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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

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DREAMING BIG IN PARADISE

Independent Consultant, National Vice President
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What an incredible thing I am getting to do right now: I am sitting down to write my National Vice President *Eye on Arbonne* story, overlooking the sparkling, blue Pacific Ocean at a beautiful hotel in Wailea, Maui. What is remarkable about this is that I am not on vacation; I am living a dream that has been realized, thanks to Arbonne.

Five months ago, my husband, Brit and I moved to Maui, Hawaii, for six months of adventure and fun. This had been a dream of ours for the past few years. At one time, it was one of those far off dreams that people rarely actually follow through on because of practicality. With only one month left to go in paradise, I could not be more thankful for all that Arbonne has already allowed us to do in life. The dreaming has only begun.

Just a year-and-a-half ago, life was very different. I was working in a 9-to-5 job that was only allowing us to live paycheck to paycheck. I was not fulfilled with what I was doing and knew I was worth so much more. My husband was, and still is, a full-time seminary student, studying to become a pastor. Living on one small income plus having school payments did not afford us the freedom to do much for ourselves or for others. I thought with a mentality of scarcity rather than abundance. Although I knew God would always take care of us, there was more I wanted from life.

I have observed that most women have to make the choice to pursue a career or a family, and that it is difficult to pursue both wholeheartedly. I knew I wanted the best of both worlds. But what career could give all of that — The potential to become financially free, the luxury to actually be able to spend time with your family and the fulfillment that so many of us long for in a career? I did not just want to work to make money. I wanted to do something that had purpose and would allow me to make a difference and be an agent of change in people's lives. Arbonne was the answer for me, and I could not be more thankful or more in awe of all that has transpired over the past eighteen months.

I will be honest, my dreams were much smaller a year-and-a-half ago. Part of my *Why* when I started Arbonne was to be able to go to the grocery store without having to take a calculator. Can anyone relate to this? When I was invited to an Arbonne Presentation by my older sister, ERVP Jaime Dadd, I was less than enthused. I remember looking at the back page of the Arbonne 2004 Product Catalogue and seeing that white Mercedes-Benz and thinking, "Yeah right, who really gets one of those?" Jaime saw something in me that I could not yet see in myself, and the doubts I had quickly turned into a passion to make this work. Knowing that most people only receive one, maybe two, life-changing opportunities in their lifetime, I knew this was my opportunity. So, I took it, committed myself to it fully and I have not looked back since.

How do I begin to express all the things that I have learned in the past 18 months? You always hear that the journey is more important than the destination and that could not be more true. The potential to have financial success is great, but this journey is so much more about who you become in the process

Ashley with husband, Brit, living their dream in Maui.



Ashley with sister, ERVP Jaime Dadd, at the Grand Awards Ceremony, NTC 2006 St. Louis.



Ashley with mom, dad, husband, sister and brother-in-law in Maui.



Members of the Maui Team. BACK: Karen Crumpton, EDM Brandi Cunningham and AM-in-qualification Allison Crumpton FRONT: Rachael Hostler, Ashley and EDM Jeana Parsons.



ERVV Katherine Armstrong, RVP Sally Collier, Ashley and RVP Lori McLain with their new Mercedes-Benzenes.

and about how you are used to help mold others into the people they were created to be as well.

I could not say it better than my dear friend and business partner, ERVP Kat Armstrong: "Arbonne is about living for something much bigger than yourself." When you realize this journey is about more than you, it becomes so much richer. Not only am I fortunate to have the opportunity to touch people's lives as a result of potential financial freedom with Arbonne, but my career is so fulfilling because I have the privilege to constantly touch people's lives as I work. I am so grateful to do something I love!

One thing I talk about constantly with my team is the importance of commitment. When you start your business with Arbonne, are you in it for the long haul? Have you said to yourself that you will do whatever it takes? You must have this mindset if you want to go to the top of this company. And of course, there is belief. The whole world can believe that you are not going to succeed with this opportunity, but if you believe that you will, then you will. Likewise, everyone can believe in you, but if you do not, you will not realize success.

This business definitely takes persistence and perseverance. If you do not give yourself the option to quit or to fail, you will succeed. Are you willing to make that kind of commitment to your Arbonne business? Not giving myself a way out was one of the best things I did for the success of my business.

So many people have wondered how someone so young could already have such success. At only 24 years old, I have been incredibly blessed with the opportunity of Arbonne. There are so many things I love about Arbonne. One of the biggest things, however, is that when someone wants this opportunity badly enough, everything else such as age, background, education or experience become irrelevant. Arbonne gives us a level playing field, so hit the ground running!

success strategy:

“ Commit yourself fully and lead others by your example. ”

I want to encourage each of you reading this story to truly ponder the things you want out of life. What are your dreams, and is what you are currently doing going to be the vehicle to take you there? If not, this may be the perfect opportunity for you. I could not be more thankful that I decided to step out into what was, at the time, extremely unfamiliar territory, to make one of the most important and beneficial decisions I could have ever made.

I have so many people to thank. I am so humbled by all of my upline, my team and even those outside of Arbonne who have believed in me and supported me in this journey.

To my upline, ERVP Jaime Dadd, EAM Jessica Melker, ENVP Roxanne Melker, ENVP Miranda Burcham, ENVP Donna Kopesasah and ENVP Cecilia Stoll: What talented, Godly, caring women you are. I could not have asked for an upline with more character, integrity, love and support. You are such a huge part of my success and I am so grateful for the hours you poured into me and this team to make it what it is. I love you all.

To my sister and sponsor, ERVP Jaime Dadd: I am so proud of who you are, Jaime. I am proud that you are my sponsor and sister. What an amazing gift to get to do this together! I will always be thankful for all that Arbonne has done for our relationship, and I could not be more grateful to you for all that you have done for me in sharing this opportunity with me. Thanks for pursuing me with Arbonne. and for seeing something in me that I did not have the vision yet to see.

To ERVP Katherine Armstrong: I am so thankful for your friendship. I am constantly learning from you, Kat. I am so glad that you changed your mind and decided to start your business with Arbonne; this has become the neatest thing we could have ever done together. You are so successful because you are such an advocate for your team, and I could not be more thankful to have such an opportunity to work with you. You will be a Nation by the time this story comes out!

continued ...



RVP Renee Klein and Ashley at NTC 2006 St. Louis.



Ashley with good friends and teammates, EDM Julie Rhodes, DM Sammi Woodyard, AM Cassandra Crowe, EDM Brenda Marr and AM-in-qualification Stasia Raines.



Ashley with the team and upline at a Managers Retreat, January 2006.

To RVP Sally Collier: You did it! As I write my *Eye on Arbonne* story, you are officially becoming an RVP! Your gentle spirit and genuine friendship mean so much to me. I love who you are and cannot imagine being on this journey without you.

To RVPs Lori McLain and Noemi Obenhaus: I always knew that you both could achieve great things, and I am blessed to get to be a part of it. I am so proud of you!

To my Area Managers, Robin Manes, Reata Knieriemen, Stacy Fetterman, Melissa Glanton, Jessica Alexander, Georgie Berry, Cassandra Crowe, Kristen Jones, Cathy DeYoung, Allison Crumpton, April Drolet, Jordan Scaling, Beverly Scaling, Lorelei Parado, Judy Pacheco, Leschon Serrano, Vanessa Serrano, Noelle Otts, Stacie King, Lauren Benesh, Mica May and Stephanie Patterson: You will all be RVPs and NVPs soon! Stay focused on your goals and help your teams reach theirs because that is where the true fulfillment comes.

To all of my DMs and Consultants: You are such an important part of this team! We would not be a Nation without you. Less than a year ago, I was a District Manager. Keep your eye on the prize and work hard to reach your dreams.

To DMs, Brenda Marr, Stasia Raines, Taylor Earnest and Julie Rhodes: What special friends you are to me. I am so thrilled to have this journey with you and am humbled to help you get to the top!

To my new and precious Maui Team: I could not be more grateful that the window of opportunity has opened up for you. You all are so special to me and you are achieving awesome things. There will be a lot of Mercedes-Benzes in Maui soon; they might even need to build a dealership on the island! I love you all. Allison, Brandi, and Jeana... I am so proud of you for building such a strong foundation!

To my parents, Jim and Carla Castle: Look at what your girls are accomplishing! You have been nothing but supportive of everything we have ever done, and you made us who we are. Thank you for your never-ending love and support.

To my dear husband, Brit: This business would not have happened without your love, patience, strength and support. Thank you for believing in me and encouraging me on those many days when I just could not believe in myself. Let us impact lives around the world, love.

Most of all, I must give credit where credit is due: God.

This opportunity is what you make of it. My good friend, ENVP Donna Kopepasah, always told me that, "Opportunities are never lost; someone will take the ones you miss." Do not miss this opportunity. You may be thinking, what if it does not work for me? I encourage you to start thinking, what if it does? Let Arbonne change your world and allow you to change the world around you.

Ashley with some of her Managers at her Mercedes-Benz car presentation in August, 2005.



ENVP Roxanne Melker, ENVP Donna Kopepasah and Ashley on the final night of NTC 2006 St. Louis.



ENVP Miranda Burcham, Ashley, AM Mica May, ENVP Donna Kopepasah, ENVP Cecilia Stoll, RVP Noemi Obenhaus, RVP Lori McLain, ERVP Kat Armstrong, EAM Vanessa Serrano, EAM Leschon Serrano and ENVP Roxanne Melker at an Area Manager/ VP Retreat.