

From one to thousands

 amwayinsider.com/2015/06/05/from-one-to-thousands/

When more than 4,000 Amway China Sales Representatives visit Amway World Headquarters this week and next, they they will leave with a special memento—a copy of a letter written from Jay Van Andel to Rich DeVos when both were in the military during the 1940s.

While the future Amway co-founders may not have ever imagined having a global company and doing business in China, even as young men they were thinking of the kind of leaders they hoped one day to become.

On March 23, 1945, in an inspiring letter, Jay wrote to Rich about a man's greatest virtues:

"The really great man has his greatness inside of him—the intangible things such as character, personality, honor, honesty, unselfishness," he wrote. "If a man has developed these to the utmost, all else is but chaff in the wind. Those are the things you have an abundance of, Rich—that's where you excel."

In that letter, you can see the seeds of the Amway philosophy and the values Rich and Jay would found and lead the company by: integrity, personal worth, free enterprise, personal responsibility, achievement and partnership..

Today those values still drive the company and millions of business owners, including our special guests from China, who earned the trip as part of a sales incentive to celebrate Amway China's 20th anniversary.

A letter from one friend to another 70 years ago now has the power to inspire thousands to develop the greatness inside themselves.

<http://www.amwayinsider.com/wp-content/uploads/2015/06/fullsizerender3-150x150.jpg> [Share This!](#)