



# 2013 INTERNATIONAL CONVENTION

## WEDNESDAY, AUGUST 7

All Wednesday events take place at the Sheraton Hotel, Koury Convention Center

1:00-8:00 p.m.	Registration .....	Guilford Ballroom
2:00-5:00 p.m.	UMO — SHOP.COM Certification .....	Auditorium II
2:00-5:00 p.m.	UMO — Health & Nutrition, Anti-Aging .....	Auditorium IV
5:30-7:00 p.m.	The President's Reception (Invitation Only) — Challenge Winners & Advisory Council Members Only .....	Victoria Ballroom
7:30-8:45 p.m.	TLS® Update Meeting .....	Imperial Ballroom
7:30-9:00 p.m.	Spanish Global Business-Building Training .....	Auditorium II
8:00-10:00 p.m.	Motives® Trainers Meeting .....	Blue Ashe Ballroom
9:00-10:30 p.m.	nutraMetrix® Consultants Meeting .....	Imperial Ballroom

## THURSDAY, AUGUST 8

9:00 a.m.	Doors Open .....	Greensboro Coliseum
9:45 a.m.	Pre-Show Address	
10:00 a.m.-6:30 p.m.	GENERAL SESSION	
	Welcome to 2013 International Convention — A New Company, A New Opportunity, A New You   Loren Ridinger	
	A New Company: Complete Business Simplification   Andrew Weissman & Jim Winkler	
	Fundamentals for Recruiting with the Shopping Annuity   Sales Team & Field Leaders	
	Market America's Hottest New Products: Part 1   Elizabeth Benton & Dr. Perry Krichmar	
	Never Slow Down with Prime™ Joint Support Formula   Steve Ashley & Scottie Pippen	
	Latest News in nutraMetrix   Lorin Sourbeck & Dr. Steven Schnur	
	Conquer Entertainment Rocks   Amanda Ridinger	
	TLS Continues to Change Lives   Lydia Martinez	
	Lumière de Vie® Leads the Skincare Revolution   Loren Ridinger	
	The Basics to Growing Your Business   Sales Team & Field Leaders	
	Powered by People: Recognizing Your Success   Andrew Weissman & Jim Winkler	
	Motives by Loren Ridinger Runway Show   Kim Yow & Maria Checa	
	Motives by Loren Ridinger & Motives for La La   Loren Ridinger & La La Anthony	
	The Profitable Possibilities with ma WebCenters®   Jeremy Fennema	
	Market America's Hottest New Products: Part 2   Elizabeth Benton & Dr. Deedra Mason	
6:45-8:30 p.m.	Breakout — Mandarin-Speaking Distributor Coring .....	Greensboro Coliseum
	BREAKOUTS (Sheraton Hotel, Koury Convention Center)	
8:00-9:30 p.m.	Sponsoring from a Distance   Dennis Franks .....	Victoria Ballroom
8:00-9:30 p.m.	Market United Kingdom Coring   John Pincott & Phil Guido .....	Auditorium IV
8:00-11:00 p.m.	Motives Product Knowledge, Application & Sales (A Certified Training)   Kevin Buckman & Lisa Kostka .....	Blue Ashe Ballroom
8:00-11:00 p.m.	TLS Overview & New Products   Elizabeth Benton & Lydia Martinez .....	Imperial Ballroom
9:45-10:45 p.m.	Leveraging the Power of nutraMetrix   Lorin Sourbeck .....	Victoria Ballroom

### 2013 INTERNATIONAL CONVENTION EVENT COMPANION

Market America brings you ma Event Companion, a website that provides everything you need to know for 2013 International Convention, right at your fingertips.

#### ma Event Companion gives you access to:

- Breakout & reception schedules • Show schedule with instant updates • Local maps • Area restaurant info
- Event news & press • Corporate tweets • Option to purchase 2014 World Conference tickets • And more!

Log on to [www.maeventnews.com](http://www.maeventnews.com) from your mobile device, tablet or laptop to get the most out of your 2013 International Convention experience!



The **Home Shopping List** is an easy way to show others how to transfer their buying habits — not spending any more, but buying ma® brands to replace existing ones. They save money and earn Cashback, while you build your Shopping Annuity. **Code: 671** (pack of 20)

## FRIDAY, AUGUST 9

9:00 a.m.	Doors Open .....	Greensboro Coliseum
10:00 a.m.-5:30 p.m.	GENERAL SESSION	
	Growing Globally with GLOBAL.SHOP.COM, EMP & Asia-Pacific Unification   Marc Ashley	
	Global Unified MPCP   JR Ridinger	
	The Latest in Mobile Technologies   Steve Ashley	
	The Building Blocks of the UnFranchise® Business   Sales Team & Field Leaders	
	Pycnogenol®   Dr. Steven Lamm	
	Convert Spending Into Earning: The Shopping Annuity   JR Ridinger	
	New Advancements in the Shopping Annuity   Marc Ashley	
	Powered by People: Recognizing Your Success   Andrew Weissman & Jim Winkler	
	Millionaires & Millionaires in the Making   Jim Winkler & Panel	
	Revised UFO Program & Diagnostic Test   Dennis Franks	
7:00 p.m.-12:00 a.m.	Gala Awards Dinner & Ceremony (Admittance with Gala Ticket Only).....	Guilford Ballroom
	BREAKOUTS (Sheraton Hotel, Koury Convention Center)	
7:30-9:00 p.m.	Conquer Entertainment   Jake Lawrence .....	Auditorium I
8:00-10:00 p.m.	ma Capital Resources™   Mac Saunders.....	Imperial Ballroom
10:00 p.m.-1:00 a.m.	Conquer Entertainment Artist Spotlight.....	Blind Tiger Night Club

## SATURDAY, AUGUST 10

9:00 a.m.	Doors Open .....	Greensboro Coliseum
10:00 a.m.-6:00 p.m.	GENERAL SESSION	
	MeetON.com: Strategies for Success   Anthony Akers	
	Social Searching vs. Social Posting   Loren Ridinger & Steve Ashley	
	DNA is Born   Amber Ridinger & Duane McLaughlin	
	Facebook Accountability Groups & Call Workshops   Jim Winkler	
	Powered by People: Recognizing Your Success   Andrew Weissman & Jim Winkler	
	The NEW SHOP.COM   Marc Ashley	
	A New Company, A New Opportunity, A New You   JR Ridinger	
	BREAKOUTS (Sheraton Hotel, Koury Convention Center)	
8:00-9:30 p.m.	Spanish Coring — EMP & GLOBAL.SHOP.COM   Luzby Hernandez.....	Auditorium III
8:00-9:30 p.m.	Market Hong Kong Coring   Anthony Kwan.....	Grandover Ballroom
8:00-9:30 p.m.	Market Taiwan Coring   Claire Ni .....	Victoria Ballroom
8:00-10:00 p.m.	ma WebCenters®   Jeremy Fennema & Sara Rose Stack .....	Imperial Ballroom
9:00-10:00 p.m.	NPO   Kevin Buckman .....	Auditorium II
9:00 p.m.-12:30 a.m.	Market America's Official After Party .....	Guilford Ballroom

## SUNDAY, AUGUST 11

**NEW TIME!** 1:00-5:00 p.m. Corporate Tour ..... 1302 Pleasant Ridge Rd., Greensboro, NC 27409

### MANDARIN OR SPANISH TRANSLATION HEADSETS AVAILABLE

Translation headsets are available for Chinese-speaking and Spanish-speaking participants at the **booths on the bridge breezeway at the main entrance of the coliseum**. You may check out up to 10 receivers per form. All headsets must be returned by the end of International Convention on Saturday, August 10, 2013 at the Greensboro Coliseum Complex. For each unreturned headset, you will be charged a replacement fee of \$400 (U.S.).



## SUNDAY, AUGUST 11, 2013

### Greensboro Coliseum Special Events Center

#### WEST WING B1

Internet Sales & Marketing  
9:00-10:45 a.m.

#### WEST WING B2

SHOP.COM New Developments,  
Shopping Annuity, Home Advisor  
9:00-10:45 a.m.

#### MEETING ROOM 1

Core Products: Session 1  
9:00-10:45 a.m.  
Isotonix® Home Overview Presentation  
Detox Home Overview Presentation  
Probiotics  
Omega III  
Differentiating Antioxidants

#### MEETING ROOM 2

TLS: Session 1  
9:00-10:45 a.m.  
What is TLS®?  
Jump-Start Your Weight Loss  
New TLS Shakes  
TLS CORE

#### MEETING ROOM 3

New Products: Session 1  
9:00-10:45 a.m.  
Choice™ Bars  
DNA™ Miracles Gummy Vitamins  
Frusanté™ Superfruit Drink  
Isotonix Immune

#### MEETING ROOM 4

nutraMetrix®: Session 1  
9:00-10:45 a.m.  
Getting Started with nutraMetrix  
Implementing Strategies for nutraMetrix

#### WEST WING B1

Fundamentals: Advanced International  
Building Strategies,  
Cross Pollination & EMP  
11:00 a.m.-12:45 p.m.  
Global Unified MPCP Building Strategies & EMP  
Global Unified Q&A Session  
Cross Pollination & Long Distance Sponsoring

#### WEST WING B2

SHOP.COM New Developments,  
Shopping Annuity, Home Advisor  
11:00 a.m.-12:45 p.m.

#### MEETING ROOM 1

Core Products: Session 2  
11:00 a.m.-12:45 p.m.  
Astaxanthin  
Isotonix Champion Blend Plus  
Prime™ Joint Support Formula  
Female Libido Formula

#### MEETING ROOM 2

TLS: Session 2  
11:00 a.m.-12:45 p.m.  
What is TLS?  
Jump-Start Your Weight Loss  
New TLS Shakes  
TLS CORE

#### MEETING ROOM 3

New Products: Session 2  
11:00 a.m.-12:45 p.m.  
Choice Bars  
DNA Miracles Gummy Vitamins  
Frusanté Superfruit Drink  
Isotonix Immune

#### MEETING ROOM 4

nutraMetrix: Session 2  
11:00 a.m.-12:45 p.m.  
Getting Started with nutraMetrix  
Implementing Strategies for nutraMetrix

### Certified Trainings — Sheraton Hotel, Koury Convention Center

#### AUDITORIUM III

Conquer CAD Training  
**Sunday, August 11**  
1:00-8:00 p.m.  
**Monday, August 12**  
9:30 a.m.-5:30 p.m.

#### MEADOWBROOK BALLROOM

TLS Certified Training  
**Monday, August 12**  
8:30 a.m.-5:00 p.m.  
**Tuesday, August 13**  
8:30 a.m.-3:00 p.m.

#### CEDAR BALLROOM

WebCenter® Certified Training  
**Monday, August 12**  
8:30 a.m.-5:00 p.m.  
**Tuesday, August 13**  
8:30 a.m.-3:00 p.m.

### Motives® Training Seminars — Sheraton Hotel, Koury Convention Center | Blue Ashe Ballroom

Motives Product Knowledge,  
Application & Sales Training  
**Thursday, August 8, 2013**  
8:00-10:30 p.m.  
Cost: \$25.00

Skincare 101  
**Sunday, August 11, 2013**  
10:00 a.m.-1:00 p.m.  
Cost: \$15.00

Building your Business with Motives  
**Sunday, August 11, 2013**  
2:00-6:00 p.m.  
Cost: \$25.00

Motives Custom Blend Training –  
Liquid and Mineral  
**Monday, August 12, 2013**  
8:30 a.m.-3:00 p.m.  
Cost: \$25.00

*These events are only available for those who pre-registered or who purchase tickets at the door.*