

(Submitted by S.D. - New York)

January 23, 2001

Dick DeVos & IBOA Board  
7575 East Fulton Street  
Ada, MI 49355

To Whom It May Concern:

I am writing to express my disappointment and disgust with the way the Amway/Quixtar companies are operated in accordance with "the system." As you well know, the system I refer to is the training system of information and functions designed to "help" IBO's build "successful" networking businesses.

I always thought that my upline Diamond, Fred Harteis, had the purest of intentions regarding his involvement in the system. On numerous occasions, I remember Fred saying from the stages of major functions, something to the effect of, "We don't hold these events (functions) for us. We could be anywhere in the world tonight. We put these functions on for you (attending IBO's), so that you can see what you have in your hands" (the potential of the business).

As one would logically conclude, the upline Diamonds who run functions have better things to do with their time, yet they continue to sacrifice themselves for the good of humanity, because they are such caring, selfless souls. Pure Hogwash!!

I had no idea that the bulk of the income and lifestyle of many Diamonds comes not from building a profitable business powered by Amway/Quixtar, as most IBO's are led to believe, but through the profits generated by function attendance and the sale of BSM's (Business Support Materials - tools).

I also had no idea how much I had contributed to my upline's lavish lifestyle until I tabulated my system related expenses. I was utterly shocked to find I had spent approximately \$34,000 on the system (tapes, books, CD-ROMs, functions, hotels, etc.) over the course of my networking career! This figure does not include my vehicle expenses, lost wages, lost time, etc.

While I have no problem with my upline making a profit from the sale of information, I have a **huge** problem with being misled. I have a **huge** problem with the fact that my upline's wonderful system teaches IBO's to disregard Amway/Quixtar policies that are designed to keep the business from operating like a pyramid (we are taught to ignore the 10 customer rule, the 70% rule, etc.).

I was very disappointed to the point of being outraged when I discovered that:

- I had been brought into the business through deceptive practices (income and lifestyle exaggerations and misrepresentations.)
- I, as well as every other IBO who "plugs into the system," was led to believe that in order to succeed in the business, I had to purchase tools from my upline; that to do so was the only way to succeed. I was also taught to only work with the people in my business who also plugged into the system.
- Fear, intimidation, misinformation, and emotional control are the primary tools used by my upline to maintain order and control over his organization of downline IBO's. (I used to scoff at the idea that the business was a cult. But now I clearly see that the system is, by definition, a commercial cult.)

And what infuriated me even more was the fact that the leadership of the corporation, namely Rich DeVos, had full knowledge that the above practices were the standard mode of operation by the owners of the system.

After reading a transcript of the “Directly Speaking” tapes, it became clear to me that Rich DeVos had the right intent, but for whatever reason, never followed through with enforcing his ideals. However, that does not excuse you from allowing the numerous abuses of the system to continue unchecked.

Since I am a reasonable person, I will give you the benefit of the doubt. Perhaps you gentlemen are unaware that the above referenced transgressions are occurring on a daily basis around the world. Perhaps you have no idea that hundreds of thousands of people are being bilked out of their hard-earned money through the deceptive practices of the upline leadership that own and control the system.

Perhaps you think that all of this can continue *ad infinitum* without any negative repercussions to your business (the web is exposing your illicit practices by informing people like me about how your abusive system operates – perhaps you would have better success by operating in only communist nations that restrict and control internet access – the system seems to operate by many of the same tactics that communist leaders use to control their citizens.)

In summary, I believe you are well aware of the content of this letter. It is sad to me to discover that the people I believed in, the “American Heroes” of today who are supposed to stand for what is right, are no more than common white collar criminals. I offer only one piece of advice: “Be sure your sins will find you out.”

Sincerely,

S.D.