

MLM Company Profile: Creative Memories



**** Trademark of Creative Memories

Creative Memories

Copyright Jeffrey Babener www.mlmllegal.com

Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

In Montana in January, 1987, Rhonda Anderson was teaching a mother's group how to preserve photos of family and events. She was shocked to realize that most of the women kept their keepsakes stuffed in drawers or boxes. To help them organize their memories, Rhonda placed a call to a Minnesota photo album manufacturer and ordered 40 albums. These were the same albums that Rhonda loved to use.

www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com

Creative Memories' executive, Cheryl Lightle and Anderson corresponded together on the phone after hours and spoke of a company that would enable everyone to save their precious memories. July, 1987 was when their first consultant signed on.

Cheryl Lightle was once an unemployed, single mom. Although she is co-founder of Creative Memories, she has also written her own book titled "Creative Memories: The 10 Timeless Principals Behind the Company that (www.mlmllegal.com) Pioneered the Scrapbooking Industry". The book highlights her success in business, which also applies to other areas of people's lives:

- *Maintain continual business and personal growth*

- *Preserve integrity and credibility*
- *Communicate clearly and concisely*
- *Make sound, consistent business decisions*
- *Create checks and balances for all company practices*
- *Define your own leadership style and direction*
- *Protect your relationships with customers and colleagues*
- *Develop new ideas and initiatives that encourage business growth*

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

These two women founded the Company in 1987 in St. Cloud, Minnesota. On the Mississippi river is home to a 316,000 square-foot manufacturing plant and distribution center. The Antioch Company, Creative Memories parent company, is located in Yellow Springs, Ohio.

Impact on the Industry

The original Company name was “Shoebox to Showcase”.

Creative Memories and its consultants have donated over three million dollars to the Alzheimer’s Association since 2002.

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

Creative Memories also publishes a bimonthly magazine called *Lasting Moments*.

Creative Memories has laid the foundation for scrapbooking since its founding and has set the standard that others still follow today.

Creative Memories is a member of the DSA.

Discussion of Products

Creative Memories offers a variety of products that include scrapbooking, personalized albums, photo-safe albums, and accessories.

All of Creative Memories’ products are handcrafted (www.mlmlegal.com) using photo-safe materials, with reinforced edges, acid free paper and include products that are lignin free, bleed resistant, fade resistant, and buffered. Creative Memories also sells just about anything you can imagine that you’d need for scrapbooking, including stickers, paper, pens, organizers, and cropping tools.

Discussion of Opportunity

Consultants are able to earn the following:

Consultant Earnings Chart

Monthly Sales	=	Consultant Earnings 30% profit	Product Certificates	Consultant Rebates	Consultant's Monthly Earnings	Leader Rebates	Leader's Monthly Earnings
\$400	=	\$120			\$120		
\$800	=	\$240			\$240		
\$1,000	=	\$300	\$50		\$350		
\$1,500	=	\$450	\$50	\$75 (5%)	\$575		
\$2,000	=	\$600	\$50	\$200 (10%)	\$850	\$100 (5%)	\$950
\$3,000	=	\$900	\$50	\$450 (15%)	\$1,400	\$150 (5%)	\$1,550

Leader benefits are illustrated as shown:

Leader Benefits

There are six levels of leadership you can achieve with Creative Memories. When you build a team by recruiting people and they recruit people and so on, you'll begin to earn a commission from your team's sales. As a Leader, you also have the opportunity to receive additional bonuses.

	Unit Leader	Senior Unit Leader	Director	Senior Director	Executive Director	Senior Executive Director
First-line commissions	8%	10%	11%	12%	13%	14%
Second-line commissions	4%	4%	4%	5%	6%	6%
Third-line commissions	1%	1%	2%	2%	2%	2%
Group volume bonus	Earn up to a \$500 bonus on monthly group volume sales.					
Promotion bonus	Earn an additional \$1,000 bonus for a personal leader promotion.					

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

Discussion of Distributor Base and Sales Volume in U.S.

Creative Memories teaches millions of people worldwide how to scrapbook. The company's website states that the company is now a multi-million dollar business. Creative Memories is an employee-owned organization.

Creative Memories operates in more than ten countries worldwide, including the US, Australia, Austria, Canada, Germany, Japan, New Zealand, Puerto Rico, South Africa, and the UK. Creative Memories has tens of thousands consultants worldwide.

Company Website:

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

www.mlmlegal.com