



**JEFF DOLAND**  
Independent Distributor

10683 West 54th Place  
Arvada, Colorado 80002

T: (303) 726-5106  
F: (303) 496-0135  
jmdcatch@aol.com

**[www.myvemma.com/doland](http://www.myvemma.com/doland)**

February 25, 2009

Dear Coaches and Parents,

Thank you for taking the time to explore this unique fundraising opportunity for your team. As the costs associated with competitive sports continue to rise, teams and individuals are looking for ways to leverage their fundraising efforts. Not only will players and parents be getting the best nutritional supplements on the market, you will be getting the full support and resources of our group of independent distributors to raise money for your team. It is as simple as using the products and telling others about it. We believe that the Vemma Fundraising Program will completely change the way teams and organizations raise money.

For over 14 years, **Vemma** has been an industry leader in delivering quality health supplements to consumers throughout the world. The **Vemma Nutritional Program** was voted "Best Overall Superjuice" by *Men's Journal Magazine* in their December 2008 issue. This daily two ounce shot of vitamins and minerals is designed for people of all ages, including kids! Through Vemma, you will also have access to terrific energy products for adults. **Verve! Energy Drinks** and **Verve! Energy Shots** offer a combination of nutrients and sustained energy that is unmatched in today's billion dollar energy drink market. With essential vitamins and minerals in every can or bottle, **Verve!** is more than an energy drink; it's a total nutrition program.

Please find enclosed a presentation that details the products and how the opportunity works. I look forward to meeting with you and answering any questions that you may have.

*Our team is invested in your team's success!*

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Jeff Doland'.

Jeff Doland

## Introduction

Our busy lifestyles do not afford us an opportunity to get the daily nutrition that our bodies need to perform at peak performance. This is true for adults, children, athletes, and business professionals alike. With childhood obesity rates at an all time high due to factors such as lack of exercise, soda, junk food, etc., it is imperative that we teach our children about the importance of proper nutrition. Parents who have children in activities, such as sports (especially of the competitive nature), are constantly “on the go” and find it increasingly difficult to find the proper “fuel” to keep their kids going, and let’s face it, ourselves too!

With **Vemma**, parents can provide their children and themselves with a fantastic nutritional program and at the same time, offset some of the costs associated with playing competitive baseball. It is truly a “WIN-WIN” situation!

## Vemma Nutrition Program For Children and Adults

**Vemma** was recently featured in the December 2008 issue of *Men’s Journal Magazine*, where it received the distinction of “Best Overall” superjuice. **Vemma’s** blend of vitamins, *Essential Minerals and Mangosteen Plus* provide the body with nutrients equivalent to:

### ***It takes about...***

- 2 oranges to equal the amount of Vitamin C
- 9 avocados to equal the amount of Vitamin E
- 3 stalks of broccoli to equal the amount of Iron
- 55 eggs to equal the amount of Vitamin D
- 1 cup of spinach to equal the amount of vitamin A
- 3 cups of peas to equal the amount of Thiamin
- 19 medium bananas to equal the amount of Riboflavin
- 62 oz. of cheddar cheese to equal the amount of Vitamin B-12
- 5 large potatoes to equal the amount of Niacin
- 61 cups of tomatoes to equal the amount of Folate
- 2 large watermelons to equal the amount of Vitamin B-6
- 17 oz. of cherries to equal the amount of ORAC Value
- 37 medium mushrooms to equal the amount of Pantothenic Acid

***...in just one daily two-ounce serving of Vemma!***

## Verve Energy Drinks

For adults, today's fast paced lifestyle leaves no room in your day for the inevitable "crash" that is associated with typical sources of "energy". For many of us, our days are full of non-stop commitments to our jobs, children, spouses, and hopefully, our own health through exercise and proper nutrition. Now more than ever, individuals are looking for ways to stay energized in order to be as productive as possible.

**Verve!** is a fast-acting boost of energy that is quite different from other products found on the market. **Verve!** won't leave you with the dreaded energy crash hours later. In addition to providing quick and sustained energy, **Verve!** contains all of the vitamins and nutrients found in the nutritional blend, **Vemma**.

**Verve!** is sold in two forms:

### **Healthy Energy Shot**

- Convenient non-carbonated 3 oz. shot
- Vemma Nutritional Formula
- Energy blend (125 mg caffeine)
- Portable, quick energy\*
- Available in low sugar and sugar free

### **Healthy Energy Drink**

- Refreshing 8 oz. beverage
- Vemma Nutritional Formula
- Energy blend (80 mg caffeine)
- Great tasting, healthy energy\*
- Available in low sugar and sugar free

### **3 Powerful Products inside every Verve!**

- A delicious, fast acting energy blend of:  
Caffeine, Guarana Seed, Taurine, D-Ribose, Inositol, and Choline Chloride
- 12 Full Spectrum vitamins and plant-sourced minerals
- An exotic mangosteen and aloe "Superjuice" blend

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Fundraising Opportunity

**Vemma's** founder, BK Boreyko, realized that word of mouth advertising is really the best form of expanding a business. Rather than paying millions of dollars in advertising fees, Vemma pays out millions of dollars to individuals across the globe! It is as simple as using the product and telling your friends...no set up fees, no renewal fees; just great products and a payout system unlike any other.

As parents and coaches of amateur athletes, you know that it is an understatement to say that training, uniforms, travel, league and tournament fees, and equipment can be quite costly. Teams are constantly looking for ways to offset the costs for players and their families through casino trips, golf tournaments, selling discount cards, and countless other fundraising efforts. Below is a chart with individual fees that parents can expect to pay through their child's years in competitive baseball:

Average Player Fees		
*Based on playing competitive baseball (tournament teams and or travel teams)		
Age	<i>Average Yearly Fees (Spring &amp; Summer)</i>	<i>Average Yearly Fees (Fall)</i>
8	\$250.00	\$50.00
9	\$250.00	\$50.00
10	\$500.00	\$50.00
11	\$1,200.00	\$50.00
12	\$1,200.00	\$100.00
13	\$1,500.00	\$100.00
14	\$1,500.00	\$500.00
15	\$1,500.00	\$850.00
16	\$1,500.00	\$1,200.00
17	\$2,000.00	\$1,200.00
18	\$2,000.00	n/a
<b>Total</b>	<b>\$13,400.00</b>	<b>\$4,150.00</b>

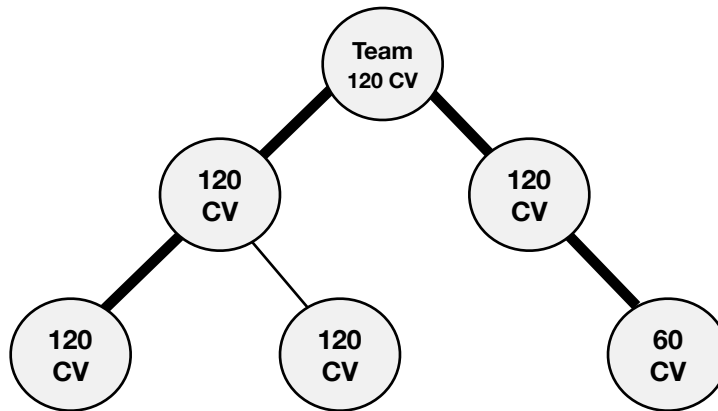
Totals do not reflect costs of parent travel, equipment costs, or private lessons

The **Vemma** family of products gives teams and individuals an opportunity to fundraise year round by simply using the products and introducing the benefits of them to friends, family and other teams.

## Invested in Your Success

Our fundraising team is invested in your success. As members of your team promote **Vemma**, we will be working to do the same thing; adding individuals, business owners, and other amateur athletic teams to your downline. You will receive a complete support system including help on how to place orders, how to place people in your downline to maximize your fundraising effort, and access to two free personalized websites to showcase the products.

The following example shows a very basic structure of how teams are formed. Each circle represents a person or order amount:



At the point where 90 monthly orders occur on one outside leg (bold line) and 45 monthly orders occur on the other outside leg (bold line), the Team would receive \$1200.00 a month! **Since our team of independent distributors will be working to add teams and individuals to this model, the growth potential is substantial** as teams and individuals are put on outside legs instead of levels, where growth would become stagnant. Each of the other circles that show a 120 CV value would also earn money as they continue to build their legs!

## Getting Started

There are a few different ways to structure a system for a team or league to maximize the value to not only the team, but individual families as well. Remember that as families become part of the “team legs”, they are earning money for themselves as well as the team! Because this program is being introduced to a multitude of teams (both baseball and other sports), as well as individuals and business, it is highly recommended that you get signed up early to maximize your fundraising potential.