



POLICIES & PROCEDURE MANUAL

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1.0 Introduction

1.1 Company History

The company, Wines for Humanity, was founded in 2007 by Anton Steinhart. The company operates under the licenses of PRP, licensed as a retail operation. Wines for Humanity (WfH) provides wines selected from around the world under labels most of which cannot be found in other wine retail outlets.

A set of selected wines are promoted directly to guests attending a private wine tasting. The tasting is conducted by a Wine Advisor who transfers the guest's preferences to the company and the company then creates the order and processes it for delivery. The material in this document provides information to Wine Advisors concerning the company's policies and procedures, which must be followed to do business as a WfH Wine Advisor. Other information of use to a Wine Advisor is found on the WfH website: www.winesforhumanity.com

1.2 Our Vision

No family in America, with children, should become homeless through circumstances beyond their control. WFH conduct in-home wine tastings to raise funds for the prevention of homelessness for families in America with children.

1.3 Our Culture

Have fun and be compassionate
Strive for creativity
Be passionate about what we do
We love and trust our people
Join a family and mission, not a company
Do such a wonderful presentation that people want to recommend you to others
Work hard
Be knowledgeable and continue to invest in further education

1.4 Golden Rules & Core Values

- No one will join the organization without us knowing their goals, dreams and motivation.
- We believe that a person joins us for a long journey, not a quick stopover.
- We support the prevention of homelessness of families, with children, in your local community.
- Donations to other selected charities are also possible with prior approval.
- Be Considerate of your colleagues. Whether it is a booking or a recruit lead, the conversation should always start with "How did you come to learn about WfH business opportunity or the opportunity to host a tasting? Are you working with another Advisor? May I help you find that Advisor so they can help you?"
- Learn to present a professional presentation and continue learning.
- Protect the "WOW" effect. Make the host look good!
- Take ownership of problems. Strive for one day turnaround on all issues.

- No prejudices of race or religion.
- We do not cancel appointments. In case of an emergency we make every effort to find another Wine Advisor to do the tasting. If no one can do it, we will at least provide 7 bottles to the host for the scheduled tasting.

1.5 Our Business Model

WfH operates in a highly regulated industry and has developed a business model that currently allows us to do business. Shipping into a state is not sufficient to determine whether or not WfH can do Tastings since some states may permit us to ship but not to conduct Tastings.

The business model is important to Wine Advisors as well as the company since it has been used to create documents and other mechanisms that provide legal safeguards. For example, restrictions on where a Tasting can be held help avoid conflicts with the liquor commission. Many of the elements found in this manual are there to document the safeguards. Failure to follow the policies and procedures puts the company's licenses and all Wine Advisors at risk and are grounds for termination. Following the rules, however, has proven an effective and potentially lucrative means to do business.

The Business Model in Summary:

Wine Advisors identify Hosts for private tastings to be conducted in someone's home. The Host invites 14-16 guests for a fun, educational, and interactive wine tasting experience. The cost to host is \$59 or \$69 for over \$150 worth of wine. A value priced over \$300 dollars.

The Host must sign the Host Responsibility Letter found on the intranet > Host Information, which states that all guests will be 21 years or older and will taste wine in a responsible manner. When the Tasting is concluded the Wine Advisor does not pour anymore wine. If there is any wine left it MUST remain at the Host's home. The Wine Advisor will educate the guests on Wines for Humanity wines, the Wine Club where available, and conduct a fun Tasting. If anyone is interested in selecting wine, the Wine Advisor will accept preferences, which will be passed on to the company for confirmation and fulfillment.

The Host buys the wine sample set for the tasting and any open bottles will remain behind at the Host's home at the conclusion of the Tasting. The Wine Advisor never accepts cash or checks at the tasting. A credit card is the only accepted form of payment. We CAN NOT take credit card information for wine preferences in WI and NC, however we can for the \$ 1.00 donation or the pourers only. Preferences will be confirmed by the company, which creates an order that is then filled and shipped under the company's licenses. Tastings can be held and deliveries made only in states in which the company holds appropriate licenses. When orders ship, Wine Advisors will earn commissions for the wine selected at the Tasting.

1.6 Legal Guidelines

This needs to be committed to memory.

- Do Not Refer to the preference/ menu as an order form... it is not an order form.
- Do Not Refer to anything as a sale... you are not selling anything, you are taking preferences.
- Do Not Refer to the handling charge as a shipping charge. **WfH does not charge shipping.**
- It is illegal to accept cash or checks. You may only accept a credit card for the Preference.

1.7 E-Mail, Internet, and Computer

Acceptable use policy for Wines for Humanity, Inc.

Wines for Humanity Inc. provides its users with Internet access and electronic communications services as required for the performance and fulfillment of job responsibilities. These services are the purpose of increasing productivity and not for non-business activities.

Users must also understand that any connection to the Internet offers opportunity for non-authorized users to view or access corporate information. Therefore, it is important that all connections be secure, controlled, and monitored.

To this end, users should have no expectation of privacy of information passing through equipment that can and will be monitored. Users should also understand that WfH maintains the right to monitor and read all messages, incoming and outgoing.

Permitted use:

The Internet connection and e-mail system of Wines for Humanity is for Wines for Humanity business use only. Your email storage space is limited to 100MB. If you are near or over your limit, you will have problems sending and receiving messages. To avoid problems, keep your percentage of usage to 50% or less. Clean your email folders regularly by deleting messages you no longer need in all your folders and emptying the trash folder.

Prohibited use:

You shall not use WfH 's Internet or e-mail services to access, view, download, save, receive, or send material related to or including:

- Any material that includes sexually explicit content or other material using vulgar, sexist, racist, threatening, violent, or defamatory language.
- Promoting discrimination on the basis of race, gender, nation of origin, age, marital status, sexual orientation, religion, or disability.
- Threatening or violent behavior.
- Commercial messages, gambling and illegal activities.
- Material protected under copyright laws
- Sending business-sensitive information by email or over the intranet without prior authorization.

Responsibilities:

You are responsible for:

- Honoring acceptable use policies of network accessed through WfH's Internet and e-mail services.
- Abiding by existing federal, state, and local telecommunications and networking and networking laws and regulations.
- Following copyright laws regarding protected commercial software or intellectual property.
- Minimizing unnecessary network traffic that may interfere with the ability of others to make effective use of WfH's network resources.
- Not overloading networks with excessive data or wasting Wines for Humanity's other technical resources.

1.8 Our Products and Services

1.8.1 Wine

WfH promotes wine from around the world. Our wine affiliates and sources search out quality wines and send samples of these wines to our corporate offices where our tasting panel further evaluates the wines and makes the final selection, taking into consideration quality as well as value. The resulting selections are diverse and readily marketable.

1.8.2 Supplies

Although not for sale to other customers, WfH sells supply items for Wine Advisors business needs. Commissions are not paid on the purchase of supply items.

2.0 What is a Wine Advisor

Wine Advisors who join are independent business people not employees of the Company.

2.1 Relationship to the Company

The Company is an Illinois based corporation. Wine Advisors that join WfH are independent business people rather than employees of the company. Commissions are paid through WfH. The Company will provide bi-weekly statement on what was delivered, but it is the responsibility of each Wine Advisor to pay federal and state income tax, to pay social security tax for the self employed, and to maintain accurate records of expenses as required by the IRS. The company will issue a form 1099 each year when commissions paid exceed the reportable minimum.

2.2 Responsibilities of a Wine Advisor

A Wine Advisor joining WFH signs an agreement under which the applicant agrees to abide by the terms and conditions of the agreement and the WfH Policies and Procedures. A copy of the agreement is provided as a download on the Wine Advisor website. Among other items, the agreement speaks to the use of advertising material, confidentiality, promotions of the company's products and services, Tasting protocol, non-solicitation during and after the term of the agreement, use of company marks, and compliance with applicable laws. Wine Advisors must read and abide by the terms of the agreement and this manual.

Wine Advisors are also responsible for maintaining accurate records of Tasting Preferences and the signed Host Responsibility Letter for one year from date of Tasting.

2.3 Non-Solicitation

During the term of this Agreement I will not, for any reason, directly or indirectly, individually, in partnership, jointly, or in conjunction with, or as an employee, agent, representative, partner, shareholder, member, independent contractor, or consultant of, any person or entity, for any reason: (a) solicit any employee, consultant, advisor or agent of "WFH" to terminate his, her, or its employment, service, or affiliation with "WFH"; or (b) solicit or encourage any client, customer, or vendor of "WFH" to terminate its relationship with "WFH".

While under this Agreement with "WfH" I will not contact any WfH client for any other product or services. While under this agreement with "WfH" I will not solicit for nor recruit for any other company.

2.4 Conflict of Interest

To avoid actual or perceived conflicts of interest, Wine Advisors must adhere to the following:

- The WfH Wine Advisor may not represent any other wine-related in-home, direct selling companies.
- Only approved WfH products and services may be promoted during WfH Wine Tastings.
- A Wine Advisor may not sell any non-WfH supplies, products or training materials to their downlines, Hosts or clientele.

- A Wine Advisor may not re-sell any WfH supplies, marketing or training items to anyone, except to active Wine Advisors when leaving WfH.
- It is acceptable for a Wine Advisor and/or members of the Wine Advisor's family to own or operate other businesses as long as the business does not compete or conflict with our products or business model. Such businesses must be kept separate from the Wine Advisor's WfH business. The WfH Wine Advisor may not promote any other businesses at the WfH Tasting.

2.5 Regulatory Considerations

The sale and transportation of wine is strictly controlled in the United States on both the state and federal levels. This necessitates obtaining numerous approvals, permits and licenses and doing business in prescribed ways. As a result, WfH has developed procedures and guidelines to meet regulatory requirements, but they must be followed to be effective. WfH, without exception expects Wine Advisors to adhere to the procedures and guidelines provided. WfH management is experienced in the wine industry and makes a point of keeping abreast of all regulatory issues involving wine. Should regulatory changes impact our business, Wine Advisors will be alerted to the changes and any related change in guidelines. Any Wine Advisor who fails to adhere to the procedures and guidelines provided by WfH is subject to immediate termination.

As a Wine Advisor, your success depends on generating interest from Tasting guests and Hosts in selecting wine through WfH. All interest from these individuals to select wine must be communicated to WfH so that an employee of the company, which maintains a license to sell alcohol, can confirm and convert that selection into an order accepted at and delivered from a properly licensed location. In all cases, a Wine Advisor is generating interest from Tasting guests and Tasting Hosts to select WfH wine for themselves. A Wine Advisor cannot knowingly generate interest from individuals or entities that plan to resell any of WfH products. Examples of such prohibited activities include, but are not limited to, assisting a restaurant to select and develop a wine list of WfH wines or assisting any retail establishment to purchase wines from WfH for resale to its customers. Additionally, under no circumstances may a guest pay to attend a WfH tasting, and under no circumstances may a Wine Advisor accept cash or a check. If there are any questions about the suitability of a Tasting location, Host or Tasting, please contact the home office at WfH before accepting a booking.

A summary of "Legal Guidelines", pertaining primarily to holding a Tasting, can be found on the WfH Intranet under Policies and Procedures and in the Appendix. Following the reminders should help to limit the risk to the company and Wine Advisors and failing to following these regulatory legal guidelines is grounds for termination of the Wine Advisor Agreement.

3.0 Becoming a Wine Advisor

3.1 Signing Up

Active Wine Advisors are encouraged to recruit new Wine Advisors to join their team. The recruit becomes part of a Downline and the recruiter becomes the Upline. The recruit fills out and submits an Agreement, which contains information necessary to establish the business relationship. Most all areas on the form are required and submission is not possible without these items. After submission, the form is reviewed by WfH and accepted if appropriate. Simply submitting the form does not complete the process and the date of acceptance is the actual start date for the new Wine Advisor.

The agreement requires a social security number and completion of a W9. WfH cannot accept an application for more than one person acting as the Wine Advisor. While WfH does not object to two or more people acting as a team to present a Tasting and conduct the business, only the holder of the social security number is the Wine Advisor of record and only the Wine Advisor can conduct the tasting. WfH also does not accept tax numbers in

place of a social security number. Transferring the business to another social security number is not allowed. Exceptions to this policy are at the discretion of the Company. Only the Wine Advisor of record will receive commissions, overrides, bonuses and incentives.

Individuals living in states other than those to which WfH ships wine may be prohibited from being Wine Advisors. The only exception would involve holding Tastings in and shipping wine to an adjacent, shippable state. Tastings cannot be held in states in which Tastings are prohibited or WfH does not ship and WfH does not condone transporting alcohol across state lines whenever this would be prohibited. Certain states to which WFH can ship do not allow Tastings.

Questions regarding shipping or where you may conduct presentations should be directed to the Home Office.

3.2 Wine Advisor Website

The Prospect will submit an agreement for consideration. Once accepted, the new Wine Advisor will receive an email that includes website information and website login. WFH recommends that the website address, email address and phone number be included in ink stamps, business cards, Preferences, and correspondence with customers.

Each Wine Advisor has access to a WFH sponsored Wine Advisor-only Intranet. The Intranet provides training, business reports, account information, and includes the Preference entry function. Supplies and personal orders are placed at the Intranet too.

3.3 Starter Kit, Wine Work, and Open for Business Wine

As part of the initial signup, a new Wine Advisor will pay \$155 for the sales kit, which includes the 6 Open for Business Wines. Upon receiving the Welcome letter, the new Wine advisor will call Sharlene Hejhal with credit card information. Her contact information is found on the welcome letter.

3.3.1 The Starter Kit.

The *Starter Kit contains the tools necessary for the Wine Advisor to conduct Tasting presentations; Glasses, carrier, corkscrew, a convenient rolling bag, and marketing materials. Purchase payment is made by credit card however the order is not processed until the “wine work” is completed and the kit shipment is approved. The kit will be delivered directly to the Wine Advisor.

*Contents of the Starter Kit are subject to change, but will contain the items needed to conduct Tastings and your business supplies.

3.3.2 Wine Work

New Wine Advisors are expected to complete basic tasks before they conduct their first Tasting. This process ensures the new Wine Advisor will have a successful launch; with a basic knowledge of the wine, the presentation and the tastings scheduled to get them on their way. The “wine work” *includes: View 2 training videos on the Intranet, 85% or better completion of Basic Wine Knowledge Test, schedule 4 Tastings, schedule Open for Business Tasting, Shadow a Tasting where available, present 10 certificates to a total of 10 local charities.

3.3.3 Open for Business Wine

The purpose of the Open for Business is to introduce your new business to friends, family and associates and book future Tastings. The wine for your Open for Business wine is ordered on the intranet under Charity Wine.

The number of bottles included in the Sample Set for the Open for Business are approved for 6 bottles. Open For Business wine is order as a Certificate Tasting. This will allow for the correct calculation on donations.

3.4 Getting Started

Wine Advisors are encouraged to have their Open for Business, as soon as they complete their wine work. Please allow ten –fourteen days (two weeks) for delivery of the kit and Sample Set. Scheduling of Tastings is the responsibility of the Wine Advisor.

3.5 Activity and Staying Active

Activity is based on the number of qualified Tastings in a rolling quarter and it is evaluated monthly. The quarterly requirement is 1 Paid Tasting per month. Wine Advisors must meet the criteria to remain active. In order to receive a monthly incentive the Wine Advisor must have a minimum of 1 (one) Tasting in the current or previous month. A Wine Advisor can no longer represent WfH when deactivated and must abide by all policies and their Wine Advisor agreement. To allow a new Wine Advisor to get their business off to a good start, the monthly evaluations are waived for 2 months from the date of enrollment.

4.0 Tastings

4.1 General Information

As a Wine Advisor, your success depends on scheduling and conducting Tastings. Training is available on the Intranet and can help with all aspects of a Tasting.

4.2 The Host

A Wine Advisor must select a responsible Tasting Host and should work with the Host to ensure the success of the Tasting. Host coaching training is available on the Intranet under Host Information and in the Getting Started Guide. In order to ensure that a Host is fully aware of his or her responsibilities regarding WfH Tastings, the following steps must be taken:

- A Wine Advisor must review all Host responsibilities with the Host of an upcoming Tasting in detail and follow-up with the Host to check on his or her progress regarding various time sensitive elements such as the mailing of invitations, ordering the Sample Set, invitee follow-up, etc.
- A Wine Advisor is responsible for ensuring the Host of his or her Tasting signs the WfH Responsible Hosting Letter (available as a download on the Intranet) prior to the Wine Tasting.
- A Wine Advisor must keep a copy of WfH Responsible Hosting Letter in his or her records for at least one year after the Tasting date.
- WfH maintains the right to periodically audit Wine Advisors in order to ensure that they are obtaining signed Responsible Hosting Letters and conducting WfH Wine Tastings according to company guidelines.

4.3 The Location

WfH Wine Tastings cannot be held in any location that has an existing spirit, wine or beer license, or that is open to the public not personally invited by a Host or guest unless approved by the corporate office. WfH Wine Tastings are private Tastings, hosted by a person who is over the age of 21, who also invites guests that are over the age of 21. Examples of suitable locations are:

- Private Residence
- Private Club
- Residential Community Room
- Business Conference Room – as long as the business does not also have an alcoholic beverage license
- Art gallery
- Museum
- Boat

4.4 Charity Tastings/Donating Products

Certificate or Charity Tastings are an opportunity to advertise your business. Wine Advisors can donate up to two (2) Certificates to a charity for the purpose of auctioning the certificate for a future tasting. The value of the certificate is \$250, which includes 6 bottles of wine for (14-16 guests) and 2 hours of the Wine Advisors time.

4.4.1 Charity Certificate Protocol

- WfH Certificate template (found on Intranet under Marketing Materials) must be completed with Wine Advisor contact information and an expiration date within three (3) months of the auction date.
- Individual states might have specific requirements for the program. Please refer to your individual state document file on the intranet under Documents: Marketing.
- The minimum bid on a Certificate is \$250. Bids not valid if less than \$150.
- The Certificate/s must be accompanied by the Charity Certificate Follow up Form. The Charity Certificate Follow up Form must be completed by the organizer and submitted with the winning bid contact information for the sample set to be generated. The Charity Certificate Follow up Form can be found on the Intranet>Documents>Marketing Materials
- Certificates may not be used in raffles or as door prizes and can only be purchased through a silent or live auction.
- The original certificate must be presented for redemption. Emailed copies of a Certificate will not be honored.
- Certificates must be used by expiration date. Expired Certificates will not be honored.
- A 2nd Sample Set of wine may be purchased by the Host for a Certificate Tasting. It may only be a duplicate of the first set.
- Any donation generated at a Certificate Tasting will go back to the organization the tasting Certificate came from. Any future tastings booked from a Certificate Tasting will generate a donation that will go to the “preferred,” identified charity for the prevention of homelessness.

- Donations from Certificate Tastings will in the following manner. 4% from selections up to \$700. When the wines selected exceed \$700, an additional 10.5% of that amount over \$700; including the Host's preference, will be directed to the charity.

Example: Total promo, \$1000

Donation formulas:

$\$700 \times 4\% = \28

$\$300 \times 10.5\% = \31.50

Total to charity:

$\$28 + \$31.50 = \underline{\underline{\$59.50}}$

- The Wine Advisor conducting the Certificate tasting will earn full commission on wines selected at the Tasting.
- There are no Host Rewards given to Certificate Tastings.
- See Appendix on calculating Host Summary on Certificate Tastings

4.4.2 Personal Donation

If you choose to donate wine to an organization, it must be purchased and then distributed as an individual to the organization, as to not be misconstrued as coming from WfH. Wine Advisors should first confirm whether any state or local ordinances prohibit them from donating wine personally.

4.5 Open Houses and Vendor Tastings

Often times, Wine Advisors may be asked to participate in "Vendor" open houses with other party plan or networking marketing company. These are usually open to the public and not a private Tasting. Check with the corporate office for approval to pour. Wine Advisors can market the business opportunity and hosting opportunity. Preferences can be taken if approved by Tasting organizer and state laws. Anton approves wine for Vendor Events. Confirm ability to participate with Corporate.

4.6 Wine Advisors Acting as Tasting Host

A Wine Advisor may conduct and host their own Tasting, which would be a private Tasting, by-invitation only. As the Host, the Wine Advisor should complete a Host Responsibility Letter. Wine Advisors are not eligible to receive Host benefits. Wine Advisors may invite someone to be the Host at their Tasting, but should follow all prescribed Host coaching and requirements outlined in the Hosting section of this manual. The Wine advisor would pay for the Sample Set and would not earn commission on the sample set. Commission is earned on Preferences submitted for any wine selections.

4.7 Special Events, Customer Appreciation, Gala Openings

Wine Advisors may participate in Tastings such as a Customer Appreciation or Grand Opening and earn 17% commission on all Tasting Preferences. The purpose of such an event is to allow the Wine Advisor to set up a table and solicit bookings. Follow the guidelines below.

- Standard wines may be purchased by organizer at the regular price or \$12 per bottle, limited to two (2) cases or as approved by corporate

- Event sponsor must allow Wine Advisor to set up table at venue to market their business
- All such Events must have prior approval from corporate
- Tasting wine will be ordered on the Intranet under Miscellaneous or Expo
- PRP wines are ineligible
- No commission is paid on the Exhibition Wine; however Wine Advisors earn 17% commission on wine promoted at the exhibition.

4.8 Sample Set Ordering

In conducting a wine Tasting, the Host pays for the Sample Set. In cases where the Host has invited a large enough number of guests to require a second Sample Set, the Host may order a second **identical** set.

Note: Clients may only receive up to 14 bottles of wine as Samples, and may not order both a Standard and Premium kit due to liquor serving regulations.

Sample Sets must be ordered through the Intranet. Wine available for customer Sample Sets are subject to change as required by inventory management.

Prior to ordering the Sample Set, the Wine Advisor should check inventory for adequate supply. Tasting Sample Set orders cannot be combined with orders for other items such as supplies or personal wine. Credit card payment is due at time of ordering Sample Set.

Standard Kits

Clients will be charged \$59 for 7 bottles of wine in a Standard kit. The \$59 includes 7 bottles of wine, tax, shipping, and handling. Wine Advisors will not make a commission on these sample sales.

- 6 of the wines must be \$26 or less. 1 Premium wine (more than \$26) can be included.

Open For Business Wine

- Open for Business Wine is order as a Certificate tasting. State “open for Business Wine” in the notes.

Premium Kits

Clients will be charged \$69 for 7 bottles of wine in a Premium kit. The \$69 includes 7 bottles of wine, tax, shipping, and handling. Wine Advisors will not make a commission on these sample sales.

- 5 of the wines must be \$26 or less. 2 Premium wines (more than \$26) are included.

Samples are ordered through the Wines for Humanity intranet, <http://winesforhumanity.com/backend.php>. Go to *Orders>Create Sample Order*.

Allow ten (10) days- two weeks for normal delivery. Downloadable tasting notes are available in the ordering process.

UPS has a feature called UPS My Choice. It sends you email and/or text alerts regarding packages that are being shipped to your house. Sign up for an account and easily track your UPS shipment of sample sets at www.myups.com

4.9 How a Tasting Works

WfH business is based on Tastings conducted in private homes where the Sample Set, purchased by the Host, is the topic of educational discussion and tasted. Guests interested in obtaining wines may fill out a Preference. The Preference is then submitted to our retail department, which maintains a licensed facility. They confirm the Preference and process it for delivery. E-mail and phone numbers are used for confirmation purposes and need to be submitted on the preference. Wine Advisors are compensated based upon the delivery of the wine since no one attending a Tasting is obligated to select wine.

Below are important points for Wine Advisors to remember when conducting a wine Tasting:

- Prior to holding a Tasting, the Wine Advisor should prepare the Preferences by clearly noting his or her contact information in the space provided. The names and codes of all the wines will be printed on the Preference during the Sample Set ordering process. Copies of the tasting notes should be provided.
- Prior to the Tasting, the Wine Advisor should check inventory on all Sample Set wines and the day of the Tasting print and bring a current wine inventory list (Check the Wine Pricelist available on the Intranet).
- The Wine Advisor should arrive at 30-45 minutes prior to the start of the Tasting in order to set-up properly and be ready to welcome the Host's guests.
- The Wine Advisor must ensure that the Tasting Host fulfills the obligations outlined in the Responsible Hosting Letter and that the Wine Advisor has a signed copy of it prior to the Tasting.
- The Wine Advisor must ensure that all Tasting Guests and the Tasting Host have a Preference to be filled out, as they taste each wine. The survey information on the Preference is important feedback to WFH.
- Wine Advisor will then conduct the wine tasting.
- During the tasting, the Host should be the one who pours and so assumes any liability.
- Prior to leaving the Tasting, the Wine Advisor should collect all guest Preferences ensuring that all forms are completed and legibly filled out -- including e-mail address, valid telephone number and shipping information.
- At no time may a WFH Wine Advisor accept cash or a check made out to the Wine Advisor as payment for anyone's interest in selecting wine. You are never to use any electronic method to collect credit card information. All sales are made at the licensed retail location.
- Credit card information is the only accepted means as payment for anyone's interest in selecting wine, except in MI and WI.
- We CAN NOT take credit card information for wine preferences in WI and NC, however we can for the \$ 1.00 donation or the pourers only.
- The Wine Advisor must leave all opened and unfinished wine bottles at the wineTasting for disposal. In no case can any opened, unfinished bottle be transported.

4.10 Preference Forms

Preferences are used at Tastings to collect information from the Host and guests. This includes contact information, their interest in specific wines, and a shipping address. The form also provides feedback to the company by means of a survey, which documents tasting opinions about each wine and information on wine related preferences. As the forms are submitted and processed, the selection is confirmed and an order is created. A Wine Advisor is marketing, not selling wine at Tastings since the sale of wine can only be accepted at and occur from a properly licensed location. The Wine Advisor is allowing the Host and guests, all 21 or older, to sample a selection of wines and learn more about wine in general, during a fun and informative Tasting.

Preferences must be submitted for each guest; multiple guests should not be permitted to use a single Preference. A minimum of 3 bottles of wine must be selected on any preference submitted. Combining selections on one Preference negatively impacts the customer, the Wine Advisor and the Company. It hurts the Wine Advisor's business by reducing their potential post-Tasting revenue. By not recording the contact information of everyone that places a Preference at a Tasting, it reduces the number of people linked to you that receives post-Tasting marketing emails. The customer is also impacted as without their individual Preference, the company does not know their order exists and if they call for assistance on their order, the company cannot help them. Combining Preferences also impacts the company's ability to keep shipping costs low.

The company routinely audits for combining of orders on one Preference.

The Wine Advisor keeps a copy of the Preference for his or her records for up to one year after the Tasting and should then be shredded to protect confidential information. The Preference must include a valid email and/or phone number for each guest, as they are crucial to ensure confirmation and order processing.

The Wine Advisor must enter the Preferences on the WFH Intranet. If any issues arise concerning data entry, contact the Home Office.

An employee from the retail location will call the guest to confirm the Preference and convert it into an order accepted for delivery at the licensed location.

If there are any issues converting the Preference into an order, WFH will initiate action to resolve the issues.

4.11 Host Rewards

The Host reward program provides a marketing tool to help the Wine Advisor attract Hosts for future Tastings and provide an incentive to increase attendance in order to increase the tasting total. The details of the current program are available on the Wine Advisor Intranet. It is the responsibility of the Wine Advisor to understand and promote the program as an option and choice to our Hosts, and collect any information from the Host needed to enter their Preference. Wine Advisors are not eligible for Host benefits.

Host rewards are calculated based on net revenue from guest Preferences and **do not** include the Host's order. If the Host is eligible for a free gift, it is the responsibility of the Wine Advisor to add the gift to the Preference before the Preference is submitted. If the Preference is submitted without the gift, it cannot be added to the original order later.

- Host Gift Rewards are eligible ONLY on Tastings \$300 and above.
- Every Tasting qualified (\$300 and more) tasting generates a Host Reward. Refer to the current flyer for levels and selections.

4.12 Host Promotions and Incentives

From time to time a Host promotion or bonus may be offered. Specific requirements and details found in the offer must be adhered to. Current promotions and incentives can be found on the Intranet>Documents>Current Promotions and Incentives, and in the weekly News Decanter.

Wine Advisors acting as the Host are not eligible for Host promotions or bonuses.

4.13 Confirmation Process

Confirmations are a legal requirement in order to create an order from a Preference submitted from the Tasting. Only the retailer, as the licensed facility can complete the confirmation process but the company relies on the Wine Advisor to make sure valid contact information is provided for each customer.

Should a Guest or the Host not be available when someone from the licensed facility calls regarding his or her Preference, the following steps will be taken: a message will be left for the Guest or Host on his or her answering machine confirming the information on the Preference. The employee will also state that the Guest or Host must call WFH within 24 hours should he or she wish to make any modifications to the Preference.

If there is no answering machine or the number is incorrect, additional efforts will be made to complete confirmation.

4.14 Delivery

To ensure satisfaction of the Host and guests at a Tasting, the Wine Advisor should insure that all Guests are aware of the handling, timeframe and delivery requirements. The person accepting the wine must be over the age of 21 and must be present to sign for the delivery. The Wine Advisor should work with the Host to make sure that orders delivered to the Host are correct and are distributed to guests shortly after delivery.

5.0 Preference Processing

5.1 Host Shipments

All orders shipping to the Host are pre-sorted according to the Preference. The Host shipment is established when the Tasting is submitted, and from that point on, the orders in the shipment process together. It is important to understand this concept as it can impact the time it takes for orders to be delivered

5.2 Checks

Wines for Humanity does not accept checks. If the customer's only form of payment is a check, they must be instructed to call the retail office for the total of their preference and where to mail their check.

5.3 Credit Card Declines

Only one credit card can be used per Preference. The credit card used for payment must authorize the amount of the Preference before the order can be sent to the warehouse. It is the responsibility of the Wine Advisor to input credit card information correctly. If a card is declined, WFH will contact the customer. A declined card on an order in the Host shipment will delay the entire shipment so Wine Advisors are welcome to assist in resolving the decline. WFH will attempt to resolve the issue as quickly as possible, including contacting the Wine Advisor to confirm that the data was entered correctly.

5.4 Order Modification

The order processing system is set up to move orders as quickly as possible. Changing the order contents or shipping address can only be done during confirmation. After that, no changes at all can be made to contents. Address changes are not routine, cannot be guaranteed, and should only be requested in an emergency.

5.4 Retail Locations

If you need to pick up wine from the warehouse you must give them 48 hrs. notice of the date/time of your arrival.

It is expected and to the Wine Advisor's benefit that future tastings are reported by the **30th of each month** for the next 90 days. This allows for better projections and helps ensure there is enough inventory in each location. **Please report future Tastings to your upline by the 28th of each month so they can forward the report by the 30th.**

Under certain circumstances, Preferences can reach the warehouse and inventory is not available to fulfill the order. WFH will be notified of this situation and generally will contact the customer to offer a substitute or a refund.

5.5 Handling

WFH offers Tasting guests and Hosts two handling options for their selections. The difference relates to shipping the order to the Host or directly to the customer. Handling is subject to change. Any change will be announced and posted in the News Decanter and updated online in Policies and Procedures. Every client that chooses wine will be charged a handling charge whether the wine is picked up at the local retail office or if it's shipped.

To qualify for the 14% handling charge, there must be at least 2 preferences with wine on them going to 1 (one) address. The 14% handling has a maximum charge of \$17.90. (In Michigan all wine must be delivered to 1 (one) address except in very rare cases)

If any client wants their wine shipped to them individually, the handling is **\$17.90 per preference**.

Combined and /or Large Orders

We discourage combining of orders. Combined preferences are usually smaller, and as we only collect data from one client, the company not only loses money on shipping, our opportunity to build the customer base is also diminished. The individual Preference shipped to the host makes it easy for the person accepting the wine to sort.

If a group of clients combine their wine choices on 1 preference the policy below applies:

The handling for combined preferences is **\$17.90 for every 12 bottles or portion of 12 bottles**, and that preference **DOES NOT** qualify for the baker's dozen bottle... Example, if a combined preference has 14 bottles on it, the handling will be **\$35.80** (2 x \$17.90)

* Baker's Dozen

If a customer, on their own, without combining someone else's wine choices on their preference, chooses more than 12 bottles, the handling charge is 14% and no more than \$17.90 regardless of the number of cases they purchase; and they are entitled to the Baker's Dozen award.

Example: One customer purchases 18 bottles 14% (capped at \$17.90) handling charge for total preference **if** delivered to Host with Tasting orders.

Customers should allow approximately ten (10) business days for delivery of wine, depending on the state. Orders will be delivered by truck or UPS. Wine orders can be shipped only according to state and federal regulations and all wine deliveries require signatures by a person over 21 years of age.

5.6. State by State Variation

The shipment of alcohol is highly regulated and each state controls shipments into and within the state. The result is a complex array of permit requirements and differences state to state in the way an order moves from the warehouse to the customer. Your retail location is familiar with the regulations and will handle all shipping.

5.6.1 Delivery

Each retail location has its own delivery schedule. Please familiarize yourself so you can inform your customers and Hosts. If UPS is used they will make 3 attempts to deliver and leave contact information to arrange for delivery or pickup. If the attempts fail, and no arrangements are made, the shipment is held at a local delivery service facility and then returned to WfH. This process is time consuming and an undeliverable shipment will not be reshipped without a valid shipping address. We recommend confirming all shipment addresses with the Host and Guests at the Tasting. Refunds are available for returned shipments but do not include shipping costs.

5.6.2 Non-Tasting Orders

Orders placed by the customer outside a Tasting either through the WFH website or phone are shipped directly to the customer and are subject to the same delivery process as Tasting orders.

6.0 Recruiting

It is both a privilege and a responsibility to recruit; sponsor a new Wine Advisor. It helps grow the company and your team and helps raise more funds for charity.

6.1 Signing Up a Recruit

A Wine Advisor has the option to recruit others to become WFH Wine Advisors. The original Wine Advisor then becomes the Upline for the recruit, who is the first Wine Advisor in a Downline. The recruit is in the Upline's "first line". The recruit's recruit will be a second line, etc.

Wine Advisors must verify the eligibility of a new Wine Advisor.

- He or she must be 21 years old or older.
- He or she must be a legal resident of the U.S. and have a valid Social Security number.
- New Wine Advisors must not have had a felony conviction nor currently be the subject of prosecution for any felony.
- He or she must have a passion for wine and a desire both to further his or her wine education and to pass that knowledge on to others.

The recruit has two options to complete the Wine Advisor agreement. The online form can be completed through either the corporate site or a paper form can be downloaded, completed and submitted by email or mailed to the Home office. The Wine Advisor agreement must be fully completed with a social security number, (not a business tax ID), the 4 Tasting dates, and a W9 provided.

6.2 Responsibilities of Recruiting

In addition to determining the eligibility of a recruit, the Upline is the primary source of training and support for the new Wine Advisor. This training is particularly important initially and is a continuing responsibility. WFH provides training materials and other training opportunities to support the recruiter. The Upline receives overrides on Downline activity in anticipation of the time and effort spent on training and ongoing support of the recruit's business in accordance with the Compensation Plan. A copy of the current Compensation Plan can be found on the intranet under Documents>Recruiting Training and Documents.

6.2.1 The Ethics of Recruiting

When initial contact is made the first question should be, "How did you come to learn about WfH business opportunity? Are you working with another Advisor? May I help you find that Advisor so they can help you?"

This person will tell you then if they would like your help locating the person that introduced them to Wines for Humanity or prefer to move forward with you. If the person decides they want to continue with you, respect that decision without putting that person on the spot to disclose any issue with the original contact.

6.3 Recruit Qualification

Recruit qualification is achieved when a new recruit meets the criteria for WFH's outlined in the wine work currently found on the Intranet in the folder New Wine Advisor and \$450 in sales has been submitted. Qualification benefits the new Wine Advisor and the Upline who may be eligible for other incentive awards and in accordance with current Compensation Plan.

A Wine Advisor must be qualified and active to take advantage of any incentives or promotions offered. The Recruiter should make this information available to their new recruit.

7.0 Training

7.1 Corporate

WfH provides a variety of training aids designed to help Wine Advisors prepare for and conduct business. The Intranet is an excellent source of information with frequently asked questions, videos focused on tasting specific wines, and numerous downloads under Documents that help with both training and marketing. In addition, training is available through each of the following:

- Monthly Training calls
 - All Wine Advisor Call
 - Leader Call
 - Upper Level Leader Call
- Taste of the Business Opportunity Calls
- Leadership Conference
- News Decanter Weekly Newsletter- emailed directly to each Wine Advisor and uploaded to the Intranet>Documents>News Decanter and Newsletters
- Message In A Bottle Monthly Newsletter- emailed directly to each Wine Advisor and uploaded to the Intranet>Documents>Newsletters
- Training documents (Examples)
 - First Sips- Implement when agreement is completed.

- Success Formula- Important first training for every new Wine Advisor
- 3 Week Success Checklist
- Open For Business Presentation Outline
- Presentation Script Cards
- Wine Advisor Guide
- Wine 101
- Lead the Way- Leader's Guide to Supporting the Team
- Leadership Development Programs- Path to Leadership
- Webinars. Found at Intranet>Documents>Training Webinars
- Laying the Foundation- Important first step for new Wine Advisors
- The Art of Recruiting
- Using Incentives and Promotions Effectively
- The WfH Home Office is always available to help with unanswered questions.

7.2 Upline

A Wine Advisor's recruiter (Upline) is intended to be the primary source of training. Through one-on-one interaction and regular group activities, the Upline is responsible for getting the new Wine Advisor started and then providing help throughout the Wine Advisor's career. This responsibility is recognized in WfH's compensation structure.

It is the responsibility of a Recruiter to be familiar with and direct the new recruit to the training for new Wine Advisors.

8.0 Marketing and Advertising

The Wine Advisor's primary job is promoting WfH wines, the hosting and business opportunity, and providing organizations the opportunity to raise funds in the community. To help optimize the return on this effort, WfH has established policies and guarantees described below. A number of marketing tools are available for Wine Advisors to use and a system has been designed to supplement a Wine advisor's own efforts to find leads for Hosting and recruiting.

8.1 Leads

Requests for more information about Hosting or becoming a Wine Advisor may be generated through the Company website or in response to ads. WfH supplements the efforts of Wine Advisors to recruit Hosts and new Wine Advisors by advertising on various search engines and through the company website. Leads from the company are distributed based on the following criteria:

The Company will be responsible for and has sole discretion for distributing customer/hosting leads/referrals on the basis of geography and Wine Advisor activity first and secondly on Wine Advisor seniority or who is due a lead in the rotation cycle.

The Company will be responsible for distributing recruit leads/referrals on the basis of who is best able to supply leadership and support a new recruit needs and deserves.

8.2 Marketing Tools

WfH's marketing philosophy is based on equal opportunity for all Wine Advisors to grow their business with no Wine Advisor having an unfair advantage over another. As a result, policies and procedures have been developed regarding the availability and use of marketing tools in regards to the internet.

8.3 Websites

WfH has a corporate website under the domain, www.winesforhumanity.com which provides information to the general public to learn more about our company, products, Hosting and business opportunity. Wine Advisors have a password protected access into the Wine Advisors; backend; the Intranet, which is an online tool that can be used to manage their Tastings, contacts, access marketing and training materials and order supplies. This area of the website is for active Wine Advisors and the password should not be given to anyone else nor backend access granted to anyone.

Internet access and the login and password are generated upon enrollment.

8.4 Non-WfH Sponsored (Independent) Websites

The following apply to any non-WfH independent websites:

- Wine Advisors may have a posting on their personal Facebook or other social media page that links directly to the company website. An individual page titled Wines for Humanity is against company policy. Use of the company's logos, registered trademarks, wine trademarks, copyrighted material, graphics, images or copy from the company's website cannot be used on any online site, blog or service.

- Any Wine Advisor in violation of the above policies will receive one written/emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Advisor's WfH business until the site is corrected. Continued violation can result in termination of the Wine Advisor agreement.

8.5 Promotional Material

Wine Advisors are not authorized to print trademarks or logos on any promotional material without prior consent of WfH.

8.6 Advertising Policies

WfH has established policies around Wine Advisor advertising. WfH has created these policies to support the growth of every Wine Advisor's business and are in place to support local team building and networks and ensure the universality and cost effectiveness for all Wine Advisors businesses. Our goal is to set policies and parameters that will not only give each Wine Advisor a chance to succeed, but also will give that same opportunity to current and future Team members. Failure to follow the established policies will result in disciplinary action.

WfH Wine Advisors may place business cards or other approved promotional material in retail or non-retail businesses with appropriate permission of the owner or manager. Such businesses could include gourmet food shops, a gym, doctor's office, or beauty salon.

8.7 Advertising on the Internet

Wine Advisors may advertise online within the following guidelines:

- All online advertisements including copy and images must have prior approval by WfH.
- All online advertisement must include the name of the Wine Advisor, state of residence and the words “Independent Wine Advisor”.
- Ads may not utilize registered logos, trademarks, graphics, copyrighted material or in any way be viewed as a company sponsored ad rather than an ad placed by an Independent Wine Advisor.
- Wine Advisors may not advertise on search engines or utilize pay per click advertising. Examples of pay-per-click advertising sites include but are not limited to Google, Yahoo, and Ask.com.
- Selling any WFH materials, supplies, or host promotional items is prohibited on any other website. Selling or soliciting the sale of wine at any time is prohibited and subject to termination.
- Wine Advisors may participate in public message boards, chat rooms, blogs and utilize social networking sites and describe their affiliation with WfH as long as their signature includes their name, state of residence and the words “Independent Wine Advisor”.
Example for Face Book: Tom Smith, Independent Wine Advisor for, Wines for Humanity

Wine Advisors may use email to distribute their own newsletter or communicate with their Leadership, Downline or Host/Hostesses. Spamming – sending unsolicited e-mails or phone calls to other Wine Advisors in the company is prohibited. Violation of this policy can result in termination of the Wine Advisor contract.

- WfH reserves the right to disallow any online advertising at their discretion in order to support the goals and objectives of the company’s advertising policies.

Any Wine Advisor in violation of the above policies will receive one written/emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Advisor’s business until corrected. Continued violation can result in termination of the Wine Advisor contract.

8.8 Advertising in Other Media

Wine Advisors may advertise online within the following guidelines:

- All print advertisement copy and images must have prior approval by WfH corporate office.

Any Wine Advisor in violation of the above policies will receive one written/emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Advisor’s WfH business until corrected. Continued violation can result in termination of the Wine Advisor contract.

8.9 Other Avenues-PR/Media Requests

All media inquiries and reporters must be directed to Wines for Humanity corporate office prior to any interviews or information being discussed. Only approved interviews after contacting the corporate office are allowed.

Wine Advisors are not authorized to contact in any way or contribute to articles and reports from the following media: metropolitan daily newspapers, trade magazines, regional business journals, national business magazines, consumer magazines, newswires, syndicated columns, or the on-line (internet) counterparts of the above mentioned media without prior approval from the corporate office.

All media inquiries and reporters must be directed to The WfH corporate office prior to any interviews or information being discussed. Only approved interviews after contacting the corporate office are allowed.

8.10 Use of Wines for Humanity Name and Logo

WfH is concerned with any messaging and branding using our name and logo. With the exception of approved usages below, use or duplication of WfH's trademarks, service marks and trade names by Wine Advisors is prohibited.

A Wine Advisor may never use WfH's logo unless it appears on documents/materials that he or she purchased or received from WfH, or WfH approved vendor, without prior consent from WfH.

Downline Welcome Letter

A Wine Advisor who writes and sends a welcome letter to his or her new Downline may use the words "Wines for Humanity" in plain type (meaning no differentiation in size, font, style, etc.). You may not use the WfH's logo. The letter must be factually correct and properly reflect all WfH policies and approved business practices.

Newsletter

A Wine Advisor who publishes a newsletter for his or her guests or for his or her Downline may use the words "Wines for Humanity" in plain type (meaning no differentiation in size, font, style, etc.). Do not use WfH logo. The newsletter must be factually correct and properly reflect all WfH policies and approved business practices.

Telephone Answering

So that a Wine Advisor is not mistaken for an employee of WfH, he or she should answer his or her phone and the record message using the words Independent Wine Advisor. For example: "Hello, you have reached Mary Johnson, Independent Wine Advisor for Wines for Humanity"

Phone Listing Policy

WfH Wine Advisors may not use WfH logo when listing in the white or yellow pages of the telephone directory in order to maintain a clear distinction between the Wine Advisor and WfH's corporate offices. A Wine Advisor may list their name under "Independent Wine Advisor for WfH". Recommended telephone directory sections include Wine, Special Event Coordinators or Party Planning Service.

Business Cards

Wines for Humanity Wine Advisors may print business cards featuring the Wines for Humanity logo or name only with prior approval, or through our approved vendor Vista Print.

<http://winesforhumanity.biz.vistaprint.com/>

You may not promote any other business on the same card used for your Wines for Humanity business. This includes links to blogs and websites.

Ink Stamps

Wines for Humanity Wine Advisors may produce ink stamps. WfH recommends that your full name, Independent Wine Advisor for Wines for Humanity, and contact information be featured prominently on the ink stamp.

To reiterate, a Wine Advisor may never use Wines for Humanity's logo unless it appears on documents/materials that he or she purchased or received from Wines for Humanity or Wines for Humanity approved vendor.

8.11 Product Policy

WFH markets products specifically branded by WFH and to optimize Wine Advisors' marketing results by restricting competition from non-WFH products. The following policies are in place

- All wine sampled at Wines for Humanity tasting must be from Wines for Humanity inventory. No other wines may be sampled.
- A Wine Advisor will not market to anyone products identified as being produced by Wines for Humanity that are not manufactured, distributed or approved by Wines for Humanity.
- A Wine Advisor may not sell any Wines for Humanity products to other Wines for Humanity Wine Advisors or any other individual or corporation unless Wines for Humanity has granted him or her permission to do so. The only exceptions to this rule would be: 1) if Wines for Humanity Wine Advisor has run low on marketing materials and does not have time to place and receive an order from Wines for Humanity prior to a Tasting taking place. In this case, a Wine Advisor that does have these materials may sell them to the Wine Advisor in need of them at Wines for Humanity retail price, or 2) if a Wine Advisor is no longer with WFH and has the opportunity to sell supply items to another Wine Advisor. Supplies may not be sold on public websites.
- While under Agreement with "WfH" a Wine Advisor may not contact any WfH client for any other product or service nor promote any other product or service at a wine Tasting.
- Wines for Humanity cannot guarantee, replace or in any way be responsible for any products that are purchased from sources other than Wines for Humanity.

9.0 Donation Calculations

9.1 Calculating Donation on PAID Tasting:

All selections factor into the total raised for the donation.

Example:

Up to \$600	9%
\$601-\$850	10.5%
\$851+	12.5%

9.2 Calculating Donation on Certificate Tasting

- Certificate and online offer calculations- 4% for the 1st \$700 PLUS 10.5% for the amount over \$700.

For example:

Total promo, \$1000

Donation formulas:

$\$700 \times 4\% = \28

$\$300 \times 10.5\% = \31.50

Total to charity:

$\$28 + \$31.50 = \underline{\underline{\$59.50}}$

The host does not earn any additional gifts or a discount on Certificate Tastings or On Line promotion Tastings.

10.0 Guarantees

All wine sold by WfH is subject to the company quality guarantee for six months from the date of purchase. Any wine that is damaged or is determined to be “spoiled” (e.g. corked, leaking, turned) or with which the customer is not satisfied, will be replaced or credited to the customer. If wine is to be returned to WfH, the company will arrange to pick up the wine at no cost to the customer.

Since each wine is produced/purchased in finite amounts, we cannot guarantee to meet demand at all times. If an order is placed for a wine which cannot be provided, WfH reserves the right to substitute a similar type and quality wine for the same price. If a substitute is not readily available, the customer will be contacted. If they elect not to have a substitute, the cost of the order will be reduced accordingly and may impact Tasting commissions, overrides, ongoing promotions, etc.

11.0 Data Confidentiality

When Tasting customer information is entered online through the Tasting entry system, this information becomes proprietary to Wines for Humanity and falls within jurisdiction of our rights and requirements to keep this information confidential. This data includes name, address, phone, fax, and email address. As such, editing or changing a customer’s personal contact information must be done by the customer, and or by documented request by the Wine Advisor through the corporate office. In addition, all Wine Advisor information, including name, phone, fax, email, cell phone and address are also considered propriety and confidential. Wine Advisor personal information can be changed by the Wine Advisor at the Wine Advisor’s backend portal.

11.1 Wine Advisor Personal Information

Wine Advisors are not allowed to use the Wines for Humanity email address, phone numbers or other personal information of other Wine Advisors without their permission.

12.0 Wine Advisor Status

12.1 Activity

Wine Advisors are expected to maintain at least a minimal amount of Tastings over time. If the criteria are met, they are considered active. If they are not met, deactivation can result. The activity requirement is 6 tastings in a rolling quarter. A rolling quarter includes the previous three calendar months, and status is reviewed at the end of each month. A new Wine Advisor is not reviewed for activity during their first three months. In order to receive a monthly incentive the Wine Advisor must have a minimum of 1 (one) Tasting in the current or previous month.

12.2 Wine Advisor Qualification

In order to qualify to participate in company incentives and receive Downline commissions, a Wine Advisor must be qualified and meet any requirements of the promotion.

A Qualified Wine Advisor has completed the wine work requirement to receive the kit and has submitted \$450 in sales.

12.3 Wine Advisor Levels

Being a Wine Advisor is ideal for people who wish to supplement their income or own their own business. Hard work is rewarded every step of the way. Wines for Humanity offers generous compensation and career progression. WfH currently offers 6 levels of achievement from Wine Advisor to Executive Team Leader, as defined below. Each Wine Advisor can progress at his or her own pace or can choose to remain at any level. To remain active, qualified, promote, or retain leadership levels, certain activity requirements must be met. These are outlined below.

All Wine Advisors receive notification from Wines for Humanity that a completed Wine Advisor Agreement was approved. After completion of wine work, the new Wine Advisor must purchase a Starter Kit. Activity requirements are waived for 3 months for new Wine Advisors.

12.3.1 Wine Advisor

Activity Requirements

To remain active, a Wine Advisor must have a minimum of 6 paid Tastings per rolling quarter.

Incentive Qualification Requirements Incentives are offered from time to time to all active Wine Advisors. In order to earn a reward in an Incentive program the Wine Advisor must be qualified, active and meet all requirements of the promotion.

Active Wine Advisor Benefits

1. 17% commission is generated from all confirmed Preferences communicated to Wines for Humanity by the Wine Advisor. The preferences are generated by Tasting guests filling out Preferences. Commissions accrue when orders ship.
2. 17% commissions on Wine Clubs promoted at Tastings, Commissions accrue when orders ship.

3. 10% commissions for all shipped orders placed by a customer directly with the company through the phone or email.
4. Qualified, active Wine Advisors may purchase up to a case of wine at a 50% discount every 60 days. In order to receive the wine discount the Wine Advisor must have a minimum of 1 (one) Tasting in the current or previous month.

12.3.2 Senior Wine Advisor, in Qualification (IQ)

Promotion Requirements

A Wine Advisor will be promoted to Senior Wine Advisor, IQ when he or she has a minimum of one (1) *qualified, active, personally recruited First Line Wine Advisor. A qualified recruit has submitted \$450 in wine promotions.

*A qualified recruit has submitted \$450 in wine promotions.

Senior Wine Advisor, IQ Responsibilities

- Assist in training of all new Wine Advisors and provide ongoing support and training to their downline recruits.
- Communicate monthly with all team members.
- Attend Team meetings and company sponsored trainings
- Submit Team Tasting schedule by 30th of each month directly to upline.

Activity Requirements

Senior Wine Advisors, IQ must have a minimum of six (6) shipped qualified Tastings per rolling quarter. The Senior Wine Advisor, IQ must recruit a second Wine Advisor within 2 full months of recruitment of 1st team member in order to continue to receive Override. If a second Wine Advisor is not recruited within 2 months of promotion to Senior Wine Advisor, IQ the override will be forfeited until a second Advisor is signed.

Override Requirements

Senior Wine Advisor, IQ must be active and must have a minimum of 1,000 in wine promotions per month to receive overrides.

Senior Wine Advisor, IQ Benefits and Overrides:

The Senior Wine Advisor IQ receives benefits and overrides when the requirements are met.

Senior Wine Advisors, IQ with one (1) recruit qualifies to receive a 2% override from their First Line Wine Advisors' wine promotions for a period of two (2) months, after which the Senior Wine Advisor, IQ must recruit a second Wine Advisor or forfeit the override. As long as there is 2 active Wine Advisors the Senior Wine Advisor, IQ will earn a 2% override.

12.3.3 Senior Wine Advisor

Promotion Requirements

- A Wine Advisor will be promoted to Senior Wine Advisor when he or she has a minimum of two (2) qualified, active, personally recruited First Line Wine Advisor.
- A qualified recruit has submitted \$450 in wine promotions.

Senior Wine Advisor Responsibilities

- Fully train all new Wine Advisors and provide ongoing support and training to their downline recruits.
- Communicate monthly with all team members.
- Attend Team meetings and company sponsored trainings
- Submit Team Tasting schedule by 30th of each month directly to upline.
- Participate in the Steps to Leadership Program

Activity Requirements

Senior Wine Advisors must have a minimum of six (6) shipped qualified Tastings per rolling quarter. The Senior Wine Advisor must have a minimum of two (2) personally recruited active Wine Advisors in order to receive Override as a Senior Wine Advisor.

Override Requirements

Senior Wine Advisor must be active and must have a minimum of \$1,000 in wine promotions per month to receive overrides.

Senior Wine Advisor Benefits and Overrides:

The Senior Wine Advisor receives benefits and overrides when the requirements are met. Qualified Senior Wine Advisors qualify to receive a 5% override from their First Line Wine Advisors' wine promotions.

12.3.4 Leadership

Leadership is available to all Wine Advisors who seek to move their business to the next level by recruiting, training and providing ongoing support to the team members in their downline. Leadership offers increased income potential and other perks within the Wines for Humanity organization.

12.3.5 Team Leader

The Team Leader is the first true Leader level and they set the stage for possibilities for their team.

Promotion Requirements

- The Team Leader must have a minimum of six (6) shipped qualified Tastings per rolling quarter
- A Wine Advisor will be promoted to Team Leader when he or she has a minimum of five (5) qualified, active, personally recruited First Line Wine Advisors and one (1) Senior Wine Advisor. A qualified recruit has submitted \$450 in wine promotions.
- All first-time Team Leaders must read and sign and return to the Leadership Agreement

Team Leader Responsibilities

- Abide by the terms in the Leadership Agreement.
- Communicate on a monthly basis with First Line team members and other team members as needed, helping them develop goals and a business action plan.
- Fully train new Wine Advisors and provide ongoing support and training to your downline on all aspects of their business.
- Hold monthly Team meetings (in person if possible,) or by conference call to offer training, company updates and recognition of team accomplishments.
- Make every effort to attend company sponsored trainings and calls.
- Submit Team Activity Report by the **30th of each month** directly to Anton and copy Upline. Downline Senior Wine Advisor is responsible for sending their report directly to corporate and copying the upline. Leader is to confirm this was accomplished.
- Offer the Steps to Leadership Program quarterly.

- Hold a Taste of the Business monthly meeting (can be held in conjunction with a Team meeting,) or call, that is open to all Team members

Override Requirements

1. The Team Leader must be active and must have a minimum of \$1,000 in wine promotions each month to receive overrides.
2. A minimum of five (5) personally recruited, qualified, active Wine Advisors
3. One (1) first line Senior Wine Advisor
4. \$6,000 in First Line Team Sales. The Team Leader's sales factor into the Team Sales requirement
5. Recruit and qualify one (1) new recruit per quarter
6. WfH can reduce or eliminate downline overrides or demote a Team Leader if he or she is not fulfilling their responsibilities as stated in the Leader Agreement.

Team Leader Benefits and Downline Overrides:

Leader benefits and overrides are earned when the requirements are met.

- Team Leader commission on personal promotions is 20%
- The Team Leader will receive a 5% overrides from their First Line Wine Advisors' wine promotions and 3% from the promotions of their second (2nd) line.
- The Team Leader receives a \$50 per month car allowance
- The Team Leader Receives up to 4 bottles of wine every two months to be used at Team Meeting for the purpose of training
- The Team Leader receives a monthly discount on wine of 50%

12.3.6 Advanced Team Leader

Advanced Team Leaders act as teachers and organizational developers and they are expected to share their knowledge and assist Wine Advisors, Senior Wine Advisors and Team Leaders in their Downline.

Promotion Requirements

- The Team Leader must have a minimum of six (6) shipped qualified Tastings per rolling quarter
- A Wine Advisor will be promoted to Advanced Team Leader when the following requirements are met:
 1. A minimum of ten (10) *qualified, active, personally recruited First Line Wine Advisors.
*A qualified recruit has submitted \$450 in wine promotions.
 2. Two (2) first line Team Leaders
 3. Three (3) first Line Senior Wine Advisors

Advanced Team Leader Responsibilities

- Abide by the terms in the Leadership Agreement
- Communicate on a monthly basis with First Line team members and other team members as needed, helping them set goals and business action plans
- Fully train new Wine Advisors and provide ongoing support and training to your downline Leaders and their teams as needed on all aspects of their business.
- Hold monthly Team meetings (in person if possible) that offer training, company updates and recognition of team accomplishments.
- Offer the Steps to Leadership program Quarterly
- Hold a Taste of the Business monthly meeting (can be held in conjunction with a Team meeting,) or a call that is open to all Team members
- Make themselves available to support Downline Leader's Taste of the Business meetings, 1 time per calendar year if travel is within 100 miles.
- Insure that all Leaders on their team are fulfilling their responsibilities.
- Make every effort to attend company sponsored trainings and calls

- Submit Team Activity Report by the **30th of each month**. Downline Team Leader is responsible for sending their report directly to corporate and copying the upline. Advanced Leader is to confirm this was accomplished.

Override Requirements

1. The Advanced Team Leader must be active and must have a minimum of \$1,000 in wine promotions each month to receive overrides.
 2. A minimum of ten (10) personally recruited, qualified, active Wine Advisors, of which two (2) are first line Team Leaders, and three (3) are first Line Senior Wine Advisors
 3. \$12,000 in First line Team Sales. The Advanced Team Leader's sales factor into the Team Sales requirement
 4. Recruit and qualify one (1) new recruit per quarter
- WfH can reduce or eliminate downline overrides or demote a Team Leader if he or she is not fulfilling their responsibilities.

Advanced Team Leader Benefits and Downline Overrides:

Benefits and overrides are earned when requirements are met.

- Advanced Team Leader commission on personal promotions is 20%
- The Advanced Team Leader will receive a 5% overrides from their First Line Wines Advisors' wine promotions, 3% from the promotions of their second (2nd) line, and 1% from their third (3rd) line.
- The Advanced Team Leader receives a \$100 per month car allowance
- The Team Leader Receives up to 4 bottles of wine every two months to be used at Team Meeting for the purpose of training
- The Advanced Team Leader receives a monthly discount on wine of 50%

12.3.7 Senior Team Leader

The Senior Team Leader is a valued resource. They may be asked to share their knowledge and experience with Wine Advisors throughout the entire Wines for Humanity organization.

Promotion Requirements

- The Senior Team Leader must have a minimum of six (6) shipped qualified Tastings per rolling quarter
- A Wine Advisor will be promoted to Senior Team Leader when the following requirements are met:
 1. A minimum of twenty (20) qualified, active, personally recruited First Line Wine Advisors. A qualified recruit has submitted \$450 in wine promotions.
 2. Two (2) first line Advanced Team Leaders
 3. Four (4) first line Team Leaders
 5. Three (3) first Line Senior Wine Advisors

Senior Team Leader Responsibilities

1. Abide by the terms in the Leadership Agreement
2. Communicate on a monthly basis with First Line team members and other team members as needed, helping them set goals and business action plans
3. Fully train new Wine Advisors and provide ongoing support and training to your downline Leaders and their teams as needed on all aspects of their business.
4. Hold monthly Team meetings (in person if possible) that offer training, company updates and recognition of team accomplishments.
5. Offer the Steps to Leadership program Quarterly
6. Hold a Taste of the Business monthly meeting (can be held in conjunction with a Team meeting,) or a call that is open to all Team members

7. Make themselves available to support first line Leader, Taste of the Business meetings, 1 time per calendar year if travel is within 100 miles.
8. Insure that all Leaders on their team are fulfilling their responsibilities.
9. Make every effort to attend company sponsored trainings and calls
10. Submit Team Activity Report by the **30th of each month**. Downline Team Leaders are responsible for sending their report directly to corporate and copying the upline. Advanced Leader is to confirm this was accomplished.

Override Requirements

1. The Senior Team Leader must be active and must have a minimum of \$1,000 in wine promotions each month to receive overrides.
2. A minimum of twenty (20) personally recruited, qualified, active Wine Advisors, including two (2) first line Advanced Team Leaders, four (4) first line Team Leaders, and three (3) first line Senior Wine Advisors
3. \$20,000 first line Team Sales. The Senior Team Leader's sales factor into the \$20,000 requirement
4. Recruit and qualify one new recruit per quarter
5. WfH can reduce or eliminate downline overrides or demote a Team Leader if he or she is not fulfilling their responsibilities.

Senior Team Leader Benefits and Downline Overrides:

Benefits and overrides are earned when the requirements are met.

- The Senior Team Leader commission on personal promotions is 20%
- The Senior Team Leader will receive a 5% overrides from their First Line Wine Advisors' wine promotions, 3% from the promotions of their second (2nd) line, and 1% from their third (3rd) line.
- The Senior Team Leader receives a \$150 per month car allowance
- The Senior Team Leader Receives up to 4 bottles of wine every two months to be used at Team Meeting for the purpose of training
- The Senior Team Leader receives a monthly discount on wine of 50%

12.3.8 Executive Team Leader

Executive Team Leaders have achieved the ultimate level available in Wines for Humanity. They may be asked to share their knowledge and experience with Wine Advisors throughout the entire organization and participate in long range company planning.

Promotion Requirements

- The Executive Team Leader must have a minimum of six (6) shipped qualified Tastings per rolling quarter
- A Wine Advisor will be promoted to Executive Team Leader when the following requirements are met:
 1. A minimum of forty (40) qualified, active, personally recruited First Line Wine Advisors. A qualified recruit has submitted \$450 in wine promotions.
 2. Two (2) first line Senior Team Leaders
 3. Two (2) first line Advanced Team Leaders
 4. Four (4) first line Team Leaders
 5. Three (3) first Line Senior Wine Advisors

Executive Team Leader Responsibilities

1. Abide by the terms in the Leadership Agreement
2. Communicate on a monthly basis with First Line team members and other team members as needed, helping them set goals and business action plans

3. Fully train new Wine Advisors and provide ongoing support and training to your first line Leaders and their teams as needed on all aspects of their business.
4. Hold monthly Team meetings (in person if possible) that offer training, company updates and recognition of team accomplishments.
5. Offer the Steps to Leadership program Quarterly
6. Hold a Taste of the Business monthly meeting (can be held in conjunction with a Team meeting,) or
a call that is open to all Team members
7. Make themselves available to support first line Leader's Taste of the Business meetings, 1 time per calendar year if travel is within 100 miles.
8. Insure that all Leaders on their team are fulfilling their responsibilities.
9. Make every effort to attend company sponsored trainings and calls
10. Submit Team Activity Report by the **30th of each month**. Downline Team Leader is responsible for
sending their report directly to corporate and copying the upline. Advanced Leader is to confirm this
was accomplished.

Override Requirements

1. The Executive Team Leader must be active and must have a minimum of \$1,000 in wine promotions each month to receive overrides.
2. A minimum of twenty (40) personally recruited, qualified, active Wine Advisors, including two (2) first line Senior Team Leaders, two (2) first line Advanced Team Leaders, four (4) first line Team Leaders, and three (3) first line Senior Wine Advisors
3. \$40,000 first line Team Sales. The Executive Team Leader's sales factor into the \$40,000 requirement
4. Recruit and qualify one new recruit per quarter
5. WfH can reduce or eliminate downline overrides or demote a Team Leader if he or she is not fulfilling their responsibilities.

Executive Team Leader Benefits and Downline Overrides:

Benefits and overrides are earned when the requirements are met.

- The Executive Team Leader commission on personal promotions is 20%
- The Executive Team Leader will receive a 5% overrides from their First Line Wine Advisors' wine promotions, 3% from the promotions of their second (2nd) line, and 1% from their third (3rd) line.
- The Executive Team Leader receives a \$200 per month car allowance
- The Executive Team Leader Receives up to 6 bottles of wine every two months to be used at Team Meeting for the purpose of training
- The Executive Team Leader receives a monthly discount on wine of 50%

12.4 Promotion

WfH determines the promotion of the Wine Advisor based on when the Wine Advisor meets the qualifications of the promotion. Promotions occur at the end of a month in which all qualifications for a rank are met for the entire month. For example, if in April WfH computes a Wine Advisor's commissions for the month of March and determines that he or she met the requirements in order to be promoted to the next level, the Advisor's promotion will become effective April 1. The Wine Advisor will earn his or her overrides from the time his or her promotion is effective.

12.5 Demotion

Demotions occur when a Wine Advisor no longer meets the qualifications for a rank previously achieved. Demotions occur on the same schedule as promotions and are effective in the same time frame. The Wine Advisor will earn lower overrides, based on eligibility, from the time his or her demotion is effective.

12.6 Title versus Paid At Level

When a Team Leader or above no longer meets the requirements for their current title, he or she retains the title for 2 months while rebuilding takes place. However, overrides are paid at the level for which the Advisor is qualified. If after two (2) months the requirements are not met, the Wine advisor will assume title s/he is eligible for.

12.7 Leave of Absence

Wines for Humanity extends to all Wine Advisors an opportunity to take a Leave of Absence. Wine Advisors may take a leave of absence only once every two years, during which he or she is waived from all minimum requirements to WfH. The website login will be deactivated for the duration of a leave. Wine Advisors can request continuation of emails communication by calling the Home Office.

- The following constitute an acceptable reason to request a leave:
A move greater than 500 miles, maternity, death of immediate family, divorce, incapacitating illness, natural disaster, or military service.
- The effective date of the leave is the date specified when the leave is approved.
- Wine Advisors will receive commissions for Tastings and orders and downline overrides closed prior to the effective date of the leave.
- Wine Advisors will cease to receive commissions that are a result of WfH Tastings and phone/web orders while on a Leave of Absence as of the effective date of the leave.
- Wine Advisors will resume receiving commissions from their downline upon their return as an *active Wine Advisor. *a qualified Tasting (\$450 in promotions) qualifies as active
- After a Leave, Downline overrides are not retroactive.
- Should one or more Wine Advisors in your Downline resign or deactivate while you are on a Leave of Absence, and that change impacts your qualification for your current title, you will be demoted to the appropriate level. This demotion will be reflected in the commissions you will receive upon your return as an active Wine Advisor.
- Wine Advisors who wish to take a Leave of Absence must request the Leave in writing.
- WfH maintains the right to approve or deny a Wine Advisor's Leave of Absence.
- When a Leave of Absence is approved or denied by WfH, the Wine Advisor will be notified via email.
- Should a Wine Advisor's Leave of Absence be approved by WfH, he or she must inform his or her Upline and Downline.
- Leaves are generally limited to 3 months with the exception of maternity or military leave which will be approved for up to 12 months and natural disaster leaves for up to 6 months.

12.8 Changing Uplines

WfH does not allow changing Uplines other than as described below. If a Wine Advisor wishes to change Uplines, the following procedure must be followed:

- Resign from WfH in writing or be deactivated. All existing benefits will be lost as described in the Deactivation/Resignation sections below.
- Wait 6 months
- Rejoin under the new recruiter, following the reactivation process defined below.

Special Circumstances:

There may be circumstances where the Leader has not provided support and training as outlined in the Leader responsibilities, or where there is serious mistakes perpetuated by the Leader. In this case the corporate office will make every effort to help the Team Leader improve and maintain the Wine Advisor in their downline, however the corporate office retains the right to move the downline Wine Advisor to another team or direct to the Corporate Office.

12.9 Deactivation Policy

Failure to meet requirements to stay active will result in deactivation.

- Wine Advisors can monitor their monthly activity on their payroll stubs. Additionally, periodic emails are sent to help track activity and incentive qualification status.
- Deactivations take effect on the date the activity calculation is completed following the end of the three-month period during which the requirements were not met.
- Deactivation means a loss of Wine Advisor status and all Wine Advisor benefits, including overrides on downline recruits. The website login is deactivated as well.
- Deactivated Wine Advisors must cease representing themselves as a WfH and using WfH marketing materials and abide by the policies outlined in this manual and the Wine Advisor agreement.
- Linked phone/web customers become unlinked as of the effective date and become an account of the company and their orders will not pay commissions.
- Wine Advisors wishing to re-establish active status as a Wine Advisor must follow the reactivation procedure.

12.10 Reactivation Policy

An inactive WfH Wine Advisor who elects to reactivate within a one-year period from his or her deactivation date should contact WfH. His or her status can be reactivated over the phone.

If reactivating within 6 months of his or her deactivation date, the Wine Advisor will be assigned to his or her previous recruiter. Reactivation will be at the rank of Wine Advisor. A reactivated Wine Advisor is not eligible for new Wine Advisor promotions and benefits.

If a Wine Advisor reactivates after 6 months of the deactivation date, a reactivating Wine Advisor can choose his or her upline.

An inactive Wine Advisor who elects to reactivate after a one-year period will be considered a **REACTIVATED** new Wine Advisor.

- He or she must:
- Submit a completed Wine Advisor Agreement to WfH
- Purchase a Starter Kit.
- Reactivated NEW Wine Advisors (over one year) are not eligible for new Wine Advisor promotions.

12.11 Resignation

Wine Advisors who elect to resign from WfH, for any reason, must contact via fax, mail or email WfH outlining their intentions.

- Resignations become effective on the day of entry at WfH corporate office
- The website login will be inactive and any downlines are lost and commissions for any subsequent activity will be lost as of the effective date of the resignation.
- Linked phone/web customers become unlinked effective on the resignation date and become an account of the company and their orders will not pay commissions.
- Resigning Wine Advisors must also notify their upline and downline.
- Commissions on closed Tastings prior to the effective date of the resignation will be paid.

12.12 Termination

Non-compliance with our stated policies and procedures, including those in the Wine Advisor agreement, can result in termination. A Wine Advisor who has been terminated will not be allowed to reactivate at any point in time. The terminated Wine Advisor must immediately cease representing themselves as a WfH Wine Advisor and using any WfH marketing materials. Linked phone/web customers are unlinked and become an account of the company, Downlines and login privileges are lost. Any commissions for closed Tastings prior to the effective date of termination will be paid. Downline overrides for the current month are lost.

Upon termination, all confidential information, saved electronically and hard copies, including but not limited to names, addresses, emails, phone and fax numbers of Hosts, guests, Wine Advisors, Uplines, Downlines and all internal documents copyrighted or not, such as policies and procedures, marketing flyers, Newsletters, agendas, Tasting notes, training guides, must be destroyed or returned to WfH but in no instances can be retained by a Wine Advisor.

12.13 Starter Kit Returns

Unused kits are returnable for **60** days after the Wine Advisor's start date for a full refund minus tax and shipping **if** received in good condition. Contact the Home Office for how and where to return the kit.

Please note: Wine Advisors who resign have the right to sell paperwork, products or unused items to other active WfH Wine Advisors at or below retail.

13.0 Compensation

Wine Advisors are compensated for their efforts in a variety of ways as summarized below.

13.1 Commissions

Wine Advisors receive commissions on shipped orders from their Tastings, Downline promotions, and web orders. The commission structure is shown in the Compensation Plan. Commissions are paid every two (2) weeks. The amount of the commission is based on orders delivered in the previous pay period.

This includes:

- 1) Commission is generated from the Wine Advisor's Tastings and Web and phone orders and is based on when orders that have been delivered.
- 2) Commissions earned from a Wine Advisor Downline are paid the first pay period after the close of the previous month

Wine Advisors are paid by check or direct deposit. When direct deposit is selected and initiated, it will take 3 payroll periods to activate.

If a check is issued, rather than a direct deposit, and the check is lost, the Wine Advisor must contact the Home Office and ask for the check to be reissued. There may be a charge to the Wine Advisor to cover the costs of a stop payment on the original check and re-issuing a new one. Checks are valid for six months from the date of issue.

Wine Advisors begin earning commissions at their first Tasting, however, because WfH does not charge a customer for an order until it ships, commissions accrue at the time of delivery, not when a Preference is submitted. Shipments from Wine Club subscriptions generate commissions regardless of the type of Wine Club subscription.

The first month of each calendar year, WfH issues tax form 1099 for the previous year. The Wine Advisor must claim commissions and other earnings as income on his or her annual tax filings. Any other tax documentation is the responsibility of the Wine Advisor.

13.2 Discount

Qualified, active Wine Advisor's receives a 50% discount on one (1) case of wine every sixty days. In order to receive a monthly incentive the Wine Advisor must have a minimum of 1 (one) Tasting in the current or previous month. Qualified (Paid At) Team Leaders and above may select a case of wine at a 50% discount once per month.

Shipping charges apply unless wine is picked up at retail.

Supplies ordered on the supply Form are a fixed priced. No additional discounts apply.

13.4 Promotions and Incentives

WfH offers various incentives to encourage and reward *active Wine Advisors who are engage in building their business. Participants can earn trips, products, and other bonuses for promoting wine and recruiting. These incentives are taxable. The promotions and incentives are posted on the intranet and in the weekly News Decanter and monthly Newsletter.

In order to receive any incentive the Wine Advisor must have a minimum of 1 (one) Tasting in the current or previous month.

Dream Incentive promotion points. These points are awarded only at the level retained at end of contest period.

13.5 Overrides- Downline

Active Wine Advisors and qualified Senior Wine Advisors and above are paid overrides for their efforts in recruiting, training and support. Overrides are calculated based on net marketing for first through third line activity. The percentages are summarized on the Compensation Plan.

13.6 Non-Tasting (Web/Phone) Commissions

Customers can place orders before or after a Tasting or instead of going to a Tasting. Wine Advisors earn commissions of 10% on non-tasting orders placed by their customers on the web or by phone. Simply attending a Tasting without submitting a preference does not establish linkage of that customer to the Wine Advisor.

Senior Wine Advisors and above who are active and qualified for overrides, are paid overrides for first line non-tasting orders per compensation structure.

13.5.1 Corporate Role

The company has implemented marketing programs to generate phone and web orders from Tasting attendees. Such solicitation must be limited to the company programs since Wine Advisors are not licensed to sell wine. The Company provides all materials, marketing expense, sales support, and service support for web/phone marketing without burdening the Wine Advisor, allowing them to continue their focus on developing their Tasting business and recruiting activities, while continuing to benefit from web/phone orders. You will be notified through the News Decanter, when a promotion is about to run and then receive a copy of what your customer receives. These are On Line promotions and should not be offered at Tastings.

13.5.2 Wine Advisor Role

Wine Advisors should make their best effort to obtain the email address for every guest who submitted a preference at a Tasting. This insures that the guest will receive the Company's marketing programs and result in higher web/phone revenue for the Wine advisor.

14.0 Communications

14.1 News Decanter

The weekly News Decanter is sent directly to your email and uploaded to the intranet under Documents>News Decanter and Newsletters on Wednesday of each week. This publication is to inform you of information needed to conduct your tastings for that week. It is the responsibility of the Wine Advisor to read the News Decanter in its entirety to ensure they are aware of the availability and any stop sell or limitations on wines they might be presenting at a tasting that week.

This publication also highlights other newsworthy items of the previous week including new Wine Advisors and previous week's top sellers and recruiters, and any new or ongoing promotions, incentives, webinars or training calls.

14.2 Message In A Bottle

This is a monthly publication highlighting the achievements of the previous month, reminders, announcements of programs, incentives and promotions, special events, and training. Message In A Bottle is sent directly to your email and uploaded to the intranet under Documents>News Decanter and Newsletters.

15.0 Quality Assurance

Wines for Humanity receives feedback from Tasting Hosts and attendees; solicited and unsolicited. Should there be a significant trend to any one Wine Advisor's performance as it relates to customer satisfaction the company reserves the right to counsel and/or discontinue the Wine Advisor's contract with the company. Any complaints regarding Tastings should be directed to WFH Corporate Office.

16.0 Gifts Policy

Wines for Humanity Wine Advisors may not solicit or charge for their services; except for the sample set, or accept gifts from, Hosts or Tasting attendees, and may not offer gifts of wine as an inducement create or increase Preferences

Wine Advisors may give non-wine gifts at their discretion in order to assist with building business.

17.0 Corporate Contact Information

There are representatives at WfH corporate office that can help with various issues related to your business, however there is a chain of communication that will help conserve our staffing resources. If you cannot find the answer to your question in the Getting Started Guide or the Policy and Procedure Manual, please contact your upline first. They are informed of any current information you may need as well as the policies and procedures.

The normal hours of operation are shown in. When submitting any issues or requesting assistance, it is helpful to have pertinent details readily available. These include the customer's name, the preference and/or Tasting information, a description of the problem and any suggested resolution.

Please take note of the specific individual and their area of responsibility and if possible, to conserve our resources, contact that person and give them 24 hrs to respond to your issue. If it is an emergency you are welcome to contact others that might be of assistance.

18.0 Glossary

Certificate Tasting 1 or 2 certificates are donated to local charitable organizations for the purpose of marketing your business. Certificates are auctioned at silent and live auctions with 100% of all proceeds raised going to that organization. Minimum bidding starts at \$250. Tastings booked from a Certificate Tasting generate additional funds that go directly to that organization. \$1 from the selection of each bottle of wine is donated and when selections exceed \$700, 9% of selections over the \$700 is also donated to the organization. Future tastings booked at the Certificate tastings generate donations that go to the local preferred organization for the prevention of homelessness.

Six (6) Bottles are supplied in the Sample Set for a Certificate tasting and the expectation is that there will be 14-16 wine selecting guests in attendance. No additional Host Rewards are offered at a Certificate Tasting. Certificate expires 3 months from date of auction. A copy of the Organizations certificate registration and the

original certificate must be produced before the Sample Set can be ordered. All required documents can be found on the Intranet under Marketing Materials.

In MI, there is a \$39 charge for the Certificate Tasting Sample Set. This is a MI law. You will find a specific document on the Intranet in Marketing Materials for the MI Organizer.

The value of the Certificate Tasting is \$400.

Company Website The main website of Wines for Humanity, www.winesforhumanity.com

Compliance Legal acceptance by a state, which allows shipment of a particular wine into the state.

Confirmation Legally required contact of a customer by a representative of the licensed facility that enables a Preference to become an order.

Deactivation Loss of Wine Advisor privileges resulting from failure to meet WfH criteria for activity.

Downline All Wine Advisors who are directly recruited by a Wine Advisor, and the Wine Advisors they recruit. For example, all Wine Advisors who were either recruited by you or by your successive lines would be considered your Downline.

First Line All Wine Advisors directly signed up by a Wine Advisor. For example, all Wine Advisors you directly recruit are your First Line

Guest An individual aged 21 or older other than the Tasting Host or Wine Advisor invited to attend the Wines for Humanity Tasting.

Hospitality Hospitality is offered by a local Team Leader and above to a Wine Advisor on the team of a Leader that is not local; more than 100 miles away. The Leader requesting Hospitality is responsible for will supplying recognition, and cover any cost involved in a team incentive offered by the Hospitality Leader (should the Leader requesting Hospitality decide to have their team member participate), and o help offset any added cost for that team member receiving Hospitality.

Example: if the team is having a meeting in a coffee shop or a dinner and the Hospitality Team Leader is paying for the venue, etc. the Hospitality requesting Leader should contribute to their team member's participation or ask the Team Member to contribute on their own behalf. The same applies to any training materials, documents, copies supplied to the Team member receiving Hospitality.

Host An individual aged 21 or older who agrees to Host a Wine Tasting, organizes the Tasting, signs a Host agreement letter, and is responsible for pouring.

Host Rewards Program The discounted and promotional merchandise and any other awards that a Host is eligible to receive for Hosting a Wine Tasting. Wine Advisors are not eligible for these benefits, and do not contribute to the cost of any Host gift earned.

Intranet A password protected website for Wine Advisors. It includes the order entry function and tools for training and marketing. The site also provides reports relating to the Wine Advisor's business and a record of personal orders.

Lead A person expressing interest in becoming a Host or Wine Advisor.

Linked Customer A customer who attends and submits a Preference at a Tasting through a Wine Advisor and then orders through the web site or by phone. Their linkage is retained for life unless the customer attends

another Tasting conducted by a different Wine Advisor and submits a Preference through that Tasting or orders online through another Wine Advisor

Meeting Wine Meeting wine is available to Team Leaders and above for the purpose of training at the monthly meeting. 2 bottles is the monthly allotment. If a Taste of the Business is advertised and held prior to the meeting the Team Leader may have up to 3 additional bottles.

Minimum Team Sales The minimum number of wine promotions that a team must have to qualify the Wine Advisor for a promotion or retention of status.

Personal Wine Allowance Active (min. \$450 in sales), Wine Advisors are allowed to purchase up to 12 bottles of wine after every 60 days at 50% off the retail price. Shipping and Handling included.

- Wines can be either Standard or Premium.
- PRP wines are ineligible.

There is no commission on personal wine orders.

There is no Baker's Dozen Discount on personal wine orders.

Personal wine is ordered through the Wines for Humanity intranet, <http://winesforhumanity.com/backend.php>.

Go to *Orders>Create Personal Order*.

Preference Form The Wines for Humanity form that the Tasting guests use to indicate which wines they would be interested in selecting. The Preference is not an order form, nor is any WfH Wine Advisor licensed by any state to sell or solicit and accept orders for alcoholic beverages. These Preferences are only an evaluation of the wines tasted and an expression of interest by the Tasting guest and the Tasting Hosts to select wine for themselves from the Wines for Humanity retail partner, in their state.

Qualified Wine Advisor A recruit is qualified when they have submitted \$450 in sales.

Recruiter A Wine Advisor who directly recruits a new Wine Advisor

Rolling Quarter The latest three calendar months.

Sample Sets A selection of seven (7) bottles of wine purchased by the Host and served during a WfH Tasting. Certificate Tasting Sample Sets include six (6) bottles.

Sample orders must have the complete credit card information submitted with the order. If the complete information is not submitted with the Sample Set will not be processed. No exceptions.

Second Line All Wine Advisors directly recruited by a Wine Advisor's First Line.

Starter Kit A selection of business related items, which a new Wine Advisor is required to purchase to start their business after completion of the pre-requisite Wine Work

Tasting Notes A description of the specific flavors of the wine and other related information. The wines appear in the order in which they should be tasted.

Taste of the Business Meeting A local or regional meeting sponsored by local leaders to introduce the Wines for Humanity business opportunity.

Team All Active Wine Advisors in a Wine Advisor's Downline First through Third Line

Third Line All Wine Advisors directly recruited by a Wine Advisor's Second Line.

Upline The Wine Advisor's Recruiter and above. For example, the Wine Advisor who sponsored you and the Wine Advisor who recruited your recruiter are your Upline

Wine Tasting A private gathering at which wine is tasted and discussed with the express purpose of sharing the enjoyment and increasing the Guests' knowledge of fine wine. Any Tasting where WfH Sample Sets are used is by definition a Wines for Humanity Wine Tasting.

Wine Tasting Observation Form and Bonus Recruiter will observe the new recruit's presentation, share the observations and coach to help performance. Submit the observation form and bonus form for fee. Submit both forms to Anton, submit only Observation form to Carol carol@winesforhumanity.com

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