

# Your Guide to Executive Rank

## What Is an Executive Rank?

Executive ranks (and the benefits that go with them) are reserved for Gold Directors and above who earn consistently at their level.

We created these new ranks to reward those who build strong, solid businesses as they climb to Diamond and beyond.

## How Do I Earn an Executive Rank?

Once you advance to Gold Director or above, you are eligible to become an Executive. Then it's all about building a solid business.

In any given 13-week period—including the week you advance—you need to reach a total number of Commission Volume Points (CVP) to secure your Executive rank for a year—365 beautiful days of Executive benefits.

Here's the cumulative CVP you'll need to generate in any 13-week period:

- **Executive Gold Director:** 13,000 total CVP
- **Executive Ruby Director:** 26,000 total CVP
- **Executive Emerald Director:** 39,000 total CVP
- **Executive Diamond Director:** 52,000 total CVP
- **Executive Star-Diamond Director:** 52,000 total CVP

All you have to do is look back at the last 13 weeks and add up your CVP to see if you qualify. So each week becomes a new opportunity for you to earn a year of Executive benefits.

Have a bad week? That's okay. Since we're talking about cumulative CVP, you can earn the required points whenever you want within the 13-week period. It's up to you.

And you can even do it in less than 13 weeks, if you want. Once you hit the required CVP, you are an Executive. Congratulations.

## What About Requalification?

The date you qualify for Executive at each rank is really important. First, it's the start of all the benefits that come with the rank. And it also becomes your qualification anniversary.

Like any anniversary, it's something you'll want to remember. Because it could also be the day your benefits run out.

During your year of Executive rank, you have the chance to requalify by earning the appropriate cumulative CVP during any given 13-week period. That anniversary date we had you remember? It's your deadline. You have to renew your Executive rank by that date.

Here's an example to clear things up:

Kim is a Ruby Director, who became an Executive at her level for the first time on March 20, 2015. So she has until March 20, 2016 to requalify by earning 26,000 total CVP in a given 13-week period. But Kim works hard and hits her CVP total October 9, 2015. This doesn't change her qualification anniversary, but it does mean Kim doesn't have to worry when March 20, 2016 rolls around. She has already locked in another year of Executive rank.

If you don't requalify by your anniversary date, you will be without an Executive rank until you reach the cumulative CVP over any given 13-week period. But you won't have to wait to start your requalification. You have an opportunity every week to regain your Executive rank.

For those who do not requalify by their anniversary date, each week we will look back at the previous 13 to see if you reached your cumulative CVP requirements. Once you requalify, your anniversary will be reset to the date you achieved your CVP requirements and earned another year of Executive rank.

Here's an example:

Tim is an Emerald Director, whose Executive anniversary date is January 9, 2015. When his anniversary comes around in January 2016, Tim has not qualified. He loses his Executive rank and the benefits with it. But Tim works hard for the next six weeks, and is able to reach his 13-week cumulative CVP requirement on February 19. At that time, he earns a year of Executive rank from that date, and, henceforth, February 19 will be Tim's anniversary date.

## **What Happens When I Rank Advance?**

You celebrate. Because rank advancements are wonderful accomplishments. And even with the great benefits of our Executive program, it's still better to be a Ruby Director than an Executive Gold Director.

Rank advancing also opens up a whole new world of Executive benefits. But you will need to qualify at your new level, which means accumulating the proper number of CVP over any given 13-week period.

But there are a few particulars you need to know.

First, you don't keep the same qualification anniversary date. When you reach Executive at your new level—Gold, Ruby, Emerald, Diamond, etc.—that will be your new anniversary date. And you remember how important that is, right?

Second, you will never lose Executive benefits for rank advancing. You always get a year of Executive, no matter what—as long as you are still an active Associate in good standing.

Going back to our previous example, Kim's anniversary date is March 20. She advances to Emerald on December 1. Kim will still be able to enjoy Executive Ruby benefits until the next March, while working toward becoming an Executive Emerald Director. So when Kim hits the 39,000 total CVP for 13-weeks on February 11, she has a new anniversary date and another year of benefits—now at the Emerald level.

## **Why Should I Become an Executive?**

The reason we created Executive ranks was pretty simple—to reward those who are building their businesses the right way.

We want to incentivize you to build solid before moving up. We want you to master each level before climbing to the next. We want to recognize you for building something strong that will last for generations.

To help reward those who are building strong, solid businesses as they move from Gold to Diamond—and beyond—there will be plenty of benefits only Executives will enjoy.

Read all about them. Benefits at our major events. Enhanced recognition on trips. And the creation of Foundation Executive Diamond Director—a prestigious title rewarding Associates who are cornerstones of our business.

## **What About My Executive Rank from 2014?**

We will look back 13 weeks from January 9, 2015—the launch date of our upgraded Executive program—to see if any Associates have earned an Executive rank during that period.

Anyone who had adequate cumulative CVP in that period will be an Executive at the time we launch. Their qualification anniversary will be January 9, 2015, and they'll have a year of benefits from that date.

If you didn't achieve Executive rank during that period, you have a chance to earn it each week going forward. Each week we will calculate your CVP total for the prior 13 weeks to see if you qualify. When you reach the 13-week CVP requirement, that date will become your qualification anniversary.

For those who rank advanced to Gold Director or above during the fourth quarter of 2014, you will be able to enjoy Executive benefits during the first quarter of 2015—as promised to you under the old Executive rules. That includes recognition for the Asia and Pacific Convention, which has a recognition cutoff date in January.

But rank advancement no longer makes you an Executive, so you will need to achieve the 13-week CVP requirements to earn or maintain your Executive rank. When you do so, you'll establish your qualification anniversary and earn a year of Executive benefits.

## More Information

Understanding Executive ranks will help you take advantage of all the program has to offer. Check out our Frequently Asked Questions for answers and more information about Executive ranks.



# Executive Rank: Exclusive Benefits



We didn't create Executive ranks just to add a word to your title. (Although, it does sound cool.) Being an Executive earns you a bevy of benefits and recognition.

Not sure how to qualify for an Executive rank? [Learn more.](#)

## Year-Round Benefits

Here are the benefits Executives will enjoy all year:

- Free Business Accelerator Suite subscription
- Access to the Diamond Office at the Home Office (priority given to Executive Diamond Directors)
- Executive conference calls with USANA management and scientists

More benefits will be added yearly.

## Exclusive Convention Benefits

Conventions are our biggest events of the year, so we really roll out the red carpet for our Executives. Anyone who is qualified for an Executive rank at the recognition cutoff date for a given event can expect the following:

- Access to an Executive-only VIP registration line
- An exclusive gift at the time of registration
- Express checkout at the store (if one is present at the event)
- Parade across stage during Convention, have name read by management, and receive an exclusive gift
- Recognition on the Wall of Fame
- Invitation to Executive Leaders Luncheon
- Executive pin and ribbon
- Priority hotel reservations for upcoming conventions
- Ability to speak onstage at conventions and other USANA events
- Backstage passes to General Sessions
- Reserved preferred seating at the venue
- Special shuttle service during the event
- Access to exclusive Executive lounges
- Invitation to a special Convention preview reception (Executive Emeralds and Executive Diamonds only)
- Early access to Convention Store before it opens to all registrants (Executive Emeralds and Executive Diamonds only)
- Tiered transportation benefits for Executive ranks
- Exclusive photo opportunities with athletes, USANA management, and guest speakers

Benefits may vary slightly depending on the event and market.

<b>2015 USANA Conventions</b>	Executive	Executive	Executive	Executive
<b>Executive Benefits</b>	Gold	Ruby	Emerald	Diamond and Above
Executive-only registration line	X	X	X	X
Exclusive gift at registration	X	X	X	X
Express store checkout (if applicable)	X	X	X	X
Parade across stage while name is read by management	X	X	X	X
Wall of Fame recognition	X	X	X	X
Exclusive Executive Leaders Luncheon	X	X	X	X
2015 Executive pin/ribbon	X	X	X	X
Priority hotel reservations for upcoming conventions	X	X	X	X

Ability to speak onstage at 2015 USANA events	X	X	X	X
Exclusive photo opportunities	X	X	X	X
Backstage passes for General Sessions	X	X	X	X
Reserved preferred seating at the venue	X	X	X	X
Special shuttle service during the event	X	X	X	X
Executive lounge access	X	X	X	X
Invitation-only preview reception			X	X
Pre-opening access to Convention Store			X	X
Transfer from airport				X

There will also be enhanced recognition and Executive lounges available at our regional meetings and events, as well.

### Other Executive Benefits

Executives will also receive enhanced recognition and the chance to qualify for an exclusive trip at Diamond Director and above. Read more about that now.

## Executive Rank: Enhanced Recognition on Trips



We've designed tiered extras for some of our major trips to enhance the recognition Executives receive. And we even have a trip to reward those building stable businesses at the highest levels—Diamond Director and beyond.

Not sure how to qualify for an Executive rank? Learn more.

## Enhancements for Executive Ruby and Executive Emerald Directors

We want to reward our Executive Ruby and Emerald Directors with enhanced recognition on regional growth trips.

That means Executives at these two levels will be treated to extended stays, upgraded accommodations, special trainings, and Executive-only receptions on these trips. Other benefits will be provided and will vary by trip.

These enhancements require attendance at your regional growth trip. But you will be able to enjoy them once at each rank—at Executive Ruby and again at Executive Emerald.

If you rank advanced anytime after July 1, 2014, you will be eligible for the trip once you achieve the cumulative CVP requirements. So you could already be on your way to qualification.

## Executive Diamond Summit

This global trip rewards those who have climbed to the highest heights, who've done it by building a solid, strong business. It's an amazing accomplishment, and we have a trip to match it.

Hawaii will be the beautiful backdrop for this incredible trip. Attendees will enjoy luxury accommodations, get the chance to network with other top leaders, spend time with USANA management, and more.

Are you ready for the best part? You can attend once at each rank. So this doesn't have to be a once-in-a-lifetime experience.

There are some unique qualifications, though. Here's how you qualify for the Executive Diamond Summit:

The first requirement is to advance to a new rank—either to Diamond or to a higher Star level. Once you've advanced, it's all about earning at your pin level. That's where the trip differs from other portions of Executive rank.

The 52,000 Commission Volume Points (CVP) that will qualify you as an Executive Diamond and above does not earn you a place at the Executive Diamond Summit—unless you are a new Diamond Director.

Here are the 13-week CVP totals you need to attend the summit:

- **Executive Diamond Director:** 52,000 total CVP
- **Executive 1-Star Diamond Director:** 65,000 total CVP
- **Executive 2-Star Diamond Director:** 78,000 total CVP
- **Executive 3-Star Diamond Director:** 91,000 total CVP
- **Executive 4-Star Diamond Director:** 104,000 total CVP
- **Executive 5-Star Diamond Director:** 117,000 total CVP
- **Executive 6-Star Diamond Director:** 130,000 total CVP
- **Executive 7-Star Diamond Director:** 143,000 total CVP
- **Executive 8-Star Diamond Director:** 156,000 total CVP
- **Executive 9-Star Diamond Director:** 169,000 total CVP
- **Executive 10-Star Diamond Director:** 182,000 total CVP
- **Executive 11-Star Diamond Director:** 195,000 total CVP
- **Executive 12-Star Diamond Director:** 208,000 total CVP
- **Executive 13-Star Diamond Director:** 221,000 total CVP
- **Executive 14-Star Diamond Director:** 234,000 total CVP
- **Executive 15-Star Diamond Director:** 247,000 total CVP

We will have a cutoff date for qualification for each year's trip, the first of which will take place in early 2016. Look for more information and exact dates coming soon.

For our first Executive Diamond Summit, if you rank advanced anytime after July 1, 2014, you will be eligible for the trip once you achieve the cumulative CVP requirements.

# Executive Rank Frequently Asked Questions

## **Q. Is Executive rank qualification based on calendar quarters?**

A. No. Over the course of any given 13 weeks, you can earn enough cumulative Commission Volume Points (CVP) to become an Executive at your current level.

## **Q. What if I have a bad week—will that affect my qualification?**

A. Not as much as you would think. You qualify for Executive with cumulative CVP over any given 13-week period. So if you have a bad week, you can make up for it with a few good weeks. You just need to get to your total.

## **Q. What happens if I hit my cumulative CVP total in eight weeks?**

A. That's great. Because then you're an Executive at your current level. Whenever you hit the cumulative total, you will earn a year of Executive rank and all the benefits that come with it.

## **Q. What happens if I don't generate enough CVP in any given 13-week period before my anniversary date?**

A. You will no longer carry an Executive rank, or be entitled to the benefits that come with it. But each week you have a chance to regain Executive rank.

Every week we add up your cumulative CVP from the previous 13 to see if you earned Executive again. When you do earn it again, you will enjoy a year of benefits and your qualification anniversary will reset to that date.

## **Q. I already requalified for Executive rank. If I reach my CVP total for another 13-week period, do I qualify for an extra year of Executive rank?**

A. No. You can't bank qualification for Executive rank. Even if you have two or three 13-week periods where you reach your cumulative CVP requirements, you can only qualify for Executive rank a year at a time.

## **Q. What if I rank advance during my year of Executive rank?**

A. We won't ever cut your Executive benefits short. You will always have a year of enhanced recognition and event benefits at the level you earned them.

But you can qualify at your new level at any time. If you haven't achieved the cumulative CVP requirements for your new rank by your anniversary, you will be without an Executive rank until you earn it at the new level.

One more thing to remember: the date you achieve Executive at your new level will be your anniversary date going forward.

For example, if you're an Executive Gold Director with a January qualification anniversary and you advance to Ruby six months into your year of Executive, you will still have six more months of benefits at the Executive Gold level. Then you reach the cumulative CVP requirements for Executive Ruby in December—a month before your anniversary. Now, that December date is your new qualification anniversary, and you earn a year of benefits at Executive Ruby.

## **Q. How will I know if I am eligible for Executive benefits at an event?**

A. Our main conventions have recognition cutoff dates. You will need to hold an Executive rank at the time of the cutoff to be recognized as an Executive and earn the benefits for that particular event.

For smaller, regional events, the qualifications for benefits and recognition will be handled on a case-by-case basis.

## **Q. At a convention or event, which rank will I be recognized at if I am a Ruby Director who hasn't reached Executive at my current level, but still has Executive Gold benefits?**

A. You will be recognized at your highest rank, which in this case would be Ruby Director. But you will only be eligible for Executive Gold benefits at the event.

## **Q. If I advance to Diamond and then 1-Star Diamond Director in the same year, at which level will I need to qualify to attend the Executive Diamond Retreat?**

A. You will need to achieve the 13-week cumulative CVP requirements for a 1-Star Diamond Director. In any case of multiple advancements in a year, you would need to achieve the requirements for your current, highest rank.

## **Q. Does being an Executive Ruby or an Executive Emerald Director automatically earn me a place on my regional growth trip?**

A. No. It's highly likely that, by reaching Executive at these ranks, you would qualify for these trips. But you would still need to earn each trip by following its unique requirements and rules. If you attend your regional growth trip, you can take advantage of the enhanced recognition and other benefits available.

**Q. If I'm attending my second consecutive regional growth trip as an Executive Ruby, do I earn enhanced recognition?**

A. You can only get the enhancements to regional growth trips once per level. So you would need to advance to Emerald Director and become an Executive at that level to get the enhanced recognition on that year's trip.

**Q. What happens if I rank advanced to Gold Director during the fourth quarter of 2014 and earned Executive that way?**

A. You will hold an Executive rank for the first quarter of 2015, but you will lose your benefits after that if you don't qualify under the new rules—by achieving your cumulative CVP for any given 13-week period.

**Q. I hit my CVP requirement and earned Executive in the fourth quarter of 2014. Do I earn a full year of Executive?**

A. Yes, you do. We will look back 13 weeks from January 9, 2015—the launch date of our upgraded Executive program—to see if you earned an Executive rank during that period.

If you reached the cumulative CVP requirement during that period, you will be an Executive at the time of launch. Your qualification anniversary will be January 9, 2015, and you'll have a year of benefits from that date.

**Q. Will I have to wait 13 weeks to earn Executive under the new rules?**

A. You won't have to wait. You could already be qualified if you earned the required CVP in the 13 weeks prior to January 9, 2015. But if you didn't achieve Executive rank during that period, you have a chance to earn it each week going forward.

Each week we will calculate your CVP total for the prior 13 weeks to see if you qualify. When you reach the 13-week cumulative CVP requirement, that date will become your qualification anniversary.



## Foundation Executive Diamond Director

Prestigious. That's the best word to describe those special Associates who become **Foundation Executive Diamond Directors**.

We wanted something special to recognize the Associates who are the cornerstones of our business. They are the authors of the USANA success story, who have changed so many lives just by living their dreams.

Inclusion in our most exclusive group requires exceptional dedication and determination, but comes with a lifetime membership and exceptional benefits.

## A Lifetime of Benefits

Foundation Executives will be able to enjoy the absolute best we have to offer. They'll receive Executive Diamond benefits at every major event they attend.

But it doesn't end there. Here are the benefits that come with lifetime membership in this prestigious group:

- Monogrammed logo gear packages
- Foundation Executive pin
- Exclusive Foundation benefits at Executive reception events
- Special reserved seating
- Backstage passes
- Exclusive photo shoots with athletes, guest speakers, USANA management, and more
- Reserved car parking (where applicable)

## How Do I Become a Foundation Executive?

Becoming a Foundation Executive takes years of dedication to sharing USANA and an unwavering determination to change lives.

All of the following criteria must be met:

- Diamond Director or above
- 100,000 Commission Volume Points (CVP) per year for a minimum of 10 years
- Remain recognition qualified
- Must have attended International, Asia and Pacific, or China Convention once in last two years
- Achievement of **two** of the following: Vision Award, President's Award, Million Dollar Club, IDC, Fortune 25, Growth 25

