



eood

EYE ON ARBONNE

INDEPENDENT CONSULTANT  
NATIONAL VICE PRESIDENT

LAURA FLETCHER

# AN AMAZING JOURNEY

Independent Consultant, National Vice President  
Laura Fletcher Nation; Highlands Ranch, CO

It has been an amazing journey over the years. What an incredible experience I have had watching Arbonne grow throughout the past 20 years. From the *Accent on Actions* publication being handwritten by Founder Petter Mørck's secretary, to seeing all that we have today ... it has truly been amazing.

I "accidentally" began my skin care career with another company after working in corporate America for some 30 years. It became very intriguing and as I started researching and studying the function of the body and skin I realized that I had to find a botanically-based product. I was finally introduced to Arbonne after losing several clients to Arbonne products. Not only was I excited about the Arbonne product, I was impressed with Petter's integrity and the company philosophy.

I proceeded to work in Portland, Oregon with Joyce Raker, retired NVP, for about two years and then I was asked to open several other states. At that time, Arbonne's growth was pretty much contained to the northwest area of the country. After my husband and I discussed this opportunity, we decided to move to Colorado and start all over again, leaving behind all that had been built in Oregon. Arbonne was not yet national and had not spread across the country so I was appointed a Regional Vice President because the position of Regional Vice President could not be earned at that time. I had never been to Colorado but we rented a house with office space and started on our new adventure.

This was an interesting experience, to say the least, to move to an area which was not only new business-wise but where I knew no one. I didn't really know where to start meeting people. We began in the spring ... the month of March to be exact ... and our first white Mercedes-Benz was delivered in August of that same year.



Laura and her husband Russell with Executive VP Stian Mørck.



Laura with Joyce and Bob Raker in Hawaii.



Manager's luncheon in Hawaii, which included: NVP Betty Zisch, ERVP Colleen Templer and RVP Carey Conley.

Throughout my years in Arbonne it has been such a great experience working directly with Petter, putting promotions together. If sponsoring numbers were down we designed promotions to bring the figures back up; if sales were down we would focus the promotions on increasing product sales.

It has been gratifying to see and hear so many success stories over the last two decades. I've seen women with small children in far from desirable conditions start their Arbonne business and completely change their lifestyle and financial situation. I've been able to offer the opportunity to people who have had disabilities and were so discouraged because they were unable to work and support themselves. This business has changed their outlook on the future. We are so fortunate to have such a strong, stable company and opportunity to offer any and everyone.

Arbonne has certainly been a blessing in my life. I was diagnosed with lupus about 18 years ago. I did not have medical insurance at the time and I will never be able to get it due to this existing condition. Fortunately I have been able to take care of major medical expenses and continue to work and sustain the potential for a substantial income through my business.

At about the same time my lupus was discovered many years ago I brought my father into my home to live. He had been diagnosed with dementia and required nursing care. From the day he came to live with us his medical expenses were very high. The very first month I was able to increase my income to cover both his and my

own medical expenses. If I had been employed in a job at the time, I would not have been able to work full-time, much less raise my income. Before my father passed away I was able to cover medical expenses for his care thanks to the Arbonne opportunity!

Since living in Colorado, we've built a wonderful team with several Vice Presidents at both levels. NVP Betty Zisch started with me at the beginning of our Colorado-area opening. It's been exciting to see us continually build and grow. ERVP Barbara Moser has built a very strong Region with several Regions in her downline.

Traveling this road has not always been as easy as some may think. Without having a VP upline system of support along the way, we have faced some challenges that have made us very strong. I owe a big thanks to Petter for his vision and encouragement along the way. Rita has set such a phenomenal example and mentored us. Thanks, Rita, for all of your encouragement. Stian, you've been like a big brother, listening when there was no one else there. I am sure that there have been many times when the staff in VP Support wondered what more I could ask for; however they've always been there to help. James, you've been my helping hand and source of moral support ... thanks a million!

Last but certainly not least, I have a team that words could not sufficiently express my thanks for. My VPs, whom I previously men-

## success strategy:

“ I have been able to offer the opportunity to people who have had disabilities and were so discouraged because they were unable to work and support themselves. This business has changed their outlook on the future. ”



Laura with President Rita Davenport in Hawaii.



Executive VP Stian Mørck speaking at a Sunday morning brunch at Laura's home, following the Saturday evening Seminar in Colorado.

tioned, and my new Area Mangers. Cheryl St. Clair who has promoted to RVP by the time this is written; two new Area Managers — Joyce Wanderer who came into Arbonne to use the product in her business and has now set her goal for RVP; and Genean Craig who will shortly be in qualification for RVP, and thank you to all of the many other District and Area Managers ... it is like having a big, wonderful family.

I have four children ... three daughters and one son ... plus seven grandchildren and three great-grandchildren. Today it makes me so proud to have all three of my daughters and two granddaughters be a part of Arbonne also. Throughout the years, my husband and I have done a lot of traveling — both national and international — and we have received many wonderful gifts and lots of recognition from Arbonne. Thank you, Arbonne.



Part of ERVP Barbara Moser's team in Hawaii.



Fletcher family friends: Founder Petter Mørck with wife Inger-Johanne and Stian with his wife Jeannette and family.



Consultants and husband at a special dinner with guest speaker Executive VP Stian Mørck.