

The NEW EcoQuest is Launched

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The Eagle News is Published by Master Manager Evelyn Nelson

Dallas – Chapter One

Setting the Stage of the Future:

By Evelyn Nelson and Maribeth Runyan

About 200 met in Dallas for a rapid-fire introduction to our new owners and hear their plans for the NEW EcoQuest. Included in the event with Key, Master, Executive and Presidential Managers were the leaders (two each) these Managers were able to bring with them to the event.

We were welcomed by **Bill Coyle**, Executive Vice President of Sales. Gifted with a wonderful sense of humor, Bill introduced us to the Chairman and CEO of the new EcoQuest, **Joe Urso**. Mr. Urso is the warm, rather soft-spoken man we've been seeing in the video briefings from the company.

If you have been missing the important emails from the company you can find everything easily at www.ecoquestsystem.com No log in is needed, just click on EcoQuest Announcements and you will find a list of emails sent out by the company. The video clips are short but informative.

Mr. Urso assured all present that he "Won't pull the rug out from under us. That would be stupid!" He said they need our help and went on to promise things would not stay the same, they will be better. He said as they make changes there won't be shattering surprises! **We will work together to re-ignite the dream.**

As he continued, he said they and we will have some fun, connect with people and along the way make some money. **He said one of their strengths is bringing the best out in an organization.** Their expertise is not to do acquisitions with a profit motive in mind but rather to focus on doing a turn around of companies they buy.

He said they do things that do good while making a strong statement that drew applause, "I didn't HAVE to buy EcoQuest. I WANTED to. We will build on what we already have, strengthen, and improve this company."

"Things that we saw in EcoQuest were strong culture, strong history and strong foundation, great things to build on." And then he said with confidence, "We build empires. We look for something we can add value to rather than looking for a 20 percent return on investment."

Mr Urso went into detail on his business plan. He said there are **Four Corners™** (principles) of every successful business. The four corners are:

Corner # 1 - A Competitive Business Strategy

- Why is it Starbucks can sell coffee for \$4.00?
- Products need to be easy to sell, it has to be a compelling value proposition
- Profits must be there, protectable and sustainable
- Products that make a difference for people.

Corner # 2 - Financial Strength

- Assets have to exceed liabilities.
- Cash flow is oxygen for a business

Corner # 3 Systems, Processes, and Controls

- Includes the GPA or Goal, Plan, Action and the **iSmart** decision making process.
S=specific, **M**=measurable, **A**=attainable, **R**= relevant, **T**= time based and going back to the **i** = incremental.
- EcoQuest, as we knew it, ran short of resources needed to sustain it.
- There has to be a Risk Management System
- There has to be a way to deal with problems and problem people that is fair but decisive.
- Inventory to support new growth is needed.
- You have to be able to answer what are you going to do this week and account for what you did last week. Having a way to track that brings focus, discipline and accountability.

In discussing the GPA for EcoQuest:

G - Goal is to be the BEST network marketing company in the WORLD! To do that we have to have a plan.

P- Plan - The new plan involves

- Best opportunity for financial success

2. Best products for personal and home health
3. Best process to protect our global environment for future. Great “green” products will continue to be our future as is moving sources back to America whenever possible.
4. The plan is to move slowly and deliberately following our established process to improve quality and give support during transition.

A – Action – Build up the inventory and make improvements in the inventory.

Mr. Urso stated, “It is important to protect our exciting, enriching financial opportunity! We have to determine how we can be better than all of the other companies. Our biggest problem is how we focus on how we will tell our story, as diversified as we are. We will be working on this!”

Corner # 4 Great People and Great Values

Here is the list –

Fairness
 Training
 Confidence
 Trust
 Integrity
 Stewardship
 Teamwork
 Alignment
 Honesty
 Committed to People
 Belief in Hard work
 Dreamers Who Are Doers
 Golden Rule
 Results Oriented

Under the heading of TEAMWORK, Mr. Urso made the statement from the stage that there will be no tolerance for people to try to recruit from the organizations of others. He said they will be terminated PERIOD.

Dallas – Chapter Two Hearing from the Management Team

Bill Coyle, Executive Vice President of Sales welcomed everyone to Dallas and set the stage for the activities for the next two days. He shared the fact that not that long ago he experienced a situation similar to ours and that we could rest assured we were in very good hands. Introducing the various speakers, he and they answered many of the questions we had submitted.

Two questions were answered for us early in the opening by Mr. Coyle and Mr. Urso. First, the Trade In and Trade Up programs **are** being left in place. The second question was about our ability to buy or work with products from other of the Aerus holdings. The answer was that there will be no cross pollination of product lines from one Aerus company to another.

As the program continued, questions specific to the topic or speaker were addressed. The unanswered questions were taken care of Thursday morning after we all had a chance to take a tour of Aerus headquarters at Lincoln Centre. (More Q & A in Chapter Three)

Mark Battista is the Executive VP. He will supervise the transition to Bristol, which will take over 6 months. He is and will work on the supply chain which includes the vendors of parts for our products. He will be reviewing quality issues, and bring the products that can be back to the US.

The engineering team in Bristol is already working on each product. “Managing quality”, said Battista, “is a full time job.” He told everyone the team at Bristol is one of the best available.

Recognition was given to Mike Letts, Cindy Click and Cathy Green for an amazing job of holding the Greeneville team together through transition. It was stated that many Greeneville employees were hired back and will have the opportunity to stay with EcoQuest. Battista said he is confident that Bristol and Greeneville will work together to “get it right”.

Andy Eide, Director of Quality and Product Engineering, was introduced as the *mad scientist* of the company! He promised that products will not be rushed to market. The goal is to achieve a warranty failure record of less than 1/10th of 1%. Talking about quality, he told the group that problems, where they may exist, might take time to resolve but they can be put behind us.

Everyone listened intently to the briefing on our coming whole house energy management system. This new product will replace the energy management product we’ve been selling. It is actually an improvement over other systems on the market. The new product will have three functions. They are trying to make it the best product of this type available.

So we don’t give incorrect information, we will wait for a company releases on the new product. What we do know is this product will be one **we** have designed, not obtained from a vendor. That greatly enhances control over quality, availability, revisions, and yes, even commissions.

Eric Titus is the Executive VP of Commercial Sales. We were told Rick DeMarco is still supervising ActivTek and about the role of Eric Titus. He gave his background and talked about how he will be utilized in the commercial division.

He talked about the analysis being done on future training programs for the activTek division. They will be designed to match a person's professional level. Licensed electricians won't be subjected to Training 101 and novice dealers won't be sweating through a graduate course in electrical engineering.

John Eicher has been put into the position of technical training manager.

If you are currently working on a commercial account, you can contact either:

Eric Titus at etitus@aerusonline.com

John Eicher at jeicher@activTek.net

Tom Gray at tgray@activTek.net.

(Again, if you have been missing the important emails from the company you can easily find everything at www.ecoquestsystem.com . Just click on EcoQuest Announcements and you will find a list of emails sent out by the company.)

Kevin Hickey is the executive VP and Chief Operational Officer. There was laughter and a round of applause when Mr. Hickey said his business card should simply read, "THEY." He is the one who answers when someone says, "When will 'they' fix it?" "Will 'they' be sending it to me?" "What do 'they' plan to do?"

Amy Butler was introduced as the Director of Marketing. She is in charge of developing ads, branding, and graphics.

Courtney Carroll is in charge of incentives, recognition, and is the director for corporation meetings and events. The convention will continue as planned and everyone was encouraged to get their registration in for the Knoxville event.

Two new incentive programs were announced. The first started on April 15th and continues through May 31st. The second is sure to create a huge amount of excitement at the convention as names will be drawn for TEN \$5,000 awards. Don't miss learning how you can have your name in the drawing at the convention. It is all about sponsoring active Dealers between now and August 15th and \$5,000 will be awarded to each of the top ten for sponsoring new active Dealers between now and August 15th.

In addition, for now all existing incentives and programs remain in effect.

HEALTH INSURANCE, now **available to all** EcoQuest dealers, was mentioned and information handed out. You can check this out and get a proposal at www.pro4.us .

You choose the coverage you desire in your policy then it will show what your premium would be. Once it is in effect this insurance goes where you go.

Bret Holland, the Chief Financial Officer, takes care of all financial reporting, treasury management including investments, processing payments to vendors, handles commissions, budgeting and forecasting. A top priority for Mr. Holland will be vetting the EZ payment program as losses are currently running much too high. Mr. Holland has been part of the company since 1998.

Carl Christoff, Exec. VP and Chief Legal Officer oversees legal issues including compliance issues. He stated the company will maintain a solid compliance program. **"A solid compliance program", said Christoff, "keeps integrity in the system."**

Dealer agreements, policies and procedures are currently being reviewed. Another area he will be addressing is internet presence and especially EBay. Aerus has developed some methods of internet discovery that will likely be implemented for our organizations.

Mr. Christoff said they will also be reviewing current marketing and branding. They will be evaluating all literature and materials regarding effectiveness and accuracy.

Talking about how his work interfaces with that of Amy Butler, Director of Marketing, **he said the policy is to have documentation on file to support the claims we make.**

Mike Jackson, National Field Director was called to the stage a couple of times during the event.

Appropriately, appreciation for Mr. Jackson was shown by standing ovations from the audience. He expressed his high regard for Mr. Urso and the Aerus management team and told of the role he will be playing in the future.

It was evident to all in attendance that a great deal of respect is being shown to the Jacksons by the Aerus team.

When asked about MAC, we were told Nata Jackson will be continuing with MAC Services both on line and for walk in business. MAC, the company store we have relied on for things like our branded clothing, advertising items and motivational materials has been a long time friend of the Dealer network.

Mike has been announcing they will be *part of the field*, doing what we do, including building his own downline. He has been placed above the Ev Nelson leg, the Bob Giddens leg and the Infinity2 leg of the company. He told us he will be attending some of our individual meetings and events. For the times he is needed in Dallas, office space has been allocated for him, too.

As for the company headquarters in Dallas, we quickly discovered the convenient location of the Hilton Lincoln Centre where our sessions were held. We were able to walk from the hotel to the Lincoln Centre headquarters just a couple of minutes down the hall.

The home office for the new EcoQuest takes up half of the tenth floor of the nearby tower. During the office tour, each of the executives were either working at their desk or on hand to tell us of their function and how they work. A couple of us wondered what it was like to be in their offices during a thunderstorm!

For those times when future company functions might be held in Dallas, air service was convenient and surprisingly inexpensive. DFW International Airport, a hub for American Airlines, is about 30 minutes away from the Aerus headquarters. Love Field, just ten minutes away, serves several airlines in addition to being a major hub for Southwest Airlines.

The Hilton Lincoln Centre was comfortable and accommodating. Even though they are trained to be friendly, courteous and friendly, the hotel staff got especially high marks from our group.

Chapter Three The Products – The Future

Our Best Product – Our Opportunity!

For years as we have built our businesses, we have cited two facts:

1. Our best product is our business opportunity.
2. We are product driven company, one that thrives on sales of REAL products.

Points that made an impression on those attending the events in Dallas last week, were the commitment that our new owners will improve our products and build up the inventory.

We were told to expect adequate product inventory in stock and that:

1. Products will not be rushed to market.
2. The goal is to achieve a warranty failure record of less than 1/10th of 1%.
3. And again, documentation for all claims we make for products will be on file!

A product called Silent Night™ The inventor of the Buddy, Stan Weinberg and his wife Chris told us about this revolutionary product in our future. They have trademarked the name Silent Night™ The Weinbergs said if Sharper Image had this product; they would still be in business today.

From the first look, this will be an impressive addition to our product line. Some of us had the opportunity to talk with the Weinbergs. We learned a few more details about this new product. The Silent Night™, *in concept*, is a grown up version of the Buddy. The product is modified so there is NO NOISE, NO LIGHT and NO MAINTENANCE.

Three different sizes will likely be available, the smallest unit designed to cover about 500 sq feet. With a great CADR (Clean Air Delivery Rate), scalable ozone of 20 mg that meets the new California standards and better than HEPA. this is a product that compliments our product offerings.

As the Weinbergs introduced the Silent Night™, a video clip showed how we will be able to prove the performance of this product using a particulate counter. Bacteria and particulate removal will be reduced to 00 parts per cubic foot! Movement of the air will be subtle but evident, especially with the change in particulate count readings.

Imagine this on your nightstand!

As was true for documentation for the Buddy, the scientific validation will be impressive for this new product, too! Testing and production details are proceeding. No pricing or other information is available at this time. It is hoped we will have it for holiday gift giving.

Is there anything else coming in the line of products that can be talked about now?

(Cont'd Products)

Water Is in Our Future!

A new WATER product is definitely in our future. Joe Urso assured us that an ionized water system is being evaluated, and that it will be available at some point in time. He said, “You WILL have an excellent water treatment product to offer. I understand this is URGENT. Your company will move QUICKLY on this one!”

The Consumables Division – Realizing the great potential we have with the consumables product line, we were told we will probably have the brightest future here. The market is \$28 billion dollars! Today we are getting only a small portion of the market. We were assured that inventory will be built up and that in the future there will not be backorders.

Dr. Brent Allen was invited to Dallas and was introduced from the stage. He and/or Shan Stratton may be in our future. Negotiations are continuing with these individuals at this time. Everyone was pleased to hear those doors are not closed.

We were introduced to Dr. Richard G. Urso, one of the leading ocular oncologists in the nation who spoke of the importance of nutrition for the eyes.

Also eye related, anyone who has ever dealt with an infection in or around the eye, would have been impressed with the next speaker. She told about the effective, all natural eye cream which resulted from her own nightmarish eyelid infection. Her discovery led to an entire line of skin care products now sold online. Could be these products may have a future in our consumables product line.

More Questions and Answers –

Q. If we have ethics and compliance questions, what should we do with these questions now?

A. Melissa Lovell is still the person to contact. Here is how she answered a question about compliance. The EcoQuest’s Rules & Regulations are still in existence. The Media & Ethics Department is still in existence to enforce those regulations. We understand there is concern and some confusion in the field but we want to assure you that the corporate office is still fully functional and working to help our dealers. You and/or your downline may feel free to forward information to me regarding any policy violations; including web sites which may be in violation of policy.

Q. Will there be a Success Manual in our future?

A. Is there a way to do this without destroying a million trees? It could be we might be able to do something that can be accessed online.

Q. Are we a GREEN company?

A. It is better to be a GREEN company than not to be a green company.

Q. Will there be a convention in August?

A. Absolutely, and it will be in Knoxville on the dates scheduled. We are hoping to meet even more of the EcoQuest family at the convention. This will be an exciting event so get registered if you aren’t already. We’re even going to enjoy that dinner cruise with the first 100 meeting givers!

Q. Will you be contacting former Dealers?

A. YOU (meaning WE) should do that! (Adding a bit of Ev Nelson humor to this question, she would say only contact the ones you really want to be successful in the future.)

Q. What will happen to the EcoLeads program?

A. We don’t know. We are looking at it right now.

Q. Will product prices increase?

A. They will be the same for now.

Q. Will the company websites be redone?

A. They will be redone so they will be better.

Q. Will there be sales training offered.

A. Yes!

Q. What’s the bottom line?

A. We promise to hold up our end of the deal. We have no intention of letting the field down.

Finally, I don’t know anyone who attended the meeting in Dallas that did not walk away with great hope for the future. Joe Urso said from the stage, “When the fear ends hope begins. April 15th, 2009 is the day to remember as the day we officially launched the NEW EcoQuest. “

You and I have people to talk to about the NEW EcoQuest. We have people who were with us who need to hear of the good things to come. We have a proud history. We have great people. We have a solid foundation from which to build.

So we now have the knowledge that we were indeed placed in good hands.

Can I urge you to move forward with assurance that the dream has been ignited again!

I know what I could do with a few years of income that would again top \$350,000. Could it be that I could have another year that would top \$695,000? I am believing AGAIN.

Getting this summary pulled together for those who could not be in Dallas with us was my first step into the future. I am contacting Dealers as quickly as

Ask yourself WHY and think about this....

The person who knows HOW will always have a job; the person who knows WHY will always be his boss.

The Mission at Hand

Our new CEO Joe Urso told the group of 200 present at Dallas, "I'd rather be the best than the most successful."

Then he said: Our mission is to offer and exciting and enriching opportunity, providing best in class products for personal and home health, always protecting the global environment and committed to ethical practices in every act we take.

P. A. C. E.

Years ago Master Manager Lori Kirkham and some of her downline Managers took on the challenge of a group of stay at home and some single moms. The issue every one of them had was how to fit a business into their already, too busy, schedule.

They developed a plan for working they called P.A.C.E. figuring out how they could help these moms and others achieve maximum results with small amounts of time! Today Gwen and Russ Pangerl still work the P.A.C.E. plan in their business. They are full time in the business but still use PACE to schedule their business activities.

It is about spending the right amount of time doing just the right things! P.A.C.E can keep you and your business focused on the things that produce results.

How many five hour blocks of time can you find for your business this week?

Try using those five hour blocks of time like this:

- P— 1 hour - Plan (identify Your Market)
- A — 1 hour - Action (Make calls, schedule appointments, do approaches)
- C — 2.5 Hours – Contact (Physical contact – the demo and evaluation)
- E— .5 Hour - Evaluation (Follow ups and work on referrals.)

First Steps—Begin Working on the Two Incentive Programs now in place.

Find color flyers— www.ecoquestsystem.com under the heading of EcoQuest Announcements. Look for the 4-17-2009 message from VP of Sales Bill Coyle. The first incentive runs from now until May 31st. You can earn \$75.00, \$200.00 or \$500.00 by simply doing what your business needs you to do to assure its success!

**Leadership Wealth Builder's Bonus
Qualifying Dates:
April 15th – May 31st, 2009**

Personally sponsor a total of 2 new Dealers, each of whom has either a minimum of 70 CQV and on Autoship or has a minimum of 100 TQV, and *you will automatically earn a Leadership Wealth Builder's Bonus of: \$75.00*

Personally sponsor a total of 5 new Dealers, each of whom has either a minimum of 70 CQV and on Autoship or has a minimum of 100 TQV, and *you will automatically earn a Leadership Wealth Builder's Bonus of: \$200.00*

Personally sponsor a total of 10 new Dealers, each of whom has either a minimum of 70 CQV and on Autoship or has a minimum of 100 TQV, and *you will automatically earn a Leadership Wealth Builder's Bonus of: \$500.00*

Take full advantage of this exciting new Leadership Wealth Builder's Bonus Program by sharing our new opportunity with others right away!

**\$100,000 EQxPLOSION
POOL CONTEST
APRIL 15 – AUGUST 15, 2009**

\$5,000 Bonus to Top 10 Point Getters

Our top 10 point getters will each receive a cash bonus of \$5,000 on stage at our Convention this coming August in Knoxville, TN. Why shouldn't it be you?

That's a \$50,000 pool of cash waiting to be shared by the best of the best sponsors...

10 Additional Winners

There will also be 10 draws each of \$5,000 to be done on stage at the Convention for those other leaders that earn a minimum of 10 points during the contest period.

Every 10 points earned over the initial qualifying 10 points will earn the leaders an additional chance in the drawing.

**That's another \$50,000 pool of cash waiting to be won...but you've got to be in it to win it!!
So please start sponsoring right away!!!**

Earn points for personally sponsoring new Dealers into our business during the contest period:

- **Earn 1-point** for every new Dealer you sponsor that has a minimum of 70 CQV & is registered on Autoship.
- **Earn 2-points** for every new Dealer you sponsor that purchases a Wellness Business Pack (\$750).
- **Earn 3-points** for every new Dealer you sponsor that purchases a Success Pack.
- **Earn 4-points** for every new Dealer you sponsor that purchases a Master Pack.

Every Sponsor that accumulates 50 points or more will be presented with a special Sponsor's Wall Plaque that will be presented on stage at Convention by our Chairman & CEO, Mr. Joseph P. Urso.

The time is right and the rewards are great! Share our opportunity now as we move forward towards an exciting future of growth & prosperity. Go get your piece of that \$100,000 pool!

***Open to all Dealers through Master Manager.**

A Message from Mike Jackson...

Dear Eco-readers,

Whew! The last few years have been an experience. I finish this portion of my career knowing I gave all I had to our loved company. The challenges were daunting and I can honestly say I am thankful for every minute of it all. The job of CEO and Chairman combined with my work in the field proved to be more than could be handled. I am “very confident” the Aerus team will take our company to a new and better place. The next 5 to 10 years should be amazing. Don’t miss out on the surge that is sure to take place.

My future is clear and simple – “Help you grow your organizations and incomes”. I intend to put the same zeal I put into growing the company into growing our businesses. You can expect me to return calls, follow through with promises, treat you with respect, lead by example, make regular personal sales, recruit daily, bring personal guest to the calls and meetings always and be the best upline leader possible. Now the rest is up to you. This is the time to set some big and exciting goals. I intend to follow Chairman Urso’s GPA process. I will have big **g**oals that are incremental, a working **p**lan and lots of **a**ction and **a**ccountability.

I want to thank each of you for your loyalty and friendship. The contribution you made to our company is deeply appreciated by both Nata and I. I intend to work for many years at your side as we build “The New EcoQuest International”.

With my love and admiration,

Mike Jackson

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