

## REACH

### NEW HEIGHTS

My journey with Arbonne began in October of 2004 — I just did not know it! Lucky for me, my patient at the time, DM Val Rodermund, was as stubborn as I am Irish. She kept after me for over a month — insisting that I try some incredible skin care products. Like many, I was skeptical about network marketing companies, so I wanted no part of it, regardless of Val's high opinion of the products. Thank goodness for Val's persistence. I finally tried the products just to get her to quit asking me, and, of course, I loved them!

The fact that all the product lines were botanically-based appealed to me. Also, the fact that I could sign-up for a nominal fee and get a discount on all my product purchases was even more appealing. This arrangement was perfect since all I wanted to do was purchase my products at a discount and have them shipped to me. I was not interested, nor did I have the time for anything more. After all, I was already overbooked, spending three days a week as a dental hygienist, while the rest of my time was devoted to my hygiene consulting and lecturing business. I never dreamed I would have the potential to replace both incomes, even giving myself a raise, with an opportunity that gave me such personal and professional freedoms. But, that is exactly what happened!

I started to share Arbonne's health and wellness products with my friends, family and patients, and soon developed a great team of Consultants. Then, a personal tragedy marked a major turning point in my life. On May 25, 2005, my dad passed away. Suddenly, I realized I was tired of being so structured and scheduled, with very little flexibility. I wanted a career that would work around my life, so I could stop living around my work.

NEW RVP



**rita alexander**

Independent Consultant, Regional Vice President  
Rita Alexander Region; Lucas, TX

Arbonne seemed to be the perfect vehicle to accomplish this mission. My desire for flexibility became stronger than my reservations about network marketing companies, and I overcame my skepticism and jumped wholeheartedly into the business.

I would like everyone to dare to dream because there are new heights to reach. Stepping out of my comfort level, where I was an expert at playing it safe, into an opportunity which was risky and unfamiliar, proved to be the right move. In Arbonne, reaching new heights is a way of life and making dreams come true is a standard practice!

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Rita with husband, Mark and "the girls," Little Miss and Angel.



AM-in-qualification Marni Stallings, Rita and EAM Kelly Dixon.



## success strategy:

“ Follow your dreams ...  
wherever they may lead. ”

I would not be an RVP without my dream team. They are the wind beneath my wings as I soar to even higher heights.

To RVP-in-qualification Kelley Dixon: Your passion and *Why* is so strong that it has made you unstoppable.

To AM Nicole Wolf: Your near-term pregnancy has not slowed you down.

To AMs-in-qualification, Leisa Ford, Tonya Jost, Marni Stallings and Anne Wolf: Thank you for being great role models for your teams.

To DMs, Deede Butler, Katy Callison, Michael Felan, Anita Krebs, Debi Jost, Cathy Rivers, Carmen Toal, Betsy Wheat and Julie Workman: Thank you all. Everyone's talents contribute to our success.

To all of my other Consultants: Thank you for sharing a love for Arbonne!

To my crossline friends, RVP Julie Roden, AM Debi Ishmael and AM Lisa Meyer: You have served as inspiration and your words of wisdom have helped me push through the tough days. I thank each of you!

To RVP Jude Bewlay: You are my designated "accountability girlfriend." Thanks for keeping me on track all the way from New Jersey. The first one to get England, wins!

To ENVP Cecilia Stoll: Your generous spirit is an inspiration and reminder to me that "to whom much is given, much is expected." Thank you for always taking the time to make each of us feel special! I strive to follow your example of being generous in spirit and action.

Rita with EDM Tonya Jost, EDM Marni Stallings, EAM Kelley Dixon, DM Deede Butler, EDM Anita Krebs and EDM Katy Callison.



EAM Kelley Dixon with inspirational speaker, Dottie Gandy and Rita.

To President Rita Davenport, Chairman & CEO Bob Henry and Sr. VP Product Development & Field Events, Candace Keefe: Thank you for continuing to make Arbonne a company that we can be proud of and for giving all of us products that deliver REsults!

To ERVP Wendy White: Thank you for all of your inspiration. You taught me to never have an excuse for not reaching my goals and to keep the faith!

To NVP Deb Panos: Thank you, especially, for your unending support and advice. Without your guidance, I would not be an RVP. You are the ideal mentor because not only do you believe in Arbonne's high standards and ethics, you live them. Your leadership has inspired us to be the best team we can be by always choosing the higher road, not the easy path. As you always tell us, "What goes around comes around." We choose to follow suit and always "pay it forward," as you so generously do with us. Thank you for not only being a leader I can trust, but also a friend I can always count on.

To my husband, Mark: You believe in me, more than I sometimes believe in myself. You inspire me to become a better person. Thanks for your patience and for supporting me on my new journey. I know this is even more outside your comfort level than mine, but your belief in me is stronger than your discomfort with this industry. You are the best husband!

To my special pug dogs, Little Miss and Angel: I know you love having a "stay-at-home mom!"

BACK, L-R: EDM Betsy Wheat, EDM Anita Krebs, Pat Krebs and DM Deede Butler.  
FRONT, L-R: EAM Kelly Dixon, DM Cheryl Younesi, EDM Katy Callison, Rita and EDM Marni Stallings.

