

THE CITY SALESMEN'S CLUB  
Selegram



**Meeting Date:** May 4, 2021

Location: Hoover Country Club

Presiding: Andy Evans

Prayer, Pledge, & Creed Led by: Gary Sheffer

**GUESTS:** Mandy was brought by Alex Casey

**THANK YOUS:** Started by Michael Weber

**HEALTH REPORT:** Sidney Wehby's brother-in-law had a heart attack and is having surgery.

**APPROVAL OF LAST WEEKS MINUTES:** Approved as submitted.

**SECRETARY'S REPORT:** 3<sup>rd</sup> and final reading for Loren Stiffler with Valor Home Products. They sell vacuum cleaners, air purifiers, and central vacs. Club sponsor is Joseph Habshey. Birthdays: Mark Vance (5/7).

**TREASURER'S REPORT:** None.

**MEMBERSHIP REPORT:** Bring more people who you think would be a good fit with the Club.

**ATTENDANCE REPORT:** About 47 (per Andy Evans).

**PRESIDENT'S REPORT:** A sample ballot for the upcoming elections has been mailed out by Hank Spencer.

**SOCIAL ACTIVITIES:** SOCIAL DISTANCING! WEAR MASKS! STAY COVID-FREE!

**PROGRAM:** Julie Seals with Opulenza spoke to the Club. Mike and Julie have been married for 37 years, and Mike is the COO of Opulenza. Direct sales is how the company operates. The ladies who decide to join are the ones who become the coach and mentor for the people under them. You get a 30% commission on what you sell, and you can then make a percentage of the sales for the people you recruited. Mike helped out a ton with the business aspect of everything when the company was first getting started. Julie handles the sales and marketing. October 2016 is when Opulenza first started. 8 women were brought on as founders. They started out on Shopify and then grew to their own website ([www.opulenzadesigns.com](http://www.opulenzadesigns.com)). Started out with 50 women at the first conference; that grew to 200 women, so they hired a consultant; and then hired a national sales director. At the start of Covid there was only 1 online sales rep, and now the company has grown to over 750 total reps! How did this happen? A lot of mothers had to stay home with children so it provided them an opportunity to join Opulenza while working from home. Two of the partners were bought out this past year and then silver double in price. This increased prices, but it also increased commissions. The first major launch of 2021 was in January, and it sold over \$80,000 worth of jewelry in 24 hours. How can you help Opulenza? Try to think of women who would like to make money selling jewelry for the company!

**SERGEANT-AT-ARMS:** Michael Johnston presided as Sergeant. Darryl White was late. Sidney Wehby left early. Andy Evans was fined for having pierced ears. Mike Seals was fined for bringing up a past story of Mike and Matt Gray dressing up as women and parading around the Club.

**JACKPOT:** \$17 won by John Rogers

**GREETERS AND PRIZES:** Ben Blackerby won by Gary Sheffer  
Dr. Alex Casey won by Gus Hogue  
Julie Seals brought 2 prizes won by Dr. Guy Rosenstiel and Alan Smith

**NEXT WEEK'S PROGRAM:** Business Meeting.

**NEXT WEEK'S GREETERS:** ??