

A background of radiating orange and yellow lines, resembling a sunburst or a stylized sun.

40 ^{1970~2010} years of NSA

JUICE PLUS+® LEADERSHIP CONFERENCE • PHOENIX, ARIZONA • APRIL 22-24, 2010

success achievement friendships
personal growth fun innovation
caring equal opportunity
wellness commitment
compassion team building
adventure making a difference

40 1970~2010 years of NSA

JUICE PLUS+® LEADERSHIP CONFERENCE • PHOENIX, ARIZONA • APRIL 22-24, 2010

All events listed below except for the Breakout Trainings are being held in the North Building of the Phoenix Convention Center.
All Breakout Trainings are being held in the West Building.

WED.
APRIL 21

12:00 pm - 5:00 pm	Packet pick-up for pre-registered attendees	Exhibit Hall A
12:00 pm - 7:00 pm	Promo Plus+ Pre-conference Sale	Exhibit Hall A

THURSDAY, APRIL 22

8:00 am - 7:00 pm	Exhibits and Registration	Exhibit Hall A
	Promo Plus+	Exhibit Hall A
10:00 am - 5:00 pm	New Sales Coordinator Photos	230
10:00 am - 11:00 am	Breakout Training: Sharing Juice Plus+® Online	301-C
	Breakout Training: Your Juice Plus+® Virtual Office	301-D
	Breakout Training: Children's Health Study	301-A
12:00 pm - 1:00 pm	Breakout Training: The Juice Plus+® Effect	301-A
	Breakout Training: Team Building 101	301-D
	Breakout Training: Leadership Training (Senior Sales Coordinators and higher)	301-C
2:00 pm - 3:00 pm	Breakout Training: Sales Coordinator Leadership Training (Sales Coordinators and higher)	301-A
	Breakout Training: "Calling All Doctors" (PSP)	301-C
	Breakout Training: Making the Most of Stolen Moments	301-D
2:00 pm - 4:00 pm	National Marketing Directors Meeting (NMDs only)	North Ballroom
3:00 pm - 4:00 pm	Prevention Plus+ Booth: Marilyn Joyce, R.D.	Exhibit Hall Lobby
4:00 pm - 5:00 pm	Prevention Plus+ Booth: Pamela Benitez, M.D.	Exhibit Hall Lobby
5:00 pm - 6:00 pm	Prevention Plus+ Booth: F. Matt Brown, Jr., M.D.	Exhibit Hall Lobby
6:00 pm - 7:00 pm	Prevention Plus+ Booth: Janet Roberto, M.D.	Exhibit Hall Lobby
7:00 pm - 8:30 pm	Prevention Plus+ Meeting: "Clinically Proven" Mitra Ray, Ph.D., David Phillips, M.D., Tamara Sachs, M.D., and Richard DuBois, M.D.	Hall C
8:30 pm - 10:00 pm	Promo Plus+ After Hours Sale	Exhibit Hall A

FRIDAY, APRIL 23

7:00 am - 5:00 pm	Exhibits and Registration Promo Plus+	Exhibit Hall A Exhibit Hall A
7:30 am - 8:30 am	Breakout Training: Sharing Juice Plus+® Online Breakout Training: The Juice Plus+® Effect Breakout Training: "Calling All Doctors" (PSP)	301-C 301-A 301-D
8:00 am - 9:00 am	New Sales Coordinator Photos	230
8:00 am - 9:00 am	Prevention Plus+ Booth: Richard DuBois, M.D.	Exhibit Hall Lobby
9:00 am - 12:00 pm	Opening General Session, featuring Jay Martin and Bill and Martha Sears	Hall C
12:00 pm - 1:00 pm	Prevention Plus+ Booth: Tamara Sachs, M.D.	Exhibit Hall Lobby
12:30 pm - 1:30 pm	Breakout Training: Team Building 101 Breakout Training: Children's Health Study Breakout Training: Special Leadership Training (Senior Sales Coordinators and higher)	301-D 301-A 301-C
1:00 pm - 2:00 pm	Prevention Plus+ Booth: Mitra Ray, Ph.D.	Exhibit Hall Lobby
1:00 pm - 2:00 pm	New SSC, NMD, and QNMD Photos	230
2:30 pm - 5:00 pm	General Session, featuring Mike Rayburn and Leanne and Ryan Gordon	Hall C
5:00 pm - 6:00 pm	Prevention Plus+ Booth: David Phillips, M.D.	Exhibit Hall Lobby
5:00 pm - 7:00 pm	Promo Plus+ After Hours Sale	Exhibit Hall A

SATURDAY, APRIL 24

7:00 am - 2:00 pm	Exhibits and Registration Promo Plus+	Exhibit Hall A Exhibit Hall A
7:30 am - 8:30 am	Breakout Training: Sales Coordinator Leadership Training (Sales Coordinators and higher) Breakout Training: Making the Most of Stolen Moments Breakout Training: Your Juice Plus+® Virtual Office	301-A 301-D 301-C
8:00 am - 9:00 am	Prevention Plus+ Booth: William Sears, M.D.	Exhibit Hall Lobby
9:00 am - 1:00 pm	Closing General Session, featuring Jeff Roberti and Cheryl Cortese	Hall C
1:00 pm - 2:00 pm	Prevention Plus+ Booth: Paul Stricker, M.D.	Exhibit Hall Lobby
1:00 pm - 2:00 pm	New SSC, NMD, and QNMD Photos	230
2:00 pm on	NMD Wrap-up Sessions	Various Locations
8:00 pm - 12:00 am	Saturday Night 40th Birthday Bash	Hall D





Phoenix, Arizona, a longtime Juice Plus+® conference favorite, is the site of this year's Juice Plus+® Spring Leadership Conference.

Located in the heart of the Sonora Desert, Phoenix is the fifth largest city in the United States and the urban center of one of North America's greatest resort destinations. It is perhaps best known for its exceptional weather – more than 320 days of annual sunshine – and April is the perfect time of year to visit. With only .2 inches of average rainfall, April is considerably drier than the fall and winter months that precede it; and average daytime highs of 84° and nighttime lows of 55° make it much cooler than the summer months that follow.

Phoenix offers us an expanded and updated convention facility since the last time we visited. The soaring Arizona-inspired architecture of the Phoenix Convention Center now encompasses more than 2 million square feet in the heart of Downtown Phoenix, just a few minutes from Sky Harbor International Airport. Downtown Phoenix boasts plenty of restaurant options – from quick bites to fine dining – and a variety of shopping, all within a short walk of the Convention Center.

Chase Field – home of the Arizona Diamondbacks baseball team – is located just a few steps from the Phoenix Convention Center. During the week of our Leadership Conference, the Diamondbacks are hosting two of the best teams in baseball: the 2009 National League Central Division Champion St. Louis Cardinals (April 19-21) and the 2009 National League Champion Philadelphia Phillies (April 23-25). Guided tours of this state-of-the-art facility – which features a retractable roof, a swimming pool in the

outfield stands, and a sandlot playground for the kids – are available every day except Sunday.

You'll also find plenty of other things to see and do in the Greater Phoenix area. The new Valley METRO light rail and bus system will take you to many of the Valley's major destinations, such as the Phoenix Zoo, the Arizona Science Center, shopping districts, arts venues, museums, and a connection to Phoenix Sky Harbor Airport. The near-perfect Phoenix weather obviously goes hand in hand with exciting recreation and adventure activities, including a wide range of tours and sight-seeing excursions – by jeep or hot-air balloon, on horseback, or even by boat. Greater Phoenix also offers more than 250 golf courses and literally thousands of tennis courts.

We can't think of a better place for Juice Plus+® Nation to celebrate the 40th birthday of NSA. Thank you for joining us; we're sure you'll have a fabulous time in the Valley of the Sun.



40 years of NSA

1970~2010

In 1970, a young schoolteacher named Jay Martin followed his entrepreneurial heart and a company named NSA was born. Jay's vision was not just to realize his own business dream, but also to provide a vehicle for others to do the same. Forty years later, over a time period in which thousands of other companies and their leaders have come and gone, both Jay Martin and NSA are still going strong. So we're gathering in Phoenix this spring to celebrate "40 Years of NSA" and all that it stands for.

40 Years of Innovation

From innovative products ahead of their time to innovative programs to market them, NSA has always been on the leading edge.

Today is no exception, with innovative new products such as Juice Plus+® Chewables; innovative programs including the Children's Health Study and the new "Juice Plus+® Effect;" and our innovative business model, the Juice Plus+® Virtual Franchise®.

40 Years of Equal Opportunity and Individual Achievement

NSA has always been about providing an opportunity for anyone to go into business for him or herself – regardless of race, gender, or educational or professional background.

Today's Juice Plus+® business encompasses a diverse array of men and women of all ages, of all colors, from all walks of life, and from all over North America and around the world. We've helped literally thousands of individuals and families realize dreams both large and small – from a part-time income that allows them to do things they couldn't otherwise afford to a full-time career that allows them to achieve things they never thought possible.

40 Years of Marketplace Success

It's one thing to be innovative, but entirely another to translate innovations into marketplace success. NSA has

done that through three different phases of its existence: selling in-home fire detectors in the 1970s, marketing water and air filtration devices in the 1980s, and sharing the whole food based nutrition of Juice Plus+® products since the 1990s.

40 Years of Making a Difference

For all of the innovation, individual achievement, and marketplace success that NSA has fostered over the last 40 years, we've always stayed focused on an even broader objective: doing things that make a real difference in the lives of others.

Today, NSA and Juice Plus+® continue to make a difference in the world around us by improving people's health and nutrition through our products and the education we provide; by expanding people's financial possibilities through the Juice Plus+® Virtual Franchise®; by providing free product to children through the Juice Plus+® Children's Health Study; and by always contributing a portion of our profits to those less fortunate through the Juice Plus+® Children's Foundation and the charities it supports.

Thank you for helping us celebrate "40 Years of NSA." As you'll see on the following pages, we promise our usual mix of fun, education, recognition, and inspiration – with a special emphasis on just how far we've come over the past 40 years, and the even brighter future that lies ahead.

"Clinically Proven"



Mitra Ray, Ph.D.



David Phillips, M.D.



Tamara Sachs, M.D.



Richard DuBois, M.D.

As we know, many key physiological benefits of Juice Plus+® have been demonstrated through independent, third-party clinical research – studies conducted by top researchers at leading hospitals and universities around the world. And although some products claim to be “clinically proven,” Juice Plus+® delivers in a way that few (if any) other products can match.

Fifteen of these studies have been published in peer-reviewed scientific and medical journals, with eleven more studies currently in various stages of planning, recruiting, testing, or review. At least two of these are likely to be published in 2010.

NSA has invested millions of dollars over the past 14 years to encourage and support this ever-growing body of clinical research on Juice Plus+®, and we continue to do so every year. It's something that we can all be very proud of.

This emphasis on clinical evidence of the efficacy of our products has helped us attract thousands of health professionals to Juice Plus+®, including the four we have the honor of hearing from tonight: **Mitra Ray, Ph.D., David Phillips, M.D., Tamara Sachs, M.D., and Richard DuBois, M.D.** We've asked each of them to focus on one particular aspect of Juice Plus+® clinical research to give us a better understanding of what the clinical research on Juice Plus+® tells us, and how it fits into the broader body of knowledge about health, wellness, and nutrition.

Juice Plus+® reduces oxidative stress.

Oxidative stress occurs when “maverick electrons” called free radicals bombard cells throughout the body. It is broadly accepted in the medical and scientific community that oxidative stress is a key physiological contributor – if not *the* key contributor – to premature aging and various degenerative diseases associated with aging. The antioxidant phytonutrients found in fruits and vegetables are the clinically proven antidote to oxidative stress.

Several of the published bioavailability studies on Juice Plus+® Orchard and Garden Blends reported improved antioxidant capacity and reduced lipid peroxides, a key indicator of oxidative stress. In addition, researchers at the **Medical University of Graz, Austria** and the **University of North Carolina, Greensboro** found that Juice Plus+® Orchard, Garden and Vineyard Blends taken together were effective in reducing markers of oxidative stress associated with aerobic exercise.

Dr. David Phillips has seen first-hand the impacts of oxidative stress on the human body – both as a former Emergency Medicine physician and as a former All-American swimmer and triathlete. He'll help us better understand how oxidative stress affects our health and our performance in our daily lives, and why the results of the various clinical studies showing the impact of Juice Plus+® on oxidative stress are so important.

Juice Plus+® helps protect DNA.

Oxidative stress can weaken the structural integrity of our DNA, causing it to become fragile and even damaged. **Dr. Mitra Ray** will explain how nutrition from fruits and vegetables helps protect our DNA from the ongoing damage of oxidative stress.

Dr. Ray certainly qualifies as an expert in this regard. She was herself a research biochemist who received her Ph.D. in cellular biology at Stanford University. She understands the clinical research process well, having conducted clinical studies in cell biology as it relates to cancer, Alzheimer's disease, and other degenerative diseases. Her work has been published in the peer-reviewed journals *Science*, *Proceedings of the National Academy of Sciences*, and the *Journal of Cell Biology*.

Dr. Ray will take us into the deepest levels of human physiology – our genes and DNA – to help us better understand how diet, lifestyle, and Juice Plus+® can positively impact the very genetic blueprint that determines our health and longevity. She'll discuss clinical research from the **University of Florida** that showed a reduction in DNA damage in young adults after taking Juice Plus+®, and an earlier study at **Brigham Young University** that showed a similar outcome in older adults.

Juice Plus+® positively impacts several key indicators of cardiovascular wellness.

Heart disease is the leading cause of death in the U.S. It also accounts for the deaths of more Canadians than any other disease. That's why we have sponsored several studies on the impact of Juice Plus+® on key indicators of cardiovascular wellness – indicators that have been established by previous clinical studies.

For example, healthy blood levels of an amino acid called homocysteine are often associated with cardiovascular health. A clinical study on Juice Plus+® at the **University of Sydney** in Australia reported a reduction in homocysteine levels, even though the levels of its Australian subjects were already within an acceptable range. Researchers in **Foggia, Italy** also found a reduction of homocysteine levels in their subjects, who in this case had overall *elevated* levels of homocysteine.

In another study, researchers at the **University of Maryland School of Medicine** found that test subjects who consumed Juice Plus+® daily were better able to maintain the elasticity of arteries, even after a high-fat meal.

Dr. Tamara Sachs, who is both a naturopath and a medical doctor specializing in Functional Medicine and Integrative Care, will explain the importance of diet and nutrition to cardiovascular health, and how these particular pieces of research on Juice Plus+® contribute to the broader picture of what it takes to maintain a healthy heart and cardiovascular system.

Juice Plus+® helps support a healthy immune system.

A healthy “immune system” protects the body, and good nutrition contributes to a healthy immune system. But what exactly is our immune system, how does it work – and what has Juice Plus+® been shown to do to support it?

As a leading infectious disease specialist, **Dr. Richard DuBois** was one of the first doctors in the U.S. (and probably the world) to recognize and lecture about the growing clinical evidence of the importance of whole food nutrition – especially compared to traditional isolated vitamins and multivitamins. His interest originally stemmed from his work with AIDS patients in the 1980s. In the early 1990s, he became one of the first doctors in the U.S. to embrace Juice Plus+® as well.

Two published clinical studies showed that taking Juice Plus+® supports several specific measures of immune system function – in law school students at the **University of Florida** and in elderly people in a study conducted at the **University of Arizona**. Dr. DuBois will close tonight with a brief discussion of the human immune system and what these two Juice Plus+® studies really tell us. He will also share his vision of how our growing body of clinical research on Juice Plus+® will ultimately impact the overall standard of patient care.

If you'd like to learn more about our speakers, check out their bios on pages 16 and 17. You can also meet each one of them personally at our Prevention Plus+ Booth in the Exhibit Hall Lobby.



"The next best thing" keeps getting better.



Melissa Brady



John Blair



Liza Pepple

NSA has enjoyed 40 years of marketplace success, in part, because of a corporate culture that emphasizes innovation and a stubborn refusal to "rest on our laurels." The Juice Plus+® era is no exception, as we continue to make "the next best thing to fruits and vegetables" even better.

Ever true to our "lead with the product" marketing strategy, we begin this morning with three members of our Juice Plus+®

Home Office team updating us on the latest product news.

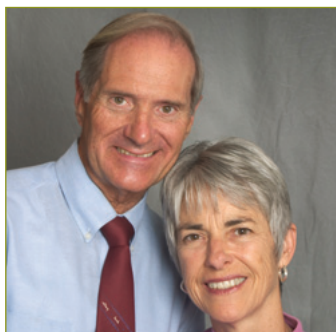
Director of Marketing **Melissa Brady** shares our newest product support programs and materials, including the *Juice Plus® Effect*, our new customer retention and product sampling program; and our updated *100-Day Email Campaign* for new customers.

Vice President of Research and Development **John Blair** talks about two important new independent product certifications that Juice Plus+® has earned. These new certifications publicly attest to what we already know: Juice Plus+® meets the highest industry standards and is "second to none" in terms of product quality.

Product Development Manager **Liza Pepple** shares exciting news about the soon-to-be newest addition to the product line: Juice Plus+ Vineyard Blend® Chewables.

Nine Simple Steps to Prime-Time Health William Sears, M.D. and Martha Sears, R.N.

"America's Pediatrician" **Dr. William Sears** and his wife and co-author **Martha Sears** focus on the other end of the age spectrum in their recently released book, *Prime-Time Health*. This morning, they are with us to share their "scientifically proven plan for feeling young and living longer." They'll also be introducing an exciting new Juice Plus+® DVD: *Nine Simple Steps to Prime-Time Health*.



William Sears, M.D. and Martha Sears, R.N.

"We've gotten such great feedback on our *Nine Simple Steps to a Healthier Family Diet*," Dr. Sears explains. "This new DVD is designed for 'prime-timers' and covers some of the most important information from our new book. We've tried to make this the most exciting Juice Plus+® DVD ever – including some

'bonus features' separate from the main presentation."

Just what do Bill and Martha mean by "prime time"? "Martha defines prime time as 'the second half of life,'" Bill responds. "I consider it a time when the kids are out of the house – if not yet out of your pocket. Either way, prime time can be the best part of your life," he continues. "Our new book contains all the

health and wellness advice we give our own children as they reach middle age."

That advice includes taking Juice Plus+® to get added nutrition from a wide variety of fruits and vegetables, every day.

Learn more about new clinical studies.



Iain Chapple, Ph.D.



Stephanie Roll, Ph.D.



Fabrizia Bamonti, Ph.D.

Joining us this morning are three accomplished international guests who give us the inside scoop on three of the eleven Juice Plus+® clinical studies currently underway.

Iain Chapple, Ph.D. is Professor and Head of Periodontology and Consultant in Restorative Dentistry at the University of Birmingham Dental School and Hospital in England. He is former Scientific Editor of the *British Dental Journal* and is currently associate editor of the *Journal of Periodontal Research*. Dr. Chapple, who has published over 180 full papers and abstracts in his field, is the lead investigator for a clinical study assessing the impact of taking Juice Plus+® on periodontal (gum) health. He will be presenting interim data from this study at the Continuing Medical Education seminar hosted by the American Nutraceutical Association here in Phoenix on Saturday, April 23.

Stephanie Roll, Ph.D. is a statistician at the Institute for Social Medicine, Epidemiology, and Health Economics at the Charité University Medical Center in Berlin, Germany. She is a member of the research team studying the impact of taking Juice Plus+® on the immunity of healthcare workers at the hospital. The Charité team compared “activity days lost” during the cold winter season for a Juice Plus+® test group compared to a placebo control group. They have completed their investigation; the manuscript detailing their findings is currently under peer review.

Fabrizia Bamonti, Ph.D. is Professor of Clinical Biochemistry and Clinical Molecular Biology at the University of Milan, Italy. She is the lead researcher on a clinical study measuring the impact of Juice Plus+® on oxidative stress in smokers. This study has been completed, and Dr. Bamonti is in the process of preparing the manuscript.

All three will be leaving Phoenix for Anaheim, California, where they will present abstracts of their respective Juice Plus+® clinical investigations at the annual Experimental Biology meeting, which is comprised of nearly 13,000 scientists and exhibitors covering general fields of study including anatomy, pathology, biochemistry, molecular biology, investigative pathology, nutrition, pharmacology, and immunology.

Jay Martin reflects on 40 years of NSA.



Jay Martin

Who better to talk about “40 Years of NSA” than the person who founded our company and continues to lead us today:

Jay Martin. Jay’s rare combination of strategic vision, day-to-day pragmatism, and fiscal conservatism has allowed NSA to grow and prosper through good economic times and bad.

Jay is quick to credit NSA’s success to the management team he has assembled over the years and the employees that support them – along with the representatives and leaders in the

field that the company has attracted. But we all know that it is Jay Martin who has inspired us and shown the way forward.

While Jay is proud of all that NSA and its people have accomplished over the course of the last four decades, he sees the great success of Juice Plus+® as our greatest achievement. “We have helped literally hundreds of thousands of people around the world become more aware of what a healthy lifestyle really means, and how simple it can be to start taking important steps in that direction,” he reflects.

“That is what I’m most proud of in my 40 years at NSA.”

Stolen Moments

Living your life. Building a team. Achieving your dream.

Leanne and Ryan Gordon



Leanne and Ryan Gordon

The beauty of the Juice Plus+® business is that you can build it as you live your life. You start out part-time and can continue that way, depending on your goals. You find your customers from among your friends and relatives – people you already interact with on a regular basis. And it's less about how *much* time you put into the business than it is about how *consistently* you put that time in.

In fact, many people do our business in what they call “stolen moments.” National Marketing Directors **Leanne and Ryan Gordon** of Orange City, Florida are great examples of that. As parents of six children, ranging in age from 6 months to 16 years, they are living *their* life by continuing to build a family as they build their Juice Plus+® team. “I started out as a Juice Plus+® customer back in 2003,” Leanne recalls. “Once I decided to do the business, I followed through consistently on that decision and made NMD in 23 months – all while raising our family and homeschooling our children.”

Leanne has steadily grown her business year by year, and

climbed the Elton Award ranks in the process. She was named 12 Club Rookie of the Year in 2005; nominated for 24 Club Member of the Year in 2006; and nominated for 39 Club Member of the Year in 2007 and 2008. This past October, Ryan and Leanne together were named 39 Club Member of the Year for 2009, along with Juice Plus+® OBGYN Dr. Doug Odom.

The Gordons' Juice Plus+® business evolved from a part-time Plan B to a full-time Plan A. Leanne worked the business in her own “stolen moments,” while her husband continued to work in his corporate sales career. “When I made NMD, it enabled Ryan to retire from his corporate job and pursue Juice Plus+® with me full-time,” she explains. “Now we both have more time and flexibility for things that are important to our family, such as piano and violin lessons for the five older children.”

That extra family time means a lot to Ryan, too. “I know that my Dad would have wanted to be far more involved with my brother and sister and me growing up, but his job took everything he had – right up to his sudden death of a heart attack at 53. I started down that same track, spending my first 20+ years out of college working one job after another, with someone else dictating how I spent my time and my energy – and with very little purpose other than getting that paycheck.

“Juice Plus+® started off as *her* business,” Ryan continues, “but it soon became *our* business. We both became deliberate about sharing our Juice Plus+® stories with everyone we knew; and the magic came when we learned to teach our team to do what we were doing. In less than two years, Leanne became an NMD and I retired from my job. I became an NMD, as well, following the same plan.”

What exactly was that plan? “The ‘tried and proven’ system, of course,” Leanne laughs. “We said NO to reinventing the wheel and YES to following the system. We said YES to Healthy Lifestyle Parties [Wellness Presentations]. We said YES to events and to taking people with us. We said NO to fear and procrastination – and to negative thinking and people who couldn’t get the vision.

“We built our business *with* our family and *for* our family,” she emphasizes. “We knew that every phone call, every event, and

every promotion brought us closer to having Daddy home.”

Ryan sums it up. “Leanne and I love doing this business together. Today our family is healthier, happier, and more solid financially than ever before. We now have the money and the time to travel as a family, seeing the country and visiting family and friends. We are creating memories that our children will never forget.

“That’s something that would make my Dad very happy.”

“What if?” and “Why not?”

Mike Rayburn,
the World’s Funniest Guitar Virtuoso

We’re closing Friday afternoon on a lighter note with Mike Rayburn, who bills himself as “The World’s Funniest Guitar Virtuoso.” We can’t argue with that, as Mike is easily the most popular entertainer we’ve ever featured at our annual Elton Awards event. Not only will Mike be entertaining us, but he’ll also be giving a keynote address unlike any you’ll ever see.

Truly one of kind, Mike is a hilarious stand-up comic; but what really sets him apart is his masterful guitar work, and how he integrates both into his performances. He is known for combining musical artists and styles – “in ways God never intended,” he grins – such as “Bob Marley sings Garth Brooks” or “Led Zeppelin sings Dr. Seuss.” “There’s nothing like a joke that no one can steal,” he adds.

Mike has recently been named Best Solo Artist by *American Entertainment Magazine* and featured in *USA Today*, *Newsweek*, and *Billboard*. He is a favorite on morning radio shows throughout the country and on Sirius/XM comedy



Mike Rayburn

channels; and has been featured on the nationally syndicated *Bob & Tom Show* as well as on their syndicated television program. He now has a show at Planet Hollywood in Las Vegas. “You know it’s big time when you see your face on a cab,” he quips.

In his energetic and hilarious keynote presentation, “What if?” and “Why not?” Mike uses his guitar and his comedy to teach three simple, powerful tools “that you can use immediately and forever” to access your unrealized potential, to look at old things in a new way, and to leap beyond your perceived limitations. “I went from playing for seven people in a bar in Virginia to receiving standing ovations at

Carnegie Hall,” he explains. “These three simple tools are what allowed me to do it. They work for anyone and everyone – always.”

If Mike Rayburn is anywhere near as poignant as he is funny and talented, we have little doubt that his three simple tools will do just that.

Conference Wrap-up

Jeff Roberti and Cheryl Cortese

The true test of a great company is how well it adapts to the changing world around it. NSA passes that test with flying colors, since we were a totally different company 20 years ago than we are today.



Jeff Roberti



Cheryl Cortese

- We still called ourselves “National Safety Associates” back then; we’ve officially changed our name to “NSA” today.
- We used an old-fashioned network marketing business model back then; we employ our unique Juice Plus+® Virtual Franchise® business model today.
- We sold water and air filtration devices back then; we share Juice Plus+® products today.
- We led with the opportunity back then; we lead with the product today. In this same vein, we emphasized the NSA brand back then, while we emphasize the *Juice Plus+®* brand today.
- We had NSA “distributors” back then; we have Juice Plus+® “representatives” today.
- Those “distributors” purchased product from us and distributed it to their customers back then; we ship directly to customers today.
- Our Home Office didn’t even know who are customers were back then, let alone have any contact with them. Now, more than 85% of our business comes from customers who are not involved in the business – and our Home Office is actively involved in helping you manage those customer relationships.

In short, we’ve adapted to the changing world around us and completely remade NSA from the company it was 20 years ago, while holding on to important core values such as integrity in all of our business dealings, our basic mission of “helping people realize their dreams,” and a shared sense of caring about others as reflected in our slogan “The Company with a Heart.”

A number of our field leaders from 20 years ago weren’t comfortable with the changes we were making, however, and left NSA as Juice Plus+® took center stage. Those who have remained with us are very special people to whom we owe a huge debt of gratitude. They have been loyal to our company; they were able to see Jay’s vision for the future; and, most importantly, they had the ability and the flexibility to change, to grow, and to prosper in the “new” NSA.

We are proud to have two of the most influential and successful of these people to close our conference today: National Marketing Directors, 100 Club Members, and Founders Award winners **Jeff Roberti** and **Cheryl Cortese**.

Jeff Roberti is the most financially successful “distributor” in the history of NSA, having earned millions in commissions and bonuses over his 20+ years with our company. His Juice Plus+® team today includes people in more than 20 countries. Jeff’s passion has always been to make a difference in the lives of others – and he recognized Juice Plus+® from the outset as the ideal vehicle to fulfill that purpose.

One of the lives Jeff has made a big difference in is that of Cheryl Cortese. Cheryl was teaching at Nicholls State University in Thibodaux, Louisiana when she found herself

the sole supporter of two small children, her daughter Edith and son Christopher. Under Jeff's tutelage, Cheryl left her career in education and quickly rose to the position of National Marketing Director; and she continues to actively lead a large and growing Juice Plus+® team today. Over the years, she has helped to develop 68 NMDs within her organization; and her business, like Jeff's, spans the globe.

Jeff and Cheryl share a lot of things in common (besides being really great people). They both enjoy coaching and training others on how to succeed in our business. They particularly enjoy the personal growth and development they see in the people they mentor, both of them believing that "*you* have to grow before *your business* can grow."

They both also know that despite the many changes that have occurred at NSA during their time with the company, there

are certain basic principles of a person-to-person business that are as true today as they were twenty years ago in the pre-Juice Plus+® era. For example, to borrow a favorite Roberti-ism, "the fortune is (still) in the follow-up."

Jeff and Cheryl will share some of those timeless principles with us today, and tell us why they believe NSA's next 40 years will be even more successful than the first 40. But if you get the chance – with Jeff or Cheryl, or with any of our other leaders who helped our company make the transition from an old-school network marketing company called National Safety Associates to the modern, consumer-focused NSA of today – please stop and tell them "Thank you."

They are each and every one a big part of the reason that we have so much to celebrate today.

"Commitment" Seems to be the Hardest Word Keith Cunningham



Keith Cunningham

One word aptly sums up what Jeff, Cheryl, and all successful Juice Plus+® leaders bring to the table: *commitment*. They have a commitment to the business, a commitment to their own personal growth and development, and a commitment to the success of their team members. Most important of all, they have a commitment to achieving their respective goals and dreams.

Keith Cunningham understands the importance of commitment. Keith is an author and entrepreneur with more than 35 years of business and investing experience. He's taught "critical business skills" to thousands of executives and entrepreneurs around the world, and he believes that the ability to go "all-in" and commit to a business is the simplest, yet most critical skill of all.

"You know why most people don't commit?" he asks. "Because they're busy looking for the easy way. They're asking, 'How

can I put in the least and get out the most? How can I put in 50% and get out 100%?"

"Life doesn't work that way."

Keith has a simple plan for achieving your goals in the Juice Plus+® business: "Decide. Whether you're brand-new in the business, or you're trying to take that next step up the ladder, you're not going anywhere until you decide to do it.

"Successful people decided."

It's a message that resonates down to the most basic level of the Juice Plus+® business. "If you want to have good health, you have to decide to do it. People who share Juice Plus+® with others are simply helping them make the decision to pursue better health."

So, while Elton John may sing "Sorry seems to be the hardest word," Keith Cunningham begs to differ. "When it comes to building a successful business, *commitment* is definitely the hardest word."

Breakout Business Trainings

All Breakout Training rooms are located on the 3rd floor of the West Building of the Phoenix Convention Center.

Sharing Juice Plus+® Online

The Internet is a proven way to broaden your warm market and stay connected with your customers, especially now that just about everyone has a *Facebook* page. But what are the right ways to use *Facebook*, *Twitter*, and other online “social media” to help you grow your business? What are the pitfalls that should you avoid? Join *Juice Plus+® Connections* correspondent **Jackie Dye** and representatives from our public relations firm **Edelman** to get the latest “4-1-1” on what’s going on with Juice Plus+® on the Internet today and how others are using “social media” to build their Juice Plus+® businesses.

A Fresh Look at the Children’s Health Study

The Juice Plus+® Children’s Health Study is one of our longest-running and most successful programs. It not only provides us great “real world” information about the impact of Juice Plus+® on family health and nutrition, but it’s also an excellent program to help you attract and retain customers. Join JPCHS Executive Director **Linda Cole** as she and her guests share the basics of the CHS program and how it’s being used by representatives today to build bigger Juice Plus+® businesses.

Taking Advantage of Your Juice Plus+® Virtual Office

Your Virtual Office helps you manage your Juice Plus+® business more efficiently and effectively, with features such as our popular new *Juice Plus+® Connections* blog that answers your questions about the business and provides the latest news and information. Assistant Director of Internal Affairs **Jennifer Drenzek** and her fellow presenters answer your questions about the Virtual Office in this basic, but informative training.

Learning about our Newest Program: the Juice Plus+® Effect

After many months of testing and learning, we’re turning our old Juice Plus+ 90-Day “Fitness Effect” into something much bigger and better: the *Juice Plus+® Effect*. It’s specifically designed to help you secure that all-important second carton of Juice Plus+® from your customers – as well as allow them to try either Juice Plus+® Vineyard Blend® or Juice Plus+ Complete® free without your having to “ask for the order.” Director of Marketing **Melissa Brady** and her guest trainers explain this exciting new program and the materials we’ve designed or updated to support it.

Team Building 101

“10-1-10.” “5-1.” “Fast Track to Sales Coordinator.” Our step-by-step approach for building a Juice Plus+® team may seem a little complicated on the surface; but, like the tried and proven system it’s built around, it’s really very simple. In this training, we explain how to use the “5 Simple Steps” in our *Starter Guide* to help new team members create a strong and consistent Daily Method of Operation (DMO) and reach Virtual Franchisee in their first 60 days – and use the rest of our Team Building Program to help them get to Sales Coordinator in six months.

Leadership Training: The Business of Building Relationships

(for Senior Sales Coordinators and higher only)

As we all know, our business is a relationship business. How well you and your team members build relationships helps not only with retaining your Juice Plus+® customers, but also with attracting and motivating members of your Juice Plus+® team. **Gordon Hester**, the person behind the popular audio booklet *The Coming Wellness Revolution*, shares his thoughts on how you

can create "relationship income" by building, cultivating, and managing your Juice Plus+® business relationships – and how doing so will also help you and your team members make better use of your time.

Making the Most of Stolen Moments

Consistency of effort makes everyone's list of "keys to success" in the Juice Plus+® business. Most people use little bits of time "stolen" from their everyday lives to work the business and maintain that consistency. Successful Juice Plus+® leaders explain where they find and how they create stolen moments – and why having a strong "Why" is the best way to ensure that you create and fully utilize yours.

"Calling All Doctors" (and Other Health Professionals)

Attracting and working with health professionals presents both great opportunities and great challenges. That's why we offer a special variation on our tried and proven Juice Plus+® system – the Professional Support Program (PSP). Host **Linda Cole** and her guest trainers explain the PSP program and share tons of practical advice, including how to better understand the health professional's business mindset, and how to set up the PSP system in the office with that in mind.

Sales Coordinator Leadership Training

(for Sales Coordinators and higher only)

Sales Coordinator is the position your team members need to reach to make \$500 to \$1,000 per month. The more people on your team that you have accomplishing this goal, the more successful you will be. To do that, however, you need to develop team-building skills that help your team members stay focused on the goal of reaching Sales Coordinator. This training will show you how to effectively plan your week so that you are doing the business-building activities that help your team members get to Sales Coordinator – and beyond.

	THURSDAY	FRIDAY	SATURDAY
Sharing Juice Plus+® Online	10:00 am 301-C	7:30 am 301-C	_____
A Fresh Look at the Children's Health Study	10:00 am 301-A	12:30 pm 301-A	_____
Taking Advantage of Your Juice Plus+® Virtual Office	10:00 am 301-D	_____	7:30 am 301-C
Learning about our Newest Program: the Juice Plus+® Effect	12:00 pm 301-A	7:30 am 301-A	_____
Team Building 101	12:00 pm 301-D	12:30 pm 301-D	_____
The Business of Building Relationships (for SSCs and higher only)	12:00 pm 301-C	12:30 pm 301-C	_____
Making the Most of Stolen Moments	2:00 pm 301-D	_____	7:30 am 301-D
"Calling All Doctors" (and Other Health Professionals)	2:00 pm 301-C	7:30 am 301-D	_____
Sales Coordinator Leadership Training (for SCs and higher only)	2:00 pm 301-A	_____	7:30 am 301-A

Visit our Prevention Plus+ Booth in the Exhibit Hall Lobby.

THURSDAY, APRIL 22



3:00 pm – 4:00 pm

Marilyn Joyce, R.D. (*From Surviving to Thriving*) is a nutritionist, health educator, and author of the best-selling books *5 Minutes to Health* and *I Can't Believe It's Tofu!* She has conducted health and wellness seminars for such diverse groups as the Xerox Corporation, the American Cancer Society, the UCLA Medical Center, and the FBI; been featured in *Cosmopolitan*, *Women's Day*, and *Elle* magazines; and, has appeared on such television programs as *Leeza!*, *Jenny Jones*, *Montel Williams*, *Maury Povich*, and *Essentials* on the Learning Channel.



4:00 pm – 5:00 pm

Pamela Benitez, M.D., a graduate of Albany Medical College, completed her surgical residency at the University of Michigan Hospitals. She currently serves on the staff of William Beaumont Hospital in Royal Oak, Michigan, where she is a general surgeon with a busy practice that focuses exclusively on diseases of the breast and breast cancer. She is also highly active in research and medical education; her most recent work has appeared in *Cancer* and *The American Journal of Surgery*.



5:00 pm – 6:00 pm

F. Matt Brown, Jr., M.D. comes to us by way of a decorated career in the U.S. Navy. He received his undergraduate degree from Emory University in Atlanta in 1982 and his medical degree from the Medical College of Georgia in 1986. As a Lieutenant in the U.S. Navy Medical Corps, Dr. Brown interned at the Naval Hospital in San Diego and did his residency at Duke University Medical Center. Between those two educational stints, he served as General Medical Officer for the Fleet Marine Force Pacific in Camp Pendleton, California. He practices internal medicine with High Country Proactive Health, PLLC, in Boone, North Carolina. He is also a serious recreational road cyclist and participates in competitive cycling events whenever his busy schedule allows.



6:00 pm – 7:00 pm

Janet Roberto, M.D. (*Prescription for a Healthier Life*) has been practicing family medicine in Springfield, Ohio with her husband Mark for more than 20 years. She serves as the managing partner of their six-physician group. Dr. Roberto graduated from Wright State University School of Medicine in 1985, remaining in Dayton after graduation to complete her residency in Family Practice at Miami Valley Hospital in 1988. In addition to her private practice, she serves on the medical staffs at two hospitals in Springfield-Community Hospital and Mercy Medical Center.

FRIDAY, APRIL 23



8:00 am – 9:00 am

Richard DuBois, M.D. (*The Whole Truth Revisited*) is one of the world's leading authorities on infectious diseases. He is also one of the first medical doctors in North America who recognized the importance of Juice Plus+® and recommended it to patients and colleagues. During his 42 years as a physician, Dr. DuBois served as President of the Georgia Society of Internal Medicine, President of the Infectious Disease Society of Georgia, and President of the Medical Association of Atlanta. He has been included in the list of *Best Doctors in America* and chosen by his medical colleagues as their "physician of choice" in his specialty.

THURSDAY, APRIL 22 • FRIDAY, APRIL 23 • SATURDAY, APRIL 24

FRIDAY, APRIL 23 (cont.)



12:00 pm - 1:00 pm

Tamara Sachs, M.D. (*The Heart of the Matter*) is a specialist in Functional Medicine and Integrative Care from Washington, Connecticut. She graduated with honors in 1985 from the Mount Sinai School of Medicine and completed her internship and residency in Internal Medicine in 1988 at Saint Raphael Hospital and Yale University. She studied Naturopathy in France for three years and is a graduate member of the Institute of Functional Medicine. Dr. Sachs worked as an emergency room doctor for four years before starting her private practice. She has served on the Scientific Advisory Board of WomenHeart.org, the National Coalition for Women with Heart Disease.



1:00 pm – 2:00 pm

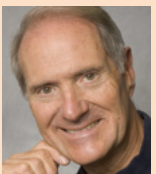
Mitra Ray, Ph.D. (*From Here to Longevity*) is a research biochemist who earned her Ph.D. from Stanford University. Dr. Ray's work in cell biology – particularly as it relates to cancer, Alzheimer's disease, and other degenerative diseases – has been funded by the National Institutes of Health and published in the journals *Science*, *Proceedings of the National Academy of Sciences*, and the *Journal of Cell Biology*. She devotes herself today to taking the knowledge about nutrition and disease that she has gained and sharing it with audiences around the world. In 2002, Dr. Ray published her first book, *From Here to Longevity: Your Complete Guide for a Long and Healthy Life* and her second book *Do you have the guts to be beautiful?* in 2009.



5:00 pm – 6:00 pm

David Phillips, M.D. (*The Fitness Effect*) graduated in 1984 from Harvard University where he earned academic honors and was an All-American swimmer. He received his medical degree from Wright State University School of Medicine. After practicing as an emergency physician, Dr. Phillips shifted his focus to sports medicine. He has competed individually in national and international triathlons, including the 2005 Ford Ironman World Championships; and qualified as a member of Team USA at the 2008 ITU World Championships in Vancouver.

SATURDAY, APRIL 24



8:00 am – 9:00 am

William Sears, M.D. (*Nine Simple Steps to Prime-Time Health*) has been advising parents how to raise healthier families for over 35 years. He received his pediatric training at Harvard Medical School's Children's Hospital and The Hospital for Sick Children in Toronto, and currently serves as an associate clinical professor of pediatrics at the University of California, Irvine School of Medicine. Together with his wife and co-author Martha, Dr. Sears has written numerous best-selling books and countless articles on parenting and childcare. He serves as a medical and parenting consultant for *Baby Talk* and *Parenting* magazines, and his *AskDrSears.com* website is one of the most popular health sites on the Internet. Dr. Sears has appeared on *20/20*, *Dr. Phil*, *Dateline*, *Good Morning America*, *Oprah Winfrey*, and *Today*.



1:00 pm – 2:00 pm

Paul Sticker, M.D. (*Eat well. Live well.*) is one of just over a hundred doctors in the U.S. who are board-certified in both pediatrics and sports medicine. He is a charter member and past-president of the American Medical Society Council on Sports Medicine, a member of the American Academy of Pediatrics section on Sports Medicine and Fitness, a member of the editorial advisory board of *Healthy Children* magazine, and a reviewer of manuscripts for the journal *Pediatrics*. He was selected to serve as team physician for the U.S. Olympic Team and for U.S. national teams in swimming, soccer, gymnastics, and basketball. Dr. Stricker is the author of *Sports Success Rx*, published in conjunction with the American Academy of Pediatrics. He is currently in private practice at Scripps Clinic in San Diego.

2010 JUICE PLUS+® SPRING LEADERSHIP CONFERENCE DETAILS



Accessibility for People with Disabilities

The Phoenix Convention Center is an ADA-compliant facility. Special assistance will be provided to those who request it, including complimentary motor scooters and wheelchairs for those who reserve them. To reserve a scooter or wheelchair, please contact Leigh Wilson at l.wilson@nsai.com. No reservations can be accepted after April 9. Scooters or wheelchairs will not be available without a reservation.

For those attendees who require sign language interpretation, reserved seating will be available in General Sessions. Please contact Meredith Martin at meredith.martin@nsai.com to make arrangements for sign language interpretation for Breakout Training sessions.



Airport Transportation

The Valley METRO light rail provides transportation to and from the Phoenix Sky Harbor International Airport for \$1.75 each way. Taxi, bus, and hotel shuttle services are also available. For a list of providers and their rates visit www.phoenix.gov/aviation.



Business Center

Keep your Juice Plus+® business running smoothly while you're away with the help of the Phoenix Convention Center UPS Store, located on Second Street on the street level of the West Building of the Convention Center. The UPS Store is open Monday through Friday from 7:00 am to 6:00 pm and Saturdays from 8:00 am to 2:00 pm. Whether you need to ship a package, buy office supplies, make copies, or send a fax, the Phoenix Convention Center UPS Store has you covered.



Conference Etiquette

Please be considerate of our speakers and of your fellow representatives by observing our Conference Etiquette.



NO audio and/or video recording of conference sessions. Anyone found recording any part of any conference sessions will be escorted off the conference floor (for General Sessions) or out of the meeting room (for Breakout Trainings). Please let a member of the Juice Plus+® Home Office Staff know immediately if you observe anyone breaking this rule.

No cell phones, pagers, or other electronic devices during General Sessions, Breakout Trainings, or any conference meeting. Be sure to turn off your cell phone, pager, or other electronic devices before each session begins.

No "saving seats" for people who have not yet arrived. If you wish to sit with your group, please wait outside until everyone has arrived, then find seats together.

For both the Thursday night Prevention Plus+ meeting and all General Sessions in the Hall C, doors will open one hour prior to start time for those needing special assistance, and 45 minutes prior for all others.



Conference Registration

Conference tickets are \$100 per person if ordered by Friday, April 9; after that date, they will be available only at on-site registration for \$125 each. To purchase tickets before the conference, call the Juice Plus+® Order Department at 800-347-5947. If you do pre-register, you can pick up your name badges on Wednesday, April 21 between 12:00 pm and 5:00 pm in Exhibit Hall A. On-site registration will begin at 8:00 am on Thursday, April 22, and continue during regular exhibit hall hours.



Family Viewing Room

We offer those who bring young children to conference sessions the perfect way to show their courteous and considerate natures: a special Family Viewing Room located in Hall B for both the Thursday night Prevention Plus+ meeting and all General Sessions on Friday and Saturday. The Family Viewing Room offers live video and audio feeds that give you real-time coverage of all conference events held in Hall C – and the opportunity to meet other Juice Plus+® parents in the process.



Being considerate of others by taking advantage of the Family View Room not only helps you avoid disrupting the convention experience of other attendees, but also helps us to get quality recordings of conference sessions for CD and/or DVD without the noise of children talking or crying in the background. Juice Plus+® team leaders, please encourage your team members who bring young children to the conference to be considerate of others by taking advantage of the Family Viewing Room.



First Aid Station

A First Aid Station is located inside Hall C. For your safety and convenience, it will be open during regular conference hours.



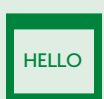
Information Central

Have a question about the conference? Visit the Information Center located in Exhibit Hall A – where members of our Juice Plus+® Home Office staff will be available to answer your conference-related questions.



Internet Access

During regular conference hours, we offer representatives complimentary Internet access in Exhibit Hall A.



Name Badges

For security reasons, conference name badges are required in order to enter any conference event other than our Thursday night Prevention Plus+ presentation, which is open to the public. Please wear or show your name badge when entering all other conference-related events. We appreciate your cooperation.



Parking

The Phoenix Convention Center offers three well-lit, secure, parking garages within walking distance of the Center that are located on 3rd, Jefferson, and Washington streets, respectively. Parking is available for all events at a cost of \$12 per vehicle, per day. There are no “in and out” privileges; you must pay to park each time you access the garage. To view locations and walking maps of these parking garages, please visit the Convention Center website at <http://phoenix.gov/conventioncenter/parkingP.html>.



Phoenix Visitor's Information

Need dinner reservations? Curious about where to shop or what shows are in town? The friendly and knowledgeable staff of the Phoenix Convention Concierge Center – conveniently located on the 200 level of the West Building and in the Main Lobby of the North Building – are here to help you make the most of your visit to Phoenix.

Whether you're looking for information about Greater Phoenix attractions, arts and culture, dining, entertainment, nightlife, shopping, or sightseeing tours, they can guide you every step of the way. For more information on points of interest in Phoenix, visit www.visitphoenix.com.



Travel and Hotel Arrangements

To assist with your travel needs, Juice Plus+® travel partner Travelennium [www.travelennium.com/nsa.htm] will be in Exhibit Hall A. See them for special airfares and rental car and hotel discounts for our 2010 Fall Leadership Conference, October 21-23, 2010 in Nashville, Tennessee.



140 Crescent Drive
Collierville, TN 38017



Happy Birthday, NSA!

NSA is turning 40 – and, like a fine wine, our favorite company just keeps getting better with age. We’re showing no signs of a “midlife” crisis, either. In fact, thanks to our powerful flagship brand – Juice Plus+® – and the amazing people who support it, we’d argue that we’re just getting ready to enter the “prime time” of NSA’s business life.

Come help us celebrate the 40th birthday of NSA at our conference-closing Saturday night party in Hall D of the Phoenix Convention Center. We’re planning the biggest birthday bash that Juice Plus+® Nation has ever seen, and we think YOU should be there.

Our Saturday Party is always a great way to celebrate with your team, of course, along with other Juice Plus+® friends from around the world.

For those of you who wish to be entertained, come out and shake your groove thing as our party band plays some of the greatest hits of the last 40 years. And for those who prefer to *be* the entertainment (and you know who you are!), we’ll be offering Juice Plus+® Karaoke in the lobby right outside – along with various games of skill for those who want to hone their competitive edge.

So, come help us blow out the birthday candles at our 2010 Spring Leadership Conference in Phoenix. It promises to be a birthday party for the ages – or at least until NSA hits 50.

Saturday night, April 24 • 8:00 pm ‘til midnight
Phoenix Convention Center, Hall D

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