

Events and Recognition

ONE VISION, MANY EVENTS



Photography Courtesy of ACN

“One World. One Vision.” That bold slogan permeates every aspect of ACN. From its Co-Founders, through its field leaders and even down to brand new representatives, ACN continually spreads its singular message of opportunity across the globe. And a key means of delivering that message involves several high-powered events throughout the year. ACN events are informative, inspiring, fun—even magical. Collectively, they form a cornerstone for every ACN representative’s business. And since ACN holds its exciting events worldwide, it’s often convenient to catch the vision oneself.

Although it proudly hosts events around the world, ACN actually begins its events closer to home. ACN President and Co-Founder Greg

Provenzano explains that, “In addition to in-home meetings that our representatives hold, we also have Super Saturday and weekend-long regional events that are more in-depth. Such events typically have hundreds in attendance and usually take place at a conveniently located country club or hotel.” These local events assist new representatives to get their businesses off to a fast start and arm them with the information, instruction and materials to make their ACN enterprises successful in the long term.

An International Extravaganza

A giant step up from the local events in both scale and impact are ACN’s International Training Events. These extravagant events are held

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at least three times a year in North America and three times in Europe, and recently one was added in Australia. Regardless of the continent, each event infuses participants with a greater vision of what ACN is all about.

While there's plenty of recognition of top performers at an International Training Event, it's clear that training is paramount. No dull corporate slide shows allowed. Rather, each dynamic workshop is conducted by one of the leading representatives from the previous quarter on helpful topics such as customer acquisition or recruiting.

ACN Vice President and Co-Founder Tony Cupisz, who is actively involved in the development of ACN's regional and international training events, says, "When it comes to training our representatives, we're very hands-on and are very proactive in our approach in helping them get the training and tools they need to succeed." The learning process at these events generously spills from the classroom into the venue's halls and lounges. "The networking that takes place among representatives from all over the world is truly an invaluable part of the overall experience." Regional Vice President (RVP) Steve Carter adds, "ACN representatives, regardless of which country they're from, are all seeking freedom and financial independence. So these events truly bring everyone's single-minded vision together."

Building Belief Amongst Friends

The unique networking opportunities available at the International Training Event demonstrate that these events offer more than formal business training. In fact, it's the experience of fun, friendships and overwhelming energy that provide these events with that extra magical touch. Tony says, "Seeing 10,000 excited people provides a great momentum builder for any representative's business!" RVP Shane Gates shares,



"I just couldn't believe the experience. By the end of the weekend, I was standing on chairs and cheering."

—Shane Gates

"When I first saw an ACN event on a DVD, I thought the excitement was from paid actors. 'Get real!' I thought. Then my wife and partner Debbie dragged me to one. I just couldn't believe the experience. By the end of the weekend, I was standing on chairs and cheering. Forget the paid actors, that event was the catalyst to get us paid for life!" (See Shane's story on page 28.) Tony notes, "It's

not unusual for representatives to experience dramatic business growth in the weeks immediately following an ACN event."

The cycle of ACN events each year actually begins with the grandest of them all. Known as the International Convention, this annual extravaganza serves as a celebration of the completed year's accomplishments and as a launch for the coming year. It not only provides superb training like an International Training Event, but also an elaborate awards ceremony designed to recognize the previous year's top performers. If this makes you picture someone strolling up on stage to the sound of polite applause, then think again. Tony says, "A representative being promoted to one of the highest levels, for instance, is often carried on the shoulders of his teammates for the on-stage presentation with myself and the other Co-Founders, all the while his or her chosen victory song



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thunders through the arena. It's a powerful experience to witness!"

Inspiring Leadership

All the major events feature representatives onstage delivering their inspiring testimonials. RVP Pasha Carter observes, "Everyone wants a testimony, but few are willing to be tested." In fact, after a weekend of top-caliber training and networking, every



attendee is fully equipped to take a shot at going center stage one day to tell his or her own unique success story. And many do! Even newer representatives are often called upon during events to share their early milestones; then more experienced ones talk about the full realization of their dreams through ACN. Greg notes, "Once our representatives come to an event and hear from the stage what their peers and other top leaders have to say, they feel a sense of empowerment that they, too, can achieve their dreams and have what they have."

In fact, "having what they have" often comes with an invitation to higher-level events. That's because representatives in ACN's top positions enjoy all-expense-paid retreats just for them. Held in beautiful, even exotic, locations, these retreats allow field leaders a chance to relax and unwind in luxurious surroundings. Greg says, "These retreats are very special to us because we're able to spend time with a great bunch of people in a relaxed and comfortable setting."

And even though ACN's top representative leaders are rewarded with special retreat excursions, they still relish returning to an International Training Event year after year to give back to the overall ACN community. Yet, they aren't the only ones doing the giving. That's because the ACN vision extends beyond business activities, as it also recognizes the greater needs of the communities it touches. Thus, each major ACN event assists the local chapter of a major charity in the host city. Representatives contribute individually during the event weekend to the designated charitable cause; the total is then generously matched by ACN corporate. Then, during the final day, a giant check is presented on stage to a representative of the recipient organization. "This way we leave each city just a little better off than it was when we arrived," Greg comments proudly.

Recognition Is a Priority at ACN

In addition to events, ACN celebrates the achievements of their representatives in the quarterly *ACN Newsmagazine* as well as through *MyACN* for Reps, a Web site where representatives can not only find the latest recognition news, but can also access product information, customer and representative sign-up forms and other training information vital to supporting their business. Representatives also participate in periodic leadership conference calls hosted by the Co-Founders.



At ACN, people from all walks of life can find the kind of recognition rarely given in corporate America. Individuals are celebrated at each earned level they achieve. Each individual success is never at the expense of someone else. For this reason, not only do representatives find support from each other as they build their own businesses,



one individual's success is always a success that is shared and celebrated by all.

Many find rewards in things other than money, such as time with their family and the freedom of being their own boss. Even the newest of representatives are invited to share their testimonials on company-wide conference calls and during events. These stories of even the smallest successes serve as an inspiration to all.

For ACN, it is truly "One World. One Vision." Its events inspire and spawn interaction around the globe. They truly defy description. But ACN events aren't meant to be described; rather they should be experienced firsthand. And once a representative has done so, he or she embraces a new vision—the ACN vision of opportunity for everyone. Greg concludes, "We often say that you're not truly in this business until you've attended one of ACN's big events. It's only then that you fully realize that you're part of a worldwide ACN team that's there to support you in your business. Thus, you're truly not alone. Discovering that, and then changing your life as a result, is what it's really all about." **SH**