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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

SHELBY HOWARD

PLAN FOR SUCCESS

Independent Consultant, National Vice President
Shelby Howard Nation; Eagle, ID

Over the last 18 years, I have experimented with many professions, including childcare, administration, retail management and ownership, the restaurant business, church ministry, event coordinating, and even pipefitting at a paper mill. One business I had never tried was network marketing.

In August of 2003, I attended my first Arbonne Presentation held at a neighbor's home. The products were intriguing and so was the company. I ordered some products and began to see amazing visible results in just a few weeks. Shortly thereafter, we received a notice that the land-developing company my husband, Mike, worked for was going to relocate us from Vancouver, Washington, to Eagle, Idaho. Just three days before we moved, I became an Arbonne Consultant. It was a crazy time, in the midst of packing boxes, to be scheduling a coffee appointment to fill out the paperwork with my sponsor, Dianne Partee. I could never have imagined how that 45-minute meeting would change the course of my life.

After we settled into our new home, I began my search for a job because this was my chance to potentially earn an income, now that our kids were in school full time. After all, I thought to myself, this is what a stay-at home-mom is expected to do. The real estate market was exploding in the Boise area, and I was considering earning a real estate license. However, something inside me did not feel right. I decided to listen to that "still, small voice" that I sometimes miss. One night, after talking with my husband, we realized I needed to give this a try.

At the time, we knew next to nothing about network marketing, so we decided to educate ourselves. We both quickly realized this was a smart way to work, because it meant no longer trading our time for money. It was not long before others began to see, through me, results with the products and hope in the Arbonne opportunity. In November of 2003, I launched my Arbonne business by reaching out to my "cold market" in our new, little town, as well as contacting those in Washington who knew me, liked and trusted me. Armed with confidence, I began to let everyone know that I had chosen Arbonne as my new career. I began hosting Presentations, locally and out of town, and sending out "I am in business" letters, along with product samples. It was not long before others began to see, through me, results with the products and hope in the Arbonne opportunity.

When starting my Arbonne business, I realized I needed to not only plan for, but also believe, for success to happen.

There are often two voices in my head battling for my attention and belief. I chose to believe the voice of truth, the one that offered hope that I could succeed. How many lives could I change with this opportunity? So right from the



Carly, Shelby, Ty, Mike and Jess on the Oregon Coast.



Carly, Ty and Jess.



Vancouver, WA team: Michelle Anderson, Carol Jensen, Dee Stewart, Lyubov Laptiv and Angela Robinson.



Shelby with mom, Connie Bailey and sisters, Sheila Myers, Shannel Spenker and Shannon Almquist.

start, I had to believe Arbonne was the right choice for me and that by sharing the products and opportunity, I was going to positively influence others.

It is simple: Arbonne develops leaders and improves lives. Over the last two years, I have been sponsoring people who wanted the same things in life that most of us do: The potential for financial freedom, more options, the tax advantages of a home-based business, the ability to be available to family and the chance to dream again, with hope that those dreams could very well come true. Arbonne allows you to reach your goals and dreams by helping others reach their goals and dreams.

Many of my new Consultants say, "I will never be able to stand in front of people to hold a Presentation!" Now, some of them have become my keynote speakers on conference calls and at trainings. Some Consultants joined our team because they were lonely and lacking relationships. Now, they are surrounded with friendships that will last a lifetime. Others have joined our team with barely enough money to cover the minimal Starter Kit costs. Now, instead of being left with too much "month" at the "end of the money," they are enjoying the possibility of time freedom and discovering potential financial freedom!

One huge blessing came in March of 2005, just 16 months after I started my Arbonne business. My husband, Mike, was able to leave his senior project manager position at a land developing company. Having the choice to choose another career, he chose Arbonne. He loves "telling our story" every chance he gets and he is already an Area Manager. Now, we enjoy working side-by-side and sharing the gift of Arbonne with everyone who is willing to listen.

The Arbonne way of leadership-by-example makes it easy to see what you can be and to realize your potential. I wish to thank ENVP Dianne Partee: You came into my life as my sponsor, but you are now my friend for life. Mike and I love to get together with you and Dave, checking our family into the "Partee hotel." Thank you for sharing the gift of

success strategy:

“ Take the steps necessary to live the life that you have always imagined. ”

Arbonne with me; it has enriched my life, my family's life and the lives of so many others.

To ENVP Donna Johnson: You are one of the forerunners in our company. Thank you for setting the example of generosity, and for showing us all what to do when you have been blessed with so much.

Promotion to the level of ENVP can only happen with a team of people working toward the same goal, helping others discover more time for the important things in life and the possibility of financial freedom.

A special thanks goes to NVP Barbara Beaty: You are the faithful leader of my first-promoted Nation. I am so proud of you! You promoted ahead of me to NVP, and I was able to use our story to show others that our company rewards effort. It is amazing what your team was able to accomplish in 18 months.

To my three wonderful sisters, EAM Shannel Spenker, EAM Sheila Myers and AM Shannon Almquist: What an honor and a privilege it is to share this gift with my family. We have had adventures in the past, but who would have known it would be Arbonne to take our families where we want to go in life? Very soon, each of you will be promoting to Region! What a joyous and tearful celebration that will be.

To my parents, Ty and EDM Connie Bailey: I am the person I am because of how you raised me. Mom, you are going to be the coolest grandma driving a Mercedes-Benz! Thank you both for your continuous support!

I also wish to acknowledge my AMs, Judy Hollenbeck (my first local business partner and biggest cheerleader), Angela Robinson (my running partner and friend), Lori Vanderhoff (my business-savvy AM) and Penny

continued ...



Rhonda Lochman, Shellie Dominick, DM Kelly Dominick, EDM Tonya Almquist, DM Carrie Gendron and Heather Jackson.



Shelby and NVP Barbara Beaty.



Judy Hollenbeck, Penny Langdon, ENVP Donna Johnson, Shelby, Shannon Almqvist, Sheila Myers and Shannel Spenker at Areas in Paradise, January 2006.



The Washington team at its Nation celebration.

Langdon (my passionate leader): Your next promotion will be to Regional Vice President.

A special thank you to our DMs and DMs-in-qualification: This is where it begins. Keep going. Never quit! Every NVP in our company began their journey by promoting to DM, so you are on the right course.

To Mike, my hubby, friend and AM, soon-to-be RVP: From day one in my Arbonne journey, you believed in me and the venture I was undertaking. You help our teams gain a better understanding of network marketing through your diligent research. Arbonne has given us both the pleasure to be home when our kids walk in the door from school." I love you, hon.

To Ty, Carly and Jess, the loves of my life: You are the reason I chose Arbonne. I love being a "football mom," "classroom mom" and "party mom," but my favorite job is being your mom! You are learning at a young age that our purpose in life is to help others find their purpose in life.

Most of all, I wish to thank God, through Whom all things are possible.

Our Nation's motto is, "On the Water." I chose this phrase because I have learned in this industry that you need to have faith to do what you would think is impossible, to get a reward that is unimaginable.

For the benefit of those of you who are reading this *Eye on Arbonne* story and have yet to decide if Arbonne is the right choice for you: Talk to your Arbonne Consultant. Go ahead and ask the hard questions. Educate yourself on network marketing. Consider what positive influence you could have on others. Finally, I would encourage each of you to get out "on the water." Take the steps necessary to live the life you have always imagined.



The Idaho team.

The Spokane team. L-R: DM Dionne Lember, DM Lida Michael, DM Tami Earthman, Martine Maxey, Laurie Ross Clements and Monique Etherton.



Shelby and ENVP Dianne Partee at NTC 2004 Texas.