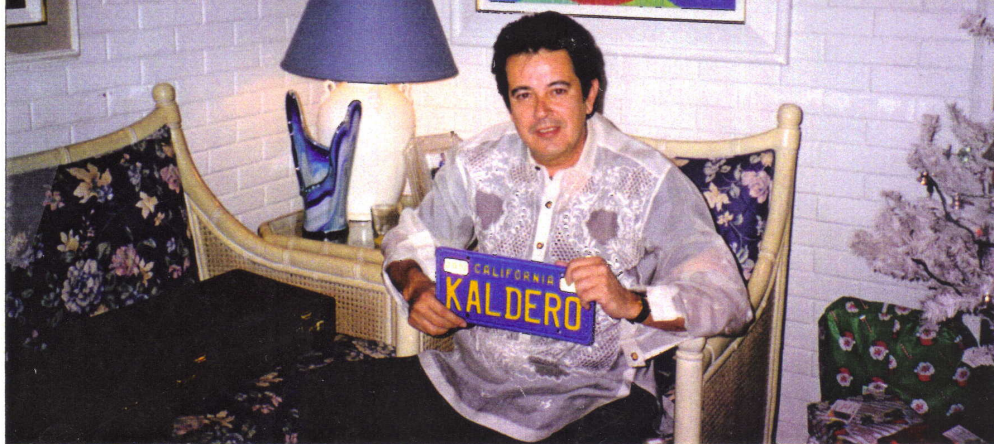


Eddie Gutierrez and Annabel at past BelKraft conventions. They called him Mr. Kaldero



EDDIE GUTIERREZ (Kaldero) says ...
"Hello to all fellow BelKrafters. I wish you all the very best life has to offer
and good luck in sales and sponsoring!"

Can: 185 Blanchard Cres. R.R. #1, Tecumseh (Windsor), ON N8N 4S4
(519) 727-3300 Fax: (519) 727-3661
Customer Service Toll Free Canada & U.S.A. 1-800-267-2597
U.S.: 384 Penobscot Bldg., Detroit, MI 48226

Eddie was an award winner many years in a row.
Here he is number one plus had the top month.

Top Week

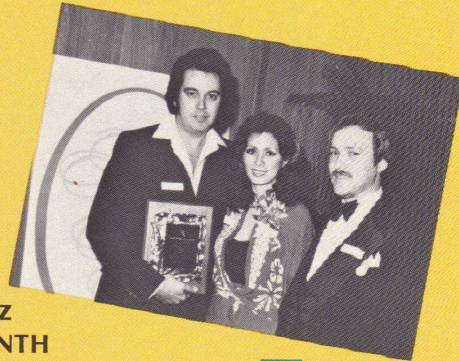
Rodella Aguilar
TOP WEEK \$20,281

Formerly with a competitor,
with husband,
Arlen



Eddie Gutierrez
TOP MONTH
\$33,287.14

Still a top Actor from the
Philippines with wife Annabelle
and Larry Dosman, National
Sales Manager

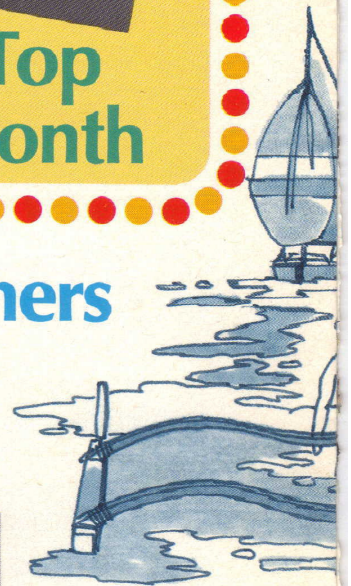


Top Month

Top Full-Timers

Eddie Gutierrez
#1 FULL TIME

a cross between Robert Redford and Elvis
Presley together with wife Annabelle



Billy Castellvi
#2 FULL TIME

also an Actor — a cross between
Tom Jones and John Travolta.
Number one in Canada,
together with wife Barbara



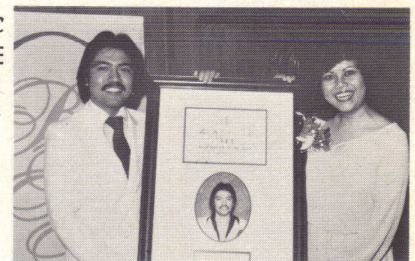
Ruben Pinlac
#3 FULL TIME

"Have Samples will Travel"
with Carolyn Silva



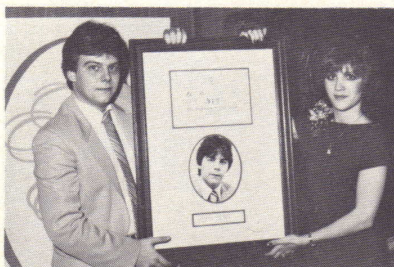
Cleve Bourdeau
#4 FULL TIME

"Add-On King"
with wife Linda



Todd Gruden
#5 FULL TIME

"Youngest Rookie of 1977"
shown with Tara Clarke



Manny Lagmay
#6 FULL TIME

"Bundle of Dynamite"
with wife Liza

Numero Uno again

TOP
PART-
TIMERS



#1 Pat Beyens, age 38, 14 years, Bank Teller (now full time)

TOP
FULL-
TIMERS



#1 Eddie Gutierrez, age 39, 2-1/2 years, Movie Actor



#2 Harvey Crich,
32, 6 yrs., City Police
Force



#3 Rod Pimentel,
28, 14 mo., Registered
Nurse



#6 Cleve Bourdeau,
33, 13 yrs., Factory
Worker



#7 Jean Shim,
25, 1 yr., Student



#4 Shelley Olsen,
26, 1 yr., Secretary



#5 Ophelia Olivares,
27, 1-1/2 yrs., Secretary



#10 Pete Brunelle,
28, 14 mo., Military



#11 Rodella Aguilar,
39+, 1-1/2 yrs.,
Competitor

His goal was to be top Regional Manager

TOP PART-TIMERS



1. Harvey Crich 2. Dave Hogg 3. Fler Gutierrez
4. Adelaide Trinidad 5. Vicki Bugarin

TOP FULL-TIMERS



1. Annabelle Gutierrez 2. Gerry Libunao 3. Judy Beatty

Always attended awards banquets

OPPORTUNITY AND INFORMATION SESSION



SPEAKERS



1. Max & Fler Gutierrez

2. Dan Fischer

3. Zennie Cherak

4. Joe Geronimo

5. Steve Done

6. Franco Razon

ADVISORY BOARD AND SPOUSES BANQUET



By 1983 Eddie was a top Regional Manager

This team would like to help “YOU” to be on board an unforgettable Caribbean Dream Cruise ...

December 10 - 17, 1983 ...

... in one of the following ways: —

1. Be one of the 41 Annual Award Winners;
2. Be a Winner in the official Contest (Details to follow).



“Life is what you make it!”...BelKraft

You are your own boss with our assistance.
The samples, sales aids and training are at no cost to you.
You never know what you can do until you try!!!

Photos by Ron Cieben



Printed in Canada

Arlen Aguilar was another great movie star. (Tarzan)

Top Regional Managers

Dodie Carrasco #1 REGIONAL MANAGER

formerly a machine operator,
leader of the "D'Commandos",
with strong supporter, Sally Cruz



Dale Halashewski #2 REGIONAL MANAGER

formerly owned a taxi cab
company,
leader of the "Albertans",
with Wendy Levis



Top Sponsors



Ernie Karchie #1 SPONSOR

started his climb in 1972,
with wife Louise,
receiving his plaque from
Michael Kafka,
Executive Vice President



Ron Geyer #2 SPONSOR

started January 1977,
formerly a window display
designer,
receiving his plaque from
Larry Dosman, National
Sales Manager



Arlen Aguilar #3 SPONSOR

started in June 1980,
formerly with a
competitor,
together with wife
Rodella,
receiving his plaque from
Ray Bechard, President
U.S.A. Operations

Franko Razon, Arlen Aguilar and
Dodie Corrasco. All part of the
executive team.



Franco Razon was our first Filipino executive

Meet our Top Management in the field- our Regional Vice-Presidents

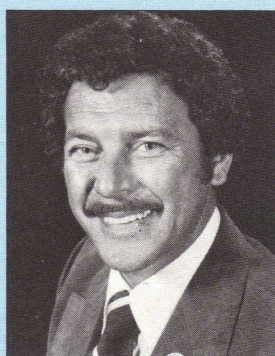
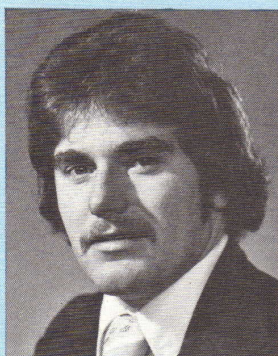
Steve Gurton

Success comes at any age, if you are willing to pay the price. Steve is only 29 years of age, our only "still single" Regional Vice-President.

Steve started with BelKraft part-time in February of 1975. A graduate of the University of Western Ontario, he had a variety of jobs, including working in the Arctic on construction, etc.

Steve was one of those slow-starters who did not make sales his first few weeks. But, after learning the ropes and with a 100% commitment, he excelled in sales and sponsoring. Steve has never failed to be a trophy winner in personal sales come year end. Two years ago, he was the Number One Regional Manager for the Company.

He operates out of Toronto and realizes that "YOU CAN ONLY GROW THROUGH OTHERS".



Ernie Karchie

Ernie and BelKraft first became acquainted in July of 1972. The rest is history! Ernie has been a leader in personal sales and at every management level. For the year 1979, he was the Leader in the field. Ernie concentrates on developing people-power; still sets the pace as a personal sales leader; loves life, and radiates excitement!

Ernie and Louise make their home in Vancouver and have a teenage daughter, Debbie.

Ernie isn't a stranger to hard work, or direct sales. In his past, he has done everything from factory production line work to being in business for himself.

Ernie exemplifies aggressive leadership by "SHOWING THE WAY".



Franco Razon

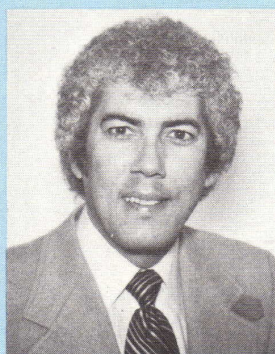
Franco is a dynamo who "loves money and has the guts to go out and earn it", (his words).

An immigrant to Canada (1965) from the Philippines, he has a chemistry degree. In June of 1972, he was introduced to BelKraft and was an instant success. In 1973, he captured the Number

One Salesperson of the Year Award, the Top Field Manager Award, and picked up the awards for the Top Weekly Report and Top Monthly Report. That monthly record of \$48,695.00 was finally broken in 1979.

Franco is married to Nelda, and they have 3 lovely children. Winnipeg is his home base, but being in charge of our Filipino Sales Division, he must travel.

His people are known as the "Generals", but he's not an armchair General... he's out with the troops, setting the pace. A WINNER IN LIFE.



Guy Williamson

Guy's association with BelKraft, goes back 17 years. For a number of years, he was the Top Part-Timer, eventually switched to full-time, and again was Number One! He has been Number One in every race, and at every Management level.

Guy's method of operation is "tender loving care". He is a great motivator, a gentleman, and... if you'll pardon the pun... an all-around "nice Guy".

Formerly a window designer with Simpsons in Sarnia, Ontario, he is married to Joyce, and they have 3 children. They now live in one of London, Ontario's finest subdivisions and portray that image of success!

Guy knows that learning the O.P.E. way (OTHER PEOPLE'S EXPERIENCES) is the secret to success!

Franco introduced many great Filipinos

#1 Field Manager, Joe Zoutman, leader of "The Champions", accepts the award and is determined to be a contender in next year's Area Managers race.



#2 Field Manager, Dave Hogg, on behalf of his "Barracudas," is presented this award by Ray Bechard, President, U.S.A. operations.

Top Monthly Processed Sales, Luis Ayala, in the month of March 1978, set the monthly record with \$43,040.00.



#3 Field Manager, Ray Dosman, father of Larry, reinforces his son's belief in him by capturing the award for his group, "The Dependables".

FULL TIME AWARD WINNERS OF THE YEAR



#1 Salesperson, Cleve Bourdeau, a former factory employee says "persistence and determination pays off".



#2 Salesperson, Luis Ayala, an outstanding competitor and minister of the Baptist Church, believes that "rewards will come to those who work".

BelKraft Filipinos were always tops in management



Ernie Karchie
#1 REGIONAL VICE PRESIDENT
 Formerly self-employed, leader of the "Eagles",
 receiving from Cy Bulcke, President and Founder

Top Regional Vice-Presidents



Franco Razon
#2 REGIONAL VICE PRESIDENT
 Formerly a chemist,
 leader of the "Generals"

Top Area Managers



Ruben Pinlac
#1 AREA MANAGER
 Formerly a student nurse, leader of the "Generals II",
 together with Carolyn Silva, receiving from Michael Kafka,
 Executive Vice President

Mike Buschkiel
#2 AREA MANAGER

Formerly with a cookware competitor,
 leader of the "Klondikers",
 together with wife, Lynn



Nancy Ariza
#3 AREA MANAGER

Formerly with a Table Appointments
 competitor, leader of the "Shining Stars",
 together with husband, Tak



Top Field Managers



Carmen Hackl
#1 FIELD MANAGER
 Formerly in party plan sales, leader of the "Achievers",
 together with husband, Darryl

Susan Reid
#2 FIELD MANAGER

Formerly a secretary,
 leader of the "Ascenders",
 together with Paul Elderfield



Manny Lagmay
#3 FIELD MANAGER

Formerly a Registered Nurse,
 leader of the "Archers",
 together with wife, Liza



July Puzon became a manager

10 YEAR VETERANS

Management: Ernie Karchie;
Back-Up Team: Lyn Doherty;
Sales Force: Ray Dosman.



ROOKIES OF THE YEAR

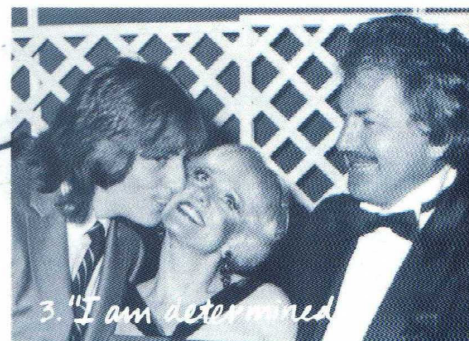
JONG S. CHUNG

Started: January, 1982 (8 mos.)
Background: Self-employed businessman
First Few Weeks: Not an immediate success, sold only \$949 1st month; recommitted in May, proceeded to sell an amazing \$140,000 in 5 months
Earnings: \$19,207.05 in one month



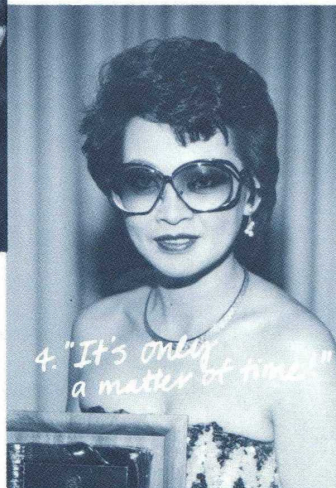
MARIANNE MAI

Started: March, 1982 (6 mos.)
Background: Former cosmetics saleslady
First Few Weeks: Was hesitant to start with BelKraft; first 2 weeks of her new career put on 15 presentations, earning over \$1,400
Earnings: \$5,608.21 in one month



DAN FISCHER

Started: December, 1981 (9 mos.)
Background: Construction worker
First Few Weeks: Sat down and wrote out his goals for management; sponsoring AND selling consistently
Earnings: \$4,159.93 in one month



JULY PUZON

(Wife Virginia, accepting in his absence)
Started: October, 1981 (11 mos.)
Background: General Manager/
Automobile Dealership
First Few Weeks: An outstanding sponsor, bringing with him a group of former car salesmen
Earnings: \$5,923.82 in one month

All of our top part-time people were Filipinos



CONFERENCE OF CHAMPIONS

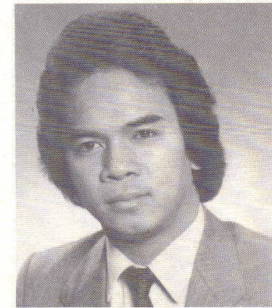


1 JULIETA CRUZ — Has a Bachelor of Science in Nursing and has sold life insurance but loves the freedom that BelKraft offers her.

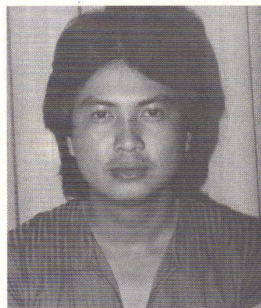
TOP PART-TIME SALESPEOPLE



2 HERMINIA PANER — One of BelKraft's finest salespeople in Italy. "B.K.I. has shown me the way to make a lot more money than I thought was possible on a part-time basis".



3 SAMSON BALOCO — A staff nurse for a large hospital in Vienna. His success can be attributed to his aggressive approach towards B.K.I.



4 JET QUIATCHON A — Commerce Graduate who then became a Pharmaceutical Sales Representative — likes the flexibility of the B.K.I. program.



5 NOLI GONZALES — Hamburg, West Germany needs and has a superstar salesman like Noli. Keep up the good work!



1 DAN HASELOH — Likes being paid what he's worth and this applies to the cookware business with BelKraft. He's known as "Dynamite Dan".

TOP FULL-TIME SALESPEOPLE



2 LARRY LAFOREST — Larry says "Sales is me". "As a Collection Manager, I didn't make much money and I was bored. With



3 JUDY BEATTY — Used to work for Stanley Products making \$105.00 per week, and also as a part-time school teacher. Now

Jonny Alman became a top manager



B.K.I. SPECIAL ACHIEVERS



1 JUAN DUQUE — In the last 6 months of 1984, Juan sponsored enough new salespeople to become the #1 Sponsor worldwide.

TOP SPONSORS



2 MIKE PARSONS — This former steak house owner had a dream "to be a leader in a direct selling company".



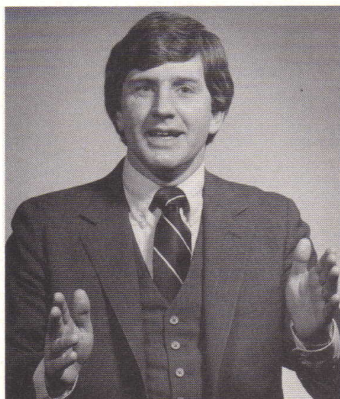
3 JOHNNY ALMAN — Has taken his life insurance selling experience and tuned it to the BelKraft program. He believes in this business so much that he tries to sponsor almost everyone he talks to.



4 MARIANNE MAI — Was a beauty consultant and is now a tireless BelKraft ambassador. Not only does she sell consistently but substantially improves her income through sponsoring.



5 ERNIE KARCHIE — It's no wonder Ernie is our #1 R.V.P. for 1984 — Sponsoring is the answer!



MIKE WICKET
"Keys to Your Success"

OUR GUEST SPEAKER & B.K.I. SPEAKERS



Franco Razon, Judy Beatty, Cecilia Jurgens,
Dee Cathcart, Carmelita Dolor, Mike Parsons