

Testimonials



[Pete and Dora Zdanis](#)

"Integrity is the real bottom line and throughout my 16-year business and personal relationship with Pete and Dora Zdanis, they exemplify this critical leadership trait in all that they do. They listen before they offer advice, they are generous and giving without needing reciprocity, they put others' interests first, they are tireless mentors and stewards, and they are well-informed, as well as always upgrading their knowledge in the best business practices. It is a privilege to call them professional partners and friends."



Denis Waitley, Ph.D., Best Selling Author of "The Psychology of Winning" and "Seeds of Greatness", Keynote Speaker and Productivity Consultant

"Pete, I've watched you and Dora from a distance as you have grown exponentially in USANA. Your spirit of service and professionalism is amazing. You are always there to help. Your ongoing email communications are legendary. In my mind, you two represent the "best of the best" of this industry. Keep up the GREAT work."



Robert G. Allen, New York Times Best Selling Author, Financial Advisor and Speaker

“Pete Zdanis is an amazing entrepreneur and businessman. His leadership has led him to great success, in fact he and his wife Dora are top 25 income earners at USANA Health Sciences, which tells a lot considering there are over 200,000 Active Associates. His attention for detail and his communication skills are just a few of his talents.”

Mark Wilson, Executive VP of Sales, USANA Health Sciences

“Pete is a very successful network marketer. He is deeply committed to the success of his entire team. He shares his experience and knowledge freely and always strives to improve himself and his business. He has taken the depth of his experience and found new ways to share the latest in information and training. He is an exceptional leader.”

Dani Linkhart, Builder, USANA

“Pete is my Mentor and Coach in USANA. I am thankful for Pete's efforts, keeping me focused on my goals and supporting our entire team.”

Deb Dusseault, Team Leader Network Marketing

“Pete is wealth of information that will help anyone build a business. He is an outstanding professional to work with.”

Julianne Koritz, MS RD LDN CLT, Distributor/owner, Nutrition Coach, Inc

“Pete has shown an incredible ability to develop and lead a team of winners. His successful ranking in USANA speaks for itself!”

David Delevante, Owner, Delevante Health Enterprises LLC

“I've known Pete for many years and appreciate his leadership, integrity, attention to detail, community orientation and incredible support. Pete's professionalism comes through in everything he does. He is consistent and very reliable.”

Majid Mokhberty, Independent Associate and International Trainer, USANA Health Sciences

“I have known and worked with Pete for many years as one of our top leaders at USANA. In the past few years he has served as a member of our Independent Distributor Council and I am always impressed with his leadership talents, business acumen and ability to inspire others. If you have an opportunity to work with Pete or his wife Dora, do not pass it up! They are cream of the crop!”

Shawn McLelland, Vice President, Media & Events, USANA Health Sciences

“Pete Zdanis has proven to be a true business partner and friend focused on improving his own personal home based business while working closely with USANA Home Office personnel to advance our overall impact throughout the world. He has an acute focus and attention to detail which helps us work together to ensure that we deliver world class products with a seamless message. Pete has a skill set that ensures consistent, positive results and he is keenly aware of what is necessary to be successful in a very competitive environment.”

Dan Macuga, VP Network Development & Public Relations, USANA Health Sciences

“Pete provides a very valuable internet forum for USANA Health Sciences Associates to learn from and share information with each other. He is a most dedicated representative of USANA.”

Carol Smith, Independent Associate, USANA Health Sciences

“As an ABC-TV expert guest, author, Stanford sports psychologist, professional speaker, and SF Marathon winner, I look to Pete Zdanis as one of the finest leaders, speakers, and motivators in the world. He has been a tremendous inspiration for me in my career. Pete has helped me on so many levels with marketing, training, and moving forward in my personal and professional life. I look to Pete as my mentor. His wisdom and his contributions to USANA Health Sciences have made such a difference in peoples’ lives throughout the world. I highly recommend Pete Zdanis as one of the most brilliant and trustworthy leaders I have ever met.”

JoAnn Dahlkoetter, Owner, Your PerformingEdge.com

“Pete is a top independent business leader for USANA Health Sciences. I've known Pete for many years, and he is an exceptional networker with an unparalleled work ethic. He demonstrates a very strong understanding of the network business model through his interaction with the USANA corporate team, and he always strives to maintain the highest ethical standards in building his independent USANA business. Pete works very well with the corporate team, and he works hard to help others in his organization succeed.”

Kevin McMurray, Deputy General Counsel, International & Executive Director of International Development, USANA Health Sciences, Inc

“Pete Zdanis is one of the very best mentors and resources I have had in my seven years with USANA. He offers great advice to all of us, even those not in his direct team. He is always there to guide and answer questions. His forum has been key to my development and success in USANA.”

Deborah Linder-Dutcher, Founder, Energy Unlimited - USANA Ruby Director

“Pete is a strong leader, and has a heart for helping others succeed. His training methods are powerful, and if followed, greatly increase chances for success”

Henry Erb, Owner, USANA Health Sciences

“Pete is a great leader with a very clear vision and always willing and available to help, explain and assist in any way possible.”

Luka Vojvodich, Owner, USANA

“Pete Zdanis has been a leader in the business of network marketing for many years. It has been my pleasure to contribute to his online forum, to which he has given tirelessly and without remuneration since its inception. There are many who talk the talk, but Pete walks the walk. He truly defines what a business leader is. His many direct and to the point articles on how to make your business work have been invaluable. Selflessly, he shares them with everyone, whether he directly benefits or not. Thanks, Pete!”

Joan Baumann, Student, Allan's Business College

“Pete is a leader in USANA Health Sciences, and has achieved great success in the business.”

Robin Molleur, Owner, USANA Health Sciences

"I have known Pete for almost 12 years. He has been a steadfast supporter of USANA Health Sciences and has exhibited strong leadership qualities. He has selflessly monitored, a list serve, an integral communication tool that has brought together people from all over the world to learn about USANA Health Sciences. Pete is unwavering in his commitment to quality and to personal development. I feel honored to be able to make this recommendation."

Dr. Norm Dawson, Independent Associate, USANA Health Sciences

"I have had the pleasure of knowing Pete for over 10 years in a work related capacity. He is a consummate professional and an asset to our company. As one of the top leaders in the history of USANA, I feel confident that he will continue to succeed in his career. He is as compassionate as he is professional and is dedicated to improving the lives of others. He and Dora have been active in improving the lives of all they touch. It is for these reasons that I offer a recommendation for Pete for any accolade or position without reservation."

James Bramble, Vice President ,General Counsel & Corporate Secretary, USANA Health Sciences

"Pete initiates a monthly interactive training call through which he provides training. These calls increase my knowledge and are thought provoking as I continue to examine myself and my business. His genuine interest in my business and me is constant as he tirelessly provides resources and advice which are always timely and relevant."

Mary Lindemann, Associate, USANA HEALTH SCIENCES

"Peter is an excellent Director. Peter is an excellent role model for business. Peter is one in a million!! "

Daniel Baker, Owner, BCI

"Pete Zdanis generously shares his expertise with others in the USANA organization to further our common goals."

Lisa Godin, Owner, USANA Health Sciences

"Pete is a great Leader in USANA Health Sciences! I would encourage anyone to do business with him whenever possible, especially when it comes to building a USANA business!"

Robert Martin, Entrepreneur, Photographer, USANA Independent Associate, Personal Trainer

"One name that stands out very quickly when you join USANA is "Pete Zdanis". You must if you want to learn as much as you can, is join his long standing free support site. Pete has been a mentor for many members that know if you can't find it, or you have no upline support you will no longer be alone once you tap into Pete and his site. He has been there for many USANA Associates for many years, and I am sure many more to come! I am also sure I am not alone when you say the name Pete Zdanis, you are speaking of one of the best USANA representatives. We need many more like Pete!"

Bea Kinnear, Owner, USANA

"I have known Pete for several years and find him to be one of the most exceptional and dedicated professionals I have ever worked with. Together we worked on a task force to update an online presentation and I was impressed by his outstanding knowledge and vision of the finished product. I also served with him and his wife Dora in Mexico where we spent a week at a children's orphanage. His contribution of service to others set an example for all to follow. I have witnessed Pete in several leadership positions, working countless hours with a clear sense of purpose, willing to help anyone, anytime. Pete Zdanis would contribute greatly to any program or institution. It's been an honor to know him."

Kelli Lessie, Owner, USANA Health Sciences

“I have had the pleasure of working with Pete Zdanis in two leadership seminars. Pete Zdanis is an abundant, focused, and committed leader. He has a passion to teach and assist others in reaching their goals. Pete's integrity and honesty are examples for others to follow. He is always quick to answer any questions I have or point me in the right direction to find them. His dedication to his wife, family, business and friends is inspiring.”

Brian Vaisnoras, Achiever, USANA Health Sciences

“Whenever I needed assistance in my business, Pete was right there to offer help. I know he is continues to be successful because he cares not only about his own business, But the success for everyone in his organization.”

Jim Belote, chief stock handler, Retired

“It is with great pleasure that I endorse Pete Zdanis. He is a leader in every sense of the word, a generous role model and mentor to countless people and a true inspiration to me and many others. Thank you Pete for your generous, professional and honest leadership. With my sincere thanks and gratitude for all you do.”

Dyann Lyon, Independent Associate, USANA Health Sciences

“Pete has created an important forum for our company and his efforts greatly benefit his co-workers. He is a true professional, knowledgeable in both corporate and network marketing. I can personally say that his efforts have positively affected by business. His talents and dedication are appreciated by many!”

Laura Brownwood, Owner, The-Beach House

“Pete is one of the most astute business partners I have the pleasure to work with. His loyalty and consistency toward his world-wide distribution network and USANA Health Sciences is second to none. He enjoys high credibility, an impeccable reputation and is known for helping people, far beyond his own organization, achieve their goals.”

Hubert Krause, CEO, Serida Marketing Inc., USANA Health Sciences

“I am recommending Pete Zdanis as a USANA 1 Star Diamond Director at USANA Health Science. Pete has been very helpful in directing and advising me on the growth of my USANA business.”

Tom Knipper, San Bernardino, CA

“I owe my success in USANA in large part to Pete. He has helped me navigate the world of network marketing since I opted to treat it seriously almost 2 years ago. He makes time to mentor me whenever I ask. I have never known him to be "too busy" and he is a very busy person with his own international business to oversee. His advice is always detailed, insightful, and makes a difference in my check on Friday. I have no doubt that the quicker I follow his example and advice, the sooner I will meet all my goals. Thank you, Pete!”

Elizabeth Pasquale, Owner, Well On the Way LLC

“It is my pleasure to recommend Pete Zdanis. Pete is the consummate professional. He knows what he wants to accomplish and sets his course accordingly. Pete supports a large team of Associates and is always available to advise and assist them. His straight talk and no-nonsense approach is tempered by his underlying concern for the success of each and every team member. Bi-weekly conference calls, 3-way calling, tag emails are just a few of the tools Pete uses to focus his team members and support their efforts to achieve the results they desire.”

Prudence Meyer, Independent Associate, USANA Health Sciences

“Pete is a man true to his word. He operates with the utmost of integrity and honesty. There are few men like Pete. He is reliable, responsible, and dependable. I would highly recommend anyone considering doing business with him to trust him, as he can and will assist you along your goals.”

Ladd McNamara, M.D., Owner, USANA Health Sciences, Inc.

“Pete is a dedicated and professional networker who goes the extra mile for his team. You'll find a tremendous leader in Pete!”

Tracy Monteforte, Owner, WTPowers.com

“Pete is a very passionate leader. He is willing to go outside of his team and support others with his knowledge, experience and expertise.”

Echo Schneider, Independent Associate, USANA Health Sciences

“I consider it a privilege to know Pete and Dora Zdanis. They are inspirational leaders to many of us in USANA. Among Pete's many contributions is a long-standing forum that he supports tirelessly, being a major contributor to the Independent Distributor Council, and a top earner with our company. I know that many people in Pete's organization succeed in large part due to his and Dora's leadership. Thanks, Pete, for all you have done for this great company.”

Rosie Spiegel, Founder MVI, Independent Associate with USANA Health Sciences, Manifesting Vision International

“Pete is a great leader in USANA, mentoring others through his email list. Thanks Pete.”

Lisa Molitor

“Pete is an amazing leader and has dedicated much of his time to helping others in USANA learn, grow and know what is going on in our community comprised of thousands of people. Both Pete and his wife have contributed greatly to the success of thousands of USANA associates as well as providing us with knowledge, insight and confidence in sharing the USANA vision with others. Everyone knows Pete and the hours he spends each day serving the needs of others is greatly appreciated by all. I can't wait until some day when I will reach Diamond Director status and be able to rub elbows with such greatness! Thanks again Pete....you're awesome and appreciated!”

Michael Nunnery, Owner Distributor Associate, USANA Health Sciences

“Pete is a gracious and helpful leader in our industry.”

Michelle Provencio, Owner, USANA

“Pete's leadership, professionalism, and generosity are just some of the reasons he's been recognized and honored by Associates and USANA Corporate. He's a role model and mentor to many.”

Michael Hollender, President, Michael Hollender Associates, Inc

“Pete uses his past leadership experience in his position at USANA to keep people abreast of proper process, facilitate their success and stay informed of current news as it pertains to USANA. His leadership practices with his own business have resulted in his consistent advancement over the past 5 years I've watched Pete. He willingly served on a voluntary basis on the Independent Distributor Council, and then as president of the IDC, in support of USANA.”

Jim Fawver, Retired IBM Executive, Owner,, Dian Fawver & Associates, Independent Distributor, USANA Health Sciences, Inc.

“Pete Zdanis is an astute business man and wise leader. He is respected and sought after for his communications and people skills. Besides that, he is the kind of delightful person you'd like to invite for supper with the family.”

Deanna Waters, Diamond Director, USANA Health Sciences

“Pete is an innovative, progressive, and highly successful network marketing leader who generously shares his extensive knowledge and skills to help others build their own successful businesses.”

Greg Mathews, Owner, Interactive Marketing Network, Ltd.

“Based on my brief experience, I have been impressed by Pete's leadership abilities. I feel very privileged to have him as a mentor and look forward to learning from him.”

Greg Guyatt, USANA Independent Associate, USANA Health Sciences

“I've known Pete Zdanis and his wife, Dora, for over twelve years. During that time I've watch them build a successful business in network marketing and help many other people do the same. Pete and Dora are some of the top producers in USANA Health Sciences and have served as President of the Independent Distributor Council. In addition he has volunteered his time to help many others in the industry without any personal gain. I am proud to be considered one of Pete's business colleagues. You could not choose a better mentor.”

Gail Stolzenburg, CEO, Health Coaching Professionals

“Pete Zdanis is one of the most professional people I have ever had the privilege to meet. He is organized, straight-forward and very much wants to help every member of his team. He is very, very upline from me and I still feel like I could pick up the phone and call him at anytime and he would help me. Thanks Pete! I couldn't have picked a better upline! If someone is looking for the "secret" to this business, just read Pete's success manual that he sends to all new business owners. Read it until you are no longer looking for the "secret" and JUST DOING WHAT NEEDS TO BE DONE!”

Shelley Cristello, Networking Professional, USANA Health Sciences

“I have found Pete to be very supportive of me as a new associate. I know I can come to him with any question or concern, and he will be there for me.”

Sue Wondrasch, Owner, USANA

“Pete’s leadership and guidance has proven first hand to be rock solid across our entire organization. I can personally attest that Pete’s insight and assistance permitted me to gain financial and time independence. Pete’s experience in our field of network marketing proved invaluable and has allowed me to pursue my USANA business fulltime in under one year.”

Richard Cameron, Silver Director, USANA



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