreement

On August 8th, after weeks of planning, preparation and communications with top-level field Directors, Judy Herbster formally kicked off the Conklin Welcome Back campaign on the Director Conference Call. Since then, over 35,000 inactive IBOs have been sent invitations to reactivate their Conklin account.

Managers, this is the time for you to contact the inactive customers on your team and welcome them back to Conklin. To support your efforts, this page offers important information and resources for this campaign.

Who was sent the Welcome Back invitation?

- IBOs under the \$25 contract who have not ordered in three years or more.
- IBOs who purchased a Business Builder package who have not ordered in six years or more.
- All existing contracts prior to November 2000 who have not ordered in five years or more.

These IBOs will have until **November 1, 2007** to choose one of three options:

- 1) Reactivation of account with a minimum \$50 order
- 2) Maintain inactive status for one year
- 3) Cancel their account.

If no responses are received by the deadline, we will assume that they do not intend to utilize their account and will cancel it for them.

Welcome Back Bonus Added

To encourage reactivation, Bonus Bucks will be deposited in the reactivated customer's convenience account for use on future orders. A \$50 bonus for an order of \$500 and a \$100 bonus for a \$1000 order will be given.

Changes to IBO Agreement Terms & Conditions Announced

During the Welcome Back campaign, we'll also announce changes to certain terms & conditions of Conklin's IBO Agreement. In brief:

- Conklin's \$1,800 wholesale price incentive program is being discontinued. Effective **September 14, 2007**, all new IBOs under the \$25 agreement will purchase products at the Introductory Purchase Price until they upgrade by purchasing a Business Builder Training Package. At that time, they will be able to purchase at factory wholesale pricing.

One benefit of this change is that sponsors of customers who remain active will receive 100 percent of the difference dollars as their Fast Start Bonus.

Those IBOs contracted before 9/14/07 will have a grace period until December 31, 2010 to accumulate \$1800 of purchases and be able to purchase at wholesale prices.



One of the Welcome Back invitations sent to inactive IBOs.

- A new cancellation/minimum purchase policy for all new and existing IBOs has been established. A minimum purchase of \$100 is required every 12 months rolling to remain active.
- After three years of inactivity, an agreement will be cancelled.

More Campaign Details Online

Active IBOs are encouraged to prepare for customers' questions by going to www.conklin.com for additional information on this campaign. Look in the IBO Information Center under the "News" section for the Welcome Back campaign and the Changes to IBO Agreement. Detailed *Questions & Answers* are provided for both topics plus instructions to help field managers to identify and contact their inactive customers.

Questions? Call the Welcome Back hotline at 800-516-0132.

Light the Flame

National Convention 2008
Louisville, Kentucky
February 7–9

Special \$100 Discount for Any First Time Attendee

Spread the news! Any IBO experiencing the power of National Convention for the first time registers for only \$49

PLUS! Any Manager motivating four or more personally sponsored IBOs to attend, will receive \$100 discount on their own reservation.

Fire up your team with

- Thought-provoking workshops
- Inspiring seminars
- Exciting networking opportunities



Keynote Speaker:
Pat Mesiti
“Mr. Motivation”



Comedy Night:
Chonda Pierce
“The Queen of Clean”

NEW THIS YEAR! Two Gold Destinations trip give-aways just for attending. One winning IBO couple will be chosen from first-time attendees, a second IBO couple will be chosen from those who have attended before. You will be automatically entered upon registration. See our Web site for more details about this offer.

Conklin National Convention 2008 Registration Form – Louisville, Kentucky – February 7–9, 2008

Name _____ Name for badge _____
 Spouse name _____ Name for badge _____
 IBO number _____ – _____ – _____ Is this your first National Convention? Yes No
 Title (Check only one) Team Leader District Manager Regional Director Senior Director
 Sales Manager Director National Director Executive Director
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____

NATIONAL CONVENTION FEE Early bird discounts are available for registrations received by Friday, Dec. 14, 2007. Registrations received after this date will be charged the full convention fee. New IBOs who sign contracts after Dec. 15 are eligible for the early bird fee. Payments will be processed immediately.

CONVENTION FEE PER PERSON

Early bird fee by Dec. 14 (\$149) Regular fee after Dec. 14 (\$199) First Time Attendee Fee (\$49)
For any IBO who has never before attended a National Convention.

Your convention fee includes general sessions, keynote speaker presentations, selection of workshops, Friday evening entertainment and the Product Expo.

LODGING Conklin has reserved a block of rooms at Marriott Louisville Downtown. Reservations must be made through Conklin in order to get the special room rate of \$105 plus tax. The rate applies to single, double, triple or quad occupancy. Pay the hotel for your room and tax upon check-out. Note: The Conklin block could sell out before the early registration cutoff date, therefore we encourage you to make your reservations early. The hotel is a non smoking facility.

Lodging needed Wednesday, Feb. 6
 Thursday, Feb. 7 I plan to share a room with the following IBO _____
 Friday, Feb. 8 King bed I will not require lodging at the Marriott Louisville Downtown
 Saturday, Feb. 9 Two beds Special diet required for medical reasons _____

GALA BANQUET OPEN SEATING TICKETS Tickets for the Gala Banquet on Saturday, February 9, 2008 are \$50 per person and nonrefundable. All guests must have a ticket in order to sit inside the ballroom, regardless of age. Payments will be processed immediately. Order tickets on this form if you plan to sit in one of the open seating sections of the ballroom. You can purchase from 1 to 19 tickets below. Do not order individual tickets on this form if your Director has reserved a block of tables. In that case, you would buy your tickets directly from him/her. Check with your manager if you are uncertain.

PAYMENT INFORMATION All sections of this form must be completed in order for your registration to be valid, including payment information. A credit card number, PAC number or check is required for all registrations. Incomplete forms will be returned. PAC number _____ Check enclosed Discover Visa MasterCard

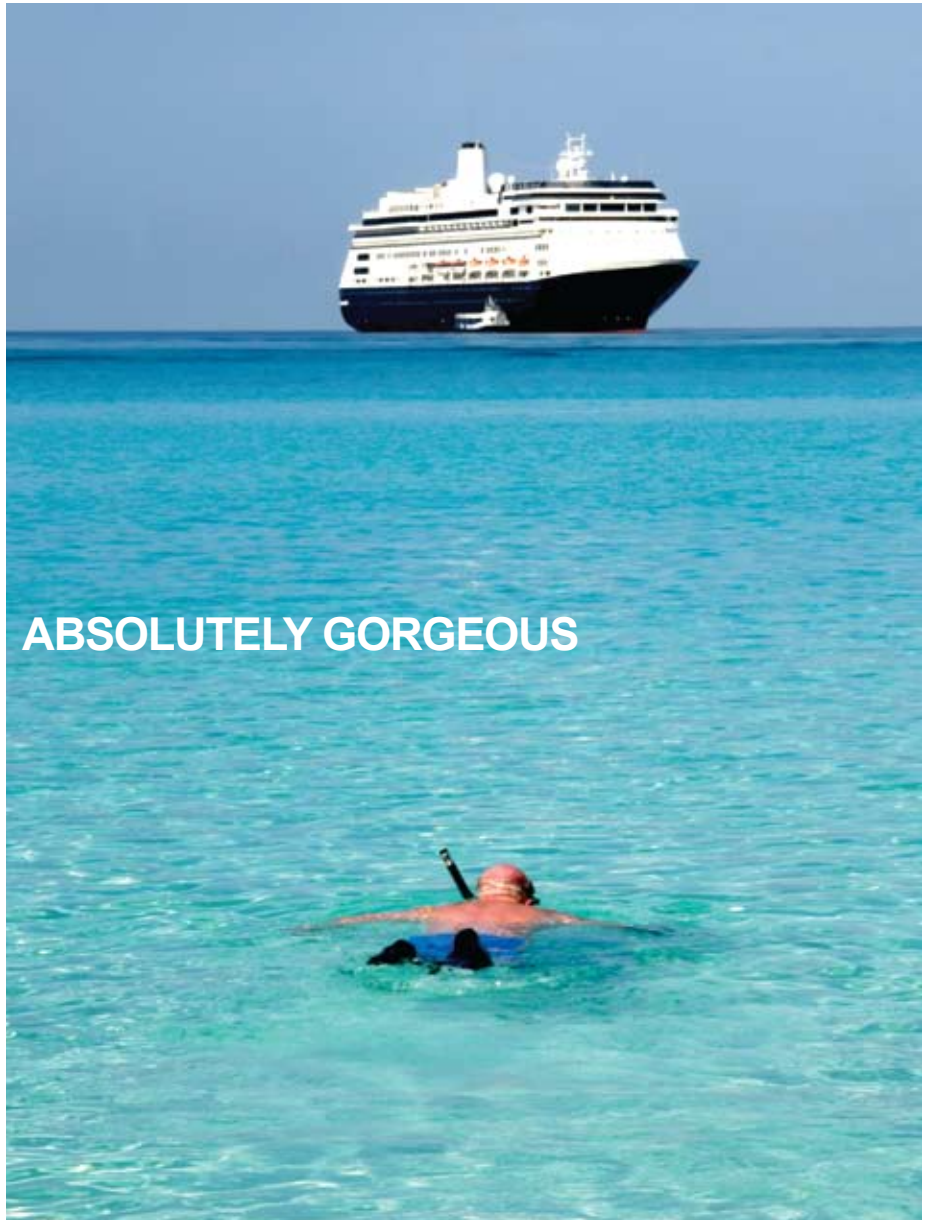
Name on card _____ Card number _____ Exp. date _____

Convention fee for you	\$ _____
Convention fee for your spouse	\$ _____
Friday Night Entertainment. Included with your convention fee.	\$ _____
Children or guest tickets are available at \$10 each.	
Complete this line if you need tickets for children or guest. Qty _____ x \$10	\$ _____
Gala Banquet tickets (open seating only) Qty _____ x \$50	\$ _____
TOTAL \$ _____	

CANCELLATION POLICY Cancellations received up to Friday, Dec. 14, 2007 will be charged a \$50 administrative fee per person. Cancellations received between Saturday, Dec. 14 and Monday, Feb. 4, 2008 will be charged \$100 per person. Convention fee is nonrefundable after Feb. 4. In addition, hotel rooms must be cancelled before 4 p.m. on day of arrival to avoid hotel penalties.

COMPLETE AND RETURN THIS FORM BY FRIDAY, DEC. 14 TO QUALIFY FOR THE EARLY BIRD DISCOUNT

Attn: Meetings Department, Conklin Company Inc., 3951 NE Kimball Dr., Kansas City, MO 64061 or fax to (952) 224-5105, www.conklin.com



JANUARY FORECAST ABSOLUTELY GORGEOUS

Destinations
Come fly with us!

Picture yourself basking in the Eastern Caribbean for seven glorious days and seven star-filled nights January 6–13, 2008.

Qualify at the Silver or Gold level by October 31, 2007 and you'll join your Conklin friends in visiting some of the most beautiful islands in the world.

October 31 is also the deadline to qualify for our Bronze Vacation to Branson, Missouri at its Christmas finest, November 11–13, 2007.

In late November, beautiful Marco Island, Florida will refresh our Master Contractors as they savor their 2007 Destinations trip.

You can help the newer members of your organization achieve a trip that will change their lives.

Get details about each of these once-in-a-lifetime vacations, and find out ways you can qualify by visiting Destinations and Rewards at www.conklin.com.



conklin *liv*

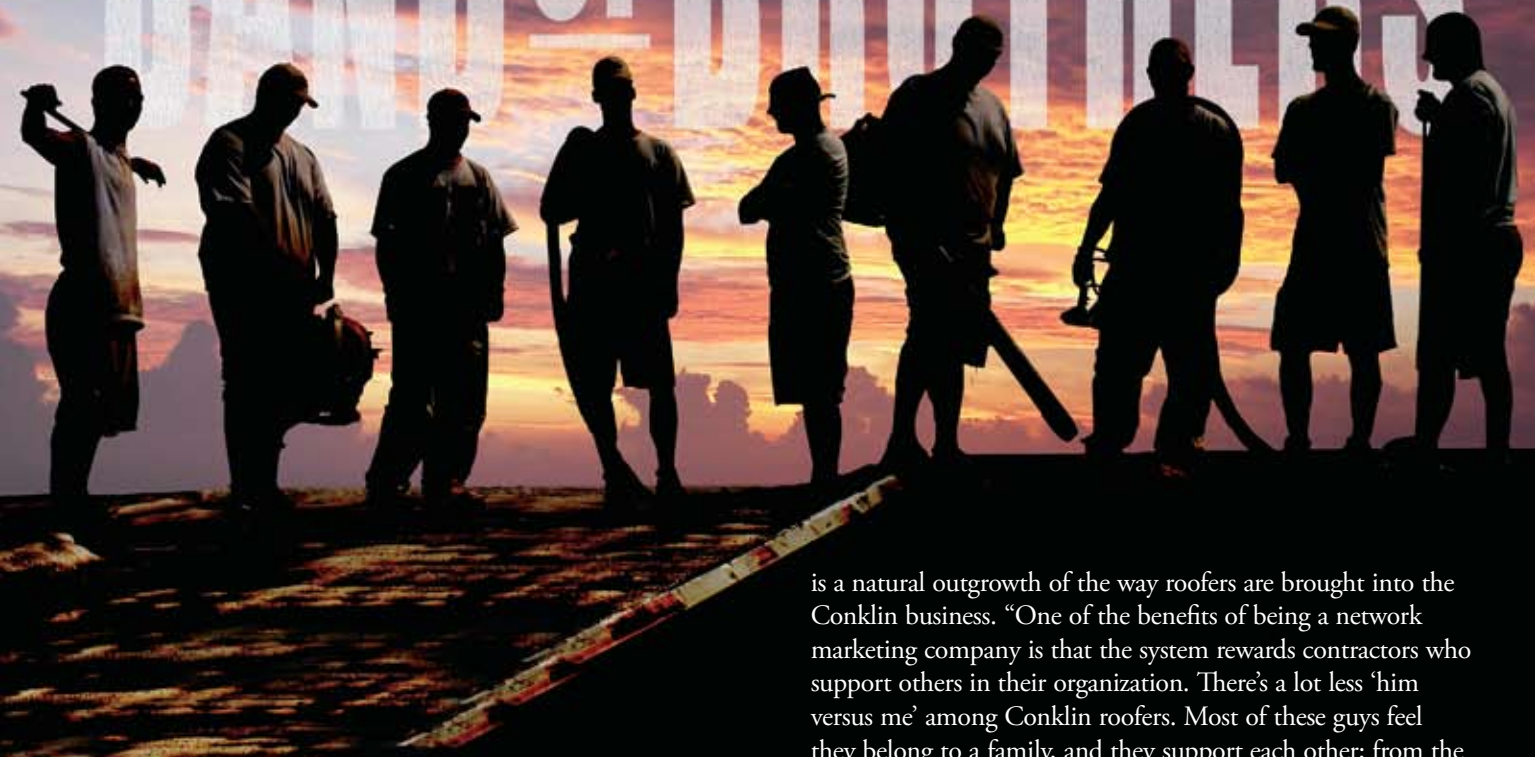


Isn't it amazing? Conklin products can be found everywhere. Our new *Vision* pictorial feature, *Conklin Living*, is designed to shine a spotlight on the wide variety of Conklin's quality products used in and around our homes, farms and workplaces. How many product uses can you spot?

- 1 Brilliant!
Reflections Plus™ Multipurpose Glass Cleaner
- 2 Busy bodies need berry nutrition for real health "insurance."
His Defense & Her Defense supplement
- 3 Fabulous ferns and flowering plants love Feast®.
Feast Liquid Plant Food
- 4 Thick turf invites bare toes, lawn chairs, BBQs, family and neighborhood fun.
Feast Premium Plus™ Turf Fertilizer
- 5 Even the lawn mower will love your luxurious lawn if you use Fuel Mate Plus® in your fuel.
Fuel Mate Plus® Fuel Conditioner
- 6 Emilee loves the scent of Island Shampoo and Body Wash.
Island Shampoo and Body Wash
- 7 Non-stop puppies need lots of nutrition.
Hazel is crazy about her Canine Treats.
Fastrack® Puppy Pack
- 8 Corral dirt before painting that outdoor fence.
Clean hard surfaces indoors and out with Mox®.
Mox® Multi-Purpose Cleaner
- 9 Your favorite indoor spaces want their share of the company, too. They'll be even more welcoming with a fresh splash of Show Kote®.
A rainbow of 940 colors to choose from.
Show Kote® Interior Paint

ing

BAND OF BROTHERS



Sweltering atop 140-thousand square feet of blazing heat, the men worked together as if their movements had been choreographed. Three independent roofing companies, each hailing from a different state, had converged in Stillwater Oklahoma last July for one collective purpose: to help fellow Master Contractor Shannon Walker with the biggest roofing job he'd ever landed.

"There wasn't any way that I would have been able to do it myself," says Walker. "But I knew I could pick up the phone and get all the help I needed."

Jon and Pat Kohls, Master Contractors from central Minnesota didn't hesitate when Shannon called. "Anytime we can get in on a big job helping out a Conklin roofer we jump at the chance," says Pat. Also called in on the Oklahoma project were Master Contractor Leon Kohlmeier and his son Clint, both from Illinois. It became a reunion of sorts for the men and their crews who had collaborated in Missouri several years ago on one of Leon's jobs.

What motivates otherwise competitive businessmen to team up and create a market niche of their own-- a veritable roofing "band of brothers?" John Knop, Category Marketing Manager of Conklin Building Products says he believes this fraternity

is a natural outgrowth of the way roofers are brought into the Conklin business. "One of the benefits of being a network marketing company is that the system rewards contractors who support others in their organization. There's a lot less 'him versus me' among Conklin roofers. Most of these guys feel they belong to a family, and they support each other; from the bidding process through the completion of the job." Knop says the way Conklin has structured the Master Contractor trips also serves to encourage this partnership environment. "We bring people into a nice location to talk business, but we also organize activities and create an environment where Conklin contractors from all over the country can meet and build relationships. They gain a mutual respect and become comfortable calling each other and working out a deal."

This spirit of camaraderie is felt even by those who have not yet achieved the title Master Contractor. Ben Edlund, a young roofer from southern Minnesota says he often gets calls from Master Contractors he's met at warranty and other trainings just to check in on him. Ben's wife Angie marvels at the generosity of many of the contractors they've met. "This is Ben's first full year roofing so he hadn't yet purchased a piece of equipment he needed for a job. His sponsor, Ernie Carlson said, 'Don't go buy it, I'll bring you mine-- and I'll stay and help for a couple of days.' He drove all the way from Montana just to help us out!"

Knop says that doesn't surprise him. "Collaboration within every organization goes on sight unseen everyday. But what we've been seeing in recent years is a great deal of cross-organizational cooperation. It's fulfilling to know we're providing a forum for contractors who would otherwise never have heard of one another to become such trusted friends."



Team Oklahoma

*National-Standard Company, Stillwater, OK
Photo courtesy of Dave Warwick, 918-409-6612*

The hardest working team in Stillwater, Oklahoma last summer wasn't the Oklahoma State Cowboys. OSU had nothing on Shannon Walker's multi-state crew of roofers. After a rain delay of almost a week and despite the intense summer heat, Walker and his "band of brothers" (see story on page 12) completed four acres of roofing for the National-Standard Metal Company in record time.

"Because he was so well organized, we were literally in and out of there, in four days" says Pat Kohls, who, along with his brother Jon and their foaming crew, joined Walker's and Leon Kohlmeier's men on the job. Four additional days of topcoating and the roof was complete in just over a week. Walker says he expects more work from National-Standard in the near future. "The total building is about seven acres. They couldn't afford to do it all at once so we proposed doing it in phases."

Walker landed the Stillwater job through a recommendation from a previous customer. "I send out about 3000 postcards twice a year to advertise – an idea I picked up from Dan Hensley, a contractor from Kansas whom I met on the Master Contractor trip several years ago."

"Knowing fellow Master Contractors who are always willing to help me is awesome. You know, you can't just go down to the lumber yard and meet a contractor down there. They don't

care a bit about you. In Conklin it's different – it's like family." And on this job, Walker says the three different crews coming together exemplified that family feel. "It wasn't all work; we had some fun with it. We'd leave at 8 or 8:30 in the evening, go back and eat supper and sit around the hotel pool ... it felt just like a family reunion every time we got back together in the morning."



*Shannon Walker
Director, Welch, OK*



A Fair Amount of Ambition

As far as Ben Edlund's concerned, there's no job too big to handle. He says that's because he has an experienced support team behind him. Knowing Master Contractors on whom he can depend is surely what gave this self-described ambitious young man the confidence to bid on 14 buildings located on Minnesota's Dakota County Fairgrounds. "Not only do I have my sponsor Ernie Carlson, but I have Master Contractors like Leon Kohlmeier who aren't even in my organization. I also have several contractors who I have sponsored that, if I get into a pickle, I can call and they'll come help me."

The opportunity to bid for such a large project came while installing a roof at the fairgrounds this summer. "The county's insurance adjuster was inspecting all their metal roofs for damage from a late spring storm and saw the Hy-Crown® work

I was doing. After talking to him about our MR System, he asked me to bid on the 14 additional buildings." Edlund says he hopes to be working on those buildings this fall – and leaning on his support team for advice. "For just about every roof that I've ever done I've called Ernie up and said 'ok, this is what I've got going on, what do you think?' There have been jobs where he's saved me a lot of money and time by providing the insight of someone who's been there."

Edlund says he expects to return the favor to young roofers as his experience grows. "If you're a Conklin contractor, you want to share with as many people as possible because you leverage your powers by adding successful contractors to your team. It doesn't matter if they're located across town or across the country – when they're more successful, you're more successful."



Steve Bonar and Art Walkden share a laugh.



The Livesay and Shenk organizations tour General Grant's cabin while at the St. Louis rally.



Dr. Michael Brown captures the crowd's attention.

Regional Rally Wrap Up

The 2007 Conklin Success Express Summer Regional Rallies steamed into Pittsburgh, St. Louis and Salt Lake City with 1-1/2 days of good old-fashioned motivational, informational and educational training for all. Here's a sampling of what the energized attendees had to say:

Everyone we brought to the Salt Lake City Rally said that they now have fire under their feet. Conklin lit the fire and now it's our responsibility as leaders to keep that fire burning.

--Ilene Harris, Sales Manager, Paonia, CO

If I had to describe the St. Louis Rally in one word, it would be 'Incredible.' So much good information, so much to take back and put into practice; and so much to tell the home team about how to put this information to use.

--Tim Mast, Sales Manager, Amelia, VA

The training was on the mark. The panel discussion with Directors Dennis Nun, Rod Livesay and Kent McSpadden was IT. If you want to succeed in the business all you need to do is what they tell you to do. Steve Bonar's presentation was heartfelt and passionate. Jodi Stout taught me so much about holding meetings even though I thought I knew it all. I can truly, truly say that it was THE best training I ever received.

--Teresa O'Brien, Regional Director, Olney, IL

This was the best rally and training program I ever attended in my 34 years with Conklin. Dr. Michael Brown did a fine job of introducing the values of using our products in Personal Healthcare.

I don't know when I have ever been so challenged by what Steve Bonar and Charles Herbster had to say. I could not take my eyes off the stage because I did not want to miss a thing.

--Nate Shenk, Senior Director, Utica, OH

Jodi Stout



Katie and Chad Hedrick





Livesay family (l. to r.):
 (top) Jennifer Livesay,
 Charles Livesay, Donna Hervey,
 Charlotte Kerr, Stuart Kerr,
 Sheila Livesay, Rod Livesay;
 (middle) Curt Livesay,
 Katie Hedrick, Chad Hedrick;
 (bottom) Andrew & Courtney
 (Charles & Jennifer Livesay's
 children),
 Kayla & Karen
 (Rod & Sheila Livesay's children).

Family Tree Rooted Deep in Conklin Soil

» To the Livesays, Conklin is all about family. It's also about changing rural America.

Over 40 members of Rod and Sheila's extended family work and play together in their Conklin businesses. Representing three generations, they've found this business ideal—allowing them to put their family and faith first while pursuing their passion of offering a life-changing opportunity to the American farmer. The Livesays are a living testimony of how generating a second stream of income for today plus residual income for retirement later changes lives.

The Livesay's approach is definitely working and generating growth for their entire team. This year alone, Rod and Sheila's total organizational volume increased by 20 percent, their personal organizational volume doubled and enthusiasm overflowed: Nearly 70 of their team members attended National Convention 2007 and the recent Success Express Rallies.

The family-friendly workstyle

Rod and Sheila rarely miss a school event, concert or game. They are constantly chasing after children Karen,

13 and Kayla, 5. They were chasing after Curt, 27, and Katie, 22 when they were school-aged, too. "We realize one cannot go back in time once that golden opportunity has past" says Rod. We want our children to remember we were there for those important events."

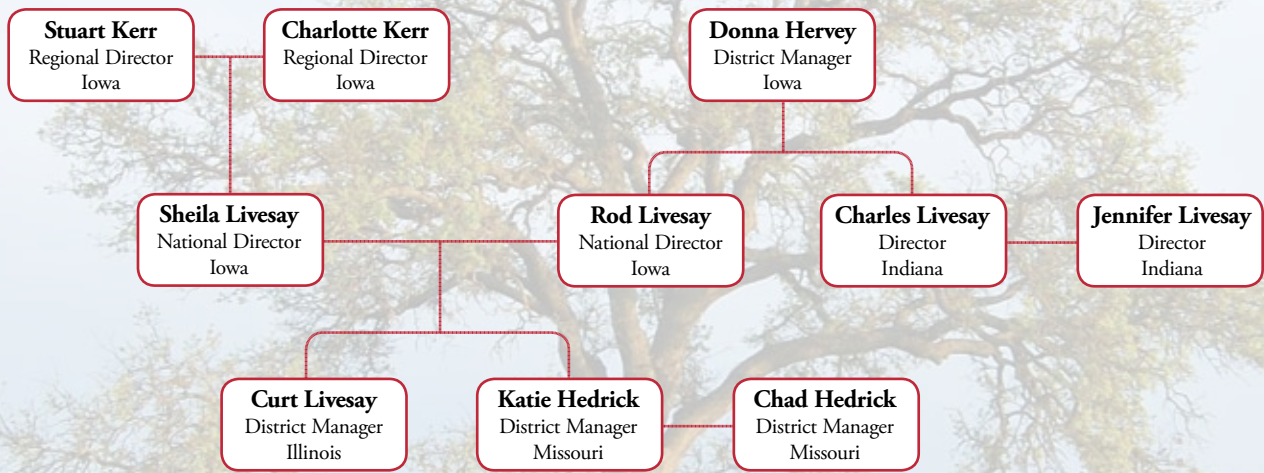
The Livesays are very involved in their church, particularly with their county's Food Closet program. Curt and Rod sit on the Corporate Board of Iowa HOBY, a national service organization and the entire family takes full advantage of deer hunting season. Rod says, "If I didn't have my Conklin business, I'd have to cut out 75 percent of these activities."

Changing rural America, one grower at a time

Rod and Sheila are passionate about their work—which is showing crop producers how the AgroVantage® System can increase their yields and help them maintain the rural lifestyle they value.

As a crop producer himself, Rod really gets enthusiastic when he teaches how Conklin can radically alter a farmer's future. "For example, research shows that the average yield increase with our seed emergence aid, Amplify®, is about seven bushels per acre. That means





that the price of one bushel pays for Amplify plus generates an additional \$36,000 profit on 2000 acres. "This equation changes everything for a crop producer's livelihood," says Rod. "And this is just one of our products. It's so amazing to me what our products can do for growers who are willing to change."

"There are a lot of corn producers out there with 2,000 or more acres," says Rod. "We've only met a fraction of them over the past 15 years. The good news is that these farmers are used to being approached with new products that claim to increase yields. The bad news is that they're skeptical, having been burned so many times by other fertilizer companies."

Rod and Sheila believe, though, that any farmer willing to change and learn something new is an ideal candidate for Conklin. "Our plan is simple," says Sheila. "We ask, 'If I could show you how to save \$20 per acre, would you be interested in watching this DVD?' If we get a 'No,' we don't dwell on the rejection, we just move on to the next one. If we get a 'Yes,' we'll hop in our Suburban, drive to their home and make a personal presentation to them as soon as we can."

The road to Conklin

Rod and Sheila's lives before Conklin carried its fair share of career challenges. As the largest Iowa corn detassling contractors, Rod and Sheila employed up to



800 people in a single summer. Although this business paid well, it demanded extended hours, grueling working conditions and stole away quality time with family. It was during these detassling days, that Rod and Sheila discovered Conklin and quickly worked their business into a full-time career.

"Besides the financial and lifestyle opportunity, the caliber of the Conklin people we met made us realize that these were the kind of people we wanted to be around," adds Rod. "If we involved our kids in the business, these would be the people that they could look up to."

Training is their business

"We've learned that as business builders, training is our business," says Rod. "Any IBOs that don't think they have time to go to trainings are sadly mistaken. They'll never make it. I tell all my team members that you don't have a Conklin business until you go to Corporate Training (Conklin Business Seminar)." Rod and Sheila are a living testimony to this principle. From the first year they started their Conklin business, they haven't missed a major corporate event.

Rod is often asked to participate as a speaker at Conklin trainings. "I never go to a meeting where I don't get something more out of it than what I put in," says Rod. "Company training programs and educational seminars are what set us apart from other companies; without them, we would be just another bunch of peddlers in the eyes of our customers."

The Livesays support their team members in many ways, including their own weekly conference calls, frequent in-person meetings and events, trade shows and product demo support, and communication through newsletters, Voicelink and e-mail. "We visualize everyone added to our organization as District Managers, and therefore, we treat them that way," says Sheila.

Rod views their recent success as the result of true grit -- plain and simple. That, multiplied by an organization of extraordinarily dedicated, loyal and enthusiastic team members is pointing the way toward a bright future for all.

Achieving Excellence

» Conklin's new leaders profiled



Name: Ken and Connie Bergey
Home: Winfield, PA
Occupation: Conklin IBO
Year Started with Conklin: 1993
Sponsor: Terry Stauffer

Ken's Success Tips:

"It really is all about building relationships. Keep on working with people to ensure they get the results they want."

Name: Annie and Melvin Otto
Home: Arthur, IL
Occupation: 35 year owners of a canvas shop
Year Started with Conklin: 2004
Sponsor: Rudy and Wilma Otto

Annie's Success Tips:

"Meet with your team and stay in communication to support them. Keep your eyes and ears open for opportunities. If someone has a need, be sure to offer Conklin products to fulfill that need."

Ken takes one day a month to meet with each one of his Sales Managers and any potential team members they want to include. It's an investment of time, but in the long run Ken believes meeting in small groups provide the individual attention needed. In addition, he leads a large group meeting every month for his entire organization.

Fourteen years ago, Don joined his brother Ken's organization. Even though Ken was actively promoting the AgroVantage® System, Don was drawn to the Vehicle Products line and focused his Conklin business on it. At first, Ken devoted two days a week to Conklin in addition to his steady job four days a week. Eventually, he phased out his steady job to operate his Conklin business full-time. With his present Conklin earnings, Don is on track to pay off his mortgage within a couple of years which will allow his wife Connie to retire from her part-time job.

"The person I am now is not the person I was when I went to Back to Basics Training."

Ken attributes Back to Basics Training for renewing his inspiration for operating a Conklin business and changing his outlook on life. Ken explains: "The person I am now is not the person I was when I went to Back to Basics Training." He is now committed to continuous learning, having attended six trainings since then. And he says he will be passing the knowledge he has gained from those trainings on to his team.

Annie and Melvin Otto attended their first National Convention in 2004 when their eyes opened to a whole new world. Everything they learned about Fastrack's Hall of Champions--all of the dogs, horses and cows that garner award after award while also enjoying good health--inspired them to share Conklin products with others.

Annie soon found her niche selling Conklin Health products because of her life-long interest and extensive reading on the topic. Annie offers phone support to her team members and their prospects and holds monthly meetings with Rudy, her son and sponsor.

"If we grandmas can do it, anyone can do it!"

The Ottos want to introduce people to Conklin to help them earn extra money while making their lives a little bit easier. Their greatest desire is to see members of their team achieve Director status, just as they did.

Annie compares her Conklin business to playing her favorite game of Monopoly®. Starting a business is never easy and, as in Monopoly, it takes great strategy and determination to build your empire. You also enjoy accumulated wealth as a result of your hard work and determination. Annie says with modesty: "If we grandmas can do it, anyone can do it!" She boasts 15 grandchildren.

Top Recognition

June 2007

Top Sponsorship

Kevin Embleton, OH 4 IBOs
Joseph Eicher, IN 4 IBOs

Top Individual Volume

Mark & Jolene Hensley, IA \$106,699

Top Team Leader Volume

Fred Baker, NE \$ 80,343

Top Sales Manager Volume

Mark & Jolene Hensley, IA \$114,441

Top District Manager Volume

Nathan Lampman, NE \$ 83,556

Top Director Volume

Daniel & Crystal Hensley, KS \$160,917

Director Recognition

Ben & Carol Welch, NE
New IBOs in Organization 42

District Manager Recognition

Doug & Mary Peters, OH
New IBOs in Organization 14

July 2007

Top Sponsorship

Stephen & Lavina Stoltzfus, PA 17 IBOs
Terri Schnieders, OK 9 IBOs
Verlin Lovett, MD 6 IBOs
Daniel & Emma Glick, PA 5 IBOs
Leroy & Treva Detweiler, OK 4 IBOs
Donald Beckom, IN 4 IBOs

Top Individual Volume

Sheldon & Sylvia Swartzentruber, DE \$103,516

Top Team Leader Volume

Rudy Yutzy, MO \$ 67,856

Top Sales Manager Volume

Lisa Yutzy, MO \$ 69,971

Top District Manager Volume

Sheldon & Sylvia Swartzentruber, DE \$105,751

Top Director Volume

Jerry & Dorothy Cruise, TN \$199,694

Director Recognition

Ben & Carol Welch, NE
New IBOs in Organization 29

District Manager Recognition

Doug & Mary Peters, OH
New IBOs in Organization 10

Monthly Appointments

June 2007

Sales Manager

Emanuel & Delila Slabaugh, OH
Eric Mast, VA
Nathan & Amanda Davis, OK
Alton Holt, TX
Aaron & Regina Peachy, PA
Robert & Lorretta Johnson, MO
Benuel & Susie Stoltzfus, PA
Amanda McCurdy, MO
Leander Schmucker, KS
Michael & Patricia Kennedy, MO
Dennis & Becky Stutzman, IN
Jerry Evans, MO

Team Leader

Christy & Rosemary Yoder, IL
Justin Vogeler, KS
Jim & Darla Coble, MO
Terry & Barbara Madden, OK
Stan & Shirley Banker, MI
Jason Miller, KY
Jason & Jeannie Caruso, WI

Heath & Leanna Evans, IL
Andy & Mary Miller, IL
Daniel & Thelma Wagner, OH
Kevin & Kim Huitink, SD
Kevin Embleton, OH
Jud & Lynde Price, TX
Martha Mooneyham, AL
Laurie & Rabi Harris, AR
Ervin & Lena Gingerich, IA

July 2007

National Director

Terry Stauffer, PA

Regional Director

Rudy & Wilma Otto, IL

Director

Kenneth & Connie Bergey, PA
Melvin & Annie Otto, IL

District Manager

Elsie & Ira Gingerich, IL
Tom Scholten, IA
Daniel & Emma Glick, PA
Marty Crawford, AL
Linda & James Vincent, OK
Kenneth & Janet Schulte, SD

Sales Manager

David Baak, SD
Ivan Dardar, IL
Charles Dare, AL
Tyler C Holsapple, IL
Neal C Homan, SD
Andrew Otto, IL
David & Rachel Glick, PA
Barry & Angela Plunkett, AL
Sherry Walker, AL
Verna & Andy Borntrager, OK
David J & Vera Yoder
Terry & Barbara Madden, OK
Mark Wilson, MN

Team Leader

Phil & Janet Beck, NE
Levi & Lydia Ann Beiler, KY
Elmer & Peggy Betancourt, IL
Renee Clark, MO
Mary Jean & Mike Drone, WI
Ephraim & Martha Esch, PA
Kent Glover, MO
Janet Hanselman, IN
Keith & Barbara Heising, OH
Larry & Barbara Miller, IN
Brian Pierick, WI
Elton & Deborah Rowe, AL
Bobby & Caryn Scott, IN
Helen H Sockwell, AL
Thomas & Lauren Stark, MO
Janice & Larry Townsend, MT
Brett D & Kimberly Tyren, MN
Matt & Shelly Vande Voort, IA
Sandra Williams, MO
Mark Wilson, MN
Kate & Paul Wyrick, IN

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YOUR
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