

GUIDELINES FOR DIAMONDS

Effective September 1, 1987

In accordance with paragraph 12 of the "Diamond Contract" between DIAMOND and W.W.D.B., the following guidelines for the conduct of programs, meetings and seminars is set forth. These guidelines may be amended, added to or changed from time to time and shall be effective as of the date of such amendment or change. The programs, meetings or seminars subject to these guidelines for DIAMONDS are DIAMOND OPEN MEETINGS, DIAMOND REGIONAL SEMINAR/RALLIES, ORGANIZATIONAL OPEN MEETINGS, ORGANIZATIONAL LEADERSHIP WEEKENDS, ORGANIZATIONAL FAMILY REUNIONS, DREAM NIGHTS, FREEDOM RALLIES, TEST SEMINAR-RALLIES, AND TEST OPEN MEETINGS. The guidelines for each of such programs, meetings or seminars shall be as set forth under the topic heading relating to each such program, meeting or seminar in this Guidelines For Diamonds and are as follows:

1. DIAMOND OPEN MEETINGS:

Any distributor who is downline from any Diamond who has entered into a "Diamond Contract", shall be invited to DIAMOND'S Open Meeting at which there shall be presentation of the Amway Corporation, Inc. sales and marketing plan. Such presentation shall be made by a qualified Diamond as described in paragraph 10 of the "Diamond Contract". Prior to conducting an open meeting, DIAMOND shall provide the date of the meeting to W.W.D.B. at least three months in advance. W.W.D.B. shall make reservations for a meeting facility, enter into all necessary contracts required for the meeting and publish notice of the meeting to distributors. Charges to attending distributors shall not exceed \$5.00 and guests shall be admitted free of charge. W.W.D.B. shall supervise admittance and collect registration fees.

Prior to the Open Meeting, W.W.D.B. will contact DIAMOND to assist with his or her hotel reservations or any special requests that may be made, provided that all expenses of DIAMOND shall be the responsibility of DIAMOND.

Open meetings shall commence at 8:00 p.m. and be concluded by 9:45 p.m. After the meeting, DIAMOND shall make himself or herself available to meet distributors. No meeting with attending Direct Distributors shall be held before or following a Diamond Open Meeting. W.W.D.B., upon receipt of all monies paid by attending distributors, shall pay the costs of the meeting room, deduct a \$300.00 service fee and forward the net proceeds to DIAMOND as fee for conducting the DIAMOND Open Meeting.

2. DIAMOND REGIONAL SEMINAR/RALLIES:

Regional Seminar-Rallies are motivational and instructional meetings, conducted in a geographic area as determined by W.W.D.B., of distributors downline from any DIAMOND who has signed a "Diamond Contract" with W.W.D.B.

2. DIAMOND REGIONAL SEMINAR/RALLIES (continued):

Regional Seminar-Rallies shall be conducted by qualified Diamonds and their spouse in accordance with the intent as set forth in paragraph three of the "Diamond Contract". A Regional Seminar-Rally shall consist of three parts: (a) a teaching seminar to be conducted from 2:00 p.m. to 4:30 p.m. on a Saturday; (b) success story to be conducted from 8:00 p.m. to 11:00 p.m. on a Saturday; and (c) comprehensive teaching of selected subjects agreed upon between DIAMOND and W.W.D.B., to be conducted on a Sunday afternoon from 1:30 until 4:00 p.m.

For each attendee at a Regional Seminar-Rally, W.W.D.B. shall collect \$5.00 registration fee per session. W.W.D.B. will make arrangements for meeting room facilities, enter into all necessary contracts and make any deposits required.

W.W.D.B. will contact DIAMOND at least two weeks in advance of the Regional Seminar-Rally to determine any special needs of DIAMOND, to include arrangements for lodging of DIAMOND. Travel expenses shall be those of DIAMOND. DIAMOND shall receive as fee for conducting Regional Seminar-Rally, the net of all registration fees, after expenses, to include meeting room rental, plaques, signs, use of recording equipment, recording operator and access charges, service fee of \$300.00, host fee of \$150.00, postage, printing of tickets, tips, food basket, flowers, card and wrap, meals and lodging of DIAMOND. Expenses shall not exceed the limits as set forth in the Regional Hosting Guidelines which are attached hereto and made a part hereof. DIAMOND shall receive from W.W.D.B. a recap of all funds received from registration fees along with recap of expenses incurred and W.W.D.B. shall pay, within ten days of the Regional Seminar-Rally to DIAMOND as speaking fee, net proceeds after first payment of expenses.

3. SUPPORT OF FREEDOM PARTIES:

DIAMOND who is retiring from his or her current job or business who wishes to hold a Freedom or retirement party, shall be entitled to receive up to \$500.00 from W.W.D.B. to defray the costs of the Freedom party. Application for the \$500.00 expenses shall be made to W.W.D.B. in written form with accompanying receipts or invoices showing costs incurred in holding the event. W.W.D.B. shall, upon request and at no cost, provide a photographer to take photographs and record portions of the event so as to provide a photo album to the retiring DIAMOND. Photographs and recordings of the Freedom party may be used in Dream night audio visual presentations by W.W.D.B. The retiring DIAMOND, by applying for the expense money, grants such audio visual use without further compensation or royalties. W.W.D.B. shall also publish and announce the Freedom party to all Diamonds, Emeralds and distributors known to W.W.D.B. in the affected area and encourage attendance.

4. ORGANIZATIONAL OPEN MEETINGS:

Organizational Open Meetings are available to Diamond's downline distributors only, excepting any distributors who are downline from a qualified Emerald who has entered into a current "Emerald Contract" with W.W.D.B., for the presentation of the Amway Corporation, Inc., sales and marketing plan.

Organizational Open Meetings shall be held during the months of March, June and September of each year, during which months DIAMOND shall hold his or her Organizational Open Meetings. The maximum charge that may be assessed for attendance at an Organizational Open Meeting is \$5.00 per attendee, with guests admitted free of charge. No cross-line attendees shall be allowed to attend an Organizational Open Meeting unless an agreement has been made with their upline Diamond prior to the meeting. Organizational Open Meetings will not be published by W.W.D.B. All meeting arrangements shall be made by DIAMOND with expenses to be the responsibility of DIAMOND. No compensation will be paid, to DIAMOND, by W.W.D.B.

5. ORGANIZATIONAL LEADERSHIP WEEKEND MEETING:

Leadership Weekends are to be available to DIAMOND'S downline distributors, excluding any downline Diamond Direct distributors, except as noted below, and are for motivational and inspirational instruction designed to enhance sales and sponsoring performance.

Leadership Weekends may be held by a qualified DIAMOND only, as set forth in paragraph 10 of the "Diamond Contract", and shall be in edification and duplication of the upline DIAMOND and in accordance with these guidelines. Before DIAMOND may hold a Leadership Weekend, DIAMOND shall first have attended an Organizational Leadership Weekend as a qualified Diamond, as set forth in paragraph 10 of the "Diamond Contract", with his or her upline Diamond at which 500 or more downline distributors from DIAMOND were in attendance. W.W.D.B. shall provide, upon request, third party audio visual aids, lights and sound for the Leadership Weekend at cost. W.W.D.B. shall make available, upon request, third party registration services for attendees, whose services shall be to negotiate contracts for meals, lodging and meeting rooms but shall have no other responsibility. All expenses shall be the responsibility of DIAMOND. No compensation will be paid to DIAMOND by W.W.D.B. A copy of the projected expenses for DIAMOND'S Leadership Weekend must be submitted to the upline Diamond for approval before applications are printed.

6. ORGANIZATIONAL FAMILY REUNIONS:

DIAMOND, qualified as set forth in paragraph 10 of the "Diamond Contract" may hold a meeting known as a Family Reunion. A Family Reunion is a motivational and inspirational meeting of all DIAMOND'S downline distributors who are not conducting their own family reunion.

DIAMOND may hold a Family Reunion provided:

- (1) DIAMOND is in edification and duplication of upline qualified Diamond per paragraph 10 of "Diamond Contract";**
- (2) DIAMOND has obtained the participation of his first upline qualified Diamond (qualified as set forth in paragraph 10 of Diamond Contract); as the only paid "outside" speaker.**
- (3) DIAMOND has attended a previous year's, upline Diamond's Family Reunion at which a minimum of 2,500 people were in attendance from his downline organization or attended a previous year's Britt Free Enterprise Day or Britt Spring Leadership Conference at which 3,000 tickets were sold to his downline organizations; and**
- (4) DIAMOND shall have assisted at least one leg of his Amway business to attain the level qualification by Amway Corporation, Inc., of Diamond Direct.**

A first year qualifying DIAMOND cannot include a downline Diamond who has had a family reunion, within one year, as part of the qualification set forth in these guidelines, for the purpose of holding his or her own Family Reunion.

W.W.D.B. shall provide upon request, third party audio visual, lights and sound for the Family Reunion at cost and will make available third party registration services and services for contracting with hotels for meals, lodgings, meetings and meeting rooms but will have no responsibility for registration, contracting for services or incurring any expenses with respect to a family reunion, such activities being the sole responsibility of DIAMOND. No compensation will be paid to DIAMOND by W.W.D.B. It is recommended that a copy of the projected income and expenses be submitted to the upline Diamond for approval.

7. DREAM NIGHTS:

A Dream Night is a motivational and inspirational meeting attended by any distributor who is downline from any Diamond who has entered into a "Diamond Contract".

Dream Nights shall be held as scheduled by W.W.D.B. DIAMOND, if requested to be a speaker, shall be paid in accordance with the following formula:

(a) one (1) point will be awarded, per distributor in attendance, at any W.W.D.B. Dream Night, who is downline from DIAMOND, in a non-Diamond leg.

(b) one-half (1/2) point will be awarded, per paid attendee at any W.W.D.B. Dream Night, from the first downline qualified Diamond's non-Diamond distributors, up to, but not including any succeeding downline Diamond or their attending distributors.

(c) one-quarter (1/4) point will be awarded, per paid attendee, at any W.W.D.B. Dream Night, from the second (2nd) downline qualified Diamond's non-Diamond distributors, up to, but not including succeeding downline Diamond or their attending distributors.

(d) one-eighth (1/8) point will be awarded, per paid attendee, at any W.W.D.B. Dream Night, from the third (3rd) downline Diamond's distributors, up to, but not including any succeeding downline Diamond or their attending distributors. \$15.00 per attendee is included in registration costs.

e) The formula used to determine each speaker's actual compensation is as follows:

- (1) \$15.00 per attendee is placed in a "speaker fund".**
- (2) The total dollars placed in the "fund" is then divided by the total number of points accumulated by all speakers, to determine the dollar value per point.**
- (3) The point dollar value is then multiplied by the number of points DIAMOND has earned.**

8. "TEST" SEMINARS/RALLIES AND TEST OPEN MEETINGS:

Whenever DIAMOND wishes to test the needs for a Rally-Seminar or Open, he or she may do so, with prior approval of W.W.D.B. While such a function is not W.W.D.B. sponsored, W.W.D.B. will provide support to DIAMOND by publishing and promoting such a meeting, collecting registration fees and accounting to DIAMOND therefore. Upon payment by W.W.D.B. of all cost associated with the Test Rally-Seminar

8. **"TEST" SEMINARS/RALLIES AND TEST OPEN MEETINGS (cont.) "**
or Open, W.W.D.B. shall remit the balance to DIAMOND, less a service fee of \$100.00. DIAMOND shall be responsible to W.W.D.B. for any deficiency in the event registration fees are insufficient to pay all costs associated with the Test Rally-Seminar or Open.

9. **W.W.D.B. PEARL AND EMERALD CLUB:**

There is no compensation or travel expenses being paid by W.W.D.B. All qualified Diamonds who have entered into a current "Diamond Contract" are requested to attend.

10. **SPECIAL DIAMOND MEETINGS:**

Periodically, it is necessary to have all Diamonds meet with each other for the planning and management of their organizations so as to provide further instructions on the process of success and the sales distribution of Amway Corporation, Inc. products. There is no compensation or travel expenses being paid by W.W.D.B. All qualified Diamonds, as per paragraph 10 of the Diamond contract are requested to attend.

11. **EXECUTIVE DIAMOND:**

Executive Diamonds, qualified as set forth in paragraph 10 in the "Diamond Contract", may voluntarily remove themselves, from time to time, or permanently, from performing any or all of the following W.W.D.B. functions for which Diamonds are retained to perform i.e., Dream Nights, Diamond Opens and Regional Seminars-Rallies. Ninety (90) day notice to W.W.D.B.'s office is requested in order that W.W.D.B. system is not to be disrupted. Said notice should clearly state whether the removal is temporary or permanent, as permanent removals will not be reinstated. Any removal from performing all the W.W.D.B. functions for a period of twelve (12) months or longer will be deemed permanent.

Executive Diamonds, who have permanently removed themselves from performing the above mentioned Diamond functions, may be retained to speak at 2nd Look Meetings and/or Attitude sessions if and when W.W.D.B. determines these functions to be beneficial to the W.W.D.B. system. These functions would be held during the months of January, April, July and December. Expenses and compensation would be handled the same as Diamond Opens except there would be no free guests and time allotted would be expanded to 10:00 P.M.

12. **DOUBLE DIAMOND:**

Double Diamonds, qualified as set forth in paragraph 10 in the "Diamond Contract", will not be retained to perform at Dream Nights, Diamond Opens or Regional Seminar-Rallies. Instead, they will be retained to conduct either/or an Attitude session or 2nd Look Meeting during the months of January, April, July and December. Compensation and expenses will be handled the same as Diamond Opens, except there would be no free guests and time allotted would be expanded to 10:00 P.M.

A qualified Double Diamond, as set forth in paragraph 10 in the "Diamond Contract," who has at least 12 Diamonds who are qualified as per paragraph 10 in the Diamond Contract" in his or her downline organization, and who are also in agreement with their upline Double Diamond's desire to conduct their own functions similar to W.W.D.B. and may do so upon request without objection and W.W.D.B. will provide assistance in accordance with it's capabilities.

It is understood and agreed that any qualified Diamond's downline from the Double Diamond may choose to join with the Double Diamond in the conduct of such functions or choose to continue to conduct functions for W.W.D.B. It is understood and agreed that any qualified downline Diamond may have the right to choose to join said new satellite organization or remain with W.W.D.B.

13. 1099-MISC:

Diamond will receive from W.W.D.B. at calendar year end an IRS Form 1099-MISC representing all monies received for the year.

WORLD WIDE DREAMBUILDERS, INC.

BY: James R. Plunkard

DIAMOND: _____

SPOUSE: _____