

## PASSION WITH A PURPOSE

I have been on an incredible 11-month journey with Arbonne. Just a year ago, I had never heard of Arbonne when my friend and neighbor, ERVP Keri Borda, told me she was going to sign up as a Consultant. After being a stay-at-home mom for 12 1/2 years, I made the decision that it was time to supplement my husband's wages from working two jobs, so I could help pay for church camps and sports fees. However, because I loved my flexibility and did not want to give it up, returning to the classroom was not appealing to me. Arbonne offered me the opportunity to have time for family, friends and ministry, while potentially providing the extra income that would allow our family to dream again. The journey has not always been easy, but nothing of value comes without a cost.

When I first began Arbonne, I viewed my business as a cup, fulfilling its purpose to insulate and hold liquid. My Arbonne business fulfilled the purpose I originally intended for it, which was to supplement our income for my children's expenses and protect my desire to maintain my freedom and flexibility. My first traveling business partner was EAM Heather Rooke. As Heather overcame some personal growth issues and was able to achieve her dream of having a backyard swimming pool, I realized how Arbonne was also about helping others. I also realized that Arbonne could be a disposable business; if it was not working, I could simply just "throw it away."

As the months passed, my view of Arbonne as a disposable business greatly diminished because my belief in the company and

NEW RVP



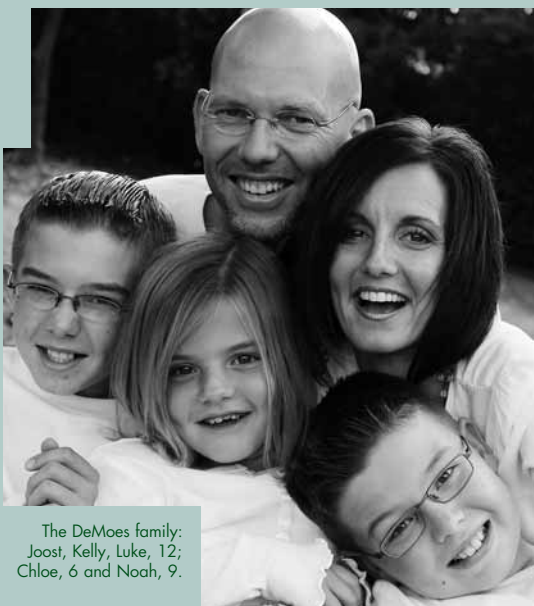
**kelly demoes**

Independent Consultant, Regional Vice President  
Kelly DeMoes Region; Bakersfield, CA

myself dramatically increased. I excitedly looked forward to my Arbonne day just like a cup of fresh, hot coffee each morning in my favorite mug. Arbonne was becoming a part of me, and my passion to help others became enriching and motivating. At this point, my focus shifted and I realized I was in this for the long haul. My Arbonne business had evolved into so much more than just a way to supplement my husband's school principal and adjunct professor incomes; it had now become about helping others achieve their dreams and allowing my husband, Joost, to step down from his university duties and recapture his evenings with our family.

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Kelly with husband, EDM Joost DeMoes; EAM Heather Rooke; ERVP Keri Borda; NVP Tory Brandt; ERVP Kelly Silva; ENVP Kristin Vanderveen; DM Sue Kimbrell; DM Donna Oehlert; Christy Rogers and AM Sandy Davis.



The DeMoes family:  
Joost, Kelly, Luke, 12;  
Chloe, 6 and Noah, 9.



## success strategy:

“ Make your passion contagious. ”

Any serious coffee drinker wants only quality coffee with fresh cream, and of course, a cute or favorite mug to enhance its flavor. Arbonne is no different. As I discovered more about Arbonne, I realized it was a quality company, distributing quality products and attracting refreshing, positive people. All of this is enhanced by the good friends I am sharing the journey with, while working part-time hours and having the potential to receive full-time pay.

My Arbonne journey shifted into overdrive when my best friend, EAM Sandy Davis, who started out as my biggest dreamstealer, jumped on board and reached Area Manager in just four short months. She was an emergency room nurse, worked very stressful 12-hour shifts, often without lunch, and had to shuffle her children among school and daycare providers. Her dream was to walk away from the emergency room. In January of 2006, her dream came true. This is when my Arbonne coffee mug was transformed into a precious and valuable china teacup. How many of us have the pleasure of helping friends achieve their dreams? That is what Arbonne is all about to me. I have collected teacups from various travel destinations all my life. Getting to select the people I work with, and loving what I am doing, makes Arbonne priceless. My teacup was accentuated with gold trim when my husband Joost, now an Executive District Manager, joined the team. It is so much fun to be working and dreaming together.

China teacups acquire their value by their composition and the story behind them. Each of us in Arbonne has a story to tell and a journey that we can share. Arbonne gives us the opportunity to develop value within ourselves as we are molded and shaped into the people God designed us to be. In the process, our imperfections and rough edges are refined by the master potter. Each of us are unique and valued and I am here today because of the amazing “china teacups” God has blessed me with along my journey.

To NVP Tory Brandt: Thank you for your strong leadership, encouragement and unwavering commitment.

To ERVP Keri Borda: Thanks for inviting me to go for a ride. Words cannot express my gratitude and joy for your help, encouragement



NVP Tory Brandt, Kelly and ERVP Keri Borda at an Area Manager celebration in Costa Mesa, California.

and friendship. I am glad we get to drive up and down our street in matching cars, compliments of Arbonne's Mercedes-Benz Cash Bonus Program.

To EAM Heather Rooke: You were my first teacup and now you have become a great friend. You jumped in and trusted that we would figure this out together. For you, it was as simple as getting in, buckling up and hanging on. We have grown so much and God has shaped you into a fine china teacup right before our eyes.

To AM Sandy Davis: What can I say except I constantly find myself thanking God for the story we share. Our teacups continue to gain value as we get to live and work together — so glad it was not in nursing! I love who you are and who you challenge me to be.

To my husband, EDM Joost DeMoes: Thank you for your belief, passion and encouragement every step of the way, whether I was in tears or on cloud nine. It is such a joy to do all in life together.

To DMs Kelli Armstrong, Cindy Douglass, Yvonne Jacobson, Sue Kimbrell, Nanette Lopez, Katie MacDiarmid, Carolyn Reinen, Donna Oehlert and Pam Yancey: You are all so very special to me. I am so glad that our dreams are coming true!

To the Chicago “fire” team, consisting of AM Nikki Smith, DMs, Danielle Cronk, Trisha Forrester and Kori Mauch: Keep the Arbonne fire raging!

To Luke, my biggest acne Client; Noah, my financial advisor and Chloe, my Arbonne cheerleader: I love you all and appreciate how you have encouraged mommy along this journey.

I want to thank God for guiding me!

Kelly, President Rita Davenport and AM Sandy Davis at RVP boot camp training.



Kelly with husband, EDM Joost DeMoes.

ERVP Keri Borda, Kelly and EAM Heather Rooke.

