



# Start 2005 Right!

## Plan to make 2005 a successful year in your Bi-Tron Business.

Work with your upline, and dedicate the time you need in the activities, which will make you successful. See Page 4 for a list of meetings and events you need to attend with your team members and guests, to learn how to be successful in your Bi-Tron business.

## Register for the Leadership Conference



**March 18th, 19th & 20th, 2005, in Richmond B.C.**

We will be conducting a weekend-long event at the Ramada Plaza Vancouver Airport. **Take advantage of the Early Bird Special Pricing and entry into a draw for 5,000 Bi-Tron Rewards Points towards the holiday of your dreams!!** The weekend begins with a powerful Business Presentation on Friday evening which

we'd encourage everyone to invite guests to attend. Followed by two full days of hands-on Distributor training, with a gala evening of dinner and dancing Saturday night!

See Page 2 for details

## Enjoy Your Success

**The Bi-Tron Rewards program is up and running.**

The website is in the final stages of construction.

Once complete, you will be able to register for weekly email updates of the fantastic travel deals

available to you as a Bi-Tron Distributor.

**Your Points total** will be available to you online at <http://bitron.paywithpoints.com/> and will be shown on your monthly Unilevel commission cheque statement.

**Bi-Tron is pleased, and excited to offer** you a variety of choices, when it comes to redeeming your Bi-Tron Rewards Points. For example: Tour Tuscany on a cycling, wine or cooking package, from \$2139 CAD + 10,000 Pts; Ski Austria for 7 days from \$819 CAD + 10,000 Pts; 21 Nights in Portugal \$699 CAD + 5,000 Pts. The Choice is yours! To arrange your travel, call our Coordinator toll free at 1 (866) 279-8480.



## Bronze is beautiful!



Chuck & Erin Pinnell

And so is the feeling of accomplishment! Introducing Bi-Tron's first Bronze Executives—Chuck and Erin Pinnell, from Summerland, B.C.

Hitting Director was the goal, but going Bronze was a bonus, provided by the work of George and Sarah Moen, and Doug and Mary-Anne Burtch, who've also achieved the level of Director. "And the help of many other people, too numerous to mention," says Chuck.

**"We love this Business, and why not? Where else can you work for yourself, and, by working for others, not only achieve your goals, but help them achieve theirs in the process... then go on a vacation, paid for by the company that provides this wonderful opportunity in the first place." (Chuck and Erin will be getting more Bronzed in the Mexican sun on February 13th, 2005, on the Directors retreat).**

Chuck says, that if you are no stranger to work and are persistent, you already have most of what it takes **to succeed in this business**. "The only thing you might need to learn is, this is not like anything you have ever done before— this is better! It is more fun and different than what many people think."

Chuck is quick to point out that there are a lot of reasons why people fail at any business, and it usually has to do with the individual— their willingness or unwillingness to be a student, and learn the unique circumstances related to each venture.

He says that the people who will **make a commitment** to being a student for a year, and apply the things they learn into their efforts on a daily basis, will be the ones who succeed.

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## Bi-Tron's Newest Directors Doug and Mary-Anne Burtch

These guys have been sailing, for some time, through the ranks in Bi-Tron, but now they'll be in the Mexican Riviera, aboard the beautiful, **Vision of the Seas, cruise ship**. Congratulations, Doug and Mary-Anne! You deserve it, so enjoy your reward!!

"And, it's all because of the **efforts of many**," they agree. The Burtches want to extend a huge *Thank You*, to all their group, who are responsible for helping them qualify for the position of Director.

"**Our strength** is our people, who we're very proud of, and we continually look forward to helping *them* attain *their* dreams and aspirations, as well."

Doug and Mary-Anne are involved with, what they call, a *People's Franchise*, which allows every one the opportunity to get involved, by simply investing \$500— together with a nominal monthly autoship—and a commitment of, both, time and effort. This, they add, allows them to be part of a **multi-million-dollar company**.

Doug and Mary-Anne are very dedicated to their Bi-Tron business, never missing an opportunity to talk to people about their new and exciting venture. "Talk to everyone you meet...you never know who will want to do this business, or who will want to buy the products. If they're breathing, they're a prospect," says Doug.

To get to the level they are, as Directors, the Burtches follow a proven system.

**"The first, and most important step, is to introduce the product to every one you meet. Make sure they put the products in their vehicle—and then follow up!"**

Follow-up is key, and follow-up they do—working a system, is the only way to keep track of all the people, and where they are at in the process of education, and understanding the Bi-Tron opportunity.

The Burtches agree, that diligently following up with prospects, and helping existing distributors, are the key to success. **"This is a business," Doug states, "treat it like one, and you will get a business cheque—treat it like a hobby and you will get a hobby cheque."**

**With their goals clearly marked and focused on the target**, Doug and Mary-Anne know it's just a matter of time and effort, before the dream becomes a reality. "Become a student of the industry, and experience the power of our products, and you will succeed!"

It's for this reason that they've been able to turn their part-time efforts—with their focus on building a part-time income—into a **profitable business**.

Doug and Mary-Anne will join fellow Directors, George and Sarah Moen, and Chuck and Erin Pinnell, along with Dick Simmonds, President, and his wife Pat; as well as Mark Wright, COO, and his wife Kelly, and their sons Dominic and Cameron—and **who knows who else will qualify as Director by January 31, 2005**.

"We are excited to be part of this incredible cruise—but **our greatest joy—would be, to have all of you join us**—which is certainly achievable for many, who make the effort."

Though the waves of life, can toss you to-and-fro, we wish you smooth sailing, Doug and Mary-Anne.



Doug & Mary-Anne Burtch



## Register for the Leadership Conference

**March 18th, 19th & 20th, 2005, in Richmond, B.C.**

We will be conducting a weekend-long event at the Ramada Plaza Vancouver Airport. Seating is limited, so book space now for you and your team. The Early Bird price of \$125 (per distributor) or \$175 (with spouse) includes a powerful Business Presentation on Friday evening, which we'd encourage everyone to invite guests to attend. There will be by two full days of **hands-on Distributor training**, with a gala evening of **dinner and dancing** Saturday night! This training, hosted by industry leaders, will provide you and your team with knowledge vital to your continuing success with Bi-Tron. **You need to be there, not only for the invaluable training but also to hear some exciting product developments and announcements.** There will be some great speakers, and some fantastic draws and incentives, just for attending! Those of you wishing to stay conveniently at the Conference Center, may take advantage of our special corporate room rate at the Ramada Plaza Vancouver Airport. We have negotiated a fantastic rate of only \$89 a night! Contact the hotel directly to reserve your rooms, (604) 278-9611.





## They Found the Founders Bonus, and are Racing for a Director Title.

### Congratulations to this Father and Son Team from Penticton, B.C.



Jerry Heinrich and his wife Carol and Adam Heinrich and his wife Michelle

Adam, and his dad, Jerry, are both very excited about becoming Founders. **“And we’re really looking forward to helping all the people that we’ve sponsored, as well, to become Qualified Founders.”**

Well, with four of their group already on their way to making it, Adam and Jerry just may be joining the others on the gang plank, as they board the ship for the Director’s Cruise.

Speaking of ships, and with that goal in mind, Adam says that what he likes most about the Bi-Tron business, is **empowering others**—and the friendships!

Both born and raised in the Okanagan, the Heinrich boys are now long-term Penticton residents, where Adam, and his wife, Michelle, not only raise their four children, but own and operate a bowling alley, as well; they also have interests in an internet business, and Adam is a Financial Planner, with a large client base.

Dad, Jerry, works as the main foreman for a local paving company, while his wife, Carol does all the family’s paperwork, and their books. Both women have a lot of their own stuff going on, but are pleased with the Bi-Tron products, the conventions, and are fully supportive of the business—and, they love the cruise idea!

**Helping people discover their goals**, is important to Adam and Jerry, and, Adam says that being involved with Bi-Tron gives him an opportunity to share with people, something that could **help them get out of the rat race**.

“As a financial planner, I can teach people how to **save money**, and how to budget, but so many people are trapped in their current system of a job, or traditional business, living from paycheck to paycheck—network marketing with Bi-Tron, offers a financial alternative to the long-term, 40-year, **retirement plan**.”

Adam says that once he understood early on, the opportunity at hand with Bi-Tron, and the **timing** of the company, the more his belief in network marketing grew—he began making a list of people he’d like to see as the CEO’s of his “multi-million-dollar corporation!”

In other words, Adam stresses that these people would be those who have, or would, affect his life in a positive way. “It’s kind of a way of offering them this as a gift,” he says.

Jerry says he **enjoys working with people**, and, he loves network marketing—but, Bi-Tron, in particular! **“This is the perfect vehicle** to help me reach the goals I’m looking forward to,” he says, “and to help others reach theirs, as well.”

Jerry and Carol see this as a great early retirement income. “I also love the idea that this business is one that I can sell (but why?), or pass on to my family,” says Jerry. Adam says he’ll be more than happy to keep the business afloat.

Both men agree that in order to get your business going, it’s important to **talk to lots of people about Bi-Tron**—make lists of people you know, or deal with day-to-day. “The more people you talk to, the more successful your business will be.” What a Team! **Congratulations, Guys!!**



## New Improved Fuel Conditioner

As many of you have noticed, we are now shipping our next generation Fuel Treatment.

This **enhanced product** now allows you to stock a single product that will work just as effectively in Diesel and gasoline applications, and yes, even two-cycle. As anticipated, initial feedback from the field is one of excitement. “The **stuff works** even better.” Most thought that this could not be possible. Even those who had experienced great results with the previous formulation, are amazed by the **improvements to mileage and horsepower**.

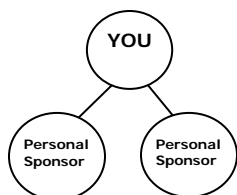




# Bi-Tron Continues to Grow!

## Congratulations to all our Distributors!

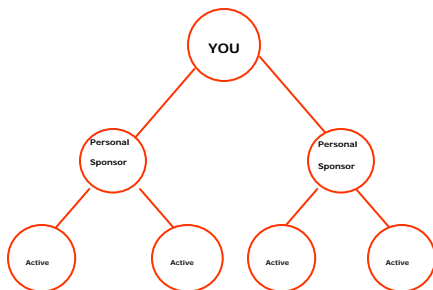
### Qualified



Colin Atkinson  
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Mike Olsson  
Doug Moffat  
Lyle Williams  
Allen Schwabe  
Jeff Todd  
Crantini Web Design  
Glen Grunert  
Jeff Patterson  
Phillip Goddard  
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625001 BC Ltd.  
Giselle Mikela  
Lasca  
Herbert Flemming  
Don Hartel  
Dominic Cianni  
Angela Cianni  
Trish Landolt  
Kelly Harris  
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Michael Babcock  
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Daryl Froess  
Bill Millikin & Jane Kriese  
Greg Bright  
Dave Graham  
Howard Olsen  
Jeffrey Wilson  
Dan Watson  
Pigeau Ventures  
Andrew Male  
Knowledge Brokers Int.  
David Peters  
Jake Wiens  
Brendan Egan

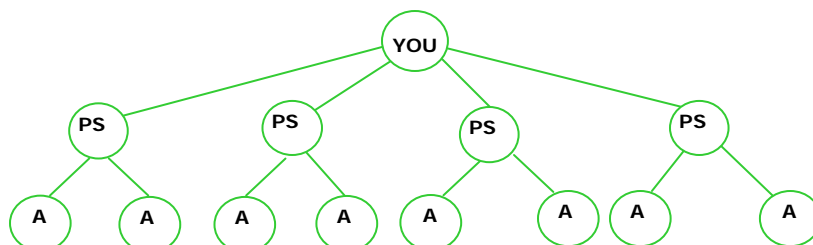
Herb Escher/Christine Page  
Dave Langen  
Cam Shipowick  
Reg Amyotte  
Kristi Selhorst  
Scott Berg  
Bryan Moskaluk  
Wright Pro Hardware  
IN2SPD  
Showroom Quality Detailing  
Sheela & Phil Hartley & McDonald  
Dale Forsythe & Mandy Russett  
Ryan Racoma  
Darren Saiki  
Ken MacKay  
Jim Thayer George Ross  
Valleytech Auto Service Shirley Allen  
Shirley Allen  
Lorne Gilbertson  
Donna Willon  
Ernie McLean  
Naville Fernandes  
Robert Martz

### Trainers



Robert Skinner  
Alex Fraser  
Leon Froess  
Mariana Mueller  
Luigi Cianni  
Andrew Tajiri  
William Atkinson  
Mark Olney  
Scott Miyano & Gary Au  
Jerry and Adam Heinrich  
Duane & Norma Andrew

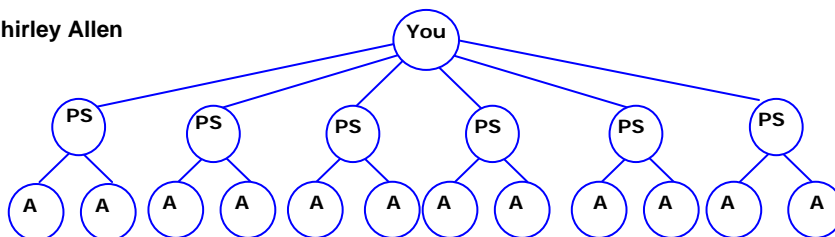
### Coordinators



Jim Landolt

PS= Personal Sponsor  
A= Active

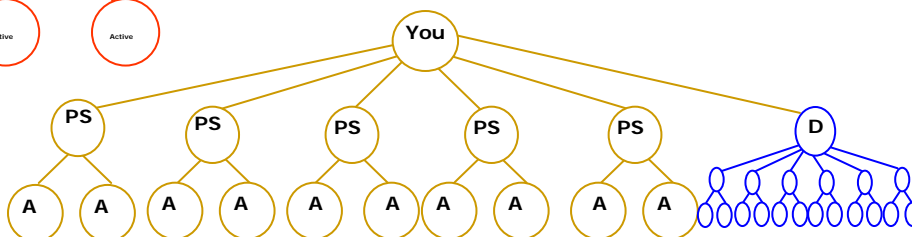
### Directors



PS= Personal Sponsor  
A= Active

George & Sarah Moen  
Doug & Mary Anne Burtch

### Bronze Executive



Chuck Pinnell

PS= Personal Sponsor  
A= Active  
D= Director

## Bi-Tron Citizenship Award

Here at Bi-Tron we place great importance on family values such as integrity, dedication and sense of community. As such when one of our distributors goes above and beyond we want to publicly acknowledge them. To that end we want to recognise two very special Bi-Tron Distributors. Their awards will be presented to them at the upcoming conference in Vancouver, March 18-20th.

## Way to go Jeff!

Jeff Bandick began his career with the Correctional Service of Canada at Mission Institution in May 1981 as a Correctional Officer I. In June 1990, Jeff Was promoted to a Correctional Officer II where he currently fulfills those duties.



Jeff Has Been involved in the training of many new officers during his time at Matsqui and is seen as a **role model for the junior staff** at the Institution. He was a member of the Institutional **Emergency Response Team** for six years. Jeff is currently a trainer for Main Central Command Post (MCCP) at Matsqui and is also a certified drug tester. He was also the recipient of a suggestion award. A **highly respected** staff member, Jeff is well liked by his peers and always willing to accept new challenges in his work.



From 1985 to 1987, Jeff Volunteered as a Big Brother. In 1994, at Christmas time, he took up a collection at work for a low income single mother with three young children who had all of their Christmas presents stolen. He Also coordinated the collection of 2875 stamps for a young cancer victim. Since 1995, Jeff and his wife have hosted foreign exchange students from many different international families. He continues to be very active within his community. Congratulations Jeff!

## Congratulations Punch!



The Western Hockey League announced today four former coaches and executives have been selected as the first recipients of the **WHL Governors Award**. The WHL Governors Award is presented

annually to individuals, who through their **outstanding achievements in the game and the service to the League**, have contributed to the overall growth and development of the WHL.

This year's recipients, as selected by the WHL Board of Governors, include former New Westminster



Bruins Head Coach and successful Bi-Tron distributor and **qualified Founder**, Ernie "Punch" McLean.

To be successful on the ice, a team has to be strong off the ice, and the New Westminster Bruins were led by one of the **best junior coaches of all time**, Ernie 'Punch' McLean. After a 15-year stint as the head coach of the Estevan Bruins, McLean made the move to New Westminster. "Punch" led the New Westminster Bruins to **four consecutive WHL Championship titles** from 1974-75 to 1977-78 and two Memorial Cup titles in 1977 and 1978. The championship New Westminster teams included future NHL stars Barry Beck, Stan Smyl, John Ogronick and Brad Maxwell. McLean also captured the WHL Championship title with the Estevan Bruins in 1967-68.

Ernie McLean is second all-time among WHL coaches in games coached with 1,067 and games won with 548 and was named **WHL Coach of the Year in 1975-76**.

At one time there were **80 players** in the NHL who had played under McLean during their junior careers.

Well done Punch!





Continued from Page 1

"So, try, and try again, until you understand it, and until you realize, this is not a business only, this is a **lifestyle...** and a choice you make, about how **your** future will look, decided by **you**, not someone else.

Getting to Bronze is **only a step along the way**, although a pretty worthy one. Getting to Silver and Gold, then Platinum, ultimately is where Chuck and Erin want to be. **"You don't pay the price for success, you enjoy the price for success...you pay the prices for failure and quitting,"** says Chuck.

What would you do if you knew you **could not fail**?  
How hard would you work if you thought you *couldn't* succeed?

"These are questions I like people to think about," says Chuck, "because your thoughts control your behaviors, your behaviors control your actions, and your actions, determine your results."

Erin has recently closed down her Barber Shop, and now does some writing and sewing from home. After working in the sawmill business for almost 14 years, and then becoming a realtor and operating his own real estate office, Chuck admits, it wasn't until he got into network marketing, that he found out he was a teacher at heart. "I can't help myself," he says. "I want people to know that if I can do it—a High School dropout—**any one can do it.**"

And do it they are Getting to the Silver position is the next target in the pay plan for Chuck and Erin.

All the best from Bi-Tron. **Congratulations!**



## Autoship!

### Your key to long-term success.

Remember, if you do not take advantage of our Autoship Program, to maximize your commissions you would need to generate 150 BV in sales volume each month. You can register for autoship from your back office or if you'd rather you can call us directly toll free at 1(866) 824-8878 and we'll help you register. You have a choice of packs to best suit your monthly sales and marketing needs.

**Make sure your team remain active.** Check your Unilevel genealogy report to make sure all the team members you thought had registered are flagged appropriately in the autoship column. To be completely sure also verify that the autoship orders have appeared on your Sales and Earnings report after the 20th of the month. Don't forget that every month you and your team stay autoship qualified you earn Bi-Tron Rewards Points



### Plan Your January And Start 2005 Right!

#### MONDAYS

Live Leadership Conference Call 7:00 p.m. (P.S.T)

To attend these live and exciting calls please call:

**1-212-990-8000** and enter the pin number **1524#**

#### TUESDAYS

Live Internet TV Broadcast

Join in online at **www.bitrontoday.com**

or follow the link from your own homepage

Streaming LIVE at Noon PST on Tuesday

#### REGULAR WEEKLY BUSINESS BRIEFINGS

All Distributors and Guests are welcome!

#### TUESDAYS IN KELOWNA

7:00 p.m. registration 7:30 p.m. start

Comfort Inn 1655 Westgate Road (Hwy 97 South)

Kelowna (Westside), BC

#### THURSDAYS IN PENTICTON

7:00 p.m. registration 7:30 p.m. start

Sandman Inn

939 Burnaby Avenue West, Penticton, BC

#### THURSDAYS IN NEW WESTMINSTER

7:00 p.m. registration 7:30 p.m. start

Westminster Club, 1 (866) 824-8559

713 Columbia Street, New Westminster, BC

### CHUCK PINNELL PRESENTING THE BUSINESS FOLLOWED BY DISTRIBUTOR TRAINING.

#### SATURDAY JAN 22 2005

Business Briefing and Training in Winnipeg

9:30 a.m. registration 10:00 a.m. start until 2:00p.m.

Viscount-Gort Hotel 1670 Portage Avenue

#### SUNDAY JAN 23 2005

Business Briefing Followed by Distributor Training in Saskatoon

9:30 a.m. registration 10:00 a.m. start until 4:30p.m.

Sandman Hotel 310 Circle Drive,

#### TUESDAY JAN 25 2005

Business Briefing and Distributor Training in Edmonton

7:00 p.m. registration 7:30 p.m. start

Rosslyn Inn and Suites 13620-97St

#### WEDNESDAY JAN 26 2005

Business Briefing and Distributor Training in Red Deer

7:00 p.m. registration 7:30 p.m. start

Sandman Hotel 2818 Gaetz Avenue,

#### THURSDAY JAN 27 2005

Business Briefing and Distributor Training in Calgary

7:00 p.m. registration 7:30 p.m. start

Comfort Inn and Suites 3111, 26th St