

# FOUNDERS' FUNDAMENTALS

The freedom to choose where you live and how you work. An independent business in which the entire family is encouraged to be involved. An opportunity that provides hope, particularly to those who thought all hope was lost and a plan that rewards you not only for what you achieve, but for helping others do the same.

## FREEDOM

Personal opportunity and economic opportunity go hand in hand. With Amway you have the freedom to change your life by owning your own business.

## FAMILY

We all need family to cheer us on. We are all members of the global Amway family – we respect and take care of each other to foster success.

## HOPE

Inspiring you to dream bigger. Amway creates an environment where hope can thrive.

## REWARD

Happiness is best achieved through earned success. Amway rewards what you achieve, and also what you help others achieve.

### Historical Archives & Museum

archives.and.museum@amway.com



## UTILIZE OUR RESOURCES

### VISIT US @

[HTTP://ACCESS/RECORDS/ARCHIVES.ASP](http://access/records/archives.asp)

### CONTACT US @

Building 44-1F  
7575 Fulton Street East  
Ada, MI 49355

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# HISTORICAL ARCHIVES & MUSEUM

*Preserving the Legacy Around the  
Globe*



FAMILY

REWARD

HOPE

FREEDOM

# KEEPERS OF THE FLAME

## BURNING BRIGHT

Amway's Corporate identity is one of proud heritage and a unique business opportunity. Our history is a living part of us – it defines who we are and where we are going.

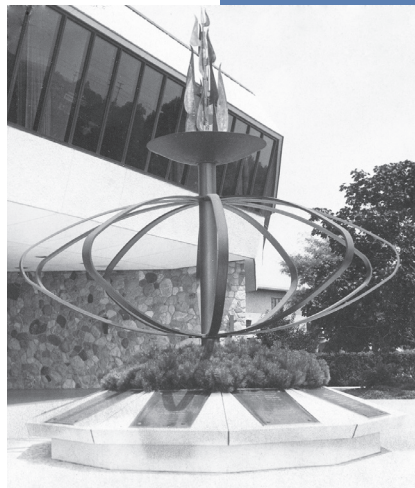
## OUR MISSION

The ongoing challenge of the Historical Archives & Museum is to continually identify and obtain records and objects being created or used today that will have informational value tomorrow.



## OUR COLLECTION IS NEVER COMPLETE

Amway's Historical Archives & Museum is dedicated to preserving the integrity of Amway's heritage. Throughout time, historical information is created and can be lost. Remember as Amway employees and independent business owners, we all can contribute to the restoration and preservation of Amway's History.



# HELP TELL AMWAY'S STORY

## APPRECIATE THE PAST

## CONTRIBUTE TO THE FUTURE

Each day, the Historical Archives & Museum values the significance of historical importance. Of course, not everything is worth saving, but it is our job in determining what will help tell the Amway story now and for future generations.

## WE PRESERVE

- Architectural drawings
- Budgets
- Diaries
- Films
- Correspondence Letters
- Oral Histories & Speeches
- Multimedia
- Museum Objects



- Newspaper clippings
- Photographs
- Posters
- Reports
- Sketches
- Published literature Brochures

## UTILIZE RESOURCES

The Historical Archives & Museum staff can assist you with finding the proper research materials needed for any business need. We can supply reproductions of digital photos, copyright usage, multi-media resources and publication quality scanning that are requested. *Some restrictions may apply.*

## BENEFITING THE FUTURE

Interested in volunteering or participating in: Photo Identification, Process Collection Materials, or giving an oral history, contact Pam Berrington. Your history and knowledge can help contribute to the preservation of Amway's History.