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Real World Strategies for Professionals,
Entrepreneurs, Small Business Owners

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Myths About Multicultural Customers

Small Business
Success Story

Lindsay Daniel

Founder, Lindsay Daniel
Architecture

Health Care

Selecting the Right
Group Health Plan

Technology Today

The Emergence of
the Smartphone

Only in America!

Twin brothers from
the Midwest turn
a small loan from
family & friends into
the multimillion dollar
Eniva Corporation

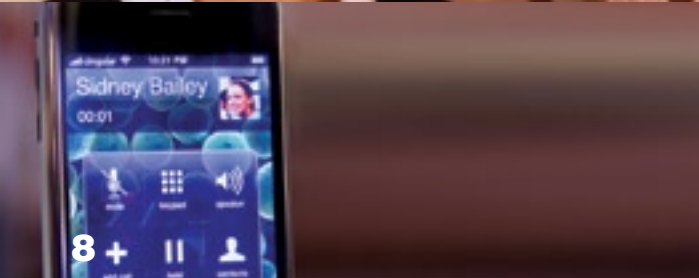
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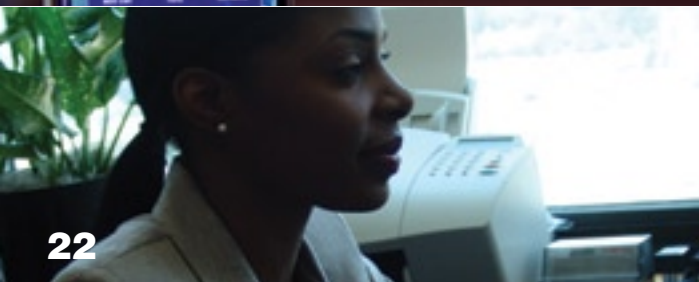
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A photograph of two identical men with blonde hair, wearing dark pinstripe suits, white shirts, and red patterned ties. They are both smiling and giving a thumbs-up gesture. The background is a large American flag. The man on the right is standing slightly behind the man on the left.

INTERVIEW BY: TONYA MATHIS

Only in America!

The story almost seems too good to be true. Handsome identical twins from the Midwest who took a \$70 thousand loan from family and friends less than ten years ago and turned it into over \$60 million. Not only is the story true, you will also be pleased to find out that the founders of the multi-million dollar global firm, Eniva Corporation, are filled with a work ethic and value system that has been sorely missed in business today. As you read this article you will find that these young

Tonya: What made you start Eniva Corporation?

Andrew: In 1998, I was 21-years old. And like most people at the beginning of their professional careers, I was looking for an organization I could not only make a contribution to and work for, but that I could believe in. Things like family values, integ-


rity, community stewardship and a mission of service were just as important to me as the work and earning potential. At that point I had already experienced some wonderful personal success in direct sales, but had been repeatedly disappointed in the culture of those organizations. I wanted desperately for a place to call "Home" and apply not only my

talents, but heart... and I came to realize many, many others were looking for the same thing. And so, Eniva was born. I wanted to be looking in the mirror at the person who was going to keep the promises. What made that decision even more special was when my identical twin brother later joined me in that journey.

Tonya: What is your definition of success and have you achieved it?


Andrew: Success is a daily, life-long commitment to excellence that results in positive change in the lives of others.

Benjamin: Success is an ongoing endeavor. You apply specific met-



trust+strategy+integrity+planning+insight+experience
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rics to measure your progress. At Eniva, we have specific metrics we use to evaluate our internal business performance and the external impact we're having in the lives of our Membership. The key component is consistency. The question at the end of the day is, "Did my actions, today, bring about excellence in the lives of others, my family and my own life?" Have we achieved it? We'll find out at the end of each day.

Tonya: Explain how being not only brothers, but identical twins and only 30 years old has impacted your business.

Andrew & Benjamin: These unique characteristics have impacted our business in several ways. 1) People almost immediately notice the youthful energy and atmosphere of fun. In a stressful world with fast-paced lifestyles, people are looking for environments that are refreshing and life-giving, and we certainly try to "lead the charge" here at Eniva. 2) Being identical twins, you know the other person as well as you know yourself! It's not uncommon for us to finish each others sentences or thoughts. People can feel that synergism and they build upon it...it creates a very "connected" team environment. 3) Regard-

ing age, people who become involved with Eniva quickly realize they can build a lifetime home here. This is because of our long-term vision and commitment – Eniva is a lifetime company. Eniva is not a hobby or a "quick exit strategy" endeavor, it is our life. Between the two of us, a combined 40 years from now we will just be turning 50 years old...just getting started! So often individuals have been disappointed because they were unaware the company they believed in had a short-term vision. That is not the case at Eniva. Eniva is fast becoming a global and generational company, a

place people can call home for decades and beyond.

Tonya: What advice would you give others who are trying to achieve your level of success?

Andrew & Benjamin: Three pieces of advice... 1) Goals are just dreams until they are written down. A plan with written goals and details on how one will get from where you are to where you want to go, is essential. However, one cannot forget that life is fluid—a degree of expected change should be anticipated and flexibility built into the plan. 2) Sacrifice. The significance of an endeavor can be measured by

what you're willing to give up for it. Leaders of an organization need to set the example for their teams. Do first what you ask and expect of others. 3) Accountability. Each organization has its own culture of accountability. The challenge is, however, that if a business culture needs to change, the longer it has persisted the harder it is to change. Leaders can accelerate results and provide a better working environment if they demand accountability from the start—don't wait to instill a culture of accountability.

Tonya: *From whom do you seek professional advice from or bounce things off of?*

Andrew & Benjamin: We have an outstanding Board of Directors and Legal Counsel, as well as strong Field Leaders. By taking input from these sources and then discussing with our internal management team, we are often able to come to excellent decisions. Don't forget to solicit input from those you will ask to implement a strategy or promotion – the decision making process will take longer, but you will get much better results 99% of the time. Furthermore, our father, Bill, has been a wonderful resource over the years in providing both a professional and common sense approach to often complex problems.

Tonya: *What has been one of your most difficult challenges as business owners and how did you overcome it?*

In 2001, there were multiple factors that hit all at once, creating a very challenging financial situation. We had invested heavily in our R&D and manufacturing facility and then 9/11 hit... everything slowed. We faced some very tough financial decisions and times. Many people were recommending we close the doors and at least, "save ourselves." But we just couldn't do that. It's about what we mentioned earlier—keeping your promises and providing a home for people they can believe in. It took every personal financial resource to make it through, even to the point of turning your own life insurance policy over to the banks, re-mortgaging the house, and giving your own car away as a company promotion to spark sales! But we made it through. And most importantly, we kept our promises to the people who believed in us, and Eniva. It also provided a very good lesson. Once you reach the point of nearly losing everything you had worked so hard to build, you vow to make better decisions and never go back to that situation. Since that time, we have diligently worked with our accounting professionals to build a financial foundation that will ensure the perpetuation of the business—even amidst turbulent business climates.

Tonya: *After almost 10 years in business, what do you wish you knew in 1998 when you launched Eniva that you know now?*

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Only In America cont.

In the early years, we tried to do everything ourselves and be everyone for everybody. Coming to the realization that we needed specialists and people who were exceptionally talented in specific areas, sooner rather than later, was a large step forward in our progression as a company. In a fast growth organization, you don't have the luxury of time for a learning curve—that learning curve can put you out of business! Surround yourself, right away, with the talent and expertise before accelerated growth hits. We have been very fortunate over the years to attract and assemble a world-class team, and the results have been excellent.

Tonya: What are you the most proud of as business owners?

Andrew & Benjamin: The greatest sense of accomplishment and joy comes from the success stories of our wonderful Eniva Members across the country and around the world. We have an incredible team of Field Leaders—a big part of Eniva's success is their commitment and enthusiasm. It's also very gratifying to be able to create innovative health products and provide a business environment with family values, honesty and integrity for people to achieve success.

Tonya: Why do you think people are so fascinated with the two of you and Eniva?

Andrew & Benjamin: Eniva truly is a special success story. It's one of hard work, overcoming the odds and helping others achieve their health and lifestyle goals. When people see all that has been accomplished at Eniva and then look at us, our age, and the passion of the organization, they can't help but smile. We truly love our business, it's people, and our future together. With one twin passionate about business and the other about health, it creates an exciting synergy people enjoy. 



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