



*Limitless*

Leadership Conference 2025

JANUARY 9-11, 2025 | AURORA, CO







Beate Hjeltnes  
Global Chief Executive Officer  
Chairman of the Board



Debbie Bolton  
Co-Founder



Chris Copeland  
Chief Executive Officer  
North America

## We're glad you're here!

Welcome to Leadership Conference 2025 in beautiful Aurora, Colorado! We're thrilled to have you join us for this transformative event, where our theme, "Limitless," embodies the boundless potential within each of us.

During the next three days, we'll explore innovative strategies, share inspiring stories and build connections to propel our mission into 2025 and beyond. This conference isn't just about learning; it's about unleashing the limitless possibilities that arise when we believe in ourselves, support one another and share generously with our Teams.

Prepare for engaging workshops, inspiring speakers and the chance to celebrate our achievements. Together, we'll ignite our passion for cleaner, safer, better living and elevate our impact for our Teams and the communities we serve.

Thank you so much for your extraordinary Norwex leadership and your unwavering commitment to Norwex. We celebrate you!

Limitless growth,  
endless possibilities





# Silver Senior Vice President

## SALES LEADERS

Silver Senior Vice President Sales Leaders represent the most prestigious level of Norwex Leadership and have built large and thriving organizations consisting of over 4,000 Consultants. Each of our Silver Senior Vice President Sales Leaders is awarded a Silver Scarf and custom Norwex Diamond Pin as a sign of this incredible accomplishment.



Sonya Eckel



Kris Holbrook



Suzanne Holt



Delores VandenBoogaard





# Emerald Senior Vice President

## SALES LEADERS

Emerald Senior Vice President Sales Leaders represent another prestigious level of Norwex Leadership. These Black Jacket Leaders are awarded a Norwex Emerald Scarf and custom Norwex Pin as a sign of this incredible accomplishment.



Pam Altendorf



Amanda DeSonia



Suzanne Gray



Lynda Hansen



Deanna Kantola



Donna Kwiatkoski



Megan Slate



Caroline Vladianu





# Senior Vice President

## SALES LEADERS

Senior Vice President Sales Leaders represent another prestigious level of Norwex Leadership. These Black Jacket Leaders are awarded a Norwex Red Scarf and custom Norwex Pin as a sign of this incredible accomplishment.



Merlene Austen



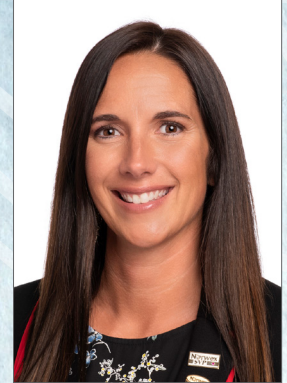
Rhonette Clark



Terri Cook



Allison Cooper



Tiana Dougherty



Trista Dunsmoor



Carrie Harper Grome



Nickey Heidebrecht



Mandy Kuelz



Melissa Lange



Roxanne LeBlanc



Lise Leroux



Cindy McGrady



Bonnie Meelker



Sandra Oben





# Senior Vice President

## SALES LEADERS (CONT.)

Senior Vice President Sales Leaders represent another prestigious level of Norwex Leadership. These Black Jacket Leaders are awarded a Norwex Red Scarf and custom Norwex Pin as a sign of this incredible accomplishment.



Melissa Reynolds



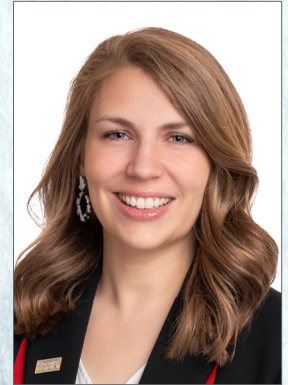
Carolyn Ryan



Joan & Bryan Samuell



Maria Sharp



Amy Taylor



Julie Vermette



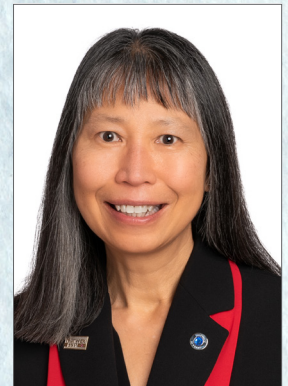
Kimberly Warner



Katie White



Michelle White



Garcie Wong





# Executive Vice President

## SALES LEADERS

Executive Vice President Sales Leaders rank high among Norwex Leadership levels and are awarded a Black Jacket and custom Norwex Pin as a sign of this amazing accomplishment.



Jeannette Acheson



Kara Ameloot



Brooke Ayoub



Heather Barkey



Jennifer Boom



Amy Browarski



JoHannah Brown



Ariane Cameron



Tara Canning



Jen Carlson



Deanne DeGeare



Louisa Dykstra



Leta Flaman



Meri Haertel



Kristi Hakes



Dana Johnston



Emily Jones



Tammy Kessler



Lexy Kullman



Sharon Kuzyk





# Executive Vice President

## SALES LEADERS (CONT.)

Executive Vice President Sales Leaders rank high among Norwex Leadership levels and are awarded a Black Jacket and custom Norwex Pin as a sign of this amazing accomplishment.



Laura Little



 Brenda Massung



 Lindsay Mercer



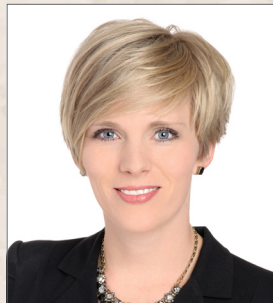
 Ashley Neville



 Shanda Offenberger




Heather Percival




 Katie Petrick




 Beth Roelofs



 Loretta Rogoschewsky




 Meghan Schrumm




Lisa Seris




 Jennifer Shue



 Sarah Stanko



 Katie Stoffel-Duffy




 Katie Tarr



Melissa Tomas



 Min Vazquez





# Vice President

## SALES LEADERS

This outstanding group of Leaders adds a Black Scarf to their Red Jacket as a sign of further accomplishment for moving into this advanced Leadership position.



Lenna Aldridge



Lisa Anderson



Erin Bartley



Karen Beerman



Jennifer Bender



Gwen Bookwalter



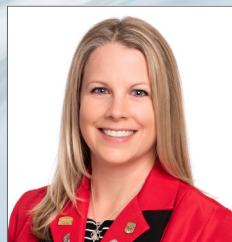
Donna Burkholder



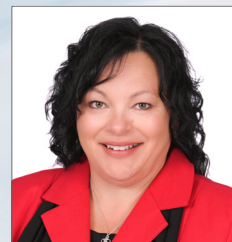
Sarah Cameron



Amanda Chitester



Laura Claussen



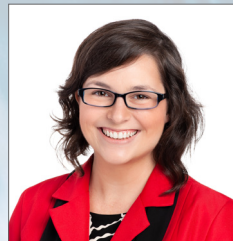
Christine Cooley



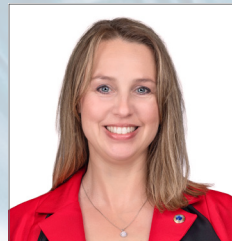
Jennifer Finch



Annabelle Gardner



Melanie Goggans



Tasha Guest



Melanie Heffern



Sarah Hilkers



Melanie Kassian



Monica Kinton



Christy Koil



Ginny Konrad



Kristina Kramer



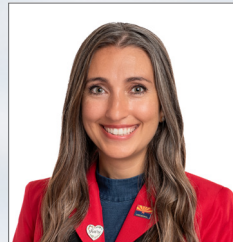
Heidi Langer



Shannon MacIver



Jessica Mai



Elizabeth Malinowski



Stephanie Marinou



Jessica Montagiani



Sidra Murray



Lyndsey Nauta





# Vice President

## SALES LEADERS (CONT.)

This outstanding group of Leaders adds a Black Scarf to their Red Jacket as a sign of further accomplishment for moving into this advanced Leadership position.



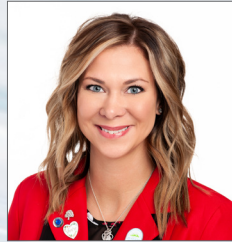
Heather Oram



Lise Pampaloni



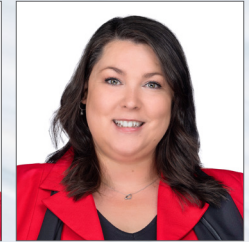
Stephanie Pavlik



Kera Pederson



Heather Petersheim



Myriam Petit



Gayle Rachford



Christine Rayner



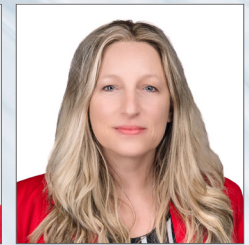
Erin Reagen



Sue Rickert



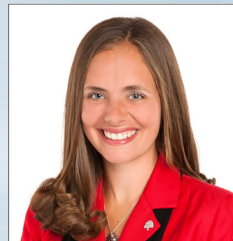
Nancy Robinson



Angelina Rossi



Hilary Schneider



Krista Sickles



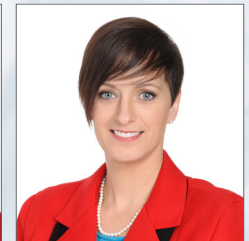
Jess Sienkowski



Nicole Sier



Melody Skelly



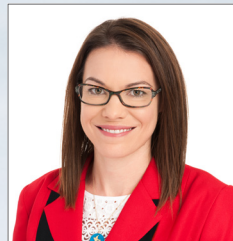
Toni Sterner



Melanie Stuve



Kristy Sullivan



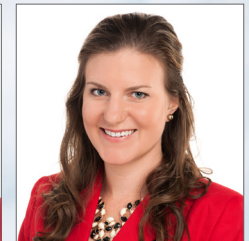
Erin Thompson-Kieselburg



Andrea Van Bakel



Nicole Van Cleve



Sarah Van Hartingsveldt



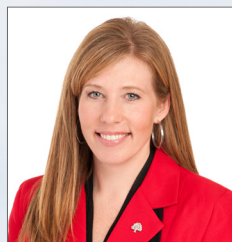
Jamee Waldner



Tammy Walker



Alison Walsh



Linsey Whalen



Jamie White



Not Pictured

Wilma Lambricht  
Maribeth Yoder



# Senior Executive

## SALES LEADERS

Our distinguished Senior Executive Sales Leaders are awarded a Norwex Red Jacket for moving into this Senior Leadership position.



Vanessa Adrain



Carrie Aguilar



June Anderson



Tammie Andrews



Brittany Backus



Jessica Barber



Kristine Barnes



Andrea Bazan



Melissa Beard



Guylaine Beauchamp



Angela Bechtel



Joleen Beck



Amanda Belanger



Sonya Bérubé



Michelle Bihler



Carey Billings



Angela Black



Hillary Blumenthal



Beth Bomkamp



Nicole Botzet



Kelly Brackeen



Julia Branco



Susan Bressner



Clarissa Brown



Leah Brown



Naomi Buchholz



Amy Burton



Lisa Buysse



Missy Carson



Kelly Carter



Cheryl Ceru



Kerri Chambers



Linda Chilson



Lisa Christy



Janice Constantine



Susan Cooke



Brandy Corcoran



Katie Cormier



Lily Côté



Rose Crews



Gail Cyert



Amy Dabbelt



Cathy D'Angela



Nicole Darif



Cara Defibaugh



Melissa Dettmer



Kelly Dubois



Alison Duffy



# Senior Executive

## SALES LEADERS (CONT.)

Our distinguished Senior Executive Sales Leaders are awarded a Norwex Red Jacket for moving into this Senior Leadership position.



Shirley Dugan



Rita Dyck



Tiffany Ehlers



Alison Enriega



Jordana Fast



Sherry Feasel



Sara Ferrell



Teri Fiegehen



Kristi Fields



Glenna Ford



Trisha Fraase



Douglas & Laurie Joye Friesen



Jennifer Fuoco



Tracey Fyfe



Carol Gale



Gail & Richard Gardner



Joy Gardner



Kara Geenen



Judith Gelhaus



Andrea Gerfin



Teresa Gibbs



Cindy Gosting



Jennifer Grantham



Ashley Grassby



Darci Grifhorst



Lindsey Grotbeck



Nicole Grubbs



Annette Hacault



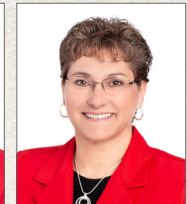
Jennifer Hanna



Nicole Harris



Diane Hawkins



Rhonda Hector



Kandy Heitland



Angie Hendrickson



Amber Herron



Julia Hess



J.C. Heygood



Carolyn Hill



Jeanne Hillestad



Rebecca & Brandon Hix



Cari Hobbs Grome



Cheryl Hodges



Mandy Höffard



Kacie Hoopfer



Trina Hoover



Sev Howell



April Jean



Natalie Jenkins-Rice



# Senior Executive

## SALES LEADERS (CONT.)

Our distinguished Senior Executive Sales Leaders are awarded a Norwex Red Jacket for moving into this Senior Leadership position.



Denise Johnson



Sara Johnson



Heather Jolliffe



Dani Jones



Amy Kahler



Kristen Klopping



Tiffany Klouda



Lisa Kocielek



Kelly Kopinski



Shannon Kutscher



Kathleen Lage



Jennifer Lang



Megan Lapinsky



Kristin Lee



Stephanie Levandusky



Abby Link



April Llewellyn



Bev Lloyd



Erin Logan



Monica Lynch



Enid Maeda



Traci Markert



Lindsey Marshall



Stacey Martina



Laura McCallum



Kendra McDaniel



Anita McDonough



Kimberly McFetridge



Annie McGraw



Kiwe McGuire



Carrie Minturn



Erin Molly



Sue Moore



Jennifer Moran



Julene Morris



Bethany Mrugalski



Shawna Murphy



Alice Nuckols



Jody Odell Zimmerman



Michelle Odoerfer



Paula O'Donnell



Christine Oelhafen



Denise Oliver



Heather Owen



Colette Papove



Petrina Pate



Kathy Pember



Danielle Pepler



# Senior Executive

## SALES LEADERS (CONT.)

Our distinguished Senior Executive Sales Leaders are awarded a Norwex Red Jacket for moving into this Senior Leadership position.



Andrea Peterson Niki Peterson Janae Pew Christi Pluff Deborah Pouliot Jenna Presley Kelly Purdy Sesha Rabideau



Lana Ranahan Arden Reinhart Katie Reynolds Shaun Riley Amber Roberts Rena Roth Meghan Rottschalk Jessica Roy



Bonnie Sagriff Heather Salyer Tammy Sankey Bridgette Saunders Cathy Schmidt Marylou Scholl Michele Sittig Megan Skiles



Ashley Smith Megan Bell Smith Vanessa Smith Michelle Stoller Debby Taphorn Sue Thomson Melissa Toth Tonya Troz



Sandy Tuin Sharon & Steven Tyler Ashley Unruh Lysandra Vander Hart Becky Vasso Janet Velling Kristy Voraritskul Nicole Wagner



Erin Wascavage Linda Watson Melissa Webber Tammy Weiss Angie Werner Tiffany Williams Amy Wipf Andria Woodcox



# Senior Executive

## SALES LEADERS (CONT.)

Our distinguished Senior Executive Sales Leaders are awarded a Norwex Red Jacket for moving into this Senior Leadership position.



Jamie Yasinski

🇨🇦 Beth Young

🇺🇸 Kim Zahradka

🇺🇸 Michelle Zhang



### Not Pictured

LeShawndi Follman  
Linda Helmuth  
Amiele Joannisse  
Nikki Mead

Kim Miles  
Gylaine Paquette  
Barbara Rossi  
Cathy Ryan

Jackie Schaible  
Maria Slabach  
Rose E. Stutzman

All Leaders are recognized and listed in their designated career level, based on their title as of January 1, 2025.

*In loving memory of*  
**Sheila Anne Hercules**

JULY 11, 1960 - DECEMBER 1, 2024

May your love, light and laughter never fade.







# Norwex Foundation for a brighter future

Since 2013, the Norwex Foundation for a Brighter Future has helped thousands of people across the globe through grassroots initiatives as well as worldwide organizations.

## TOGETHER WE ARE MAKING A DIFFERENCE

# \$2.5 million+

Our charitable donations have exceeded \$2.5 million as together we continue to help create a brighter future for thousands across the globe. Thank you for your nominations and all you do to help others. We couldn't do it without you!

### Consultant-nominated programs

- Medical research
- Kids in need
- Community cleanup projects
- Family support organizations

### Disaster relief

The Foundation has supplied thousands of Disaster Relief kits to help with cleanup after:

- Floods
- Hurricanes
- Fires

### Environmental efforts

- Sponsored the creation of ocean plastic sculptures to raise awareness about plastic pollution
- Planted 70,000+ trees, which are critical for biodiversity and carbon absorption
- Provided 450,000+ meals to those who are food insecure in North America
- Donated over \$200,000 to support breast cancer awareness

We donated 1 million masks to healthcare workers in 2020 and supplied 200,000 Norwex Microfiber masks to those in need throughout COVID and beyond.

Just a glimpse at how you've supported the Norwex Foundation for a Brighter Future in 2024: Norwex Senior Leaders and Home Office team members came together across North America

NASHVILLE, TN



Prepared baskets for Second Harvest Food Bank of Middle Tennessee, supporting 46 counties.

SCOTTSDALE, AZ



Made no-sew fleece blankets for patients at Phoenix Children's Hospital.

DENVER, CO



Made no-sew fleece blankets for patients at Children's Colorado.

QUEBEC CITY



Prepared baskets for Lauberivière Foundation, a shelter for people who are homeless or at risk.