TOP U.S. INTERNSHIP OF 2019

Dr. Ralph Brigham and Southwestern Advantage were selected as co-recipients of the 2019 Charles F. Kettering Award.

Each year, Cooperative Education & Internship Association (CEIA) recognizes one recipient of the Charles F. Kettering Award for excellence in industry, business, or government internship/cooperative education programs. CEIA is the national leader in cooperative education and internship program management.

This award comes with the distinction of being the top rated internship/cooperative education employer in the nation providing outstanding resources and service to college students and the profession. Southwestern Advantage joins a prestigious group of past winners including IBM, NASA, Walt Disney, AT&T, PriceWaterhouseCoopers, Bloomingdale’s, Ford, and General Motors.

From startups to Fortune 500s, WayUp helps over 20,000 companies connect with interns and entry-level employees. Each year, WayUp ranks the best internship programs in the United States. Southwestern Advantage was selected by their panel of industry expert judges and thousands of public votes as one of 2019’s top 100 internship programs in the nation.

nationalInternday.com/top100-2019
Southwestern Family of Companies—30+ companies serving businesses and consumers through financial services, consulting, real estate, fundraising, insurance, direct sales, executive placement, and more.

Southwestern Advantage is the founding company, providing America’s oldest entrepreneurial program for university students. Participants of the program regularly find career opportunities within Southwestern Advantage and our Southwestern Family of Companies.

We never know the impact a single conversation can have. My career here began in 1974 when a fellow student at Harvard told me about Southwestern Advantage. Little did I know, that would be the start of a rewarding career, countless friendships, and where I would meet my wife of 40+ years.

This booklet provides an overview of who we are, our history, and some reasons that hundreds of thousands of students have found our program appealing. For some, the idea of spending a summer during college or university in a sales and leadership development program often seems quite out of the ordinary. For others, it’s clear how it would apply to their future goals. One thing I can say with conviction is that even looking into the program shows a great deal of far-sightedness and a willingness to accept a challenge. For those selected, our program is the single most difficult line of work that they could choose for their summer. However, the rewards in terms of experience, community engagement, and self-development can extend far into a young person’s future.

Please look through the enclosed materials which are intended to answer the most common questions about our company, products, and program. Should you have further questions, please call us at 1-888-602-7867. Additional information is readily available, as we believe in the importance of a transparent dialogue. Also, you can learn more about Southwestern Advantage by visiting our website and connecting to our social channels.

Sincerely,

Dan Moore
President
Program Overview

Since 1868, Southwestern Advantage has offered a sales & leadership program that gives university students a way to better afford their degrees, gain entrepreneurial skills, and build character. Each summer, a sales force of over 1,500 independent student reps market an educational learning system to families across the US & Canada.

Southwestern Advantage empowers university students with the tools, training, and coaching they need to build their own businesses and gain transferable life skills. Our early learning, homework help, and SAT/ACT resources help millions of children excel—both in school and in life. Student reps meet with families for short consultative visits to discuss education and show a line of websites, apps, and books that help families reach their academic goals.

**WHY DOOR-TO-DOOR?**

We believe that when we expand our comfort zones, we learn more, gain more, and make a bigger impact. Communication skills, success principles, and empathy are best-developed face-to-face. Student Reps learn how to deal with judgmental types, neutral types, and supportive types—all of which are common in every line of work, as well as life. The amount of emotional maturity that is developed through going door-to-door is unmatched by traditional summer jobs or office internships. We also believe that investing in education should be more than just a transaction—it should be an experience for the family. A university student having an encouraging face-to-face conversation about academics at the kitchen table is an experience parents value for their kids.

There is an incredible amount of fun and perspective to be gained by individuals willing to step outside their comfort zone of friends and relatives (people who typically think and act the same as they do) to visit with families from different walks of life. If a day comes when we discover a better way of helping young people gain the same amounts of character and entrepreneurial skills—while serving as many families as we do over a summer break—we’ll change our methodology. The reason our program has worked for over 150 years is because it’s built on timeless principles, not procedures.

There are countless ways to earn money, to learn about yourself and the world around you, and to grow by serving—but the way to earn, learn, and grow the most is by going door-to-door. We believe in doing what others won’t, to enjoy the opportunities that others don’t.

**EVERYTHING IS EARNED**

Your university does not guarantee you good grades. Your professors and faculty only give you knowledge and suggestions on how to succeed in your courses. Your results are determined by how hard you choose to work, study, and apply their advice.

Our program is the same way.

Coaches and leaders give you the knowledge, tools, and training that tens of thousands of students have used to succeed in the summer. Your results are determined by how hard you choose to work, study, and apply their advice.

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CAMPUSES AROUND THE WORLD REPRESENTED IN 2019

OVER 240 CAMPUS REPRESENTED SINCE 1868
AS STUDENTS GET OLDER, THEY GET BUSIER
Extracurriculars take up afternoons & evenings, and finding time for homework gets tougher each year. Remembering all the “8am how-to” during your “8pm study time” isn’t easy and Honor students are typically the busiest.

COMMON CHALLENGES
• Parents get frustrated helping with homework
• Methods have changed
• If you don’t use it, you lose it
• Web searches include unreliable sources

BOOKS, WEBSITES & APPS
designed to prepare kids for school in a fun way—developing both classroom knowledge & life skills

NATIONAL GEOGRAPHIC
Family BIBLE Library
Trans-denominational Bible stories that focus on 36 building blocks of character for the entire family

THE PRINCETON REVIEW IS #1 AT GETTING STUDENTS INTO TOP COLLEGES
College Entrance Advantage is based on the same methodologies used in Princeton Review classrooms

Visit tiny.cc/howtouseadvantage for a short video showing how to use our system.

SW ADVANTAGE ONLINE.COM
The world’s most comprehensive system of apps and websites dedicated to educating preschoolers through parents.
Sales School

Students complete a week of training in Nashville before relocating to their sales localities. Sales School is designed to be both rigorous and enjoyable. We want students to be thoroughly prepared for running their own small businesses.

Training topics include effective face-to-face communication, fundamentals of running a small business, safety, money management, product knowledge, self-coaching and more.

Over the course of a week, students will role play hundreds of selling situations before visiting their first prospects of the summer.

SAFETY IS OUR #1 PRIORITY

In our training, students learn...
- how to spend their time visiting with families
- what to do in the rare event of an emergency
- which homes to visit and homes to skip
- to check-in with local authorities upon arrival to exchange contact information and receive any required business licensing
- to participate in a regular coaching calls with a team leader
- to avoid low income and disadvantaged areas

Female students have additional safety training. Topics include how to set evening appointments, host family relationships, and not entering a prospect’s home unless the mother is visibly present.

Students are told honestly about the challenges facing them, are provided with effective sales strategies, have practice sessions with feedback, and develop supportive relationships with their peers and leaders. Students learn goal setting, critical thinking, and a strong work ethic.

MYRNA P. HOOVER
DIRECTOR, FLORIDA STATE UNIVERSITY CAREER CENTER
Summer Experience

HOST FAMILY
Host homes are preferred as a means to keep expenses low and for extra safety. Students typically live together in groups of two to four depending on the accommodations of the host and the location where they will be running their business.

WORKING PROFESSIONALLY
All participants are trained on how to build professional relationships with local law enforcement and city officials in their sales community.

SERVING FAMILIES
We believe that investing in education, whether big or small, should be more than just a transaction—it should be an experience for a family.

Student reps spend their days visiting families, learning about their academic goals. By understanding their situation, reps are able to determine which combination of products would best fit that family.

Whether or not the parents decide to become clients, reps are taught to add value at every home by...
• prompting reading and learning to younger kids,
• having encouraging conversations with students about their education, and
• sharing helpful information with high school students about preparing for college.

Visits are short and upbeat, and typically end with the families sharing recommendations of local neighbors, friends, and families to see next.
Leadership Experience

START YOUR CAREER WHILE STILL AN UNDERGRAD

Top performing undergrads have the opportunity to become employees who lead sales organizations and earn stock options, insurance, and full benefits before graduation.

Building People, Building a Business

Spencer Hays, our late Executive Chairman, famously said, “You don’t build a business. You build people, and people build a business.” In their second year and beyond, Students learn in-depth how to lead their peers through the intense challenges and rewarding experiences that our program offers.

Student Leaders receive extensive and proven personal mentorship from someone who has “been there, and done that.” They are carefully selected, not only for their expertise, but for their dedication to helping young people develop the skills, and the character, they need to achieve their goals in life.

DID YOU KNOW...

For multiple years, Southwestern Family of Companies has been recognized by Nashville’s leading newspaper, The Tennessean, as a “Top Workplace.”
A Year-Round Experience

Participants relocate to communities across the US and Canada to run their businesses during the summer. Throughout the year, meetings, award ceremonies, and incentive trips are held all around the world.
**Highlights**

**TOP INTERNSHIP**
- Recipient of 2019 Charles F. Kettering Award—The Top Rated Internship in the U.S.
- WayUp Top 100 Internship in the U.S. (2019)

**BEST IN BUSINESS**
- Twice named a “Best In Business” award winner by Nashville Business Journal for accelerated growth and community impact

**PRODUCT PARTNERS**
- Product partners with National Geographic, Princeton Review, and McGraw-Hill
- Books, websites, and apps designed by a national board of top educators to fit the needs of public, private, and homeschool curriculums

**AVOID STUDENT LOAN DEBT**
- Each year, many students use their Southwestern Advantage experience, and income, to graduate with less student loan debt. As of 2019, the average five-year cumulative income of U.S. participants is $137,070
- For more info: southwesternadvantage.com/disclosure

**ETHICAL COMMERCE**
- An accredited and charter member of the Better Business Bureau of Middle Tennessee since 1961 with an A+ rating
- Recipient of the BBB Torch Award for Ethical Commerce

**DSA**
- Leading member of the Direct Selling Association, holding direct sales companies accountable to ethical business practices and DSA Code of Ethics
- Recipient of the DSA Education for Life Award
- Southwestern Advantage President Dan Moore elected to DSA Board of Directors
- 2 DSA Hall of Fame Winners & 1 Circle of Honor Winner

**CLIENTELE**
- Approximately 150,000 families invest in Southwestern Advantage products each summer

**Notable Alumni**

Over 200,000 students from over 1,600 campuses have participated since 1868

- **Chip Gaines**
  - HGTV’s Fixer Upper

- **Kevin Stitt**
  - Governor of Oklahoma

- **Marsha Blackburn**
  - U.S. Senator, Tennessee

- **Stephanie Lundquist**
  - VP of HR, Target

- **Apu Mody**
  - CEO of Lenny & Larry’s; Former President of Mars, Inc.

- **Marsha Blackburn**
  - U.S. Senator, Tennessee

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- **Larry Wilmore**
  - Actor, Producer, Comedian

- **Mac Anderson**
  - Founder of Successories, Simple Truths & Inspire Kindness

- **Bill Fagerbakke**
  - Actor, voice of Patrick Star

- **Dita Přikrylová**
  - CEO & Founder, Czechitas; Forbes 30 under 30 Winner

- **Jaak Roosaare**
  - Investor, Best-selling Author, Founder of EI Ventures

- **Kimberly Ritzer**
  - Founding Leader & VP of Sales, Evereve

- **Ronnie Musgrove**
  - Former Governor of Mississippi

- **Emily Woods**
  - Co-Founder of Sanivation; 2016 Forbes 30 under 30 Winner

- **Jon Yarbrough**
  - Forbes 400

- **Stephen Fitzpatrick**
  - Founder and CEO of OVO Energy; 2018 Green Entrepreneur of the Year (UK)

- **Timo Rein**
  - Co-founder of Pipedrive CRM

- **Chinh Chu**
  - Co-Founder; Co-Exec. Chairman of CF Corp, Former Managing Director of Blackstone Group, LLC

- **Max Lucado**
  - Best-Selling Christian Author

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- **CHIP GAINES**
  - HGTV’s Fixer Upper

- **KEVIN STITT**
  - Governor of Oklahoma

- **MARA BLACKBURN**
  - U.S. Senator, Tennessee

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  - Former Governor of Mississippi

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  - Co-founder of Pipedrive CRM

- **CHINH CHU**
  - Co-Founder; Co-Exec. Chairman of CF Corp, Former Managing Director of Blackstone Group, LLC

- **MAX LUCADO**
  - Best-Selling Christian Author

- **Over 200,000 students from over 1,600 campuses have participated since 1868**
**JOE OUTLOOK SURVEY**

Attributes Employers Want to See on New College Graduates’ Resumes

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>% OF RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem-solving skills</td>
<td>82.90%</td>
</tr>
<tr>
<td>Ability to work in a team</td>
<td>82.90%</td>
</tr>
<tr>
<td>Communication skills (written)</td>
<td>80.30%</td>
</tr>
<tr>
<td>Leadership</td>
<td>72.60%</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>68.40%</td>
</tr>
<tr>
<td>Analytical/quantitative skills</td>
<td>67.50%</td>
</tr>
<tr>
<td>Communications skills (verbal)</td>
<td>67.50%</td>
</tr>
<tr>
<td>Initiative</td>
<td>67.50%</td>
</tr>
<tr>
<td>Detail-oriented</td>
<td>61.10%</td>
</tr>
<tr>
<td>Flexibility/adaptability</td>
<td>60.70%</td>
</tr>
<tr>
<td>Technical skills</td>
<td>59.80%</td>
</tr>
<tr>
<td>Interpersonal skills (relates well to others)</td>
<td>54.70%</td>
</tr>
<tr>
<td>Computer skills</td>
<td>48.70%</td>
</tr>
<tr>
<td>Organizational ability</td>
<td>48.70%</td>
</tr>
<tr>
<td>Strategic planning skills</td>
<td>39.30%</td>
</tr>
<tr>
<td>Creativity</td>
<td>29.10%</td>
</tr>
<tr>
<td>Friendly/outgoing personality</td>
<td>27.40%</td>
</tr>
<tr>
<td>Tactfulness</td>
<td>22.20%</td>
</tr>
<tr>
<td>Entrepreneur skills/risk-taker</td>
<td>19.70%</td>
</tr>
<tr>
<td>Fluency in a foreign language</td>
<td>4.30%</td>
</tr>
</tbody>
</table>

**MONEY IS TEMPORARY—EXPERIENCE AND SKILLS LAST A LIFETIME**

You will get an experiential education—skills and knowledge not taught in a classroom.

**HOW ARE YOU SETTING YOURSELF APART FROM YOUR PEERS?**

Doing something different distinguishes you.

**SUCCESSFUL CANDIDATES ARE ABLE TO DEMONSTRATE UNIQUE EXPERIENCE & WORK ETHIC**

**MASTER ATTRIBUTES YOU MAY OTHERWISE NOT BE EXPOSED TO**

**WHAT ARE SOME TRANSFERABLE COMMUNICATION SKILLS THAT YOU’RE GAINING AT SOUTHWESTERN ADVANTAGE?**

**LET’S GET SPECIFIC...**

- **VERBAL** – expressing new ideas to thousands of families face-to-face
- **ACTIVE LISTENING** – asking families questions that determine specific educational needs
- **IDEA EXPRESSION** – explaining intangible benefits of products
- **FACILITATING GROUP DISCUSSION** – leading meetings and training sessions
- **DEALING WITH DOUBT** – helping both prospects and co-workers past hesitations or concerns
- **NEGOTIATING** – finding mutually beneficial terms in a professional setting
- **PERCEIVING NONVERBAL SIGNALS** – interpreting body language in a selling situation
- **EXpressing Nonverbal SIGNALS** – connecting with people using constructive body language
- **persuading** – successfully converting a stranger into a client within 30 minutes
- **EXTRACTING DETAILS** – asking questions that get to the core of a prospect’s issue
- **EXTRACTING DATA** – learning unique information that helps you understand a prospect’s situation
- **Problem solving** – independently thinking on your feet without the help of a supervisor
- **DEVELOPING RAPPORT** – quickly building trust with a stranger
- **COOPERATION** – achieving significant goals with people of different backgrounds & personalities
- **PROFESSIONALISM** – representing a company in a favorable way to a new audience
- **ASSERTIVENESS** – demonstrating confidence despite adversity
- **TEACHING** – helping co-workers understand a new concept
- **DELEGATION** – empowering a co-worker with new responsibility
- **MOTIVATING** – leading yourself and others through a new challenge
- **LEADING** – doing first what you ask of others
- **COACHING** – giving technical advice that directly improves a teammate’s performance
- **COUNSELING** – listening and encouraging a teammate in a way that helps them overcome a challenge
- **COLLABORATION** – being involved in decisions that positively impact the growth of an organization
- **REPORTING DATA** – interpreting statistics, explaining what the numbers are saying
- **PLANNING AND RESEARCH** – conceptualizing future needs and proactively offering solutions
- **INITIATING NEW PRACTICES** – using sequential knowledge to grow professionally
- **ORGANIZATIONAL LEADERSHIP** – helping a group develop each of the skills listed above

**HOW DO THESE SKILLS COMPARE TO OTHER PROFESSIONAL OPPORTUNITIES FOR COLLEGE STUDENTS AND RECENT GRADS?**

**HOW CAN THESE SKILLS OPEN DOORS TO FUTURE OPPORTUNITIES?**

**DID YOU KNOW...**

most students are eligible for 3-9 hours of transfer college credit via Trevecca Nazarene University.

**Source:** Job Outlook 2018: National Association of Colleges and Employers
AN UNMATCHED NETWORK OF OPPORTUNITIES

Sometimes an internship can create an opportunity at one company. Our program creates opportunities throughout an entire family of companies and a worldwide network of alumni. All students who perform well in our program are guaranteed interviews with our family member companies after graduation or an opportunity to become a leader of Southwestern Advantage.

Since 1855, Southwestern Family of Companies has invested in purpose-driven people who are inspired to build principle-guided businesses that impact the world.

As America’s oldest direct selling company, university students from all over the world run their own business during their summer breaks selling an integrated learning system to families in their homes.

Designated sponsor of summer work travel programs through the U.S. State Department. Engages in the recruitment of International students to come to America for cultural travel, work and training opportunities.

A full-service residential real estate brokerage that ensures a high level of service to clients through selecting only those agents who have a strong track record of success in direct sales.

A global sales enablement and transformation practice. Working with organizations to support both long-term sales strategy and implementation of the sales programs.

The largest and most respected fund-raising company in America. Has helped raise nearly $5 billion for schools and non-profit organizations.

Pat Summitt Leadership Group provides the people they serve with a source and resources for stellar, championship education and inspiration. They are committed to protecting and honoring Pat Summitt’s values and philosophies. Their lines of business include publication, education/training, and film.

A full service travel agency providing unique travel experiences to clients all over the world. Services include planning educational tours, corporate meetings and incentives, tours and activities.

High quality inspirational apparel, gift products, home decor, and jewelry for all ages.

Finish Strong provides apparel, products, and programs to inspire and reinforce the power of choosing to Finish Strong.

The CEO of Southwestern Family of Companies joined the company after graduation and has been with the company ever since.

The President of Southwestern Travel Group joined the company after graduation and has been with the company ever since.

The President of Southwestern Advantage joined the company after graduation and has been with the company ever since.

The Managing Director of SBR Consulting joined the company after graduation and has been with the company ever since.

President of Southwestern Advantage
Southwestern Medicare is a Medicare supplement insurance agency contracting with over a dozen major insurance carriers. The goal is to educate people about the Medicare process, shop and compares rates to guarantee the lowest cost of coverage for clients.

Buzz Stone
Founding Partner of Southwestern Medicare

David Sensing
Manager of Southwestern Tax Services

Tax professionals with years of experience filing and representing clients during IRS audits.

David Stuart
President of Southwestern Insurance Group
Southwestern Advantage Alumnus

Providing the highest caliber of property and casualty insurance through a consultative relationship.

Chris Capen
President of Southwestern Publishing House

An award-winning cookbook publishing company for non-profits, companies, and individuals. Services include editorial, consulting, professional training, and distribution.

Since 2002, City Saver has been helping schools raise money by connecting families to local merchants with their popular coupon books and smartphone apps.

Tom Beach
Founder of City Saver

Hans Schlegel, CPC
Partner
Southwestern Advantage Alumnus

Ben Kessler
Recruiter
Southwestern Advantage Alumnus

Priit Suitslepp
Recruiter
Southwestern Advantage Alumnus

SOUTHWESTERN BUSINESS DEVELOPMENT CENTER

Our vision is to add five or more new companies to our family each year for the next thirty years. Our business development center provides the resources to create entrepreneurial opportunities for individuals who prefer to run a company rather than go to work for one.

Recently launched companies:

SOUTHWESTERN CAREER SERVICES

Companies are eager to employ alumni of our program because of their skill set and proven track record. Upon graduation, each student who completes one or more summers in the program has full access to our professional placement team at Southwestern Career Services. This team is comprised of alumni of our program who help with grad school applications, building resumes, interviewing effectively, gathering letters of recommendation, and above all – finding matches between candidates and careers.

Alumni have free access to Southwestern Career Services for life. Learn more at https://thinkingahead.com/specialty/sales/
A HISTORY OF GIVING BACK TO COMMUNITIES IN NEED

In 2011, our 'Share The Advantage' initiative began, seeking out organizations and individuals who are dedicated to impacting communities with long-term solutions. Share The Advantage allows students to donate a small portion of their profits to a service project during their annual incentive trip or to organizations in their hometowns. Over the years, the initiative has helped 26 organizations including orphanages, daycares, parks, schools, special needs centers, a school of music, a school for the deaf and mute, and families with difficult circumstances.

SHARE THE ADVANTAGE—SERVICE PROJECTS
During our incentive trips, site visits are held so that students can visit the organizations that benefit from their donations and interact with the staff and kids.

In addition to the North American Service Projects, our European teams hold charity events, too. Students from Estonia, Latvia, Lithuania, Poland, and Slovakia spend a day going door-to-door collecting donations for those in need.

One team spent their service day at a children’s orphanage in Huhghada, Egypt. Faces were painted, games were played, stories were read, and gifts passed out. Team members represented Bulgaria, Czech Republic, Kazakhstan, Hungary, and Moldova.

Additionally, a charity 5k was held in Prague to profit a local children’s organization Dum Tri Prani (The House of Three Wishes).

PARTNERSHIPS
END SLAVERY TENNESSEE
Southwestern Advantage is honored to have an official partnership with End Slavery Tennessee. Now when families purchase our products, they support the fight against human trafficking.

UNITED WAY
Southwestern Advantage is a corporate partner with United Way of Metro Nashville.
Over the past 45 years, Dan has been an invaluable asset to Southwestern, from his days as a door-to-door salesman while an Ivy League college student to his current tenure as the president of the oldest direct-sales company in America, known as the training ground for countless successful salespeople and entrepreneurs.

As a board member of the Southwestern Family of Companies, Dan has helped to develop Southwestern’s company portfolio to include 30+ individual companies and has trained more than 100,000 sales professionals. Having graduated with honors from Harvard University in only three years and earning his MBA at Vanderbilt, Dan possesses a wealth of knowledge on successful product and people development, sales promotion and training, general management, and entrepreneurship.

Tune in every Wednesday to catch the latest from Dan Moore and his roster of the nation’s top business thought leaders.

Guests have included... Dave Ramsey, Gloria Mayfield Banks, Stedman Graham, and Ellen Petry Leanse.

Avoid Debt, Begin Investing

YOUR INSPIRATION IGGITED

Running a small business in college is not for everyone. **NEITHER IS STUDENT LOAN DEBT.**

Four year degrees now come with an average of nearly $30,000 in student loan debt.* Our program began in 1868 as a way for young people to afford a higher education. The same opportunity exists today.

Tune in every Wednesday to catch the latest from Dan Moore and his roster of the nation’s top business thought leaders.

These are a few Southwestern Advantage participants who have recently graduated with zero student loan debt.**

THE 8TH WONDER OF THE WORLD IS COMPOUND INTEREST.

Students with little to no debt create the opportunity for themselves to begin investing as a young person. How would starting a ROTH IRA, building portfolios, and owning property while still in your 20s impact your 30s and 40s? We even have financial planning, tax planning, and real estate companies that can help with that, too.

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Average Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st-time participant</td>
<td>$ 70,177.4</td>
</tr>
<tr>
<td>2nd–time participant</td>
<td>$ 142,459.1</td>
</tr>
<tr>
<td>3rd–time participant</td>
<td>$ 212,327.4</td>
</tr>
<tr>
<td>4th–time participant</td>
<td>$ 221,419.2</td>
</tr>
<tr>
<td>5th–time (or more) participant</td>
<td>$ 584,356.04</td>
</tr>
</tbody>
</table>


** http://southwesternadvantage.com/disclosure

* Students with little to no debt create the opportunity for themselves to begin investing as a young person. How would starting a ROTH IRA, building portfolios, and owning property while still in your 20s impact your 30s and 40s? We even have financial planning, tax planning, and real estate companies that can help with that, too.

% Rate of Return = # OF YEARS FOR INVESTMENT TO DOUBLE

72
Southwestern Advantage is the oldest direct selling company in America, with additional income opportunities for participants in their second year and beyond.

The profit of first-year participants comes 100% from the direct selling of educational products. After their first year, participants continue direct selling and have the option to also build a team, if they choose. They receive no income for recruiting but only from the sales results of their team. This additional income is paid by the company and does not reduce the profit of their team members in any way.

MLM companies typically charge their participants membership or sign-up fees and many have product purchase requirements. As a direct selling company, Southwestern Advantage does not. We have no quotas, and all initial sales supplies & materials are purchased by the company and provided to participants free of charge.

DIRECT SELLING

Direct selling is marketing goods and services directly to consumers outside of a physical retail establishment or at the consumer’s home.

Products are typically demonstrated face-to-face or at product parties. Product orders are purchased at wholesale and sold to consumers at retail. The profit margin between wholesale and retail belongs to the direct seller.

MULTI-LEVEL MARKETING (MLM)

Multi-level Marketing is recognized by the Federal Trade Commission as a legal business model in which a representative’s income includes both their personal sales and a percentage of their personal team’s sales. Typically MLM recruiters are also the product consumers, and joining often requires the purchase of a start-up kit.

PYRAMID SCHEME

All pyramid schemes are illegal.

Pyramid schemes compensate participants primarily for recruiting new participants, rather than for selling products.

Fact: We’ve worked with the Direct Selling Association in support of laws passed in 24 states that expose illegal pyramid schemes and protect consumers.
Southwestern changed the trajectory of my life. My first year taught me the skills and honed the habits of time management and self-discipline that made university rather easy for me. Suddenly, studying and making top grades was achievable. My second year, I learned how to impact those around me. Upon returning to university, I was given many leadership positions and, because I knew how to manage my time, I could help make huge changes around campus. Three years inspired me to never settle for less than my best. So, I found a nine-month internship aboard a ship traveling the world where I discovered my passion for social impact on the poorest communities around the world. After four years with Southwestern, I also had plenty of money to pay for trips with Engineers Without Boarders to design water supply systems in Cameroon, and trips with Living Water to drill water wells in Central America. By my 5th year with Southwestern, I was leading an entire organization of about 60 college students.

This intense “non-engineering” experience made me such an intriguing graduate that I never applied for a single job but was approached and offered numerous engineering management jobs. While many of my classmates were searching for any engineering job, I got to pick from a list of exciting offers. I finally choose to work for Georgia Tech Research Institute as a research engineer for sustainable technology in third world countries. I implemented and evaluated emergency water treatment systems from around the world. I did consult work for Yellowstone National Park, living there, analyzing renewable technologies and water conservation for them. And I helped design a way of sanitizing human waste using solar power. This last endeavor led me to receive a grant from the Chilean government to move down to Santiago to implement and test my technology. So at 24 years old, I started my own company, lived abroad in Chile, tested my own technology, all for people without any kind of sanitation who make less than $2 a day.

All of my success I can truly trace back to working with Southwestern Advantage. There is nothing that has or could have prepared me better as an engineer. I use the skills, character, and habits I learned with Southwestern every day of my life. Most of my classmates who did “engineering” internships or co-ops “in their field” spent most of their summer waiting or working each day with integrity but not quitting. It was “hitting the wall,” which they all did (including me) that provided the opportunity for their true self to be identified, developed, and forged in the dark and difficult depths of that unique “end of themselves” experience on a curb somewhere where they then, got up and kept going. Now, they know who they are, what they can do, what their purpose is, and they possess an inner drive. No, it is simply natural for others to follow, and they do...the essence of leadership. People want to follow commitment and strength like that. Who else has it?

I have always thought that the purpose of the first summer is simply to get to the second and to then sell on a deeper plane and to recruit where there is another “wall” to penetrate, to conquer. It’s certainly more challenging (and rewarding) to sell the Southwestern experience than it is to sell the books.

I hope you are able to teach, sell, challenge and to motivate as many as possible. God truly used Southwestern Advantage to change my life.

STEVE BARNETT
ASBURY COLLEGE ALUMNUS

My experience the past 6 years has been transformational. I heard about Southwestern as a freshman in college from a corporate recruiter on my campus, and I interviewed. I was intrigued by the opportunity to travel, learn to run a business, make a lot of money, and diversify my resume. I was nervous because I didn’t know anyone from my campus who had been selected or ever worked with Southwestern, and my parents were naturally a bit skeptical. When my mom realized she had interviewed for the same position when she was in college, she supported me in making a decision. I am extremely grateful for my parents empowering me with my decision independently of whether or not THEY THEMSELVES would have sold books with Southwestern. In my 6 summers selling books, I have learned more about myself, people, and communication than I could have imagined. I have made the most incredible friends and met my future spouse. In my experience, working each day with integrity and putting in my numbers yielded successful sales years, though the most challenging part each summer has been accepting things I cannot control! Even more rewarding than selling books, though, has been the recruiting aspect. I receive the most when I give the most, and I’ve had the opportunity to practice servant leadership in this job. The most incredible piece of my Southwestern experience is the mentorship from my student manager, my sales manager, and company employees such as the president. My life today is an incredible testament to my time working with Southwestern!

EMILY WOODS
GEORGIA TECH ALUMMA
CHEF ENGINEER & CO-FOUNDER AT SANIVATION

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IS THE SOUTHWESTERN ADVANTAGE PROGRAM RIGHT FOR YOU? ARE YOU RIGHT FOR THE SOUTHWESTERN ADVANTAGE PROGRAM?

All candidates complete a 3-day interview process to determine if the program and the person are a good fit for each other. Below is some information that will be helpful in making that mutual decision. Each of the sources will take you directly to where the answer to the question can be found.

What is our rating on Glassdoor? tiny.cc/swaglassdoor

What is our rating on Indeed? tiny.cc/swaindeed

What is our rating on Better Business Bureau (BBB)? tiny.cc/swabbb

What is our rating on Google? tiny.cc/swagoogle

List a fact from the first paragraph of our company overview: southwestern.com/companies/southwestern-advantage

Notes and Questions

Star (*) the fact you found most-interesting from our Highlights on page 16:

Which student’s story did you find most interesting: tiny.cc/swastudentstories

What did you take away from page 29?

List three to five skills that could be gained through Southwestern Advantage that would help you reach your goals: see pages 18-19

Southwestern taught me the skill of creating and manifesting a vision for my own life by setting high goals, using positive self-talk, and holding myself accountable.

DUSTIN HILLIS
CEO OF SOUTHWESTERN FAMILY OF COMPANIES
Southwestern Advantage Alumnus
TOP U.S. INTERNSHIP OF 2019

Dr. Ralph Brigham and Southwestern Advantage were selected as co-recipients of the 2019 Charles F. Kettering Award.

Each year, Cooperative Education & Internship Association (CEIA) recognizes one recipient of the Charles F. Kettering Award for excellence in industry, business, or government internship/cooperative education programs. CEIA is the national leader in cooperative education and internship program management.

This award comes with the distinction of being the top rated internship/cooperative education employer in the nation providing outstanding resources and service to college students and the profession. Southwestern Advantage joins a prestigious group of past winners including IBM, NASA, Walt Disney, AT&T, PriceWaterhouseCoopers, Bloomingdale’s, Ford, and General Motors.

From startups to Fortune 500s, WayUp helps over 20,000 companies connect with interns and entry-level employees. Each year, WayUp ranks the best internship programs in the United States. Southwestern Advantage was selected by their panel of industry expert judges and thousands of public votes as one of 2019’s top 100 internship programs in the nation.

nationalInternDay.com/top100-2019