

A professional portrait of Karen Dicenzo, a woman with shoulder-length brown hair, smiling. She is wearing a black pinstriped blazer over a pink top, a necklace with a square pendant, and earrings. An American flag pin is on her lapel. The background is a dark, solid color.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

KAREN DICENZO

CREATING A NATION ON BELIEF

Independent Consultant, National Vice President
Karen DiCenzo Nation; Andover, MA

On January 2, 2002 I started my Arbonne business with nothing more than a belief in Arbonne's products, opportunity, the network marketing industry and a few loyal friends and family members who purchased products or agreed to host skin care Presentations in their homes for me. This coupled with a strong desire to make a positive change in my family's life turned into an ability to live out dreams that I did not think were possible. I was taking a tremendous risk, but somehow I knew deep down inside that there was something unique and special about this company and its products, and it would not let me down.

As I look back at the journey from Region to Nation over the past year, I realize more than ever that it was not complex but rather it was about making a decision to follow a duplicatable system that was laid out for me by my upline. Somehow when you first start out in this business you feel that you are going to do it differently or do it "your way" when in the end it is all laid out for you perfectly. Find four business partners, hold six Presentations per month, listen to the conference calls and training tapes, spend time in self-development, be consistent and never treat it like a hobby. Make sure your belief is in check, your focus is on helping others rather than yourself, duplicate your efforts with four others and wonderful things will happen. I am here to say that it works and that your life will be better for having followed it.

Simply put, I am not the same person I was when I became a Regional Vice President in January of 2002. I realize now that what has been created has a far bigger purpose than making a living. It is about a willingness to learn how to be a leader, to work as a team and how to build a vision of something that is more than you or your team ever dreamed possible.

Throughout this past year I have had the opportunity to travel and meet some of the finest people I have ever surrounded myself with from all over the country in Arbonne ... and earn a wonderful living for my family at the same time!

When I was introduced to Arbonne's products and opportunity in May of 2001 at a Presentation hosted by my friend Sue Pineault, I had no idea that my life was about to change for the better simply by my attendance. My incredible sponsor, Judy DelNinno, had a belief in the products and business like nothing I had ever experienced before. Even though I had been a "skin care junkie" I had never heard any of the important information Judy had to share with us and soon realized that others needed to know this information. Little did I know that the most important thing Judy did that evening to start my Arbonne business was to transfer her belief in Arbonne onto me.

Then what started as four people sitting around a dining room table who simply believed in Arbonne has now become a National Vice President, three Regional Vice Presidents, six Area Managers, 24 District Managers and hundreds of business builders and Consultants ... just two years later.

I believe that the four most important aspects of this business lie within yourself, and it is your choice whether to take the time to develop them. First, you must believe in the company, products and business opportunity without a doubt or



Karen with her *Why*: daughter Danielle and son Chad.



Karen with her "angel" and sponsor, Judy DelNinno during a training in Baltimore.



ENVP Kathy Lutz, President Rita Davenport and Karen at Barb Kolby's Nation celebration.



Karen's mentors: ENVPs, Phoebe James, Kathy Lutz, Karen and Deana Wilkinson.



The East Coast VP team during a training in Baltimore.

hesitation in your mind. Second, you must enjoy the process of helping others obtain what they want in life through Arbonne's opportunity. Third, you must hold a vision of what is ahead for Arbonne, even if it is simply a dream. And finally, you must work consistently, follow the system and never, ever give up.

I am the kind of person who used to only dream or set goals for fleeting moments. I always thought that success and dreaming were reserved for others, not me. But what I have learned through my two years in Arbonne is that I had never tried hard enough in the past. Once I made the "mental shift" I realized it is a process of focus, discipline and realizing that you deserve it and it will come out better on the other end for your sacrifices that propel you toward success. I learned that building confidence in yourself is built through belief in something. It allows you to stand on solid ground and not let anyone tell you differently as you march forward. You owe it to yourself and others around you to build that confidence on a daily basis even if it takes hard work that you sometimes do not want to do.

My thank yous seem endless but they are so important. It definitely takes a village to build a Nation.

How do you thank a team of women who continue to spread belief in the products and business and enrich your life daily? My deepest gratitude goes to the true miracle makers who have pioneered our product in our home state of Massachusetts and beyond. Each and every Consultant has contributed to forming our Nation, bringing their own special talents and personality, and my life has only become better for knowing you.

To our Managers: Nothing has made me prouder than to promote three Regional Vice Presidents this year in our Nation. RVP Kathy Mealey, my first business builder and loyal partner and friend in pioneering Arbonne in our home state: To now experience our vision of what this could become come true for us this year goes well beyond words. RVP Pam DuBrul in Vermont: You became your state's first RVP through desire, hard work and integrity, and I am so grateful for our introduction through our friend, Linda Manning. RVP Pam Guyer: I immediately think

of the words "team player" when describing you. Your energy, tenacity and focus have raised the bar for everyone in our Nation and beyond to follow. I am so proud of each one of you.

To our Area Manager team (RVPs-to-be), Stephanie Courcy, Juliann McCaffrey, Tish McCartney, Stacey Metternick, Amy Ross and Vicki Spencer: Each one of you represents the qualities of belief, desire and a team spirit and I look forward to watching each of you promote to RVP in 2004.

To our District Manager team which exemplifies dedication and belief in our products and opportunity: I am certain there is a white Mercedes-Benz waiting for each and every one of you who have the desire in your hearts. Linda Capone: You were my very first Consultant and are one of the most loyal and dedicated friends I know. It has been such a pleasure to have you by my side in this business. Thank you to DMs, Deborah Colt, Martha Steenbruggen, Meg Gallugi, Julie Gann, Tish Crandall, Kim Leone, Rosemarie Lannon, Dawn Ingemni, Kim Rodes, Jen Fraser, Kerry Peroni, Kim Roberts, Jen Sheehan, Francine Whelan, Michele Poto, Wendy Champigny, Lori Baraldi, Maggie Grow, Candace McCarthy, Jen Graham and Heidi Brigham.

To all of the Consultants who continue to love and share our products, I thank you for your continued belief in our company and what it stands for.

To my dear friend and sponsor, Judy DelNinno: One of the greatest gifts I have ever received came from an angel brought into my life ... and that angel was you. Words cannot express my gratitude for your example of belief, support, encouragement and faith. You are a remarkable person, and I was the fortunate one put in your path.

My respect and admiration to our founder, Petter Mørck and his son, Stian. Your uncompromising creation of our products blended with a marketing plan that allows others to have the potential of a life beyond their wildest dreams can only be commended. To our President Rita Davenport: Please know that I never take for granted your time away

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success strategy:

“ The most important aspect of this business is helping others and I was blessed with a team of mentors who guided me with integrity and a true giving spirit. ”



Karen with her first business builder, RVP Kathy Mealey.



Karen's Vermont team.



Karen DiCenzo Nation.

from your family to attend our car presentations, in addition to the phone calls, inspiration and support. Having been in the Field yourself, you know what it takes and are there to guide us along. You are the heart and soul of Arbonne and the ultimate example of leadership. I feel blessed to have you in my life. Candee Keefe: Brilliant is the only word to describe you. Your dedication to quality, sacrifice and your outstanding ability to communicate to those of us in the Field through your trainings is the only thing about this business that is "not duplicatable." You are one-of-a-kind and we are the fortunate ones to be associated with you. Shane: I thank you for your tireless efforts and ability to bring fun and excitement to all our incredible events. To the VP Support team: You are the most caring and dedicated team of professionals I have ever worked with.

The most important aspect of this business is helping others and I was blessed with a team of mentors who guided me with integrity and a true giving spirit. To my coach and friend ENVP Kathy Lutz: Your ability to draw out the best in others and lead with heart, integrity and passion never ceases to amaze me. This past year has been full of fun, and I would not want anyone else leading me but you. This accomplishment is the direct result of the leadership you provided me with. To Dana Collins: I remember how impressed I was with you when I met you in Portsmouth, New Hampshire at my first training in January of 2002 and I am so grateful for your insightful vision of what Arbonne was to become on the East Coast. I will always be grateful for the sacrifices you made to share your knowledge with others through your incredible trainings. I am so honored to be a part of your team. To ENVPs Deana Wilkinson and Phoebe James: The NVP-to-be calls and your continual guidance, caring spirit and example of professionalism continue to influence my business in such a positive way.

To Charlie: I thank you for always holding down the fort for Danielle and Chad as our Region became a Nation. To my two best reasons for doing this business, my children, Danielle and Chad. Danielle, know how much mom appreciates all you did, especially cheering me on, bagging product, "reviewing" WebStats and joining me on our fun trip to Wisconsin together this summer. Your sweet faces always kept me going, even on the challenging days. To my mom, dad, sister, Gail and brother, Rich: Your continued support and enthusiasm for my business have made this all the sweeter to share it with you.

The Southern Vermont team.



To my friends who supported my business holding Presentations, finding me business builders and sharing your positive experiences about our wonderful products. A special thank you to Sue Pineault, Paula Driscoll, District Manager Kim Leone, Linda Manning and Pamela Brown for symbolizing the words "true friendship" by going over and above to help my Arbonne business.

I dedicate the creation of our Nation in honor of the National Vice Presidents before me who held the vision of what Arbonne would someday become. I was blessed to join our company at a time when you had already laid a tremendous foundation of vision, belief, training and a duplicatable system. I want to thank each and every NVP before me who sold product without the beautiful Product Catalogues, phenomenal training tapes, Web sites and product sample packs that we now have today. It is because of your sacrifices that a Nation could be created in two years and I thank you from the bottom of my heart.

The Karen DiCenzo Nation continues to keep the American dream alive each and every day in memory of Kevin McCarthy and those whose lives and American dreams were taken away on that tragic day of September 11, 2001.

Finally, but most importantly, you do not accomplish great things alone. I thank God for His guidance, answer to prayer, gift of strength, vision and placement of "angels" in my life.

I see this as only the beginning of great things to come. My vision has shifted from creating a Nation to creating many Nations and beyond as we continue to share Arbonne's tremendous opportunity and products. You can do this too ... all you have to do is believe.

The VP team: RVP Pam Guyer, ERVP Kathy Mealey, Karen and RVP Pam DuBrul.

