

ELEV8

Inspiring Personal & Professional Growth

The logo for Innov8tive Nutrition features the word "innov8tive" in a white, lowercase, sans-serif font. The number "8" is replaced by a stylized infinity symbol. Two small, solid-colored leaf-like shapes are positioned above the "i" and "e" of "innov8tive". Below the main text, the word "NUTRITION" is written in a smaller, spaced-out, uppercase, sans-serif font.
innov8tive
NUTRITION

Social Media Elev8tor Contest

We're making this Elev8 Convention as fun and as interactive as possible! We want our attendees to spread the word about Convention, share what you're learning, and connect with everyone that is here in Dallas to grow their businesses. To give you an incentive and to get you more comfortable on Social Media, we've put together a Scavenger Hunt for you, in order to win Swag Bucks to the Elev8 Swag Store!

FACEBOOK LIVES

Host your Facebook Live broadcasts on your own personal profile or business pages and be sure to tag @Innov8tive Nutrition Corporate Page so we can see your broadcasts

- Introduce yourself at Registration
- At the swag store introduce someone to your audience that you've never met before in the company
- Introduce yourself to your sponsor
- Meet every person in your downline that is attending Convention

INSTAGRAM POSTS

Posts on your own personal or business Instagram Accounts, tag @Innov8tiveNutrition and use the hashtags #Elev8Dallas and #SocialMediaElev8tor so we can see your posts

- Share a photo of yourself and your roommate
- Share a photo of you and Heidi Whitehair, our CEO
- Share a photo of you and your favorite piece of swag in our store
- Share a photo of you and your favorite speaker

FACEBOOK POSTS

Tag @Innov8tiveNutrition on your photo, text, or video Facebook Posts so we can see your posts

- Talk about your biggest AHA! Moment at convention
- Talk about your favorite speaker and what you learned
- Talk about what award or goal you are going to strive for at the next Convention
- Talk about the favorite Innov8tive Family Member you met at Convention

Everyone who posts in the Social Media Elev8tor Contest will be entered to win \$50 in Swag Bucks! The more you post, the more chance you have to win AND you're spreading the word about your business to your own communities while you play!

AGENDA

THURSDAY, MAY 3RD

4PM-9PM REGISTRATION AND SWAG STORE OPEN
WINDROSE - SALON 3

7PM-9PMVIP RECEPTION WITH COCKTAILS & APPETIZERS
WINDROSE - SALON 1

FRIDAY, MAY 4TH

8AM-9AM..... REGISTRATION AND SWAG STORE OPEN

9AM-NOON GENERAL SESSION
LEGACY GRAND BALLROOM

NOON-2PM..... LUNCH BREAK AND SWAG STORE OPEN

2PM-5PMBREAKOUT SESSIONS
WINDROSE AND LEGACY GRAND BALLROOMS
(SEE PAGES 18, 20 AND 22 FOR SPECIFIC LOCATIONS)

7PMCASH BAR & DESSERTS SERVED IN FOYER

7:30PM-10PMAWARDS CEREMONY
LEGACY GRAND BALLROOM

SATURDAY, MAY 5TH

8AM-9AM..... SWAG STORE OPEN

9AM-NOON GENERAL SESSION
LEGACY GRAND BALLROOM

NOON-2PM LUNCH BREAK AND SWAG STORE OPEN

2PM-5PM GENERAL SESSION
LEGACY GRAND BALLROOM

5PM-6PM SWAG STORE OPEN (LAST CALL!!!)

7PM-11PM CINCO DE MAYO THEME CLOSING PARTY
WINDROSE BALLROOMS 1 & 2

WELCOME



WELCOME INNOV8TIVE FAMILY,

I am honored that you have committed to your business and your personal growth by attending Convention 2018!

This weekend is going to change you in ways you don't even know yet. It has been said that BIG decisions happen at BIG events and that was true for me almost 20 years ago! You will see the possibility and a bigger vision for yourself and your family's future that you didn't know was even an option when you started.

I ask you to do a few things while you are here: Introduce yourself to as many of our Innov8tive Family as possible and really lean into all that is being shared here. Be an active participant in all that you can and that might require you to get out of your comfort zone and tell fear to sit down and shut up! I would love to see you really immerse yourself in all the trainings and festivities you can. I know that parties are fun but they are also a GR8 chance to network with your fellow promoters, so take that opportunity. The most important thing that I am going to ask you to do is to have FUN because this business is FUN!

There is a saying that I have lived by in this business and it goes something like this: "Learn at the feet of the master"; which means that there are people that have gone before you on this journey and have paved the way for you! They have lessons and experience to share and the amazing thing about network marketing and Innov8tive is that we are truly as invested in your success as you are!

I am a big believer of working hard and employing yourself. Be ALL IN, in all you do and remember: If it is to be, it is up to YOU!

Please make sure you introduce yourself to me if we haven't met, come hug me if we have and lets all Elev8 our lives together!

Heidi



MASTER OF CEREMONIES



STEVE SCHULZ

Steve Schulz is an international public figure in the MLM industry with years of experience and stories of success. He has been working in the networking profession for 27 years. When he was first introduced to the industry, he was full time school teacher who was not making enough money to do the things he wanted to do for his family. After working his business part-time {3-5 hours per week} for about a year, his wife Colleen left her teaching position and about a year and a half later, Steve left his. He went on to build an organization of more than a 170,000 Independent Representatives and has earned more than 17 million dollars in network marketing.

As the author of the book; Yes, Sometimes It Is About The Money, he has a passion for helping others achieve the success he has experienced in this profession and will be bringing his insight, expertise and humor to the Innov8tive Nutrition stage as both our Master of Ceremonies and Keynote Speaker.

ELEV8 "MUST DO'S"

- Commit - Be ALL IN
- Hustle Harder, Expect More
- Show Up Early & Lead by Example
- Share Your Story from Your Heart
- Take Your Products Seriously
- Meet 10 New People Each Day
- Visit the Innov8tive Gear Store
- Leave Each Day with an Action Plan

COMMIT TO
M8RE

DEEP DIVE INTO THE SUCCESS PLAN

With Innov8tive Chief Medical Officer, Dr. Carrie Carda



DR. CARRIE CARDA

Dr. Carrie Carda has been a practicing MD for 19 years, obtaining additional training in hormone therapy for both men and women. Nearly ten years ago she advanced her practice to include board certification in anti-aging medicine and earned a Masters from the University of South Florida School of Medicine in Metabolic medicine and nutrition. Her practice is now focused on metabolic medicine, anti-aging, and effective weight loss.

Her knowledge of herbal medicine and alternative medical therapies is extensive. She recently obtained another Master’s Degree at George Washington University to become board certified in Integrative Medicine, in an attempt to mix traditional western medicine with ancient eastern practices and ideology.

She resides in Poplar Bluff, Missouri with her three teenagers and continues a full time busy medical/surgical and metabolic practice. Her passion for over a decade has been optimizing the human body through clean living, and disease prevention. She believes this can only be accomplished by education and supplementation, which is what brings her to Innov8tive Nutrition.

SUCCESS PLAN DO'S & DON'TS

Take the Success Spray. Dosage is **3 sprays** taken **three times a day**.

Innov8 Your Life: For **optimal results**, incorporate ALL of Innov8tive's products into your daily routine.

Prepare & Plan: Preparing and planning your food ahead of time will help you stay on track.




Stay Hydrated. 100 ounces of water per day recommended.

Exercise: Light or **minimal** exercise is encouraged.

Weigh & Measure: Track BOTH your weight and measurements as you progress in your journey.

Follow the Plan: Follow the plan for a minimum of 42 days. A lengthy detailed list of foods is in your guide.

Consume the following balance of food:

	Protein 8oz a day
	Vegetables 4 cups a day
	Fruits 2 servings a day

FOODS TO AVOID!

If you can't read it, DON'T EAT IT!

That means it's processed — even foods labeled “sugar free, fat free, gluten free” have preservatives and additives that cause inflammation.

Drinks should be limited to water, unsweetened tea, or unsweetened coffee. Milk should be avoided, if milk is a must, please use almond milk.

Diet sodas should be avoided as they contain inflammatory artificial sweeteners.

Cut the **C.R.A.P.**

Carbonated drinks

Refined sugars

Artificial ingredients

Processed foods

DON'T CHEAT: It's an easy plan with TONS of options. Stay on track and DON'T CHEAT! And if you do have a slip up....DO NOT promote that to your customers. You may get them off track and they'll quit.

GR8 PRODUCT COMBOS

Notice EVERY Combo has the Liquid Vitamin?
That's because EVERY **BODY** needs this foundation product!



The Ultimate Solution: All of Innov8tive's products work synergistically to provide you with optimal results! From weight management to sleep to a balanced lifestyle. This combination is ideal for anyone.



Healthy Weight Package: This product combination is geared for those that want to lose weight, feel great, and get their whole body balanced and healthy. This combination addresses multiple areas that effect weight.



Your Best Life: A perfect combination of products for those that want to be healthy, get gr8 sleep, have focus and energy, as well as added protein or a meal replacement in their busy life.



4 Your Health: Not everyone is looking for weight management....but everyone DOES need a solution for a healthy way of living and a balanced body. This combo is the ideal choice.



Fitness Focus: Perfect for those that workout and have an active lifestyle. The protein sh8ke feeds your muscles, the liquid vitamin fills the nutritional gaps and the Invigor8 gives you gr8 focused energy to get you through your workout and your overall day.



ThermoBalance: Our Innov8tive Greens & Ignite is perfect for those wanting to shed some pounds but not necessarily modify their diet. The Complete Liquid Vitamin helps balance your body and fill nutritional gaps.



The Dynamic Duo: This combo tastes amazing mixed together to kick off your day. Get the vitamins and minerals you need plus the energy, focus, and stress fighting boost to get you out the door on the right foot.



The Bare Essentials: Ideal for those that want to lose weight, but are on a tight budget. This combination can help fill those nutritional gaps and balance your body while losing weight and feeling great.

UNDERSTANDING THE COMP PLAN

Heidi Whitehair & Vanessa Hunter



HEIDI WHITEHAIR, CEO

Heidi Whitehair, former Day Care Provider and mom of three, is a top Network Marketing Professional from Seattle, Washington. She has spent the past 19 years in the profession becoming a seven-figure income earner and dynamic leader. Heidi has developed proven systems and business practices that she's perfected over the years. Her passion is to help others succeed, realize their dreams and teach them to believe in themselves. She loves traveling around the country training and supporting her incredible team.

Network Marketing has truly been life-changing, giving her family an abundance of opportunities and providing Heidi with the experience, knowledge and confidence to launch her own company, Innov8tive Nutrition, in 2016.



VANESSA HUNTER

Vanessa Hunter is a dynamic sales, marketing and operations professional, with over 25 years of experience in network marketing, including consumer product development, sales, marketing, field leadership and public relations.

An expert in operations analysis and organizational efficiency, she is tenacious in her quest for streamlining processes and creating tools and systems that empower others to achieve their greatest success. Vanessa relies on her extensive experience to provide ongoing support, training, motivation and mentorship to various clients within the network marketing profession.

Terms of Savings

Promoter	20% buying power/profit level
Promoter 1	25% buying power/profit level
Promoter 2	30% buying power/profit level
Promoter 3	35% buying power/profit level
Builder	40% buying power/profit level
Elite Builder	40% buying power/profit level
Executive Builder	40% buying power/profit level
Senior Executive Leader	40% buying power/profit level
Presidential Leader	40% buying power/profit level

4 ways to make money

- 1. Retail** (customer orders) — earn 20% to 40% profit from your retail sales
- 2. Wholesale Commissions** — earn 5% to 20% on your downline promoters
- 3. Royalties** — Earn royalties up to 8 levels deep and infinitely wide
- 4. Profit Sharing Opportunities**

Pay Periods

Retail and Commissions paid each week
Royalties pay monthly

	Promoter	Promoter1	Promoter2	Promoter3	Builder	Elite Builder	Executive Builder	Senior Executive Leader	Presidential Leader
Product Discount	20	25	30	35	40	40	40	40	40
Product Commissions	0-20%	0-25%	0-30%	0-35%	0-40%	0-40%	0-40%	0-40%	0-40%
Unique Qualified at Rank Legs						3 Builders	3 Elite Builders	3 Executive Builders	3 Senior Executive Leaders
1					5%	5%	5%	5%	5%
2					5%	5%	5%	5%	5%
3					5%	5%	5%	5%	5%
4						4%	4%	4%	4%
5							4%	4%	4%
6								4%	4%
7									3%
8									3%

Rank: **Builder** • YOU



REQUIREMENTS

Total Group Volume (TGV) = **4001 - 99,999**

Personal Group Volume (PGV) = **2000**

Minimum Customer Volume (MCV) = **1001**

BENEFITS

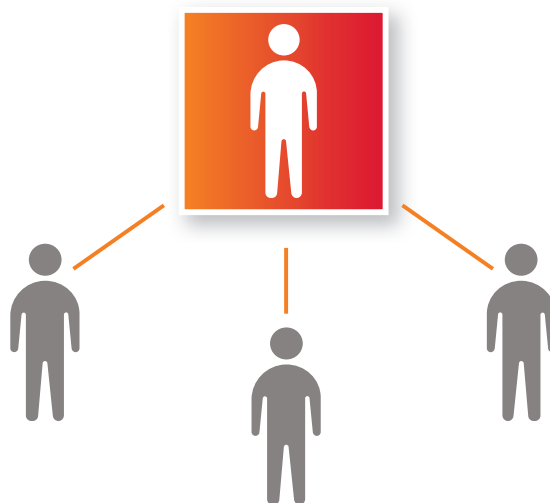
Product Discount Based on Monthly Volume

Commission Payout = **5%** on **Level 1**

5% on **Level 2**

5% on **Level 3**

Rank: **Elite Builder** YOU + 3 BUILDERS



REQUIREMENTS

Total Group Volume (TGV) = **4001 - 99,999**

Personal Group Volume (PGV) = **4000**

Minimum Customer Volume (MCV) = **1001**

BENEFITS

Product Discount Based on Monthly Volume

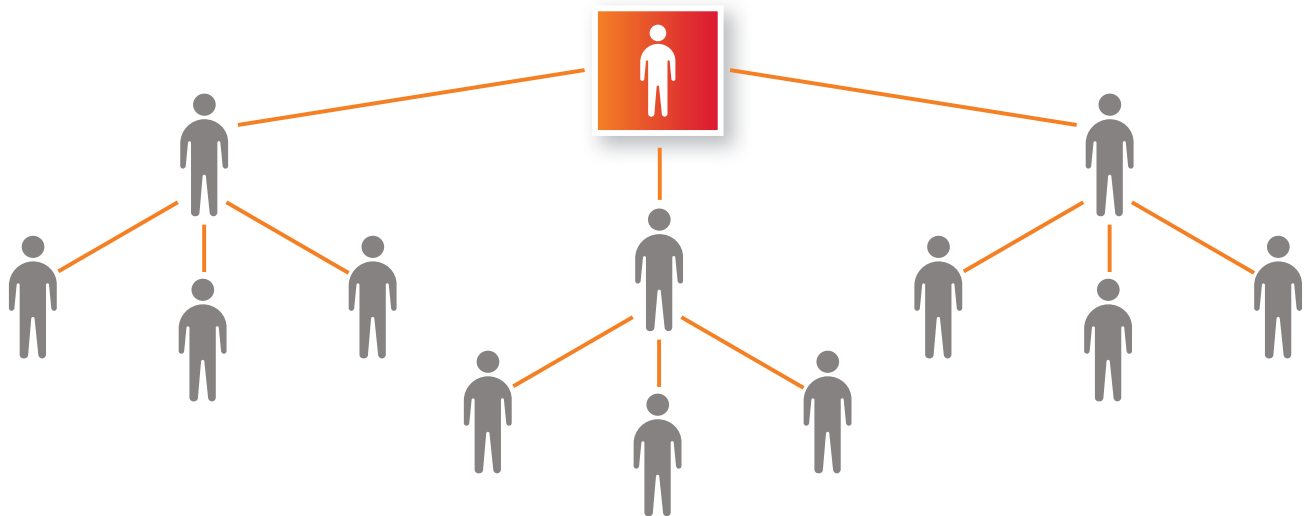
Commission Payout = **5%** on **Level 1**

5% on **Level 2**

5% on **Level 3**

UNLOCK LEVEL **4** **+4%** on **Level 4**

Rank: **Executive Builder** YOU + 3 ELITE BUILDERS



REQUIREMENTS

Total Group Volume (TGV) = **4001 - 99,999**

Personal Group Volume (PGV) = **4000**

Minimum Customer Volume (MCV) = **2001**

BENEFITS

Product Discount Based on Monthly Volume

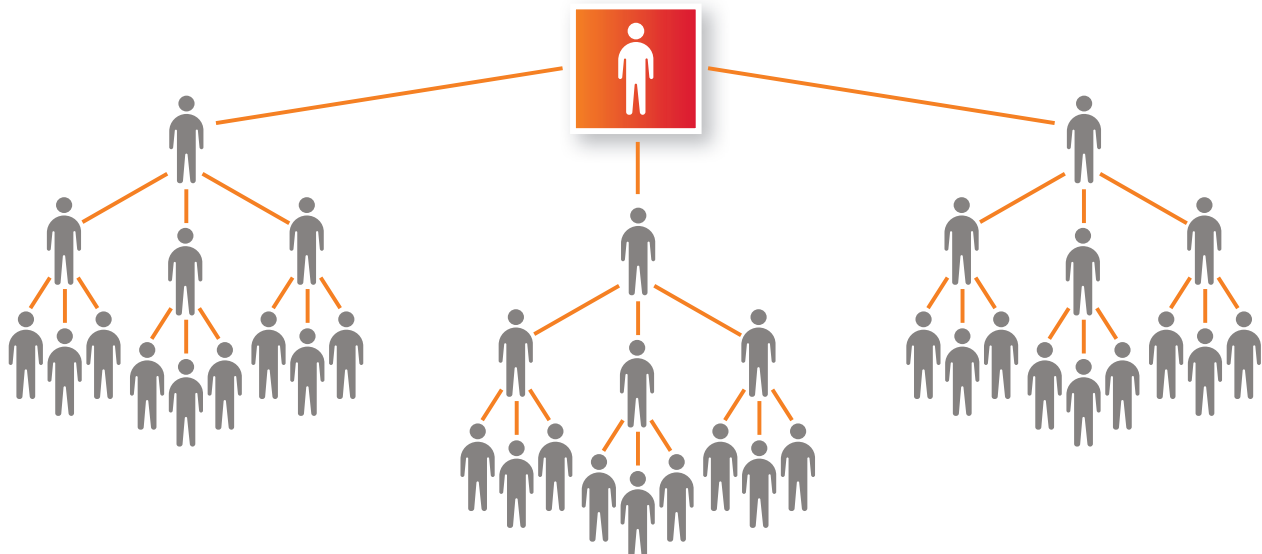
Commission Payout = **5%** on **Levels 1,2 & 3**

4% on **Level 4**

+4% on **Level 5**



Rank: **Senior Executive Leader** YOU + 3 EXECUTIVE BUILDERS



REQUIREMENTS

Total Group Volume (TGV) = **4001 - 99,999**

Personal Group Volume (PGV) = **4000**

Minimum Customer Volume (MCV) = **2001**

BENEFITS

Product Discount Based on Monthly Volume

Commission Payout = **5%** on **Levels 1,2 & 3**

4% on **Levels 4 & 5**

+4% on **Level 6**



BREAKOUT SESSION: 2PM-2:45PM

PRODUCT KNOWLEDGE TRACK: Investing in Your HealthWindrose 1

Speaker: Dr. Carrie Carda

Learn why investing in your health is the smartest investment you can make! Every part of your body functions better when protected from environmental assaults and bad habits. We will teach you the fundamentals of improving your general health and bolstering your immune system in a simple and effective way.

BUSINESS DEVELOPMENT TRACK: How to Present Innov8tive Nutrition.....Windrose 2

Speaker: Julie Guenthner

Do you struggle with finding the right words when trying to share the Innov8tive Nutrition product or opportunity with others? Are you intimidated or afraid to talk to your friends about Innov8tive Nutrition? Join us and learn how to overcome this fear! You will leave this session armed with solid knowledge and the tools to have more effective and successful presentations.

LEADERSHIP SKILLS TRACK: The Power of Proper Edification Legacy Grand Ballroom

Speaker: Vanessa Hunter

Whether you are hosting a meeting, a 3-way phone call, a conference call, zoom meeting or webinar, chances are, you will have a guest on with you. Introducing this person in the proper way can make or break the presentation by creating instant credibility. It's your job to get it right! In this session we will help you learn what to say and what not to say when making introductions!

TOP 3 TAKEAWAYS:

1

2

3

BREAKOUT SESSION: 3PM-3:45PM

PRODUCT KNOWLEDGE TRACK: Restore and Rejuvenate Windrose 1

Speaker: Dr. Carrie Carda

This is a deep dive into some of our favorite products: Ignite, Greens, Sweet Dreams and Invigor8! Come and learn how a synergistic approach to healthcare will always yield the best results. We'll also share some eye-popping information about what YOUR sleep habits say about you!

BUSINESS DEVELOPMENT TRACK: How to Present Innov8tive Nutrition Windrose 2

Speaker: Jacquelynn Ennis & Candra Mitchell

As an entrepreneur, relationships are the GLUE that hold your business together. You've probably heard the buzz phrase "relationship marketing" and if you haven't, you will. Join us to learn how nurturing the relationships you currently have can generate referrals for future business.

LEADERSHIP SKILLS TRACK: Hosting Calls & Webinars Like a Pro Legacy Grand Ballroom

Speaker: Sunshine Heldstab

So you get the call... you know... THAT CALL... your upline has lost her voice and needs you to host the webinar tonight. Do you panic or do you throw your arms in the air and dance because you KNOW you've got this!??? Come and learn the do's and don'ts and leave with crazy confidence in your hosting ability!

BREAKOUT SESSION: 4PM-4:45PM

PRODUCT KNOWLEDGE TRACK: Sh8ke It Up Workshop Windrose 1

Speaker: Dr. Carrie Carda

We're shaking things up for sure with this one! If shakes are your passion and you either have recipes to share or want to learn some new and creative ways to enjoy Sh8ke It Up - then join us for this hands on workshop where we will dive into shakes and everything we love about them!

BUSINESS DEVELOPMENT TRACK: Deep Dive Into The Back Office Windrose 2

Speaker: Cindy Moser

Are the back office reports Greek to you? Do you look at that screen and your eyes glaze over? Have you made excused as to why you haven't learned how to read them? STOP! Put on your big girl (or big boy) pants and take control of YOUR business by learning the metrics you need to pay attention to as you grow. You don't just stumble upon success - you must take responsibility for it. So come and let us show you how. And remember, the only stupid questions and the ones you don't ask!

LEADERSHIP SKILLS TRACK: Effective Leadership for the WIN! Legacy Grand Ballroom

Speaker: Steve Schulz

As your team grows, so does your need to be a great leader! The most successful leaders never stop learning and improving their leadership skills. Whether you are just developing yours or you want to fine tune them - this session will give you the knowledge and skills you need to lead with confidence!

TOP 3 TAKEAWAYS:

- 1**
- 2**
- 3**

Innov8tive Awards Night

Dessert Bar & Cash Bar

RECOGNITION

INNOV8TORS
INFLUENCERS
MOTIV8TORS
ELEV8TORS

PEOPLE'S CHOICE CATEGORIES

MOST INFLUENTIAL
SOCIAL MEDIA ELEV8TOR
MOST ELEV8TING AND INSPIRING
MOST INNOV8TIVE

CHALLENGE WINNERS

MARCH MADNESS WINNERS
VIP CHALLENGE WINNERS
SUPER VIP WINNERS
MOST FRONTLINE AT ELEV8 WINNER

SPECIAL AWARDS

ROOKIE OF THE YEAR
RISING STAR
POWER COUPLE OF THE YEAR
SOCIAL MEDIA ROCKSTAR
TRAINER OF THE YEAR
CIRCLE OF EXCELLENCE

SURPRISE AWARDS

innov8tive
GEAR
Great Business Advertising!



LADIES

Elev8 T-shirts
Elev8 Tank Tops
M8KE a Change T's
Long Sleeve Shirts
Fitness Wear
Yoga Pants
& More...



MENS

Elev8 T-shirts
Elev8 Tank Tops
M8KE a Change T's
Long Sleeve Shirts
Fitness Wear
Polo Shirts



OTHER

NEW Sh8ker Bottles
Water Bottles
Journals
Tote Bags
Hats
& More

Visit the Innov8tive Swag Store for Limited Edition Gear!!!

TOP 3 TAKEAWAYS:

- 1**

- 2**

- 3**

DO'S & DON'TS OF COMPLIANCE

Jenifer Grace interviewed by Heidi Whitehair



JENIFER GRACE

Jenifer Grace is responsible for the legal and operational aspects of LaCore Enterprises and its affiliates. She enjoys learning both the new aspects of each business, as well as each area of the law involved with its operation and protection. Protective of both the team, and the operations, Jenifer's conservative nature is a perfect fit.

Although originally born in Gary, Indiana, Jenifer grew up among the mountains of Reno, Nevada. She graduated with a Bachelor of Arts degree in psychology from the University of Nevada Reno, and then gained her Juris Doctor from Southern Methodist University School of Law in 2000. Contact Jenifer at legal@innov8tivenutrition.com.

TOP 3 TAKEAWAYS:

1

2

3

BUSINESS BUILDING PANEL

Moderated by: Steve Schulz



STEVE SCHULZ



VANESSA HUNTER

Over 25 years network marketing experience



JACQUELYNN ENNIS

Mom of 3 and Full-Time Innov8tive Business Builder



PAULA MOSER

Former Dispatcher, Full-Time Innov8tive Business Builder



SUNSHINE HELDSTAB

Mom of 2 and Full-Time Innov8tive Business Builder



JULIE GUENTHNER

Former Day Care Provider Full-Time Innov8tive Business Builder

SOCIAL MEDIA TIPS AND TRICKS

Rosemary Watson interviewed by Lachelle Via



ROSEMARY WATSON

Rosemary Watson is a Swiss Army Knife for Creative Entrepreneurs who want to build their businesses in this new digital age. She helps clients define who they are, what they sell, and find more clients. She loves social media, especially Instagram, but believes that every contact point with your customers needs to be a seamless experience to delight them. She lives in a suburb of Phoenix with her six kids, husband, and lots and lots of animals. She spends her days drinking Pumpkin Spice Lattes for as long as Starbucks will sell them to her, and working with the best clients on earth. You can contact Rosemary at info@rosemary-watson.com.



LACHELLE VIA

Lachelle Via is a graphic designer with a particular love for Art Deco and Art Nouveau. She worked in the magazine industry for over a decade and now helps clients build their own brands through her company Charming Ink.

Lachelle creates the graphic content for Innov8tive Nutrition — designing social media graphics and marketing materials for promoters. You can contact Lachelle at design@innov8tivenutrition.com.

Rosemary Watson has created a 90 day social media schedule for all convention attendees to use to promote their innovative nutrition business. A PDF guidebook will be available to download along with training videos to walk you through the Social media schedule at:

bit.ly/elev8socialmedia

TOP 3 TAKEAWAYS:

1

2

3



" MASTERING THE EVENT CYCLE"

HEIDI WHITEHAIR

KEYS TO SUCCESS

ONE-ON-ONE PRESENTATIONS

MONTHLY GROUP PRESENTATIONS / TRAININGS

REGIONAL EVENTS - HIT ALL MAJOR MARKETS

NATIONAL CONVENTION - ANNUAL OR SEMI-ANNUAL

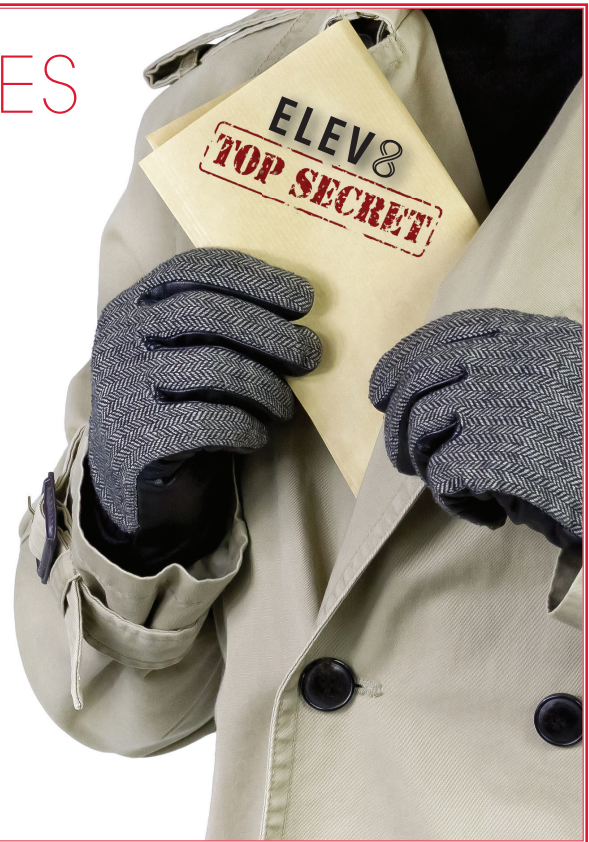
*****TOP PRIORITY*****

OTHER EVENTS:

SECRETS & SURPRISES UNVEILED THIS WEEKEND

BE ON THE ALERT FOR:

- Screamin' Deals
- Product Updates
- Limited Edition Swag
- Top Secret News
- And Much More...



innov8tive
NUTRITION

SPRING 2019
CONVENTION

FIND OUT WHEN, WHERE, AND MUCH MORE THIS WEEKEND!



Cinco de Mayo

CLOSING PARTY

7pm-11pm

WINDROSE BALLROOMS 1 & 2

Celebrate & Have Fun
with Your Innov8tive Tribe!

INNOVATIVE
CULTIVATING
CELEBRATING



innovative
NUTRITION