



DREAMS DO COME TRUE

TONY AND TAMMY DAUM ARE CREATING THEIR OWN MAGIC KINGDOM

by Camille Fletcher • Photography by Kelly Branan

It has been a storybook year for Tony and Tammy Daum. In only 12 months, they have seen many of their dreams come true: They advanced to 2-Star Diamond Director, made it into the illustrious Million Dollar Club, were recognized as the best of the best with positions on both the Fortune 25 and Growth 25, and helped forge new territory for USANA by fulfilling their second year on the respected Independent Distributor Council (IDC). Both shared their expertise by speaking on stage and in training sessions at the 2007 International Convention. Tony was especially excited to record his first DVD with USANA, and Tammy, likewise, her first CD.

Of course, it wasn't all work and no play for the adventure-loving couple. Travel was on the schedule virtually every month, including an unforgettable trip to Hawaii, an escape to New York City where they saw a Broadway production,

plus sightseeing through many other states. They also completed scuba certification and took their first dive during Celebration at Sea in the Caribbean.

When they weren't traveling the globe, Tony and Tammy worked on remodeling their Florida home and created a room dedicated to preserving the families' memories in their new second home. Finally, they enrolled their two children, Jacquelyn and Christian, in one of the best private Christian schools in the area.

"From the very beginning, we made God our business partner. And, we make sure we always give Him the glory for the blessings and our success," they explain. Indeed, as if sprinkled with fairy dust, Tony and Tammy have achieved incredible success and seen many of their dreams come true. It has been a long road to get here, and, for energetic "Team Dynamite," it's just the beginning...

“We love being able to wake up every morning and have the freedom to decide how we want to spend the day with our family. Today could be a perfect business day, tomorrow could be playing on the water, the next day traveling, then the next day flying... Every day is a perfect day.”





ONCE UPON A TIME

On a warm September day while attending Bible College in Cincinnati, Tony Daum set off to ask a girl out on a date. Along the way, a friend called him over and introduced him to a young woman named Tammy. “Tony never made it to ask the other girl out,” Tammy reports. The two were married a year later, and they have lived their own love story ever since.

Tony and Tammy are the epitome of opposites attract. Together, they balance each other out. Tony affirms, “Tammy and I truly understand the phrase ‘and the two shall become one.’ I feel like I’m one side of a piece of paper and she is the other side. And even though Tammy and I spend practically every waking hour together, it’s still not enough.”

In the beginning, things weren’t always as easy as simply wishing on a star. But, determination kept Tony searching for a career that he loved. One day, while driving home from another fruitless search, he said to himself, “If I’m going to be poor, broke, and looking, I can be poor, broke, and looking in Florida just as easy as I can in Indiana!” And with just that much thought, Tony went home and announced to Tammy, “Pack your stuff. We’re moving to Florida tomorrow.”



A ROLLER COASTER RIDE

In Orlando, Tammy started a job in the clerical pool at Disney, where she excelled. Quickly moving up the ranks, Tammy used her many talents to eventually become a marketing rep with one of the fastest growing segments of Walt Disney Co. To this day, Disney holds a special place in the hearts of the Daum family. Meanwhile, Tony accepted a position at an upscale restaurant, where he met a friend who inspired him to go to school to become a firefighter. He went on to graduate at the top of his class and was hired at the first fire department he applied to.

On his days off, Tony set about making his fortune. First, with a mobile detailing business then a window tint/car alarm/stereo shop. One day an aircraft broker asked if Tony could do to airplanes what he did to cars, and Tony didn’t see why not. In what seemed like the blink of an eye, he owned a 10,000-square-foot hangar; a paint, upholstery, and detail shop; and had 12 employees. He was high on life, making great money and starting to look at expanding into doing customized personal jets when he received a life-changing blow.

Tony was diagnosed with type 2 diabetes at the age of 30 as a result of “eating like a moron” in his sugar-coated youth. Within a few short years of the diagnosis, he lost virtually everything—his career as a firefighter, his pilot’s license, and his aviation business. The family began selling their belongings, and Tony spent countless hours doing odd jobs to stay afloat. It was a low time, but Tony had studied entrepreneurship and personal excellence for years and knew he could put that knowledge to work; all he needed was a new business model that would work for him.

Enter network marketing. Several years after starting work at Disney, Tammy was introduced to a direct selling business that sold scrapbooking supplies. With the expertise gained in her marketing career and her resolve to not take ‘no’ for an answer, Tammy quickly became one of the company’s top earners and was soon able to exclusively work from home, a blessing that made it possible for the couple to begin their family. “I didn’t want to start a family until I knew I was able to be a stay-at-home mom,” Tammy notes. Her success opened the Daums’ eyes to the possibilities of network marketing.

Tammy’s parents introduced the couple to USANA. Tony tried the products and quickly began feeling a difference, which persuaded him to take a closer look at the business. The

business plan clicked, and he saw the potential for achieving something great. He told Tammy “his gut was screaming at him” that this was the opportunity they had been looking for. Tony remembers, “I had no doubt this was what was going to set us free.”

IF YOU CAN DREAM IT

Tony and Tammy were unstoppable. With a lot of prayer, love, and hard work, the couple made it to Silver at 11 weeks, and on week 12, Tony decided it was time for them to take the big risk—he stopped working all of his other businesses. He recalls, “I did the Cortez approach. I burned the ships and cut off all paths of retreat.”

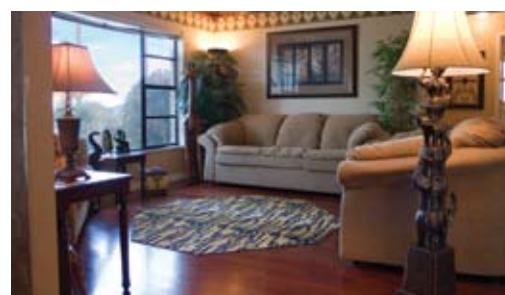
Why make such a drastic move? Tony understood what it would take for him to make a “failure is not an option” commitment. That motto, coined by his hero Gene Kranz, the NASA flight director for the seemingly doomed Apollo 13 lunar mission, shapes Tony’s life every day. “Gene is the epitome of a leader who believes in a cause and is determined to make the impossible happen. One of my prized possessions is an autographed photo that Tammy got for me of him sitting at the panel on which he wrote ‘failure is not an option.’ Every day I sit at my desk and look at it and size myself up against that. Am I playing full out? Am I pushing hard enough? Is there more that I could do to get the job done?”

That unwavering commitment to excellence coupled with their unshakeable faith paid off. Tony and Tammy, who review their goals to stay focused every day, achieved Gold within eight months of beginning their USANA journey, and now, in just six short years since they literally owned only the clothes on their backs, this remarkable duo’s life, as if part of a grand fairytale, is made up of the stuff of dreams.

A CASTLE BY THE SEA

About four years ago, Tony and Tammy were ready to move out of their rental home in Orlando. They found a perfect waterfront community on Terra Ceia Bay, Florida, in a secluded neighborhood. As soon as a home became available, they scooped it up and began making it their own.

Just inside the front door is “the animal room,” a space rich with deep toned woods, palm trees, and exotic animal prints that reflect Tammy’s interest in Africa, while welcoming plush sofas invite you to stay and relax for a while. Passing through a tri-columned archway, the kids’ rooms are to the left.



\$91,800 is the average yearly income for an established, full-time USANA Associate (Gold Director and above). \$23,225 is the annual average of those who earned as little as one commission check each month. Surveys show that 83% of all Associates self-report they joined USANA to “improve their health.” Of those remaining, 21% earned a check at least once a month even though 56% reported they were not joining to “replace their full-time income.” Of those that were, 41% have been Associates for at least one year and 56% are considered full time with the title of Gold Director or above. These figures shown should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. If you include all 126,146 with the title of Associate, which includes, Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$734.27, with more than one in three earning a check.

“Because of USANA, because of what Dr. Wentz has done with this company, everything I lost has been given back. I am thankful for that every day. I wish more people could understand that what we have to offer here could give them whatever it is that they need, if they are just willing to get out there and pursue their dreams.”

Christian proudly proclaims himself “little Tony,” an apt description as he has his father’s high energy and ability to instantly connect with anyone. His bedroom reflects his obsession with fishing. Glorious tropical fish adorn the bedding and the walls, brilliant spots of color in a room awash in a sea of blue.

Jacquelyn has a heart-warming smile and a soft-spoken demeanor that hides a fearless willingness to try anything. She is exceedingly bright and especially loves

gorgeous cherry cabinets, sleek granite countertops, stainless appliances, and new flooring. Tony, on the other hand, is preparing to expand and trick out the garage and also revamp the backyard. In addition to expanding the dock area for more seating, plans are in the works to install a saltwater pool in a calming turquoise blue with full landscaping around the perimeter. Then, after all that is done, the expansion will begin, adding another level to double the home’s square footage.

Recently, the investment-savvy couple purchased a second home nearby, also on the water, for guests and occasional team-building events. Until their primary home revisions are completed, the second home houses a room stocked to the brim with craft and scrapbooking supplies where Tammy and Jacquelyn often will escape to unleash their creativity.

LIFE IS A MAGICAL ADVENTURE

The Daums know how to have fun, and they consider being able to spend so much time together one of the biggest blessings that has come with time and financial freedom. “We can give the kids a storybook life but, at the same time, a grounded life where mom and dad are around most of the time,” Tony explains. A favorite activity is travel, and Tony and Tammy have made it a goal to visit all 50 states with the kids before they graduate high school and all seven continents by the time they graduate college. So far, they’ve seen over two dozen states. They are also looking forward to the 2009 Celebration at Sea in the Mediterranean with an extended tour

animation and drawing, writing (she’s started her own book), math, and science. Her bedroom is a bold pink paradise, complete with a draped canopy bed, fit for a modern princess ready to take on the world.

Straight ahead of the animal room is the media room, which features an impressive array of state-of-the-art equipment. You’ll often find Tony seated in front of his computer at the built-in desk or leading Webcasts for his team on weeknights. On Sundays, though, he relaxes in the comfy black leather seating and watches NASCAR (cheering for Hendrick Motorsports). From the media room, sliding doors open onto the backyard and the boat dock with the waterway beyond, where manatees often can be seen lazily swimming by.

The Daums have plans for serious remodeling in much of the house. The kitchen is next on the agenda. Tammy is looking forward to doubling the size of the kitchen and adding





through Europe. “The kids love the cruises and the travel,” Tammy notes. “What they’re seeing and learning will make a huge impact on them.”

When they have a weekend free at home, the Daums can often be found taking advantage of the countless opportunities for fun in their own backyard. They’ll escape the often sultry Florida heat by creating their own breeze as they zip through the bay in their 23’ ski boat, with riders pulled behind who catch air on water skis, kneeboards, the U-Tube, and other toys. When they’re not practicing daredevil tricks, the family loves spending hours scouting out dolphins, which frequently swim right alongside the boat. Or, there are the jet skis—a sleek silver SeaDoo GTX for Tammy and an ultra-powerful, black and red SeaDoo RXP for Tony, who really loves catching choppy waves and soaring several feet out of the water.

In just a few hours’ drive, the family can also satisfy their thirst for excitement on the countless thrilling roller coasters at nearby amusement parks. “The bigger, taller, faster, and more extreme, the happier everybody is!” Tammy confesses.

Extreme is what Tony is all about. A self-professed 12-year-old in a 41-year-old body, Tony loves anything that goes fast—*really fast!* Currently, he owns two hot rods: A red ‘07

Corvette Z06, the fastest corvette ever made. Basically a “racecar with a license plate,” it’s the car he drives for fun, which doesn’t mean he’s taking it easy. “My five-minute drive in the Corvette has it panting very hard when I get back!” Tony laughs. The car he drives daily is a black ‘02 Camaro Z28, and it’s a car with a story.

In 2002, Tony and Tammy were on their way to the airport to fly to international convention. On the way out of the driveway, their family car died. With serendipitous timing, Tony and Tammy won the first car contest and took home a Ford Mustang Convertible. When the Daums realized that it made more sense to buy a car rather than lease, because of the number of miles they were driving while building their business all over Florida, they traded in the Mustang for the Z28.

The speed Tony achieves on land is nothing compared to what he can do in the air. Before his diabetes grounded him, he was an aerobatic pilot who competed in IAC International Aerobatic Club competitions, flying a stomach-churning array of patterns. It’s been eight years now since he lost his license, and he is on the verge of beginning to fly again—a dream that has driven him to regain his health and take his USANA

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FAVORITES AT A GLANCE

Tony “Pookie Bear” Daum:

Disney Character: Mickey Mouse, because he runs the place

Movie: *Apollo 13*, *13 Days*, and *Top Gun*

Food: berries

Drink: coffee

USANA product: TenX™, tastes fantastic and is low glycemic

Sales tool: True Wealth DVD

Book: The Bible and *Retire Young, Retire Rich*

Musicians: Def Leppard

TV show: *Miami Vice*, pivotal in the choice to move to Florida

Vacation spot: my backyard

Indulgence: going fast and burning lots of gas



Tammy “Cuddle Muffin” Daum:

Disney Character: Mickey Mouse, and Winnie the Pooh

Movie: *The Little Mermaid*

Food: Teppanyaki

Drink: virgin piña colada

USANA product: CoQuinone® 30, helps keep my energy up to chase after Tony and two kids

Sales tool: Media Center

Book: The Bible

Musicians: Casting Crowns and Steven Curtis Chapman

TV show: *Extreme Home Makeover*,

it's all about people helping people; I cry every time

Vacation spot: Walt Disney World

Indulgence: day at the spa

business to the next level. “I want to get a Marchetti SF-260 that is capable of doing aerobatics. That is total freedom to me. My ultimate goal is to get a two-seater ex-military fighter jet, a Northrup T-38, that is capable of supersonic speeds.”

CREATING HAPPILY EVER AFTERS

At the heart of things, Tony and Tammy’s true passion is helping others. They pour their heart and soul into creating better futures for countless numbers of people and invest substantial time, energy, and love into the members of their USANA team. “We don’t build legs, we build leaders,” they emphasize. It’s a strategy that acts like a magic wand in helping people become not only successful at building a business but also successful at living a full life. “Our team IS family,” they emphasize.

The Daum family’s faith is the foundation that keeps them strong, and they are committed to giving back in many ways. Aside from regular church and community contributions, they

make significant donations to a Bible College in India, a country where every dollar they spend compounds due to the exchange rate, allowing more students to benefit and, ultimately, establish lifelong careers as ministers. Tony, Tammy, and much of their extended family, including some of their team, also send Usanimals™ on a monthly basis to approximately 250 kids in orphanages in Mexico and Haiti. “In both cases, the orphanages have seen tangible results from it,” Tony says. “It’s been a real passion of ours, in addition to being big supporters of Children’s Hunger Fund (CHF). We really believe in what they’re doing at CHF. If everybody in this company would add even one bottle to their Autoship, we could make such a huge impact.”

Helping others make their own dreams come true is ultimately how this couple will define success. Tony and Tammy conclude, “Our hope for the future is to create a legacy that will outlive us by hundreds of years, to create something so huge that it continues to grow, give back, and change lives in a positive way for decades to come!”