

CHOOSE YOUR DESTINY

Back in September 2005, I attended a beach party held by current DM Kathleen Casey, and ran into two friends of ours from high school — sisters and ERVPs, Kathy Luffy and Dee Gundersen. They excitedly chatted me up about their new venture with a company called Arbonne International, and the name immediately rang a bell. I quickly remembered that I had used and loved the products 12 years earlier while living in Wyoming! Unfortunately, I had moved several times since then and had lost touch with my Consultant. I wonder now, had I only been presented with the Arbonne opportunity way back then, where would I be today?

My husband, Gary, was intrigued with the impressive financial opportunity attached to these amazing products, and he encouraged me to find out more. I was, however, very reluctant, because I had been involved with another network marketing company. Due to the fact that this other company had no training or team effort, ultimately the venture went nowhere for me. Arbonne's products had, obviously, changed over the years, so I needed to "try" them again. I left the party with a NutriMinC® RE® sample pack, but it sat untouched on my counter for several weeks. Finally I tried the sample pack, and after three days I couldn't believe the change in my skin. I could see and feel a huge improvement. For the first time in over 25 years, I woke up with a matte finish to my skin. It wasn't oily and it wasn't dry — just *normal!*

I called Kathy immediately and said, "I've fallen in love again and now I'm ready to hear more!" I went to an "Opportunity" Presentation with ENVP Lisa DeMayo on October 29th, 2005 at RVP Kris Vanderslice's house and signed up the next day, quickly qualifying as a District Manager.



tracy cast

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I have never been a conventional person. I was an economics major in college but never chose to pursue a typical economics career. I sold magazine advertising space very successfully, and enjoyed the stable salary and travel perks, but not the pressure. I got great pleasure from teaching English to Spanish students in Madrid, but the schedule and salary were not optimal.

I finally realized I needed to be my own boss and established a thriving electrolysis business. While even now, I enjoy it and set my own hours, but

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Tracy with husband, Gary and daughter, Kylie.



Tracy and AM Angela Walker at Tracy's Mercedes-Benz car presentation.



Tracy and Kylie



success strategy:

“Be generous with your time and energy to help your team get to the top.”

working solo, I can only do so much. There is no time leveraging when you work for and by yourself. I discovered that Arbonne has delivered in one neat package the best of what my past experience offered me: I have found the financial rewards ad sales had promised, but without the stress! I get to teach and train others to own and operate their own successful home-based business, but on my schedule. Finally, I can remain my own boss while leveraging my time to build a Region — and soon a Nation! Arbonne is the opportunity I had been searching for, but had not known it. Now, I am proud to alleviate my household's financial pressure while helping others do the same for their families. The rewards of seeing my team members succeed have unexpectedly matched the financial rewards. I love that, in Arbonne, contrary to corporate America, you can only reach the top by helping others get there too.

My journey to success did not occur in lightning speed, nor has it lacked significant hurdles and disappointment. Quitting, however, has never been an option for me in anything I set my mind to. Being raised in a competitive sailing family, my parents, Karin and Chuck Storer, taught me to never give up even if the wind dies out; stay the course, as there is always a puff of wind up ahead. Thank you, Mom and Dad, for instilling a strong work ethic and perseverance within me — I love you! Belief in myself, however, came slowly, yet I never looked back when I realized that the people who were attaining success were no different from me. I made it to District Manager by myself in three calendar months. But there I remained, hosting my own weekly spa gatherings. It was not until I started asking people to explore this amazing opportunity that my team began to form.

It took five months to find my first business builder, my cousin, AM Angela Walker and then another three months to find AM Colleen Rubio. Suddenly the snowball began to grow and the momentum propelled us to become an Area. It took my team a total of 20 months to become our own Region. Without such a dedicated, hardworking team, I would not be writing this story! I have renewed old friendships and have made invaluable new ones. I have learned so much from my team. It has been challenging getting to RVP but the return on investment has been worth every minute.

I would like to thank ENVP Lisa DeMayo for having the vision and confidence to bring Arbonne to Long Island, and ERVPs Kathy Lufy and Dee Gundersen for making me take a look and for not stopping at my first “no.”

DM Jeanine Bielecky, AM Jeanne Gallagher, Tracy, DM Maryann McCormack and DM Karin Marcello.



Tracy with President Rita Davenport and other newly promoted RVPs in Albany, NY.

My team is just on fire! To AM Angela Walker: my cousin, my partner, my friend — thanks for jumping on board first — pregnant and all! Your leadership and vision never ceases to amaze me. To AM Colleen Rubio: Thank you for hosting and then becoming my second builder and introducing me to Jeanine and Dina. To AM Jeanne Gallagher: My friend for over 20 years, you were on my “chicken list” for over a year, but you jumped in and with quiet determination got to AM in four months! To DM Maryann McCormack: Your optimism and generosity will get you to the top. To DM Jeanine Bielecky: My seminar buddy who has enough commitment for all of us. To the rest of my hard working DMs: Dina Romanoff, Tracy Riess, Karin Marcello, Debbie O'Rourke, Eileen Keck, Jen Garvey, Cathleen Moynihan, Annie Touvi, Kathleen Casey, Karen Belardinelli, MaryLou Harren, Cathy Cresser, Rachel Bastow and Ellie Kleinman: You are the reason I am writing this story. I am committed to your success because I know you all can achieve this and you will persevere. You are all well on your way to RVP. And thank you to all the Clients who purchase Arbonne products!

I want to extend special thanks to my husband, Gary, for encouraging me to pursue the Arbonne dream and supporting me all the way! You believed in this opportunity before I did. I appreciate your enduring horrible dinners for the last year and a half. Thank you also to my mother — the greatest “Nana” in the world — for babysitting and for being a great customer! As for my biggest inspiration, I thank my darling, patient and understanding daughter, Kylie. This is all for you.

I love you all dearly and could not do it without you!

Tracy's Mercedes-Benz car presentation. **CLOCKWISE:** DM Kathleen Casey, ERVP Kathy Lufy, Tracy, AM Angela Walker, DM Maryann McCormack, DM Jeanine Bielecky, DM Tracy Riess and AM Jeanne Gallagher.



Training meeting at the Mercedes-Benz dealership. **TOP, L-R:** DM Cathy Cresser, DM MaryLou Harren, Tracy, DM Rachel Bastow and DM Maryann McCormack. **BOTTOM, L-R:** DM Tracy Riess, DM Jeanine Bielecky, AM Jeanne Gallagher and Natasha Francisco.