

POWER OF TEAMWORK EAST TO WEST

My journey with Arbonne began one year ago, at a time in my life when I was looking to make a change. Having worked in the corporate world of pharmaceutical sales for 10 years, I began to feel the struggle that many families feel, as my husband and I attempted to balance two busy careers with the lives of our two young daughters. I had lost passion for many areas of my life, simply because I did not have time for them. Several things motivated me to make a change, including helplessly watching as a friend's world was pulled out from under her when she lost her husband in eight short months to an unforeseeable battle with cancer. As her friend, I saw how drastically her life was turned upside-down, and as a parent I realized how precious every day is. I became determined to live more passionately in all aspects of my life.

I was introduced to Arbonne in April of 2006, and I immediately became intrigued. I had never been involved with network marketing, although I remember learning about it in one of my university business classes. What appealed to me most was the fact that while Arbonne was a well-established company, it was still very new to Canada.

My husband and I spent time investigating the company and the network marketing industry, and discussing how we could fit one more thing into our already busy lives. Once I had committed, however, I knew I had made the right decision, because I felt different inside. I felt excited, focused and passionate about what I was doing. Six months later, I resigned from the pharmaceutical industry, having fully replaced my income and gained the flexibility to focus on my family, my business and my life.

Do I feel lucky to be where I am? Always. But I also believe that you create your own luck, and in business that means having the confidence to take advantage of good opportunities when they are presented.



krista bernard

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Arbonne is a straightforward business model that works if you work. It is no different from any other business, in that it takes effort. It is not a way to get rich quick, and in the beginning you may feel that the very reasons you are starting this business (ie: more family and personal time) are the very things that you must give up for a time.

My husband and I made a choice for things to be unbalanced in the short-term in order to have more balance in the long-term. I treated my business as though it were a typical start-up business. I did not expect

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Krista's daughters, Kaitlyn and Emily.



Krista with husband, Joel on their 10-year anniversary.



Krista with daughters, Kaitlyn and Emily.



success strategy:

“Develop an unstoppable belief early on in your business.”

to be compensated for the hours I put in right away; I expected to face obstacles and I expected that some people I approached would not be interested in Arbonne. I also learned how much this business offers in terms of personal growth and leadership, and how rewarding it is to build a team.

Arbonne is a vehicle that allows you to live the life you want to live. I am not able to be with my kids every minute of the day, but I will be present for all the things that matter most. I will never have to miss another field trip or birthday. My life is passionately pumping through me and that is very different from how I felt one year ago.

If you are considering whether or not to start a business with Arbonne, I encourage you to look past the short-term and allow yourself to dream. This business has allowed me to look at my life in a whole new way, because I am dreaming again.

When I began my business, it was about what it could do for my family and me, but it has become so much more. I see what transitioning from ordinary living to living each day with passion can do. Arbonne has opened the door for me to think about how I can make a difference in the lives of others.

Arbonne has truly been a gift to so many families, as it has to mine. I am only just beginning my journey and I am so excited to know where I am going.

To my incredible team: Thank you for making this so much fun. Your teamwork has allowed us to build an incredible organization from east to west.

To DM Karen Fraser: Thank you for being my first business builder and for believing in this opportunity. Your support and encouragement over the last year has been endless.

To my sister, AM Heather Smith-Dacey: I love that we can work together and am grateful to have a sister like you. Thank you for being my anchor on the east!

To AM Angela Collins, EDM Jane Thibault and EDM Sara Bagnell: Thank you for all that you do. You are the reason my business is where it is today.

To my mom, DM Elaine Smith: Thank you for being such a big part of my life.

Members of the Halifax team at a Region meeting.



Members of the Vancouver team at Krista's Mercedes-Benz Car Presentation.

To my dad: Thank you for the constant support you provide to Heather and me, and for letting us turn your cottage into "Arbonne Central" last summer.

To my friend, Liz: Thank you for being such a good friend and for introducing me to this opportunity.

To my sponsor, Jennifer Ogradniczuk: Your support has been never-ending. You have helped me whenever I needed your help, and let me run with things when I did not.

To my husband, Joel: Thank you for your huge belief in me. I know not everyone is fortunate to have someone in their life who believes in them even more than they believe in themselves. You contribute so much to my success in every way.

To my beautiful daughters, Kaitlyn and Emily: Thank you for inspiring me every day. I look forward to a lifetime of passionate days with you both.

I recently heard success defined as "living the way you want to live." Be sure to take the time to know what that means to you.



Krista with her family: Sister, AM Heather Smith-Dacey; dad, Al Smith and mom, DM Elaine Smith.



L-R: EDM Jane Thibault, AM Angela Collins, Krista and her mom, DM Elaine Smith at NTC 2007 Las Vegas.