

“When our Healthy Chocolate business owners achieve the Gold Executive level, the income they’re earning usually justifies working their business on a full-time basis,” Andrew says. “That’s why we host the Gold Executive Fly-in—to train and empower them so they go home and create even more success.”

Each Gold Executive and his or her guest is invited on an all-expenses-paid trip to Reno, where they participate in a corporate office tour, private yacht trip around Lake Tahoe, a full day of training and much more.

“We fly our newly qualified Gold Executives into Reno, where the home office is located, and we train them,” Andrew says. “Then we send them back home with the tools and skills they need to grow their businesses.”

One day is spent just having fun; attendees board a private yacht for a tour of Lake Tahoe, an awards ceremony and sumptuous dinner. “We have a wonderful dinner on that yacht, and it’s all professionally photographed,” says MXI Founder and President Jeanette Brooks. “Our executive team dedicates this day to being with the new Gold Executives.”

The next day, Gold Executives spend the day in training led by higher-ranking field leaders and corporate office staff. “Newly qualified Gold Executives get to know our very top leaders during this time,” says MXI Founder and Executive Vice President Kurtis Nielsen.

The Gold Executive Fly-in happens twice a year—once in the third week of October and again in the third week of April. Associates can qualify for the Gold Executive Fly-in every six months.

## PRESIDENTIAL PERKS

When an associate achieves the Presidential rank, he or she qualifies for the 100K Journey Reward Trip, a highly exclusive, all-expenses-paid, exotic-destination trip for two that features six-star accommodations and cuisine. Every year, Presidentials are taken to different places, but these locations all have something in common—they are not your average destinations.

“This September, we will be going on a seven-day Mediterranean cruise with a short stay in Rome before the cruise and another several days in Venice afterward,” Andrew says. In 2009, the company is considering an all-expenses-paid trip to China or South America.



## MERCEDES-BENZ BOUND

The next step is qualifying for the MXI Mercedes-Benz Car Allowance Program. When an associate first achieves the rank of Ambassador, he or she earns a \$1,500 monthly allowance from MXI Corp to apply toward the lease of a Mercedes-Benz SL550 Roadster.

“The car is valued at more than \$100,000,” Andrew says. “As long as associates continue to work hard at their businesses, we will continue to pay them the \$1,500 per month allowance.”

After Ambassadors receive their SL550 Roadsters, MXI Corp continues to pay them the \$1,500-per-month Mercedes-Benz lease allowance for a full year. After one year, MXI Corp reviews each Ambassador’s performance.

## HEALTHY CHOCOLATE CELEBRATION

The annual Healthy Chocolate convention—the International General Celebration—is held each year in June. “We meet in Reno to celebrate the preceding year’s efforts,” Andrew says. “It’s a three-day event.”

On the first day, attendees board a classic paddlewheel cruise ship that takes them around Lake Tahoe for a dinner cruise with corporate executives and top field leadership. “The next day, Friday morning, we take attendees on a tour of the corporate headquarters,” says MXI Founder and President Jeanette Brooks. “That evening we have the signature part of our convention, which is a black-tie event with dinner, awards and entertainment.”

The following day attendees enjoy listening to a training and keynote address delivered by a motivational speaker. “This year Robin Sharma will be keynoting,” Andrew says. Sharma is a best-selling author who wrote the books *The Monk Who Sold His Ferrari* and *The Saint, the Surfer and the CEO*. The celebration concludes with medical/scientific updates and a call to action by corporate executives.

“All of these incentives and rewards are ways for us to invest in our Healthy Chocolate business owners, the most important people in the world when it comes to our company,” Andrew says. **SFH**