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FEBRUARY 2019



 gano excel

LESSONS FROM LEGENDARY FOOTBALL COACH EDDIE ROBINSON

3 AWESOME GIFTS FOR VALENTINE'S DAY

ACTUALIZE: BUILDING ACCOUNTABILITY INTO YOUR LIFE





Something **SWEET** to show you care

A million smiles for you to **SHARE**

A delightful **GIFT** she's sure to applaud –

The delicious taste of **SCHOKOLADE!**

GanoCafé Schokolade. **MADE TO BE SHARED.**



CEO MESSAGE



Happy Lunar New Year!

I am excited to set forth and journey through a new year with you all as we spread health and wealth throughout the USA. The Spring Lantern Festival celebrations lead me to pause and think about how complex our world and universe are. There is so much that we do not yet know or understand. Yet, we see how it all works together.

It reminds me of the scientific myth of the flap of a butterfly's wings in Brazil that can cause a tornado in Texas. This "butterfly effect" as we call it, was developed by mathematician Edward Lorenz in 1963 to describe natural phenomena's sensitive dependence to exact and precise conditions. The smallest of variations, represented by the flap of a butterfly's wings many miles away, could lead to great (or even catastrophic) consequences. This was observed by Lorenz during an experiment in recreating weather scenarios using mathematical models. Although Lorenz was using specific numbers to the thousandth fraction (0.506), he had rounded up from the full precision value to the millionth (0.506127) in order to save time. As it turns out, the 0.000127 of a difference created entirely different weather patterns — enough to cause Lorenz to think his equipment was broken! It is awe-inspiring to think how such small changes can be so important.

Every action we take is critical to our outcome and well-being. Not only that, but every action we take can have a significant effect on those around us! It inspires me to act cooperatively with others, instead of antagonistically. We have the opportunity to lift each other up and spur each other on toward enriching more and more lives with health and wealth. It is a collective aim. One that is focused on actual improvement, not mere feelings. In addition to our positive attitudes, we strive to see positive outcomes.

As Lorenz's theory states, we all have an opportunity — and perhaps an obligation — to influence those outcomes. So, remember how simple it is to make a difference in someone's life. Let us have the courage to go, SHARE and make that difference a positive one!

Sincerely,

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



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LESSONS FROM LEGENDARY FOOTBALL COACH EDDIE ROBINSON

Actualizing our dreams of prosperity and happiness takes coming together as a collective and propelling each other forward. **As a leader, you encourage others toward growth. You coach others toward success.** One coach with an amazing career of influencing people to become winners is renowned college football coach Eddie G. Robinson, Sr. He coached one team, the Grambling State University Tigers for his entire career spanning more than 50 years. Not only that, he is recognized as having one of the best records in history!

“Coaching is a profession of love. You can’t coach people unless you love them.” Coach Robinson understood that in order to **influence others to success, their future must be as important to you as your own.** He acted this out through numerous counts of sacrifice and dedication. His is a good example of someone who saw his capacity for helping others and how his actions could shape students and lead them toward success.

Coach Robinson’s efforts were not just for the good feelings of it all. He actually won games. His philosophy of coaching with love produced results. His players didn’t just win on the field, either. Many of them went on to satisfying careers after college as well. He sought to “actualize” in a challenging time. Grambling State was a small all-black college in Louisiana, and his students did not have many opportunities ahead of them. In the face of this, he responded with more care, more effort, more love. Stories tell of him waking his students up for breakfast, packing lunches for away games and dressing injuries. When a parent pulled two of his best players to help pick cotton, Coach Robinson showed up with the entire team. They worked together for the entire day so his students could remain on the team.



Robinson was able to turn such negative circumstances into positive ones. When he first started, his team lost their first season. He made cuts and recruited the talent he needed to turn around and produce a perfect 8-0 record for the next season. Under Robinson’s coaching the Tigers had two additional perfect seasons, and many championships. Robinson sent more than 200 of his players on to compete in the NFL, second only to Notre Dame. Upon retiring he accumulated 408 victories on the field. But to Coach Robinson, his biggest achievement was in the lives of his players.

What is the challenge or difficulty holding you back from actualizing your success? Eddie Robinson poured integrity and love into producing able and capable young black men in the face of segregation, prejudice and racism for many years. Are you trying to win all on your own? Thankfully, you don’t have to! **The brilliant vision of Gano Excel founder Mr. Leow Soon Seng incorporates network marketing so that each Affiliate is rewarded for being a part of a global team effort to spread health and wealth through its Ganoderma-lucidum-enriched products.** Lean in to what it means to be a part of a team, and soon you may find yourself leading and coaching one yourself.

Finally, in case you didn’t catch it, it’s worth noting Coach Robinson’s staying power. Winning certainly helped. But when he may have been tempted to move on to other opportunities, he didn’t. Certainly, in his 50 years and more than 400 wins, there were likely to have been some very attractive offers. He was proud to say upon retiring how proud he was to have had one job and one wife. His philosophy was that he found such joy and meaning in his role at Grambling State that it was never worth looking elsewhere for what he had already found. **Loyalty undoubtedly pays off!**



AWESOME GIFTS FOR

VALENTINE'S DAY

There are so many cool gadgets coming out in 2019, from phone-charging purses to robot cameras. Consumers certainly have no short selection of toys to satisfy the special foodie, technophile or athlete in their lives. Or you could consider timeless classics like glistening gems or a fancy new pair of shoes. However, if pricey gifts just don't quite say "I love you" enough, here are 3 awesome Valentine's gifts that lie at the heart of what romance is all about. Don't get so caught up in the practical, material things that you overlook the romance that really matters to our loved ones. Along the way, you may find that special something to represent your feelings.

#1 YOU! Yes, it is that simple. Your loved one will cherish your presence, your attention, your words and your time. The secret to a great date is setting everything aside and connecting with your loved one. Connect physically, verbally and emotionally. It is less about specific plans or gifts which can keep you distracted by expectations. It is about commitment, focus and attitude – for these moments, you are all about your partner. What could be more romantic than that?

#2 LESS STRESS! This can be as easy as doing something here or there to help. You could also make something more convenient for him or her. In essence, by taking on some of these tasks yourself, you are giving the person more time or more money in order to do other things. They can manage the things they need and want to do without stressing over it all. One perfect way to build more time and money into a person's life is the opportunity to earn at your own pace with Gano Excel.

#3 THE HEALTH OF GANODERMA LUCIDUM! GanoCafé is a delicious, convenient way to deliver all of the healthy bioactives found in Ganoderma lucidum – perfect to give as a gift for a special someone. Building a healthy, balanced body by modulating the immune system, improving cell functions and energy metabolism will help your loved one feel their best. That helps them give #1 back to you!

And, ok – some fresh flowers will make a perfect companion to these awesome gifts to show you really care! Check out our easy Chocolate Chip Cookie Fudge Bars on page 8 to seal the deal with a chocolate treat he or she will really love.



On **December 23, 2018**, Mr. Leow was recognized as the first Asian “ambassador” for the Fondazione Gravissimum Educationis, an educational group based out of Vatican City as part of the Roman Catholic Church. The organization is actively involved in international initiatives to expand Catholic education within regions such as Asia, where Catholic populations are not as prevalent. Mr. Leow will travel to the Vatican in April to discuss a plan to carry out this mission.

Mr. Leow joins an elite group of 12 such ambassadors for the organization worldwide. Mr. Leow is encouraged by the organization’s commitment to bringing higher levels of education to local communities in and around Malaysia. ***“I believe that faith and education are two things that benefit everyone,”*** said Leow. ***“They empower people to strive for what’s better. What Gano Excel does through health and wealth, this organization is also doing through education. I am honored to be a part of it.”***

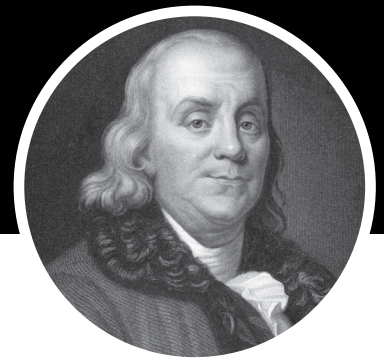


**COUNTLESS
CHANCES
TO SHINE**

LAUNCHING FEBRUARY 4!

Promotion through **CYCLE 577 (12/23 - 12/29)**.
Learn more at promotion.ganoexcel.us.

"If you want to lift yourself up, lift up someone else." – Booker T. Washington



ACTUALIZE: BUILDING ACCOUNTABILITY INTO YOUR LIFE

Benjamin Franklin once wrote “He that is good for making excuses is seldom good for anything else.” Now, falling short of a goal, making mistakes, facing extraordinary circumstances, these are all situations that every person could face. However, excuses don’t get you anywhere. What a waste of time! Thankfully, no Gano Excel Affiliate success story has happened without it being a team effort. You are not alone in your journey toward greater health and wealth. So *here are some tips on developing accountability for yourself that will propel you toward success.*

HONESTY. Social psychologists conclude that most of the time people blame external factors for shortcomings instead of admitting internal flaws. So, when it comes to keeping yourself accountable, you may not be the most trustworthy judge. However, we can train ourselves to accept honest feedback from others. Having an unbiased partner – or even an app – can help us face the truth about our behavior.

CONSISTENCY. It’s said that practice makes perfect. Accountability is not about a one-time review. It is about constant, vulnerable exposure to your goals and standards so that you build a long-lasting character change. Committing to a partnership with a coach, friend or spouse will create an avenue for ongoing, consistent feedback.

EMPATHY. There is great value in human understanding. Apps are excellent tools to provide that undeniable data in the face of rationalizations. However, you may balk at the idea of robotic perfection, leading you to justify lapses in behavior. Seeking human mentorship reminds you that change is possible. You have others who understand you and are on your side.

Together with teamwork and a commitment to honest accountability, actualizing your dreams becomes possible! *Establish a solid foundation and reach for what you want to achieve.*



CHOCOLATE CHIP COOKIE FUDGE BARS

Looking for an easy, delicious treat to share with your loved ones? Here's one that incorporates our rich, creamy GanoCafé Schokolade into an amazing fudge layered with mouth-watering chocolate chip cookie. Simply prepare the cookie dough and rich chocolate fudge in layers and then sit back and let the sweet aroma tantalize you as it all comes together. Chill and cut into scrumptious squares for a treat your special someone is sure to love.

Ingredients:

Cookie Dough:

- 1 cup unsalted butter (softened)
- $\frac{2}{3}$ cup brown sugar
- $\frac{2}{3}$ cup granulated sugar
- 2 eggs
- 1 tsp vanilla
- $\frac{1}{2}$ tsp salt
- $1 \frac{1}{2}$ tsp baking soda
- $2 \frac{1}{3}$ cups all-purpose flour
- 12 oz semi sweet chocolate chips

Fudge:

- 14 oz sweetened condensed milk
- 12 oz semisweet chocolate chips
- 1-2 Sachets GanoCafé Schokolade
- 2 Tbsp unsalted butter

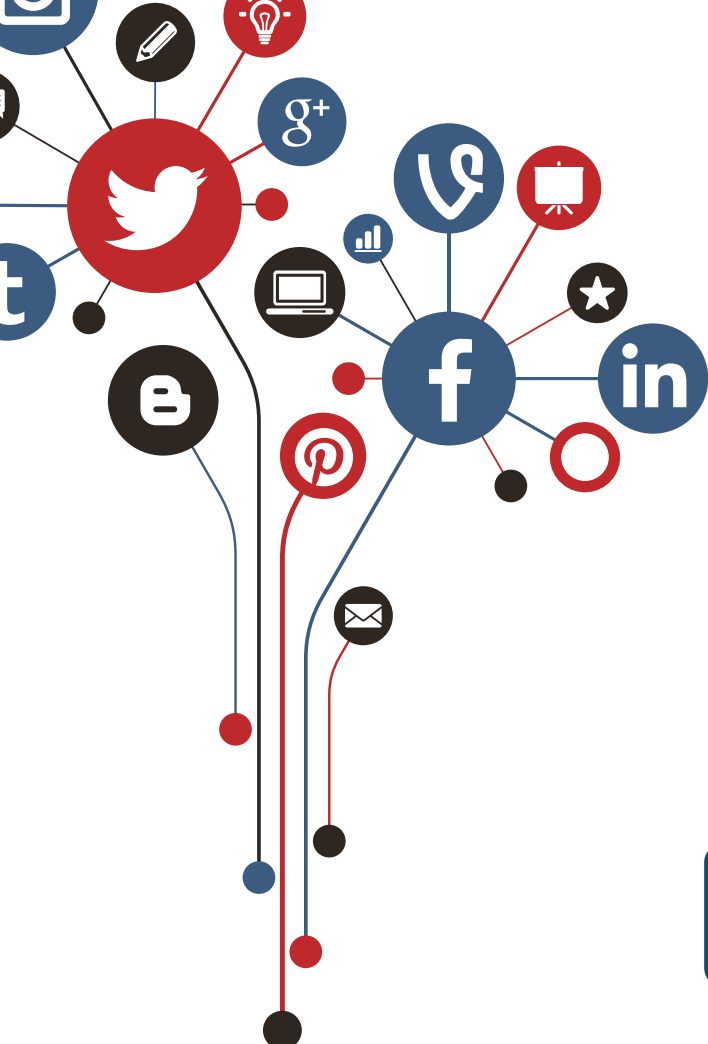
Directions:

1. Preheat oven to 350F. Line a 9"x13" baking pan with parchment paper and grease with cooking spray. Set aside.
2. In a large bowl, combine 1 cup softened butter with the brown sugar and granulated sugar until well mixed. Add the eggs, vanilla and salt, and stir. Add baking soda and flour and continue to stir until everything is combined. Stir in the first 12oz of chocolate chips.
3. Heat condensed milk, remaining chocolate chips, GanoCafé Schokolade and 2 Tbsp butter in a small pan over medium low heat. Stirring constantly, allow mixture to melt together and thicken (about 10 minutes). Remove from heat.
4. Press about $\frac{2}{3}$ of the cookie dough into the prepared baking pan. Pour fudge mixture evenly over cookie dough. Then, using clean hands, flatten the remaining cookie dough a little at a time and carefully lay it over the fudge as evenly as possible. You can place a little extra butter or cooking spray on your hands to prevent the dough from sticking.
5. Bake for 22 minutes. Allow the pan to cool on the wire rack for about 10 minutes, then transfer it to the refrigerator and chill for at least 2 hours before cutting into squares.



NUTRITIONAL FACT:

Chocolate is rich in bioactives called flavanols, which help increase blood flow. When that happens, your brain benefits! A study in the International Journal of Medical Sciences showed the gray matter in the brain increase in function for two to three hours after consuming chocolate. The amino acids in chocolate, like tryptophan, phenylalanine and tyrosine trigger hormones in your brain that yell, "Delicious!" Matched with the 200 phytonutrients found in Ganoderma lucidum, your body will be over the moon with health and happiness.



TIME TO SHARE

Gano Excel's Social Media Stars of the Month: Cesar Eugenia, Rebeca Sanchez , Marco Antonio Millán Méndez and eulogionava57!

Congratulations and thank you, Cesar, Rebeca, Marco and eulogionava57 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!

GLOBAL CORNER



From the Panama Canal connecting two oceans, to the Pan-American Highway connecting two continents, the nation of Panama is a natural at uniting people and worlds. You could say that they, like Gano Excel, were made to share. We are proud to join these people who have been networking for centuries in bringing health and wealth to more and more families. Thank you, Gano Excel Panama!

Instagram: Cesar Eugenia
 "Ending the year drinking my Gano Coffee and Cereal and an 8 mile hike."



Facebook: Rebeca Sanchez
 "Good Morning, I'm back to doing my thing..."



Instagram: Marco Antonio Millán Méndez
 "And who has a brand new cup? Why, me!"



Instagram: @eulogionava57
 "Me and my 3 three in one."





LEADERSHIP SPOTLIGHT OLGA LOYA



ROYAL DIAMOND

Olga stays active at home with her roles as mom and businesswoman. Although her days are busy, a healthy, balanced lifestyle is important to her. She enjoys time outdoors with her daughter, in meditation and enjoying GanoCafé. She says that staying healthy shouldn't necessarily be about doing more, it should be about giving your body, mind and soul the right environment to thrive. That, she says, is all about balance. She especially loves that by working at home her children can see all of this in practice. "It's incredible to teach them about work, what we get from it, what others get from it, how it works. **They love Gano Excel and they understand how it benefits everyone involved.**"

She loves how effective Ganoderma lucidum is at helping her body feel healthy and balanced. It is what inspires her to share Ganoderma with others. "We enrich lives with each cup of coffee," she says. "How can I hold back when I know the change it could make in someone else's life?"

Her time in Bali and Malaysia in 2018 helped her connect with the company and its founder, Mr. Leow Soon Seng. She is inspired by Mr. Leow's story and his mission. She believes he is the perfect leader for the company because it was he himself that farmed Ganoderma as a mycologist and developed the method for bringing its cultivation to a large scale. Many company CEOs are businessmen, and money is the bottom line. It makes a huge difference to her that Mr. Leow's background is in the product. Because of this, she believes the priorities are different. **"Gano Excel's mission for health is not merely a sales pitch, it is Mr. Leow's sincere passion and priority,"** says Olga. **"It is awe-inspiring that all of this is here because of his passion. That is true leadership to me."**

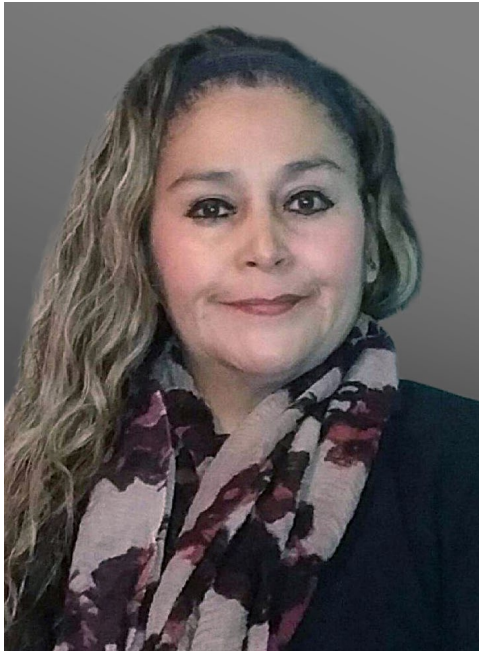
She described her time at the Top 1% Leadership Summit in Bali as powerful. In all her time in the MLM industry, she has grown used to leaders throwing out wisdom in the form of small, memorable proverbs. Up until the summit, they were purely familiar phrases. She knew so many of them by heart. In Bali, for the first time she felt like each and every one truly clicked for her. She began to connect personally with the "gold nuggets" she heard and is very excited to share them with her team back home. She gained a new appreciation for authenticity and is resolved to act with greater faith and courage.

Olga's success truly comes from her gift for connecting with people. When she sits down to enjoy a cup of GanoCafé with someone, she takes the opportunity to get to know him or her, see what her companion needs and how she can help. **Connecting with others is the real opportunity for her,** and earning income comes second. **"Do not chase the money, make the money come to you."** It was one of the gold nuggets she was used to hearing at training events that finally clicked for her in Bali. "I've always felt that serving was more valuable than earning, but it takes faith, because we all need to make a living," says Olga. "The leadership summit was so powerful because it gave me both understanding and courage in this area, and many more that I'm excited to implement in my life and business."



FABIOLA RODRIGUEZ

DODGE CITY, KS



Fabiola Rodriguez was recognized at E: 2018 in December for reaching the rank of Platinum. She says that when you put your mind to it and work as a team, you can achieve it. She loves bringing Gano Excel to Dodge City and is excited about growing and expanding in Kansas.

Sharing the product comes very naturally to Fabiola. She is extremely happy with the energy she gets from enriching her diet with *Ganoderma lucidum*. She feels great! Healthy living can be a challenge, because it's easy to be overwhelmed. So, she focuses on incorporating small healthy habits into her daily life. ***Ganoderma is special, because not only does it enrich her diet, but enriches her whole life. Gano Excel has had such a tremendous impact on her lifestyle that she is enthusiastic about sharing with others.***

She is happy to be an example to others. "If I can do it, anyone can do it," says Fabiola. She had struggled for some time with depression, but now sees it as a part of her story. "Back then, I had no energy, I had no charm. My success was not due to me being a good salesperson — it is 100% because of the product." Now, Fabiola feels like a whole

new person, and was able to provide everything she wanted to give her family for Christmas. "I didn't run out of money, I'm not starting the new year in debt, and yet, ***we had the biggest Christmas we've ever had thanks to the extra income I've made with Gano Excel.***"

Now, she's learning how to duplicate her success by developing her own team. She has her eye set on reaching Diamond in 2019. "You learn through sharing what matters to people," says Fabiola. The first question on everyone's mind is the product — what it is and how it works. She takes time to explain the signature product lines that are all enriched with the same premium *Ganoderma lucidum* extract. The second question she gets is how she makes money. "I love how these conversations come so naturally. It never feels like a presentation. They want to know and so I tell them!" ***She envisions a strong presence for Gano Excel in Kansas very soon.***



Congratulations

Congratulations Fabiola for advancing to Platinum!



LIVING UP TO OUR FULL POTENTIAL

We congratulate all those who advance in rank this month! It takes hard work to achieve such a substantial change. Thankfully Gano Excel Affiliates don't have to do it alone. Their commitment is met with the support of great leaders, who journey with each one in pursuit of actualizing his or her dream.

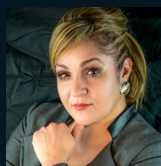
It gives us a great pleasure to see you strive and reach new ranks. Let's take a look at some of our newest achievers....and remember, you are all very valuable to us at Gano Excel. **How lucky to be surrounded by people and a company that help you reach your goals!**

DIAMOND EXCELLERS

DIAMOND



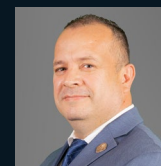
Ruben Cardenas
Rank: Royal Diamond



Olga Yaneth Loya
Rank: Royal Diamond



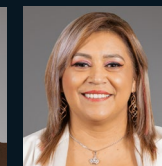
Ana Lorena Aguilar
Rank: Royal Diamond



Walter Garcia
Rank: Royal Diamond



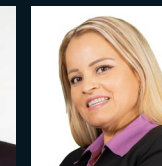
Tomas Rodriguez
Rank: Royal Diamond



Erica Reyna
Rank: Premier Diamond



Milo Sanchez
Rank: Premier Diamond



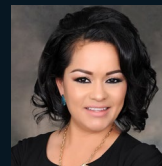
Blanca Solorio
Rank: Executive Diamond



Hipolita Gonzalez
Rank: Executive Diamond



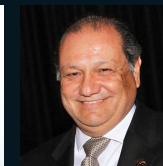
Maggie Cardenas
Rank: Executive Diamond



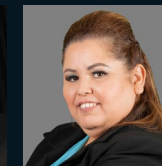
Marivel Santoyo Huizar
Rank: Executive Diamond



Rebeca Sanchez
Rank: Executive Diamond



Rene Marin
Rank: Executive Diamond



Rocio Peralta
Rank: Executive Diamond



Sandra Estrada Morales
Rank: Executive Diamond



Susana Ceballos
Rank: Executive Diamond



Isabel Rodriguez
Rank: Diamond



Jersis Aparicio Hernandez
Rank: Diamond



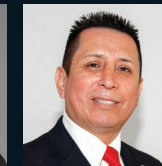
Maria Casteneda
Rank: Diamond



Rosa Licon
Rank: Diamond



Sara Diaz
Rank: Diamond



Victor Lopez
Rank: Diamond

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Guillermo Castellanos
Erminia Escalante
Terry G Hunsucker Jr

SILVER

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Indi Arevalos
Lisbeth Bahena
Yolanda Becerra
Thyler Bertuglia
Eddie Burden
Salvador Chavo Cardenas
Guillermo Covarrubias
Luz Mila Eckmier
Maria Guadalupe Esparza
Luisa Flores

Jennifer Garcia
Jose Gonzalez
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Hector Reyes
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Delfina Sanchez
Daniel Spear Tudares
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