

EXHIBIT 1

The Shaklee Business Development Conference

WITH JACK CRANNEY

The Shaklee Business Development Conference (BDC) is an intensive one-day training seminar designed to teach you how to build your Shaklee business quickly and effectively. It's the perfect opportunity to learn what the Cranney Family has done for the past 40 years. These are the techniques and methods they have used to grow not one but TWO Shaklee Master Coordinatorships. The BDC provides thorough, step-by-step, hands-on training that will help you grow your business!

- Time Management
- Sponsoring Process
- Money Management
- Needs Approach
- Warm & Cool Market
- Planning Sessions
- Overcoming Objections
- MLM Fallacies

REMOVE TRIAL AND ERROR FROM BUILDING YOUR SHAKLEE BUSINESS.

Invest in YOUR Shaklee future by coming – and bring your downline!

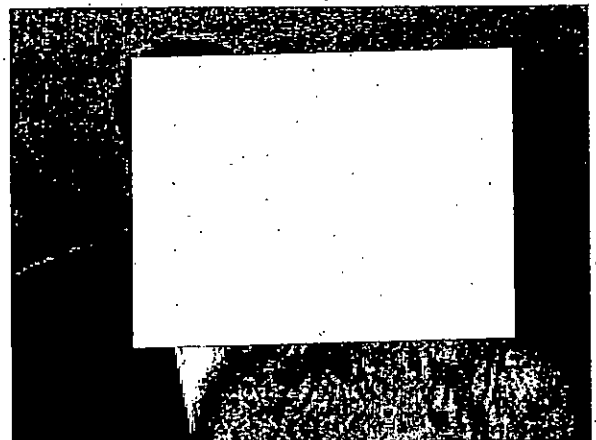
I drove all the way from Ottawa to Boston to attend Jack's BDC event. There were four of us from my team and the room was filled to capacity. Even five Master Coordinators came to learn from him that weekend. Jack Cranney has been hugely successful with his method of working with new people and has helped thousands be successful with a Shaklee business. We are fortunate to have Jack come to Canada to share his methodology. Take advantage of this opportunity and be sure to attend Jack's presentation.

██████████ Ottawa, ON

SATURDAY, NOVEMBER 12, 2011
9:00 AM – 8:00 PM
HILTON GARDEN INN
2400 ALERT ROAD, OTTAWA, ON

ONE TIME ONLY PRICE
\$20 PER PERSON
in advance!
(\$30 at the door)
\$15 SAVINGS

To register: events.shaklee.com



Jack Cranney sponsored into Shaklee in 1967. He decided the income opportunity and lifestyle of network marketing were a perfect fit. After quickly becoming a Master Coordinator, Jack sponsored his parents into Shaklee about a year later and helped them grow to the rank of Master too. Many in Shaklee fondly remember ██████████ who lived to be 103.

In the early 1970s, Jack began publishing support material about how to build successful network marketing businesses. His programs and training material have been used all over the world, and he holds copyrights on hundreds of sales plans.

The Cranneys have driven dozens of luxury cars earned through their Shaklee business and have travelled around the world on incentive trips. They hold several all-time company records, including the largest vertical and horizontal development for 2010.

Using one of the techniques taught in the BDC, they were able to break out 84 Business Leaders in a fourth-month period. Jack's understanding and support of Field activities and working with large organizations and groups has been the basis for one of the longest, most successful careers in Shaklee.

Jack is very entertaining and shared stories about Shaklee's history and of Roger Barnett. The Earl Nightingale clips shown demonstrated attributes that we strive for as entrepreneurs and were great learning tools. I enjoyed learning about the boarding procedure and the sponsoring process as well. I'm very grateful it will be held in Canada this year, as I travelled 12 hours to attend his conference in the US.

██████████ Toronto, ON

EXHIBIT 2

BDC Toolbox Learn from the Masters!

Announcing the BDC Toolbox - Business Presentations, Training Videos and more . . . available 24-hours a day. These are some of the same materials you see at our Business Development Conferences!

- [Click here for info](#) -

Cranney Productions Business Development Conference



The Shaklee Business Development Conference (BDC) is an intensive two-day training seminar designed to teach you how to build your Shaklee business quickly and effectively. It's the perfect opportunity to learn what the Cranneys have done for the past 40 years. These are the techniques and methods they have used to grow not one but TWO Shaklee Master Coordinatorships.



Essex, Massachusetts

Please check back.



Orlando, Florida

Rescheduled because of overlap with Roger Barnett's meeting in West Palm Beach - new date to be announced!



Southern California

Please check back.



Texas

Please check back.

Invest in YOUR Shaklee future by coming to our next BDC - Bring your group!!

Cranney Productions, LLC

P.O. Box 145
Belmont, Massachusetts 02478

e-mail us at: cranneyproductions@gmail.com

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Presentations designed to grow your group

Business Presentations & Training Exclusively For The Shaklee® Field

If you're interested in building an effective, solid organization, you need to learn from the Masters!

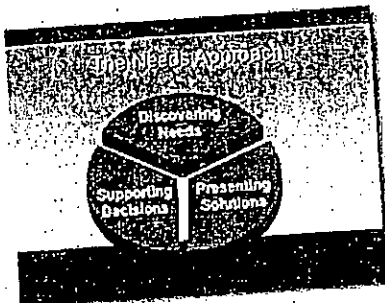
Introducing the BDC Toolbox

The BDC toolbox (this web site) is a one-stop resource for videos, audios and training materials to help you grow a rock solid, sustainable organization. These are the same presentations that Lifetime Master Coordinators Jack [redacted] used to build two Master Coordinatorships in Shaklee.

What's Inside

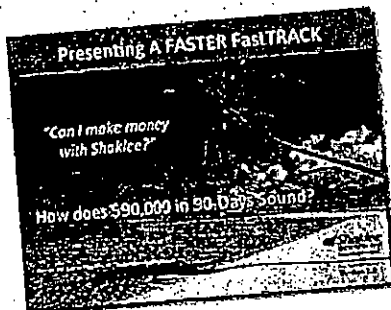
Have you been to one of Jack Cranney's Business Development Conferences (BDC)? If so, you'll already be familiar with some of the materials you'll find in the BDC Toolbox, including:

- Using the Needs Approach To Build Your Business
- Team Sponsoring
- Tax Management - "Many Happy Returns"
- Planning Sessions & Jack Cranney on Boarding™ (coming soon)



In addition, you'll also find the following PowerPoint Presentations ready for you to use in building your group:

- 90K Plan (United States version)
- 90K Plan (Canada version)
- 90K Plan - with Jack Cranney presenting it for you and your prospects
- Introduce & Explore - a
- Napkin Presentation
- The Shaklee Sales Plan - a 130 slide presentation that takes the prospect through the whole thought process of starting a business. (coming soon)



Apple iPad Compatible

This web site is viewable on the Apple iPad (requires an active internet connection) and our PowerPoint presentations are downloadable to your iPad so you can present them anywhere!

Who Should Subscribe?

The materials inside the BDC Toolbox are suitable for anyone interested in building a large successful organization in Shaklee. This includes:

- Active Leaders who want help building their downlines by having access to the very best training and presentations available!
- Established Sales Leaders who wish to learn new techniques and brush up on their skills.
- New Distributors who want to hit the ground running and build their business.

How To Join

The materials available on the BDC Toolbox cost tens of thousands of dollars to develop and have been field tested on thousands of distributors. The cost to become a member is just

login

register

Introducing The EXPLORE Pack

What if you had a simple handout that you could use time and again to



introduce the concept of Shaklee and the business opportunity?

What if this package were colorful, affordable and contained one of the best audio presentations available on why network marketing is the perfect profession?

Would you like to [learn more?](#)

Build Your Business With The Leadership Pack



Every successful business leader knows the value of using the proper tools to help their new builders start off right. The LEADERSHIP Pack is designed to provide them with a great assortment of both learning AND prospecting tools, and at an incredible price!

This package contains books, CDs, a special page on your Shaklee PWS (Personal Web Site), discount coupons for the BDC and more.

Would you like to [learn more?](#)

login

register

\$20/month - ongoing monthly subscription. You will be billed each month and may cancel at any time.

\$90 for 6-months (just \$15/month). You will be billed automatically every 6-months. You may cancel at any time.

\$180 for 15-months (just \$12/month). This is our best offer! You will be billed automatically every 15-months. You may cancel at any time.

Special Referral Offer - refer one of your friends (or downlines) and we will add one free month to your term*! Just have them mention you on their application form.

[Click here to register for the BDC Toolbox.](#)

Presentations



Build your business faster by using our high quality presentations. They help explain how the business works, and why your prospect should partner with you!

Training



Ongoing training is critical for your growth. You'll have access to the same presentations and training materials used by thousands of business builders at the Cranney Business Development Conference (BDC).

Webinars



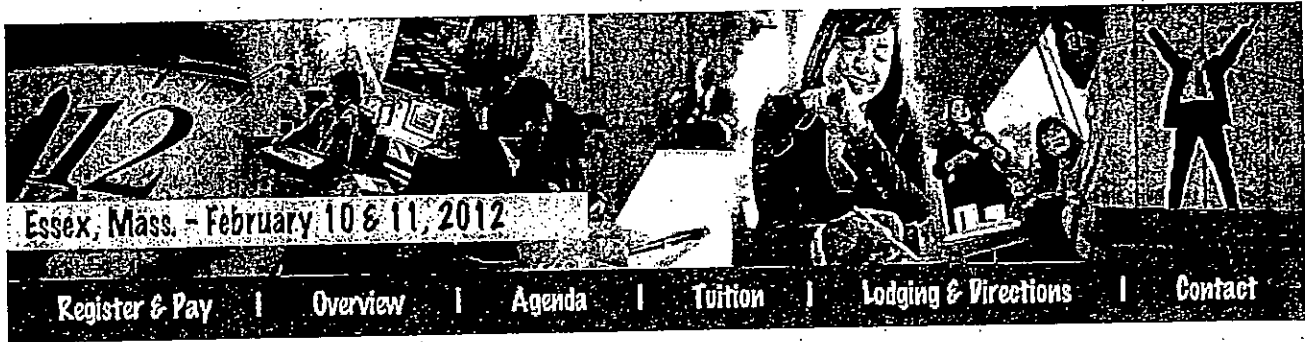
Live webinars from top sales leaders for Toolbox subscribers.

Handouts



Professionally designed handouts & flyers to help build your business.

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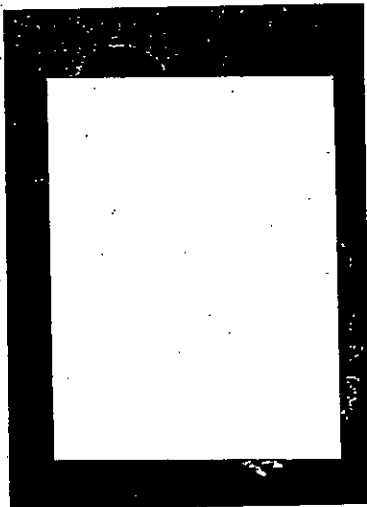
Cranney Productions
Business Development Conference



The Shaklee Business Development Conference (BDC) is an intensive two-day training seminar designed to teach you how to build your Shaklee business quickly and effectively. It's the perfect opportunity to learn what the Cranneys have done for the past 40 years. These are the techniques and methods they have used to grow not one but TWO Shaklee Master Coordinatorships.

Our Next BDC is February 10 & 11, 2012 - Register today!

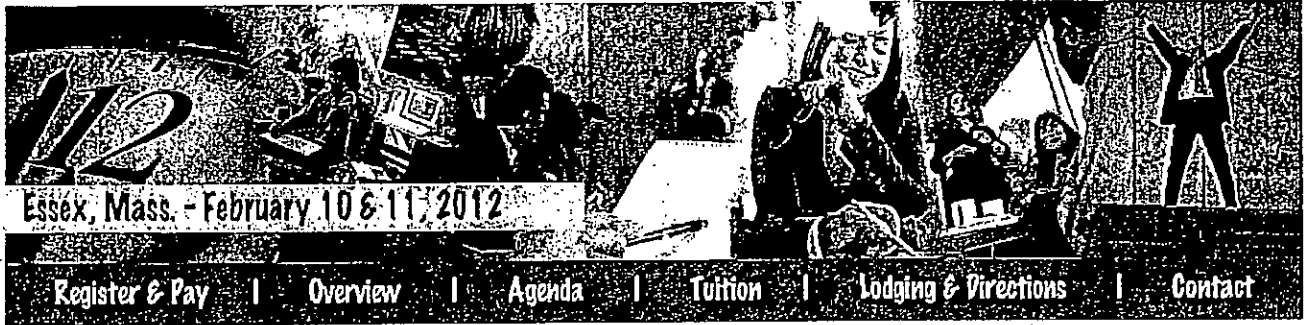
Remove trial and error from building your SHAKLEE Business. Topics include:



- **Time Management** - We all have the same 24-hours in a day. By planning and utilizing YOUR time effectively, you can build a Shaklee business AND create a lifestyle.
- **Sponsoring Process** - The lifeblood of any strong business is sponsoring. We help you discover the process of developing a continuous stream of customers and business builders.
- **Money Management** - By structuring your bank accounts and managing your money effectively you can keep more of it, pay less in taxes and grow your business faster.
- **Needs Approach** - There's a FORMAT for effectively approaching new prospects effectively. We'll teach you how to ask questions that guarantee results.
- **Warm & Cool Market** - They are BOTH important to building your business. We'll help you understand how to work with each one.
- **Planning Sessions** - This is worth the cost of the seminar right here. Planning Sessions helped build the Cranney Organization into the fastest growing group in Shaklee in 2009.
- **Overcoming Objections** - The fun starts after you hear the word "no." Dealing with objections effectively will help you grow faster and your prospects will THANK you.
- **MLM Fallacies** - We help you understand what's true and not true about Networking Marketing and MLM.

- **Posturing** - The way you present yourself AND the Shaklee opportunity can make or break the sale. We'll show you how proper posturing helps to present the image you want.
 - **PV Management** - There's a science to managing your PV and your group's PV. Proper PV management helps you build faster and deeper.
 - **Personality Profiling** - Learn what type personality YOU are and how you can most effectively deal with other different personality types.
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Cranney Productions
Business Development Conference

February 10th and 11th 2012

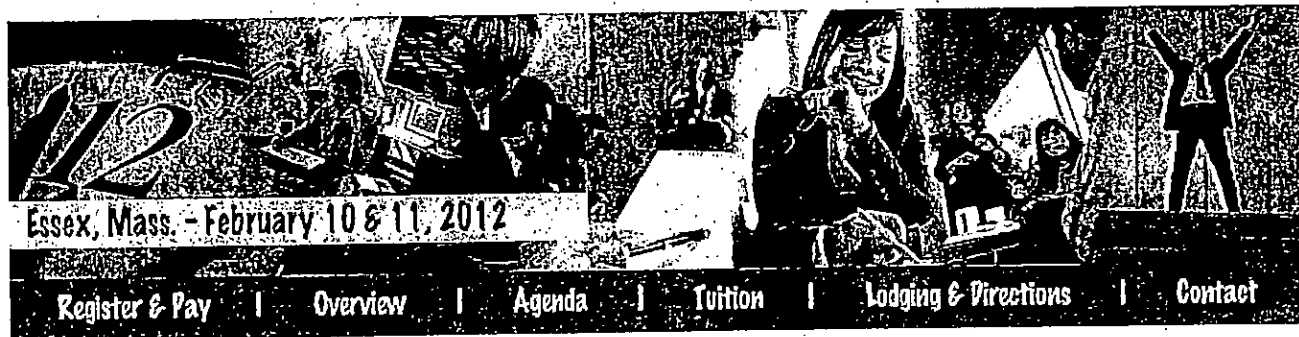
Business Development Conference (BDC):



Friday, February 10th from 6:00 pm to 9:00 pm
(DOORS OPEN at 5:00 pm)

Saturday, February 11th from 9:00 am to 6:00 pm
(DOORS OPEN at 8:30 am)

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Cranney Productions
Business Development Conference

February 10th and 11th 2012

Tuition includes a 90-page Workbook, an indepth Personality Profile and Lunch on Saturday!

Tuition & Fees:

Until February 1st	February 2nd or after
General Attendee: \$150 per person \$125 per seat table discount* (8 seats) - you save \$25 per person by purchasing table(s). Unused seats may be used for any future BDC.	General Attendee: \$175 per person \$150 per seat table discount* (8 seats)
Cranney/OPA Group [redacted] etc.): \$95 per person \$75 per seat table discount* (8 seats) - you save \$20 per person by purchasing table(s). Unused seats may be used for any future BDC.	Cranney/OPA Group [redacted], etc.): \$120 per person \$90 per seat table discount* (8 seats)
Click here to register if you are a member of the Cranney/OPA group.	
Alumni**: \$60 per person	Alumni**: \$75 per person
* You can save substantially by purchasing a table of 8 seats. Unused seats are not refundable but may be used for any future BDC. ** Alumni attendees are asked to bring their previous workbook and do not retake the Personality Profile.	

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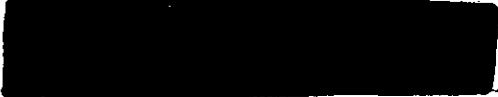
EXHIBIT 3

PARTICIPANT INVESTMENT DIRECTIVE
CRANNEY CAPITAL I, LLC, EMPLOYEE STOCK OWNERSHIP TRUST

The undersigned acknowledges that he/she is an account holder in the Cranney Capital I, LLC, Employee Stock Ownership Trust.

As an account holder, I hereby authorize and direct the Trustee of the Cranney Capital I, LLC, Employee Stock Ownership Trust to invest the value of my account in membership interests of Cranney Capital I, LLC.

I understand that the Operating Manager of the Cranney Capital I, LLC is authorized to invest company assets in anything legal, including margin, hedge, puts, calls and other investment strategies such as loans.



Date: 3-24-10

Signature of Account holder

Print Account holder's Name

EXHIBIT 4



Capture Date: 05/08/2006 Sequence #: 1370053694

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Date 4/26/06

16-66/1220
445

Pay to the Order of Cranney Capital III \$ 4000.⁰⁰
Four thousand & xx/ Dollars

Bank of America

North Santa Barbara
3790 State St
Santa Barbara CA
805 564 2084

VALUED
Customer Since
2003

For Investment fund

⑈0000400000⑈

MAY - 8 26

BANK OF AMERICA NA NA

05/08/06

⑈0000400000⑈

Cranney Capital III

No Electronic Endorsements Found
No Payee Endorsements Found

EXHIBIT 5

Capture Date: 08/23/2006 Sequence #: 1470265649

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64-227510
30006

Sept 22, 2006
Date

Pay to the
Order of

Jack Cronney

\$ *50,000.00*

Fifty thousand dollars - 00/100 Dollars

 **WACHOVIA**
Wachovia Bank, N.A.
wachovia.com

For *Treatment*

⑆000500000⑆

SEP 23 2006

BANK OF AMERICA, N.A.
08/23/06

Jack Cronney
Wachovia Capital III
For deposit only

No Electronic Endorsements Found
No Payee Endorsements Found