

TITLE REQUIREMENTS

FOR TITLES THAT REQUIRE TWO LEADERS in the downline, currently one leader must be in the first level and the other may come from the first through the third level. The new requirements will allow one leader to come from the first through fifth level, as well as allowing a demonstrator's title to count for her next active upline as if she were her first level.

Title Requirements, Downline Leadership - **CURRENT**

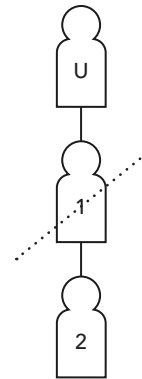
Title	Minimum Downline Leadership
Associate	
Senior Associate	
Supervisor	1 Associate*
Senior Supervisor	1 Senior Associate*
Manager	1 Supervisor*
Senior Manager	2 Senior Supervisors**
Executive	2 Managers**
Senior Executive	2 Senior Managers**
Director	2 Executives**
Senior Director	2 Senior Executives**
Advisor	2 Directors**
Senior Advisor	2 Senior Directors**
*Or above; must be in first level. **Or above; one must be in first level; additional one can be in first, second, or third level.	

Title Requirements, Downline Leadership - **NEW**

Title	Minimum Downline Leadership
Associate	
Senior Associate	
Supervisor	1 Associate*
Senior Supervisor	1 Senior Associate*
Manager	1 Supervisor*
Senior Manager	2 Senior Supervisors**
Executive	2 Managers**
Senior Executive	2 Senior Managers**
Director	2 Executives**
Senior Director	2 Senior Executives**
Advisor	2 Directors**
Senior Advisor	2 Senior Directors**
*Or above; must be in first level. **Or above; one must be in first level; additional one can be in first through fifth level. A demonstrator's title will count for her next active upline as if she were her first level.	

WHERE HOLES IN A DOWNLINE EXIST

(FIG 1) Where holes in a downline exist, Stampin' Up! will provide credit for downline promotions and title achievement to the next active upline as if the downline were in her first level. Using the example on the right, the title of demonstrator two and all of her promotions would be credited to her next active upline, demonstrator U. The benefit would be offered through five levels but exclude level six and below.



In another example (FIG 2), to be a senior manager, demonstrator U needs 10 active demonstrators in her first level and two senior supervisors, one in her first level, and one in her first through fifth. In the chart below, because there is no one between her and her third level, who is a senior supervisor, her third level counts as the senior supervisor in her first level. Also, her fourth level is a senior supervisor, thus counts towards demonstrator U's title requirements.

FIG 1

FIG 2

Objectives of the title requirement changes:

- Encourage demonstrators to work deeper in their downline with potential leaders
- Reward demonstrators for working with demonstrators in their downline who have no direct upline

