

# SHADE

AUGUST 2018



**DOORDASH CEO TONY XU'S  
BILLION DOLLAR 'AMERICAN DREAM'**

**WHAT DO YOU EXPECT FROM MONEY?**

**HARMONIZE: 3 TIPS FOR WORKING  
WITH DIFFICULT PEOPLE**



# ADVANCE TO GO

Advance with Gano Excel this year and win raffle entries toward these **BIG** prizes!



**GO REJUVENATE**



**GO RELAX**



**GO IN STYLE**



**GO PARTY**



**GO FAST**



**GO LUXURIOUS**



**GO BIG**

Now through Cycle 520  
For promotion rules, visit [promotion.ganoexcel.us](http://promotion.ganoexcel.us)

## GO NOW!

One more month to Advance with these rank-based achievements for awesome summer bonus prizes!



Achieve Gold Paid Rank twice to win **7,000 Excel Points!**



Advance to New Platinum Rank to win **12,500 Excel Points!**



Advance to New Diamond Rank (all levels) and **GO to Meet Me in Malaysia!**

These bonus prizes expire **September 2**, so don't lose one minute... **Advance to GO today!**



### LIMITED TIME ONLY!

Group Commissionable Volume  
Cycle 502 – 508

July 16 through September 2



**PLUS** – All ESP3 orders receive a **FREE Garcinia** upgrade during this promotion!

Garcinia upgrade replaces Excellium in ESP3

# CEO MESSAGE



Gano Excel was started to help make the world a better place. It starts with the world's finest *Ganoderma lucidum*. We achieve it, though, through each and every one of our millions of independent Affiliates across the globe. You make our vision come true by sharing this borderless business opportunity and the health of our enriched everyday products. Please accept my thanks for all you do!

Our vision is global. It's important to remember that the health and wealth we share is not just about one person, it is about all of us. We must constantly remind ourselves to let go of things that are preventing us from harmonizing. For me, this includes diligently letting go of any expectations that are holding me back. Expectations are different from goals. Goals motivate me. They inspire me. As I make my way toward a goal, I become more of the person that I want to be. Expectations can hamper me in this process. When I hold on to ideas about myself or others, or even things, then I take away the freedom to transform and grow as we journey forward together.

When we are more grateful than expectant, harmonizing comes much more easily. Being grateful can often be seen as a conclusion. We can relate gratitude with results. However, when we adopt gratitude into our everyday attitude, we can enjoy every moment of sharing, working, earning and living a healthy, balanced lifestyle. Don't just live to strive — allow yourself to thrive!

My challenge to you is to find out what is holding you back and let go. Free yourself from the weight of expectation, and soar to new levels of health and wealth. I look forward to seeing the new you!

Sincerely,

Mr. Ooi Chin Aik,  
Chief Executive Officer, Gano Excel | North America



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# DOORDASH CEO TONY XU'S BILLION DOLLAR 'AMERICAN DREAM'

When we talk about growth, what we often mean is change based on greater experience. That happens to everyone, regardless of achievement. As your financial situation changes, you will encounter different expectations of you that require a different kind of growth. ***They require a version of you that can meet and handle these new expectations, regardless of experience.***

One man whose situation has changed drastically is Tony Xu, CEO and co-founder of DoorDash. Xu's family came to the U.S. from China in 1989, with only \$200 to the family name. Tony's dad had received a visa to work as a post-doc researcher at University of Illinois. Growing up, Tony's family relied on food stamps and welfare to get by. His father waited tables at a University of Illinois on-campus restaurant to cover the costs of his studies. His mom had three jobs, one of which was working at a restaurant. Although a doctor back home, once in the U.S. she had to retrace her training all over again. Over 12 years, she saved enough to start a medical clinic in Eastern Medicine. "What I learned from her is to never give up on your dreams," Tony said in an interview. "My parents inspired me to do whatever it takes to become the best version of myself that I could be."



Tony joined his mother at the restaurant for nine years before heading to college. He graduated from UC Berkeley with a degree in industrial engineering. Despite never having any business training, he found work in corporate settings of cancer research, e-commerce and now in technology. "I found that it's in places where I am most uncomfortable typically where I can maximize my growth and learning," Tony commented.

In 2013, Tony founded PaloAltoDelivery.com with three classmates as part of a graduate school project. On its first day live, it received only one order. But Tony believed in his dream that the delivery service would help small

entrepreneurs like his mom, while also employing people on their way to fulfilling their own dreams. Through months of uncertainty, they persevered. In just five years, Tony's company – now named DoorDash – has expanded to 56 metropolitan areas and 600 cities, including Los Angeles, Atlanta, Boston, Chicago and New York. DoorDash employs 500 people, works with over 40,000 local businesses, and has received over 10 million orders. In 2018, his company was valued at more than \$1 billion.

As Tony's situation has changed, he has worked to keep his life simple. Today, he works only with a laptop, his smartphone and headphones. He leaves his phone outside his bedroom at night in order to get better sleep. He spends more time out recruiting talent than in his office managing problems. It is a very different version of Tony than his days washing dishes and busing tables. His business advice is to take the approach of a learner. He takes risks and then learns from them, using the results to adapt and to perfect his product and company. To him, this means it is important to be open to not getting it right or having an answer right away. Mr. Leow Soon Seng took a similar approach with cultivating *Ganoderma lucidum*, which launched his globally successful business in 1995.

As Tony Xu puts it, "***Be the best version of yourself.***" At your core, your identity and integrity will always be the same. However, you must be open to a new and better version of you as you learn and earn. It is valuable, like Tony does with his company, to constantly ask "what can I be doing different?" ***Being open to a new version of yourself means learning to let go of previous expectations you have of yourself. In the end, it will create more freedom for you to grow.***



## WHAT DO YOU EXPECT FROM MONEY?

***As an independent Affiliate, you have the opportunity to afford a new lifestyle and achieve goals you set for yourself.*** Your earning potential with Gano Excel is unlimited. Don't let expectations ruin the experience! Do a quick reality check: are you expecting that with more money will come the happiness you've always wanted?

There is no shortage of research studies, from child development to business economics on the relationship between money and happiness. For instance, there is a 2014 study by Emory University titled "A Diamond is Forever" and Other Fairy Tales: The Relationship between Wedding Expenses and Marriage Duration." As you may already suspect, marriages with less spent on engagement rings and wedding ceremonies were found statistically to last longer than those with more money spent.

Clinical psychologists for decades have been curious about money's relationship with a human's motivation to work and achieve. One 1973 study involved children's motivation to participate in an art activity. Three groups of kids were given different outcomes for creating artwork: one with a known reward, one with an unknown reward and one with no reward at all. It turns out the reward did not make a difference to the child's happiness, but the expectation of a reward did. For those that knew they would be rewarded, after the experiment was over, they no longer wanted to continue with art. Both those that were surprised with



a reward and those that did not receive one continued to love art. The researchers concluded this was because the two latter groups justified their work based on their internal desire to do it, whereas the first group, sadly, justified that they only did it for the reward.

Another researcher, Robert Kenny, EdD, of the Center on Wealth and Philanthropy at Boston College, published his survey of families worth more than \$25 million. As it turns out, these adults still expressed daily anxieties they had. Those anxieties were not "rich people problems" at all, as you might expect! Most of the adults studied were actually most concerned about being good parents.

Daniel Kahneman and Angus Deaton with the Center for Health and Well-being, Princeton University also conducted a 2010 study that found that "happiness" stops growing with money after a certain amount! After reaching an average income of \$75,000 per year, happiness lost its relationship with income, and emotional well-being became dependent on a multitude of other factors instead. They found that adults earning \$250,000 had the same happiness levels as those that earned \$75,000 and everywhere in between.

A key to happiness that all this research points to is to not let your happiness be tied to how much you earn, or how hard you work! Let go of old expectations you may be holding on to about money and happiness. Instead, ***enjoy the freedom you have with Gano Excel, and the new choices that money brings across your path!***

## COMPANY UPDATES

*Check out these latest photos from our new social center!*



*Saves these dates for more amazing events happening this year!*

**GREAT TO EXCELLENT IN DALLAS**

**AUGUST 18**  
Dallas, TX

Great to Excellent in Dallas: Come hear Gano Excel leaders from Texas share their secrets to success!

**TOP 1% LEADERSHIP SUMMIT**

**OCTOBER 21 – 26**  
Bali, Indonesia

Top 1% Leadership Summit in Bali, Indonesia: An exclusive event for Gano Excel's top 200 global producers – can you reach the summit?

*Meet Me in Malaysia*

**OCT 26 – NOV 1**  
Malaysia

Meet Me in Malaysia trip: Get to know Gano Excel inside and out with a fantastic tour of GE's incredible world-class facilities in Malaysia and a chance to meet Mr. Leow.

**E 2018**  
E STANDS FOR EXCELLENT

**DECEMBER 1**  
Anaheim, CA

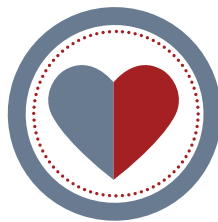
The E-2018 Event in Orange County, CA: Celebrate excellence with Gano Excel and the successes of those who said "yes" to this amazing opportunity!

***E:2018 - Tickets Now on Sale!***

***Check your Back Office or call Customer Service at (626) 338-8081 to reserve your seat today!***

"In the long run, we shape our lives, and we shape ourselves. The process never ends until we die. And the choices we make are ultimately our own responsibility."

- Eleanor Roosevelt



## HARMONIZE: 3 TIPS FOR WORKING WITH DIFFICULT PEOPLE

You often hear that business is about relationships. As an entrepreneur, you are exposed to many relationships, and not all of them will come naturally to you. Business can oftentimes mean learning to work with people you see as difficult. You may work with a stellar team and still run into difficulties while prospecting. Allowing difficulties to live under the surface can fester into much larger problems down the road. At the same time, calling out every difficulty upfront can earn you the reputation of a complainer, and could even mean becoming a difficult person yourself! ***Here are three tips to improve working through difficulties toward harmony.***

### 1. EXAMINE YOURSELF

The hardest part is to work against the hormones and emotions that can get stirred up when conflict arises. Experts on workplace psychology write that it is important to know yourself in the situation. Know what your hot buttons are — did something hit a personal nerve that is causing you to overreact? You may assume that actions were meant personally against you, but in the vast majority of cases, they are not. Take responsibility for the response that is happening inside you, try to understand it and learn from it. ***Moving forward starts with you!***

### 2. INVENTORY EXPECTATIONS

Take a look at what your expectations are of the other person, and of the situation. Sometimes you will realize that they are unfair or unrealistic expectations, but it is important to examine the ones that are fair as well. You may have very fair expectations, but the problem is that you do not have much control over the other person living up to them — especially, if they do not personally share those same expectations. Sometimes, people will listen and harmonize with you. Sometimes, it will be in the interest of harmony to let go of your expectations that you are imposing on others. ***Let them be free, just as you are working to be free.***

### 3. ADDRESS SPECIFIC ACTIONS

Talking with a trusted friend can help sort through what parts of a conflict should be let go, and what parts should be addressed. A good friend will not try to provoke you into stirring up more conflict. Instead, look for someone who wants harmony for the group. When you are ready to address a difficult relationship, be specific about what actions are difficult for you. Be honest, and try to understand where the other person is coming from. Listen, and if possible, decide together on a way forward. You may not get the response you want, and in the end, not all relationships work out. Be as much of a peacemaker you can be. ***Let go of anything holding you back from pursuing your own health and wealth!***



## ***SENSATIONAL SUMMER TEA!***

*Our enriched Rooibos Tea infused with flavors of mint, ginger and honey! These perfect summer flavors mingle together for a thirst-quenching pick-me-up. Great for staying cool and refreshed! Not only is it packed with potent flavor, it's got the equally strong benefits of Ganoderma lucidum!*



### **Ingredients:**

- 4 GanoCafé Rooibos tea bags / liter of water
- 2 inches raw ginger root, peeled and finely sliced
- 1 lemon, peeled and juiced
- 1 small handful of mint leaves
- 2 Tbsp of honey
- extra slices of lemon and mint to serve (optional)

### **Directions:**

1. Fill a heat proof jug with boiling water and add the tea bags.
2. While it is hot, add ginger, lemon peel and mint leaves. Let the tea steep and infuse the flavors together.
3. When the tea has cooled to a lukewarm temperature, remove the tea bags. Stir in the lemon juice and honey, and chill until ready to serve.
4. Serve over ice and enjoy!

### ***NUTRITIONAL FACT:***

*Gingerol is the active biocomponent found in ginger root, and is responsible for the pungent flavor that gives ginger its zing. Gingerol has been known to fight inflammation and provide antioxidant power to the body. It's also great for soothing indigestion and reducing symptoms of nausea!*

*No wonder it makes for such a relaxing addition to your summer beverage!*





# TIME TO SHARE

## Gano Excel's Social Media Stars of the Month: Engracia Barton, Anjelika Lyn and Norma S Pantoja!

*Congratulations and thank you, Engracia, Anjelika and Norma for using social media as an important tool to leverage your Gano Excel business!*

*Do you want to be next month's Social Media Star? Make sure to use #ganoexcelusa and #ganoexcelnorthamerica and tag us in all of your Facebook, Instagram and Twitter posts!*

**f** **Facebook: Engracia Barton**  
*"For me, Gano Excel is life and health."*



**Instagram: Anjelika Lyn (@Anjelikalyn2191)**  
*"SHARING HEALTH AND WELLBEING TODAY AND TOMORROW TOO. THIS IS GANO EXCEL"*



## GLOBAL CORNER



The year 2000 not only saw the beginning of a new millenium, Gano Excel launched the world's first Ganoderma enriched toothpaste: Gano Fresh! It was the same year that we expanded operations into Myanmar, more than a decade before the country opened its borders to any U.S.-based company.

**Instagram: Norma S Pantoja (@Pnorma2233)**  
*"Have faith that everything will be for good. #ganoexcel"*



## ANA LORENA AGUILAR



Ana Lorena Aguilar has been a pioneer with Gano Excel USA. Across the last decade she has grown her organization into an empire, mentoring more Affiliates into Diamond ranks than any other U.S.-based Affiliate. She was also recognized at the 20th anniversary celebration in Malaysia for being a top producer worldwide. Ana Lorena is based out of Reedley, CA, and helped establish the corporate Opportunity Center in nearby Fresno.

An MLM veteran, Ana Lorena has generated more than two decades of business experience simply by network marketing. Considering herself a student of “the university of life,” Ana Lorena is proud of the business she has been able to build for herself over the years. She fell in love with both the product and opportunity of Gano Excel immediately. She’s a fan of all things natural and organic, believing that health is supremely important. She also saw the opportunity to change her lifestyle through the Gano Excel compensation plan. Lastly, she saw the opportunity to help other people make positive changes in their health and lifestyle as well.

She has been amazed at the changes she has seen in her life because of her success. She drives the car of her dreams. She takes vacations with her family. She dines out where she wants and can allow her family to order without any stress about prices. It all started with learning all she could about *Ganoderma lucidum* and inviting people to join her in her pursuit of health and wealth. Now, she spends most of her time coaching her leaders and helping them to achieve success. “I like everyone to win,” she says. “The happier they are, the happier I am.”

In order to grow as a business leader, Ana Lorena has trained herself on skills such as public speaking and time management. Her discipline is inspired by her longtime mentor Teresa Mendoza, who introduced Ana Lorena to Gano Excel many years ago. Now, it is Ana Lorena’s turn to pass on the lessons she has learned and inspire others. Every week, she looks forward to bringing new topics to present at her leadership training meetings at the Fresno Opportunity Center. One quality Ana Lorena says she is still learning is patience. “Before, I was a follower,” she says. “I followed the person who stood up in front – really, I was just a spectator. Now, I am the person standing in front. I remember what it was like to be in their shoes, and it gives me patience.” She focuses on encouraging her leaders and sharing her knowledge, as well as prospecting using the ESP-3 in Coffee Breaks and 1-on-1s.

One of Ana Lorena’s greatest talents is spotting leaders while she prospects. She says it is easy for her to separate the consumers from the business partners in a group. When she meets a new enrollee, the most important role she can give is helping her new Affiliate learn all the basics about the company, product and opportunity. She believes that if they are trained from the beginning, they will be successful.

Ana Lorena is currently working toward taking her family on a Disney cruise, as well as buying a new home. “I would love to see my grandchildren come to play and swim,” she says. She has her eye on becoming Crown Diamond with Gano Excel, and wants to see Gano Excel become one of the top ten network marketing companies in the USA.



### HILDA LORENA RAMIREZ

SUNNYSIDE, WA



Hilda began her Gano Excel business in Mexico. From the start, she was attracted to being her own boss. She loves being the owner of her own time and being in complete control of her earning potential. She began using Gano Excel products and experience a huge change in her health. She has more energy and feels more productive. "I'm like a new Hilda," she says. Since joining Gano Excel, she's had the opportunity to move to Washington State.

She spends her time training her team and sharing with prospects about the health and wealth she's received from Gano Excel. She has been inspired by the change that Ganoderma lucidum has brought, not only to her own health, but to all the people she introduces to the product. She also sees Gano Excel as a great tool for personal and financial development. "I know that if I share the opportunity with others, everyone will benefit from it."

Her mentor, Ana Lorena Aguilar, taught her about being consistent, positive and staying focused on her goals. In the next year, Hilda is working to reach the rank of Diamond in order to buy a house. She is sure that Gano Excel will help her achieve that goal. She also wants to help open a new distribution center in her home state of Washington.

### JOSE DE JESUS HERNANDEZ

WHITTIER, CA



Jose de Jesus Hernandez joined Gano Excel in 2009, what he considers the best decision he has made since coming to the United States in 1986. He still remembers hearing about the Gano Excel business opportunity for the first time. He was amazed at how much he could achieve without the career or education that other business opportunities would require. He feels as if he has achieved more than a traditional job could have ever given him. For almost a decade now, Jose has worked at his business with discipline. He is inspired by the vision of Mr. Leow Soon Seng: to spread health and wealth to every household through Ganoderma lucidum.

The most important lesson to Jose, is to look for something new to learn every day, as inspired by a phrase he's memorized from his youth: "All I know is that I know nothing." That lesson has brought him far. Reflecting on all he has accomplished, there is hardly an area of Jose's life that hasn't been touched by Gano Excel. He has gained confidence and personal growth, and had the privilege of meeting extraordinary people. He also thanks Gano Excel for bringing harmony into his home. Confidence in his business has created more stability for his family, and more time for him and his wife to spend with their daughters. He is thankful for the opportunity to learn from great leaders and become a leader himself. He says, "In the nine years that I have been with Gano Excel, I have learned to do business as a team and not alone."

Currently, Jose is working with his team so that they can all advance in rank together. For him, that means achieving the rank of Platinum. He also wants to see Gano Excel "advance" in its ranks among network marketing companies. "We have a great product, and a great company," he says. "Now it is up to all of us, the Affiliates, for Gano Excel to achieve it."



# LIVING UP TO OUR FULL POTENTIAL

We are proud to see Gano Excel Affiliates answer the call for personal growth that helps them achieve success in their businesses. It requires dynamic communication, letting go of negativity and coordinating schedules. All are a part of building and leading a successful team.

*We celebrate the following Affiliates that have embraced the learning process and have achieved new ranks while embracing personal growth!*

## DIAMOND EXCELLERS

### DIAMOND



Ana Lorena Aguilar  
Rank: Royal Diamond



Olga Yaneth Loya  
Rank: Royal Diamond



Ruben Cardenas  
Rank: Royal Diamond



Tomas Rodriguez  
Rank: Royal Diamond



Walter Garcia  
Rank: Royal Diamond



Erica Reyna  
Rank: Premier Diamond



Milo Sanchez  
Rank: Premier Diamond



Blanca Solorio  
Rank: Executive Diamond



Hipolita Gonzalez  
Rank: Executive Diamond



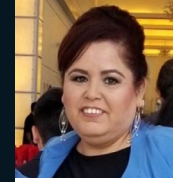
Maggie Cardenas  
Rank: Executive Diamond



Marivel Santoyo Huizar  
Rank: Executive Diamond



Rene Marin  
Rank: Executive Diamond



Rocío Peralta  
Rank: Executive Diamond



Sandra Estrada Morales  
Rank: Executive Diamond



Susana Ceballos  
Rank: Executive Diamond



Jersis Aparicio Hernandez  
Rank: Diamond



Maria Casteneda  
Rank: Diamond



Rebeca Sanchez  
Rank: Diamond



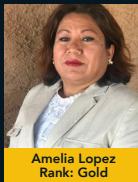
Rosa Licon  
Rank: Diamond



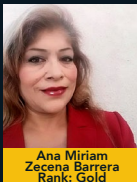
Victor Lopez  
Rank: Diamond

## RANK ADVANCEMENTS

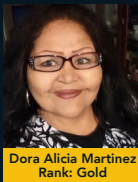
### GOLD



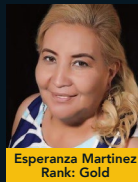
Amelia Lopez  
Rank: Gold



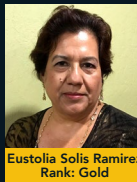
Ana Miriam Zecena Barrera  
Rank: Gold



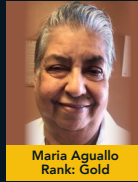
Dora Alicia Martinez  
Rank: Gold



Esperanza Martinez  
Rank: Gold



Eustolia Solis Ramirez  
Rank: Gold



Maria Aguallo  
Rank: Gold

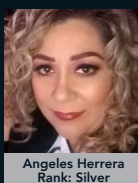


Monica Echeverri  
Rank: Gold

#### NOT PICTURED

Juana Castro, Juan Diaz, Leonor Hernandez, Elizabeth Moto Starks, Gloria Nungaray

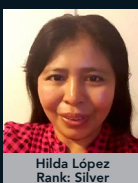
### SILVER



Angeles Herrera  
Rank: Silver



Angie Clement  
Rank: Silver

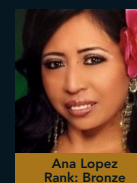


Hilda López  
Rank: Silver

#### NOT PICTURED

Ana Alas, Pedro Cantoran, Elizabeth Castro, Franklyn Orlando Correa Cabra, Ana Maria Cuellar, Roberto Carlos Cuellar, Mercedes A. Escalante, Juana L. Espino, Bertha Gonzalez, Carla Hernandez, Maria Luisa Hernandez, Bryan Herrera Valencia, Fidelina Maeda Villanueva, Santa McClelland, Maria Irene Morales, Antonio Marcos Oliveira, Brigitte Owens, Carlos David Quinbay Doria, Leydi Rivera, Glenda Yamileth Vigi Santos, Maria Alejandra Silva, Dalía Sosa, Jannett Tandi, Maria Torress, Edwar Trujillo, Yorkmary Zapata

### BRONZE



Ana Lopez  
Rank: Bronze

#### NOT PICTURED

Michael Cole, Curtis Corbray, Jeannette Cuellar, Leslie Jimenez, Oscar Elias Maldonado Vidal, Melissa Mateo, Rigoberto Nungaray, David Ortiz, Luz Ramos, Aida Rodriguez, Steve Sandoval