

# *The Great Midwest Intelligence Report®*

September 2007

Dear Friend,

I'm Mr. Roger and I want to introduce to you The Midwest State Coordinators. I want everyone to understand this is a position that I created as RSD, to support you and help you promote your individual success which in turn will help bring Citizenre to a higher level. These individuals have stepped forward and accepted the challenge. The challenge was to believe first in themselves; second, Citizenre; and finally to share the strategies I bring to the Midwest by promoting them and their personal vision within their respective states.

Every person's success is based on the bottom line of revenue, without this we all fail, even Citizenre. The choice was a difficult one to make for many reasons, but nevertheless a necessary one. The Coordinators' success will be based on their level of commitment to you, and your returning support of them and myself. As with the success of Citizenre in their leaders and leader support, it reigns true with all concerned. We can blame no one but ourselves in failure if we don't step forward and take it upon ourselves to make things happen.

I have the pleasure of enjoying a family atmosphere within my front line sponsorships and their generations, and I desire to develop the same in the Midwest. I will continue my commitment to support the Midwest Region and State Coordinators as a team and individually. Each Coordinator, as you will read, exhibits a quality that is applicable for us all. In this case, it is not about the numbers as it is with sincerity, expertise, and the drive to learn and grow in the team Citizenre spirit. But most of all they have "ENTHUSIASM," which is the most important quality needed for the willingness to learn and impart that knowledge. In closing I wish nothing but success to you and the state Coordinators.

In **Midwest "Solardarity"** it has been my pleasure, Thank You, Sell Well, Sell Often.

Mr. Roger

## The Solardarity Report

Illinois / Wisconsin

Indiana

Michigan

Ohio

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### Talent is Overrated

Dr. Benjamin Bloom of the University of Chicago conducted a five-year study of leading artists, athletes, and scholars. It consisted of anonymous interviews with the top twenty performers in various fields, including pianists, Olympic swimmers, tennis players, sculptors, mathematicians, and neurologists. The information was supplemented by additional interviews with those individual's families and teachers. Bloom and his team of researchers sought to find clues about how these high achievers developed. What they discovered was that drive and determination - not talent - led primarily to their success.

Illinois / Wisconsin

Michigan

**Mr. Dan Borski  
and Ms. Paula  
Riesch**

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**Dan Borski**

I was marketing solar heating systems 25 years ago, until the industry died for several reasons, for most of us at least. With my extensive work experience in marketing and in other technologies including solar, heating & air conditioning, and wireless communications, I've gained a level of technical expertise and marketing know-how making me uniquely suited to the Citizenre marketing role. I excel in translating complicated technical concepts into simple terms, creating a positive, trusting, and cooperative experience with my customers.

I started as an independent Ecopreneur in March, 2007 and am now a senior sales manager. Being extremely excited about the potential of the Citizenre model, I chose to make it my full-time focus. I'm particularly excited about the opportunity to coordinate and develop a high-performance sales team in Wisconsin and Illinois.

Everything that is specific to Wisconsin and Illinois--I will be--coordinating various marketing events,

It has to be sustainable business in sustainable energy. People have to make a decent living for the long term, and I believe Citizenre is re-creating the way net-work marketing is supposed to be. It will take all kinds of folks to get this done, participating, and cooperating at all levels. I'm am very glad to be on the ground floor. With the help, insight, and encouragement of our founders and our unique and talented Regional Sales Director, I will be able to pull the Ecopreneurs together to build the Wisconsin and Illinois

**Russ and Bev  
Wilkins**

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Hi,

We are Russ and Bev Wilkins. We live in the small town of Hastings, Michigan. We have 7 children and 6 grandchildren. The future of our families is what brought us to the renewable energy field. So we both started working in the renewable energy field for three years prior to Citizenre. Russ also works in logistics for a local firm and Bev has a background in real estate and sales.

We are very excited to serve as state coordinator. Russ and I are looking forward to being a point of contact and a resource of information. We are proud to have the opportunity to engage and bring our state together. To help everyone be successful is one of our main goals.

**Mr. Michael Risi**

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Welcome,

We have a great group of Ecopreneurs that share your goals and wish to work as team to accomplish them for our mutual success.

About myself, I am a Michigan native, of 58 years. I suppose I have always thought of myself as a sort of activist type of person

area into a force to be proud of. This is going to be fun and exciting--while providing a worthy benefit economically as well as environmentally.

### **Paula Riesch**



Paula juggles her Ecopreneur activities with a full time job as a consultant providing senior-level IT Project management services. As a consultant, Paula has experience marketing services; and as a project manager she is often called upon to translate a strategic vision into an actionable plan. In other words - Paula often works with Dan to prioritize his many grand ideas and to develop an action plan for implementation.

Dan recruited Paula as a Sales Associate and she is now a Sales Manager. Paula's initial focus has been establishing an internet sales presence.

### **Together**

Paula and Dan are partners in life and business. Paula has two grown children and a ten-year old daughter. In



their free time, they enjoy a variety of live music and sports. Paula is an avid tennis player and Dan enjoys playing volleyball.

## **Indiana**

with a strong desire to right the wrongs of the world. Well this is my effort to do just that! To briefly describe my business experience to date, I have been in sales for thirty years, starting in retail, then selling retail, wholesale and government accounts.

I have acquired the ability to learn and adapt quickly to new challenges. In my previous quest, I have found new opportunities and developed the tools essay to accomplish my goals. I have also opened and ran a residential home building company, a restaurant/bar and I am a license insurance agent. I wish to share my skills to help you be successful as well by helping in the Great State of Michigan in support of Mr. Roger as Midwest RSD.

Respectfully,

Michael Risi

## **Ohio**

**Ms. Mary Cunnyngnam**



### **Contact Info.**

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Hi, I'm Mary Cunnyngnam and will be your Ohio Coordinator for Citizenrē's Midwest Region. Mr. Roger has also asked me to help the other state coordinators get going. As you will see from their introductions, they are already very capable and off and running, which makes my role very easy! I have only recently attained Manager status, and am sponsoring two associates - just a short way along the path toward my goals. However, I believe that we learn best by sharing our skills & talents, challenging our self-inflicted limitations, and supporting each other with our best in all things.

My first and best support comes from my

Mr. Wayne  
Gregory

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I have been in sales for 35 years. I started when I was 14 selling books at flea markets. At 16 I started my own janitorial business. Through the years I have sold just about everything; cardboard boxes, candles, vacuums, china plates, stakes and seafood, insurance, newspaper subscriptions, home security systems, natural gas and many other things. I have always been among the top in whatever I was selling at the time. I have always prided myself on being the best that I could be.

Along the way I have found that I am good at training others to sell. I have trained hundreds and hundreds in direct sales. My passion and love has always been in the sales and training industry. In the past, I have not been interested in multi-level marketing until I found Citizenre. I could not believe the pay plan that the company offers for individual direct sales. Anyone willing to work hard will have great compensation for their efforts. More importantly, I believe bringing solar to the masses and making it affordable for homeowners is my chance to give back and improve the world. The multi-level marketing aspect is icing on the cake for me.

I have lived in this region most of my life. I was born here in Michigan. I went to high school and college in the Chicago area and sold stuff in Indianapolis for a short time. The Mid-West needs a company like Citizenre. I have found that the citizens of the great state of Indiana have been unaware of the concept of solar rentals and I see this as a personal challenge. My goal is to educate consumers, train associates and network within the state.

sponsor, Russ Meeker, who is also my partner in work and life. We started a company in 2003 to promote renewable energy called Renewable Concepts & Design. Through this company we have networked throughout Ohio building our knowledge, reputation and expertise. RCD is a member of the American Solar Energy Society, the national 25x'25 initiative, Green Energy Ohio, Ohio Green Living, the Ohio Environmental Council, the community advisory board for the Ohio Consumer's Council, and the Columbus Green Building Forum. I am also a facilitator for study groups and workshops on personal and collective actions that can be immediately implemented to mitigate the problems of climate change. Previously I spent more than 25 years in the non-profit world providing member management, organizational development, and fundraising support.

I have had many people ask me to become involved in network or multi-level marketing programs in the past but have never felt comfortable enough with the products or companies. Citizenre has been the first opportunity that combines my passions in life with the potential for an amazing income. Through the patience of Russ, the tutelage of Mr. Roger, and the support of both; I am excited to now have this role and work with you.

All the Best!

Mary C.

**Regional Sales Director Intelligence Report**



One of the great assets of the Midwest is what I choose to identify as "Solardarity." The term solardarity speaks for itself. Coming from solidarity meaning: *A union of interests, purposes, or sympathies among members of a group; fellowship of responsibilities and interests:*

Today, we are made stronger through the fellowship of responsibilities. From responsible leadership of the Regional Sales Director now being shared with the State Coordinators increases the leverage of productivity and recruiting power within the Midwest. This is only the beginning of the changes I am bringing to the Midwest. The "Intelligence Report" will contain no hype or false hope, just basic facts and figures from the solar industry as a whole. We will be arming ourselves with knowledge of the competition and how it will effect the market of the Midwest. We will be moving into a permanent meeting place through selected webinar sites being announced in the near future.

We will track our numbers weekly on the meetings and monthly in the *Intelligence Report*. We are in uncharted waters with our competition on the bow and aft side. Until we get numbers from the market, we will track our progress through Citizenre and some of the higher producing regions.

Percentages as of Monday September 10, 2007 between IDS and FRA's

**CITIZENRE: Associates: 1389 Online FRA's: 20'945 Received FRA's: 7514**

Region	Associates	FRA's	% of Citizenre IDS	% of Citizenre FRA's	Ratio
California North and South	258	3'912	18%	19%	1%
Texas Region	208	2'801	15%	13%	-2%
Florida Region	129	2'008	9%	9%	0%
<b>Midwest IL. IN. MI. OH. WI.</b>	<b>97</b>	<b>1'915</b>	<b>7%</b>	<b>9%</b>	<b>2%</b>

When you compare the ratio between associates and potential customers, our Midwest Region is in the same ballpark. These numbers are awesome for those mentioned. Florida stands out because there is no RSD leadership to my knowledge per the RSD PDF last reviewed Monday Aug. 8, 2007. Yet Florida is showing signs of being a leader in the company. I believe these overall numbers put this endeavor in a most positive light and give promise to the mission. The Midwest of course is my primary concern here. We are in the game! Awesome Job!

In order to stay successful and grow, we need to be become equal in associates and sales as much as possible, but the spread is good. Associates are the lifeblood of success more than the customers in networking. Sales are important of course, but without associates there will be no matching bonuses or override residuals. I know as well as you do that the numbers are only as accurate as reported on the back office and that many were made by associates outside the state. But my charge to everyone in the Midwest and especially the State Coordinators is this, do not waste time on those who are not active, we will spend a minimum amount of time on them, but if they can't help themselves, we need to replace them with new

blood by continually recruiting. The attrition rate and replacement rate in networking is always high over the course of time with only a few leaders developing. We all need to be leaders to insure our success; from RSD's to State Coordinators; From Independent Direct Sellers to team support. What I'm saying is this, we need to be leaders at all levels of involvement.

Your Mission, should you choose to except it, is to become a leader in the Midwest through solardarity!

In Solardairity, Sell Well, Sell Often

Mr. Roger

PS. Access My Personal Audio Introduction to the Midwest by clicking my picture.

**The New Venue  
Professional**

**Mr. Roger Mericka**  
**O: 440-306-0205**

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Citizenre Independent  
Direct Seller: Executive  
Sales Director and Midwest  
Regional Sales Director.  
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The Intelligence Report, Solardariy  
and The Solardarity Report are a  
registered trademark of The New  
Venue Professional.

Welcome to this month's edition of The Great Midwest Intelligence Report. This report is dedicated to expounding the new trends in network marketing and providing a cutting edge advantage for the New Professional within the Midwest Region. This report is also about creating solardarity which is being accomplished through delegation of responsibility and the promotion of information and training. These tools will help build the solid foundation for new associate recruitment and reinforce the art of direct selling.

This report is also about "Solardarity Reporting" - on net-metering, and political aspects of the competition. This information will help increase the chance of our solar sales coming to fruition, which will in turn secure our personal position - and that of Citizenre, in the market.