



March 2014  
Issue 3

## STATE OWNER NEWSLETTER

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### *Regional Seminars*

In the city owners newsletter this month, I talked about how some of us have bad operators that are not running the business properly. I referred to some of them as rotten apples that need to be removed. Are any of them in your state? These people work like a cancer and they need to be cut out in order to save the rest. We have always tried to work with these people, babying them along and trying to get them to change. Some have made the proper changes and have become very good operators. However, some of them are still not doing what they should, and so it is time to get rid of them.

We have some very good state owners that are working to help each of their operators become the very best that they can be. However, we have some state owners that are allowing their operators to do whatever they want, and to buy whatever they want from whomever they want. This is a direct violation of the contract and will not be tolerated. We are asking each of you to monitor what your city operators are doing. They are paying you monthly fees and you are happy, but if they are not buying all products and equipment from the corporate office as the contract states, then they are not making the corporate office any money at all, and we have no interest in keeping them. If your city owners are not using our products, then they are not getting the proper results, which will result in them losing customers and becoming a liability to the rest of our operators and the entire company.

There are a lot of changes coming in the near future for our state owners. There will be a lot more time and financial commitment required in order to remain as a state owner. If you do not like the idea of change, then it may be time for you to sell your state and move on. I have offered a state owner lease/buyout based upon the current status of your state owner income. Any state sale must be approved by the corporate office.

A major responsibility of a state owner is the development of your state. All of our state owners committed to pay \$200.00 per month to be pooled together for advertising and promotional efforts, in order to sell areas in each of our states. Most of you are current on these payments; however, there are a few of you who are behind. Please review your records and make certain you are current and up to date. Those who we show as being behind will be getting a bill next week and we expect the payment to come in immediately. You can go to the online store on the Heaven's Best web site and order stock #97 for the proper number of fees you owe. You need to get current and stay current.

I work hard with everyone to help them succeed in Heaven's Best. We have some great city operators and we have some great state owners. I am glad to be able to associate with each of you. I am glad that you are part of the business and I want all of us to be successful. I really appreciate those of you who are trying to make your state succeed. I know so many of you are doing so much to help your operators and to move the business forward and I am thankful for your efforts.

This is a great business and it has done most of you very well from a financial standpoint. I see a very bright future for all of us.