



2017 NORTHERN REGIONAL CHALLENGE DATES

SATURDAY, JAN. 28 THROUGH SATURDAY, MAY 6, 2017

The purpose of the Regional Challenge is to keep UnFranchise® Owners on track to accomplish the tasks and activities necessary to build a successful UnFranchise Business. It will also help you achieve the Chairman's Challenge for Market America's 2017 International Convention.

It's important to remember that the difference between success and failure is very simple. The individual who succeeds simply does what the individual who failed did not do or was not willing to do. UnFranchise Owners who satisfy the criteria for the Regional Challenge will be recognized on stage at the 2017 Northern Regional Convention. The best reward you will experience is that you will be closer to reaching your goals and achieving your dreams.

Winners will have special seating and also attend a private reception.

REQUIREMENTS:

1. Purchase three (3) tickets to the 2017 Northern Regional Convention. Tickets must be purchased from an GMTSS Coordinator in your area, Market America Corporate, or your Regional Director. Ticket numbers must be documented. Proof of purchase required.
2. Personally sponsor two (2) new qualified UnFranchise Owners. Each new personally sponsored person must complete the Shopping Annuity® Assessment (either online or on the Shopping Annuity mobile app).
3. Register at least one credit/debit card on the SHOP LOCAL program
4. Complete the Shopping Annuity Assessment (either online or on the Shopping Annuity mobile app).
5. Purchase two (2) tickets to the 2017 International Convention. Ticket numbers must be documented. Proof of purchase required.
6. Create 1500 BV worth of exclusive Market America products for personal use and/or sales (includes UnFranchise Monthly Autoship).
OR
Sponsor a third qualified UnFranchise Owner and create 1200 BV worth of exclusive products. For an UnFranchise Owner starting their business Jan. 28th or after, their initial startup BV DOES count toward the 1500 BV/1200 BV.
7. Spend \$1,500.00 through your SHOP.COM website at Partner Stores. Any combinations of purchases are acceptable as long as all purchases happen within the timeframe of this challenge.

To be eligible as a Regional Challenge winner, you must completely fulfill all of the criteria and complete the Northern Regional Challenge documentation form that you will find at manorthern.com.

All tickets must be purchased from an GMTSS coordinator or directly from Market America. **The challenge winner's documentation form at manorthern.com MUST be completed and delivered via email to the Northern Regional Challenge Coordinators Stacy Teague and Joan Herrera by 10:00 p.m. on Saturday, May 6, 2017.**

Email: stacy_teague@hotmail.com and jjherrera4@gmail.com

You must include the Northern Regional Challenge documentation form and supporting documentation with your challenge criteria.



2017 NORTHERN REGIONAL MVP AWARD

FRIDAY, MAY 8, 2016 THROUGH SATURDAY, MAY 6, 2017

To apply for the Northern Regional MVP you **MUST** live in the Northern Region and **MUST** have personally sponsored a minimum of eight UnFranchise® Owners within the past year. No entries will be accepted if you have sponsored less than eight qualified UnFranchise Owners (Sales Representatives, unqualified HP1s and NPOs do not count). You also must have qualified for the Shopping Annuity® Bonus Program at least once during the time period of the challenge.

This challenge runs from **May 8, 2016 – May 6, 2017** and **must be submitted by Saturday, May 6** to Stacy Teague and Joan Herrera via email at stacy_teague@hotmail.com and jjherrera4@gmail.com. The MVP challenge is separate from our regular Regional Challenge and can be entered by anyone who has personally sponsored at least eight UnFranchise Owners.

All activity reported **MUST** be within the timeframe of May 8, 2016 – May 6, 2017. The Regional MVP award will be given based on point totals submitted by you and verified by Market America's Vice President of Sales Jim Winkler.

1. Each qualified UnFranchise Owner you sponsored within the time frame will be worth 300 points.
2. The following bonuses only pertain to your PERSONALLY SPONSORED UnFranchise Owners during the time frame May 8, 2016 – May 6, 2017:
 - a. You will receive 100 points for each UnFranchise Owner your personally sponsored UnFranchise Owners sponsor. For example, you sponsor person A who sponsors three people, you would get 300 points for them doing so.
 - b. Every new personally sponsored Executive Coordinator created in your organization during this time frame will be worth 750 points. They must have RECEIVED their check to be claimed.
 - c. Every personally sponsored UnFranchise Owner in your organization who, during the MVP award time frame, achieves a new UnFranchise Level of Master Coordinator, Senior Master Coordinator or Professional Coordinator is worth 750 points. You get these points even if it is the same person who moved from Coordinator to Executive to Master to Senior Master (in that case you would get 750 points for them achieving Executive, 750 points for them achieving Master and another 750 points for them achieving Senior Master). You also get these points if you personally advanced UnFranchise Levels.
 - d. Each new Supervising Coordinator or higher UnFranchise Level in your organization who you personally sponsored is worth 1,000 points. You also get these points if you personally advanced UnFranchise Levels.
3. Every new Executive Coordinator created in your organization during this timeframe will be worth 175 points. They must have RECEIVED their check to be claimed.
4. Every new UnFranchise Level created in your organization that is a Master Coordinator, Senior Master Coordinator or Professional Coordinator is worth 250 points. You get these points even if it is the same person who moved from Coordinator to Executive to Master to Senior Master (in that case you would get 100 points for them achieving Executive, 250 points for them achieving Master and another 250 points for them achieving Senior Master).
5. Each new UnFranchise Level in your organization of Supervising Coordinator or higher is worth 500 points.
6. Each time you complete your Master UnFranchise Owner qualification and have RECEIVED verification of achieving this level you will get 600 points.
7. You will receive 400 points for each time you qualified for the Shopping Annuity Bonus Program. (You could have achieved this four times: for the 2nd, 3rd, and 4th quarters of 2016 and the 1st quarter of 2017.)



2017 NORTHERN REGIONAL MVP AWARD *(CONTINUED)*

FRIDAY, MAY 8, 2016 THROUGH SATURDAY, MAY 6, 2017

8. You receive 100 points for each UnFranchise Owner on your team who hit the SABP in the first quarter of 2017.
9. Winning a Chairman's Challenge is worth 1,000 points. (You could have won this twice, once at Market America's 2017 World Conference and once at the 2016 International Convention.)
10. Winning a nutraMetrix®, TLS®, WebCenter or Motives® Challenge at the 2016 International Convention or 2017 World Conference is worth 500 points.
11. Each major event ticket you purchased for the 2016 International Convention and 2017 World Conference is worth 25 points (maximum of 10 tickets per event). Only purchased tickets count; free tickets do not. All tickets must have been purchased directly from Market America and proof of purchase is required.
12. If you attended a Moving Up Seminar during the specified time frame you earn 100 points. You also get 25 bonus points per person on your team who attended at the same time you did (maximum of 20 teammates). You CANNOT claim any bonus points for your team attending a Moving Up Seminar if you did not attend.

In order to win the Market America Northern Regional MVP Award you MUST fill out the "MVP CHALLENGE SHEET" and email it to Stacy Teague and Joan Herrera at stacy_teague@hotmail.com and jjherrera4@gmail.com prior to May 6, 2017 at 10:00 p.m. You can send in your challenge sheet early (and are encouraged to do so).

The winner (**first place**) of the Market America Northern Regional MVP Award will receive a free spot on a Moving Up Seminar of their choice during 2017 and a ticket to the 2017 International Convention.

The runner-up (**second place**) will win two free ticket to Market America's 2017 International Convention in August.

Third place will receive one International Convention ticket and two free tickets to the Northern Regional 2018 Convention.

YOU CANNOT WIN ANY AWARDS OR CHALLENGES IF YOU ARE NOT PRESENT FOR THE ENTIRE 2017 REGIONAL CONVENTION.



2017 NORTHERN REGIONAL TOP TEN CHALLENGE

SATURDAY, JAN. 28 THROUGH SATURDAY, MAY 6, 2017

You must win the Regional Challenge to be considered for the Top Ten Challenge.

The top ten will be determined from a points sheet you must fill out and attach to your challenge. The top ten will be the top ten point totals out of all challenges received. **To be eligible for the top ten you must purchase five Regional tickets. All tickets need to be purchased through your Local Association, Regional Director or by calling 1-800-232-8590.**

TOTAL number of UnFranchise® Owners you personally sponsored:

_____ x 250 points = _____

Number of UnFranchise Owners (from above) who half activate:

_____ x 150 points = _____

Number of UnFranchise Owners (from above) who activated:

_____ x 300 points = _____

Personally achieve the Shopping Annuity® Bonus Program in the first quarter of 2017:

_____ x 350 points = _____

Personally achieve Master UnFranchise Owner in the first quarter of 2017:

_____ x 600 points = _____

TOTAL amount of BV ordered (including customers on AutoShip) in the challenge period:

_____ x .15 points = _____

TOTAL amount of money spent on your SHOP.COM site during the challenge period:

_____ x .05 points = _____

TOTAL number of UnFranchise Owners in your organization that qualified for Shopping Annuity Bonus Program in the first quarter of 2017 (attach screen shot for each UnFranchise Owner who qualified):

_____ x 15 points = _____

Total number of points = _____

The winners of the Top Ten Northern Regional Challenge will be given special recognition. The top ten will be revealed on stage during our Regional Event.

The winner (**first place**) of the Top Ten Northern Regional Challenge will receive a 2017 International Convention ticket and \$200.00 gift card toward expenses.

The runner-up (**second place**) will win a free ticket to the 2017 International Convention.

Third place will receive two free tickets to the Northern Regional 2018 Convention.