



Alicia with RVPs Tobi Sherer and Tonna Krogstad.



Alicia and sponsor ENVP Deanna Herrin with Christian music artists "Third Day," in Atlanta Airport on their way to Atlantis resort.

NATIONAL VICE PRESIDENT

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EYE ON ARBONNE

arms. You and your family deserve this! Hurry up and have that baby so I can kiss her face all over! I love you friend!

To my Area and District Managers: You are all huge assets to this team. I could never be where I am today without each and every one of you. Never give up. The next step is just a breath away and I can't wait to celebrate with you! Thank you for believing in yourselves and allowing me to gain so much from you all. I am truly blessed!

To my precious friend Deanna: I can't even begin to put into words how much I love and respect you. I thank God for bringing you into my life! Along my journey, I have struggled with giving up control of my business. You were there to tell me that it was in God's hands, not mine. You guided me to let go of the wheel and trust him implicitly. You have made an impact on my life and because of that, I am a better person. I love you more than air!

Greg Dewey: I don't even know where to start! I owe my success to you. You encouraged me to embark on this journey and you have kept me alive in the most difficult moments. You are my foundation, my mentor, my best friend and my life-long partner. Thank you for believing in me even when I didn't even believe in myself. I love you babe!

To my children Chase and Kadie Grace: You were my source of relentless determination. I love the energy I feel when I see your faces. You are beautiful inside and out. Thank you for always pointing out a white Mercedes-Benz and saying "Mommy, there goes your car!" That gave me the inspiration to climb mountains! I love you both from the bottom of my heart!

The old adage is true: We become what we think about. With Arbonne, there are no limitations if you will have the courage to face your greatest fears and rely on faith to take the next step. Don't escape it, don't deny it, just face it! Take a step in the right direction

and don't feel that you have to accomplish it all at once. There are no shortcuts to any place worth going. Success is gained in the journey, not the destination. It is found in the continuing process of growth and development. The highest reward for your work is not what you get for it, but what you become by doing it. On your journey ... as you grow and expand your knowledge and experience, you will find a real sense of fulfillment.

There were many moments when I thought that running from my fear and quitting would be so much easier. But all growth involves risk and I knew that I must push forward and be willing to take it. It's true, I fell down many times, but I got right back up and kept on going. Successful people keep moving. They may make mistakes, but they don't quit because they have faith that there will be a time and a place when the tide will turn in their favor. In your Arbonne business, there will be times when you experience excitement; other times, only discipline will carry you through.

An author I admire writes that success is being eager for the day to begin because you have a challenge to greet you. This is what Arbonne has done for me. But always remember: Success is waiting for you to make the first move.

Alicia with some of her Area Managers at an Area Manager Retreat. L-R: Erin Krogstad, Jennifer Jerry, Heather Slankard, Alicia, RVP Carmen Bond, Laura Lovelace, Lauren Ferguson, RVP Tonna Krogstad, RVP Tobi Sherer and Kathy Piland.



Alicia with President Rita Davenport.



Taking a break during a training in Dallas.



INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

ALICIA DEWEY

# SUCCESS IS WAITING

## ON YOU TO MAKE THE FIRST MOVE

Independent Consultant, National Vice President  
Alicia Dewey Nation; Oklahoma City, OK

An inspirational author writes that we have power behind us, possibility ahead of us and opportunity around us. If you entrust your destiny to God's wisdom and master plan, then you have nothing to fear. Two years ago I did ... and my life has become the product of endless possibility and opportunity.

It was the spring of 2002 when I began searching for a new occupation. Not wanting to return to a corporate environment and sacrifice time I could spend with my family, I found my search to be a huge undertaking. I was looking for a career that would allow me to have the best of both worlds: The flexibility of being a constant presence in my children's lives and the ability to contribute effectively to our combined household income. I distinctively remember that eight weeks after the birth of our son, Chase, I had to go back to work. But in doing so I missed out on so many opportunities in watching him grow. Not a day went by that I did not struggle with the fact that I would never get to make these moments up with him. The desire to be home with my son grew even more powerful the older he got. After the birth of our daughter, Kadie Grace, my husband and I decided that I would stay home despite any financial setbacks. What a gift it was to be around my children during their formative years. After three years, the financial implications of being a one-income family started to weigh heavily on us. I just had to find the perfect job — one that could accommodate my role as wife and mother seamlessly. I was not willing to budge ... my family was top priority, period. Despite the fact we needed a solution fast, both my husband and I knew that what we needed would be provided at the perfect time.

Relying on our faith, we let God chart the course. Sometimes what is planned for our lives is very different from what we ever imagined. Within two weeks of praying for a solution to our financial problems, I met Deanna Herrin. Not only did God bring an incredible friend into my life, I also got a great opportunity through Deanna. I watched Deanna work her Arbonne business around her family. I saw the success she was creating and the relationships that she was building through her business, and I contemplated taking the first steps on my own "Faithwalk" with Arbonne. I battled my way out of my comfort zone and tiptoed my way into my fear zone, apprehensive about what I was going to face. I had so much self-doubt that I began convincing myself that I did not have enough confidence, knowledge or skill to pull this off. For one thing, I was not a

Birthday celebration with children, Chase and Kadie Grace.



Vacationing with husband, Greg.



Family fun: Kadie Grace, Alicia, Greg and Chase.



Managers' Christmas party 2003.



"Cruisin' to Success" 2002 cruise with Founder Petter Mørck and Alicia.

leader. That word itself was enough to send me running for the door. This could not possibly be what I had been praying for. But I had to take this chance for the sake of my family.

Still lingering in the back of my mind was my fear of failure. The thought of failing my upline, my family and most of all failing myself was a discouraging vision. Then I realized, until I value myself, I won't value my time. And until I value my time, I won't do anything with it. Self-trust is the first secret of success, and I was ready and willing to take that leap of faith. With the encouragement of my precious husband, and a lot of prayer, I felt I had nothing to lose and started my education at "Arbonne University." I have learned more about business and life through this company than I ever could have from a traditional college. I was willing to do whatever it took to make this happen for my family. Gradually, I began to see the dream of a better life. All it required was for me to clearly define my *Why* and then pursue it relentlessly.

On my amazing journey with Arbonne, I learned that this business goes well beyond just selling a great product. This business is also about making a difference and touching the lives of others. Because of Arbonne, I am available to offer beneficial products to those who need them and a golden opportunity to others who are looking to improve their current situation. In return, I have met so many people who have impacted my life and will forever make me a better person. I think to live "successfully," you must discover the bite size pieces that ultimately lead you to discover the whole purpose for your life. I have been able to accomplish that through this business. My Arbonne journey has brought me personal growth, a deeper belief in myself, and the understanding that by investing in the lives of others, you will be blessed far more than you could ever imagine!

I have always instructed my team to be willing to give of themselves. If you want to stand out, step down and be a servant. Developing relationships and loyalty, not sales pitches, is what builds a firm foundation for this business. If, at first, you don't make a personal connection because something is missing, do whatever it takes to go find it! The relationships you acquire are worth more than the material gains that accompany them. My team has been incredible at incorporating this advice into their businesses and they are seeing the benefits of this wisdom. I am so proud of each and every one of you. You have brought many qualities into my business that I am not gifted with; and I am so humbled by what you do and for your determination to join me in my "Faithwalk."

RVP Tonna Krogstad: You blow me away! I learn so much from you and admire your ability to create a vision and paint the preferred picture of Arbonne. You have taught me to love others more deeply and that no matter what obstacle you face, you can overcome it! You are a great leader and you inspire me in more ways than you will ever know. You are precious to me. I love you and then some!

RVP Tobi Sherer: When I met you, I knew that you would be an RVP! I love your "No quit, whatever it takes" attitude! You have taught me that giving up is never an option and that no problem can withstand the assault of sustained thinking. Because of your intense commitment to this business you are building a great team. You are an amazing person. Thank you for letting me love you and your precious family. I love you all so much!

RVP Carmen Bond: We started this journey together almost two years ago. I am so proud of your accomplishments and your persistence! You never gave up! Thank you for trusting in me and allowing me to be a part of your journey. Pretty soon you will be holding your sweet baby girl — your reason for Arbonne — in your

continued ...

## success strategy:

“ Dream a dream that benefits others more than yourself and relentlessly pursue that dream until it becomes a reality. ”



Relaxing with sponsor ENVP Deanna Herrin during the ASAP Atlantis 2003 trip.

NVP alicia dewey