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TNI European Leaders Meeting

OBTAINER Direct Selling Award presented

From October 14th to 16th 2011 Tahitian Noni International's twice-a-year Jade Retreat was held in Budapest. European leaders who have reached what is called the Jade Level of TNI's career plan were invited to this event. OBTAINER's founder, Michael Sander, had also travelled to this event from Dubai, because there was something very special to report on the part of OBTAINER.



As to the OBTAINER Direct Selling Awards, which are presented in 12 categories, there was absolutely no doubt that TNI would be able to pick up the award in the category "Best Marketing and PR Strategy." As we already discovered during this year's "Making Waves" Cruise, TNI is heading in a new direction as a company (We have already reported on in detail). The scientific insights into the effectiveness of iridoids, which, among other things, make the noni fruit so special, have paved the way for the company to position itself on a completely new basis - as a pioneer in the field of bioactive products.

In any case, this is something that needs to be shared, passed on and made visible. It's precisely at this point that the marketing strategy TNI has developed under Jeff Wasden takes effect. From the newly designed packaging right down to the new leaflets that clearly inform retail customers about each available product, its iridoid content and price. Here, those who are familiar with Apple's success strategy will identify obvious parallels to their niche marketing at the highest level. TNI makes the claim to be bringing prod-

ucts with genuine value to the market, products that sell for their own sake. This clear positioning is almost the opposite of the one generally propagated in network marketing. The message is Build your business with genuine end customers! It seems quite obvious to us that, some 4 to 5 years ago, TNI developed from its origins as an "opportunity-driven" company to a "product-driven" one. This is one of the reasons why we congratulate TNI on its well-deserved OBTAINER Direct Selling Award in the category of "Best Marketing and PR Strategy."

During the gala dinner in a beautiful location, the Museum of Applied Arts in Budapest, Michael Sander presented the award to Rob Johnson, TNI's Executive Vice President, on behalf of TNI. Before the gala dinner on Saturday evening the distribution partners experienced a wonderfully organized day of workshops, during which many European leaders passed on their knowledge. The speakers were: Mario Urschitz (Austria), Sonata Radziuniene (Lithuania), Anna Burkova (Ukraine), Jorn and Asbjorn Olnes (Norway) and Mark Pomerants (Russia). Of course, for many leaders it



was also a particular highlight that both Rob Johnson and John Wadsworth had come to the European Jade Retreat. Visibly impressed and with a very moving speech John Wadsworth addressed TNI's partners. Many distribution partners had not known John Wadsworth previously and, among other things, these Jade Retreats are opportunities for participants to learn more about the history and vision of the enterprise - directly from the founder.

John Wadsworth mentioned the three pillars that are the building blocks of a company: the "what," the "why" and the "how." In his presentation, Rob Johnson also talked about this in more detail. Another important point is that TNI's distribution partners are actively participating in bringing the positioning of TNI as a platform company to a successful conclusion. They are also the ones to share the news about TNI's new positioning with those who were present at the Jade Retreat. The event was also attended by various guests of honour, including Tracey Ternberg, Triple Diamond Pearl and Ironman athlete, who spoke about overcoming obstacles, whether in sports or in business, and the Croatian

singer and noni fan Goran Karan, who also provided musical entertainment for the TNI family during the gala evening. In fact, he did such a good job that John Wadsworth put on his dancing shoes and asked every lady in the hall for a dance. This year's Jade Retreat, organized mainly by the Hungarian branch manager, Peter Brosos, opened by Jan Åke Karlsson, Managing Director Europe, and compered by Per Lundell, sent out a clear signal about the strength of TNI in Europe and about the absolute commitment of TNI's partners to breaking new ground and remaining true to the motto "Making Waves." The event conveyed the message that from 2012 on the waves will be even higher, and the prospect of a new product launch in April 2012 is proof of this. For the first time in TNI's history, the launch will take place worldwide at the same time, and in terms of iridoids, it will raise things to the next level in comparison with the Tahitian Noni Extra beverage. OBTAINER will be accompanying the launch.

Impressions: <http://www.facebook.com/media/set/?set=a.10150327449447303.338005.53115657302&type=3&saved>



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