

BECOME A SERVANT LEADER

I was a hospital specialty sales representative in the pharmaceutical industry for a multi-billion dollar healthcare company. While this was a position many strived to achieve, I knew an even better opportunity would be the vehicle for me to grow professionally, leverage my time, create the potential for financial peace and empower others to do the same.

Thirteen years ago, my husband and I attended a presentation on network marketing — a direct sales method in which products are distributed directly from the manufacturer to the consumer through independent representatives. In most careers, income is based on trading time or expertise for dollars. In network marketing, time is leveraged through the efforts of many, and the benefit can be passive residual income. While this business concept intrigued us, the company and products were not unique.

A year later, I was introduced to Arbonne. I was looking for pure, safe, beneficial products that would support our body's natural ability to heal itself. While medications certainly play an important role, a lifestyle of good nutrition, exercise and rest is vital for optimum health. Using safe, personal care products was a natural fit. Little did we know that the compensation model attached to this product line would provide us with the vehicle we were seeking.

We have benefited from these cutting-edge products for 12 years now, and have recently been impressed with the caliber of men and women joining the company. Because of its unique business model, many of those participating in the network marketing industry choose Arbonne. The company has had incredible sales growth for the past two years and is on



vida ice

Independent Consultant, Regional Vice President
Vida Ice Region; Dundee, OR

track to surpassing previous numbers. It became apparent that the timing was now for us to capitalize on this growth.

I began building the business in January 2003. Since then, many people with diverse backgrounds — from students to successful doctors, engineers and financial advisors — have benefited greatly from the Arbonne products and opportunity. The desire to be healthy and the potential to create a passive residual income is what brought us all together.

Success in Arbonne is independent of background, financial status, race or gender. It simply begins with a strong desire not to settle for

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Vida's husband, Darryl, teaching their son, Joshua, how to fish.

Leaving a beautiful legacy: Vida's daughters, Jessica and Jade, with their grandma, Nafi.



Vida's family: Darryl, Jessica, Jade, Vida and Joshua.



success strategy:

“ Find your purpose and make the decision to fulfill it, plug into a proven system and embrace the principles of servant leadership. ”

the status quo. We have a choice to not just dream, but to act on those dreams. Adhering to a proven system, coupled with a strong desire, will enable *anyone* to succeed in Arbonne. I utilize the skills I developed in corporate America to educate, train, coach and empower. I volunteer at schools, involve our kids in sports and musical activities, take dream vacations, lead prayer groups and am involved at church. I love what I can do with this business where I have the freedom to choose how I plan each day.

My entrepreneurial spirit came from my parents. As first generation immigrants, they taught me to persevere, stand up for what is right and never forget my faith in God. My mother, a retired physician, participates in medical missions throughout Asia. She practiced medicine in the Philippines in the mid-1960s and was in private practice in the U.S. for 16 years. My father and his wife own a successful foster home business. Together, their entrepreneurial experiences blessed me with a strong work ethic. However, they were never taught how to leverage their time. It is my turn to give back to them.

I especially want to thank my mom for her vision of providing a brighter future for her children. She sacrificed much to come to the U.S. in 1969 so that her family could live, work and be free. I am humbled by her life and thrilled that she has joined me in our business.

I am thankful for my business and life partner, Darryl. He took a leap of faith with me as I left my corporate career to embark on this endeavor. As plant manager for a multi-billion dollar electrical company, he leads by example following biblical principles. His expertise in many areas of business, finance and servant leadership has benefited our business greatly. I am blessed to have him at my side to raise our precious children, Jade, Jessica and Joshua. They were the inspiration behind this decision to change my career so I could impact their lives more fully.

I am proud of AMs, Kandy Dicken and Lisa Gaff. They grabbed the duplicable system and went for it! I am confident they will each earn their Mercedes-Benz in only a little over a year's time. Kandy's drive and determination, coupled with Lisa's enthusiasm and professionalism, have definitely set the pace in our local area.

The Power team: AM Lisa Gaff, Vida and EAM Kandy Dicken.



First Annual Vida Ice Region Leadership Retreat 2005: **BACK:** AM Lisa Gaff, Brad Gaff, EDM Raelynne Stewart-Apperson, DM Kevin Apperson, DM Nancy Hodson, Elroy Ashmore and Holly Meier. **MIDDLE:** ERVP Sandra Gail, Darryl, EAM Chris Mathews and DM Kathy Gillett. **FRONT:** DM Joan Speich, Vida and DM Lonnie Morse.

Our DMs — Rea Taubert, Jeanne Kingsbury, Nancy Hodson, Barbara Shelton, Raelynne Stewart-Apperson, Joan Speich, Holly Ottley, Tammy Foster, Kevin Apperson, Kathy Gillett, Lonnie Morse and Samantha Greene — have set their vision to RVP and because they are actively building every day, their dreams will soon become a reality.

I thank future Managers — Petra Holmes, Elroy Ashmore, Brad Gaff, Barbara Peldyak, Deborah Baker, Carol Nuccio, Cindy Bodes, Shannon Whitaker, Erin Hall, Lynne McMaster, Robbin Kern, Kristin Jordan, Deborah Edwards, Ernest Erickson and Rachel McAllister — and all of our other business partners for trusting their leaders and catching the vision.

Thanks to our customers who have become more informed and empowered to take charge of their health. A special thanks goes to Susan Fadling, Mary Joanis, Kalene Heizenreter, Sandra Gail, Chris Mathews, Dianne Partee and Cathy Nielsen, for their willingness to rally with me to create the Northwest Management team. We are successful because we edify and support each other.

I believe we have a desire to make a contribution in people's lives, to be healthy and have the potential for financial peace. I invite you to ponder over the possibilities of how this vehicle can work for you.

RIGHT:
Vida and son, Joshua.



LEFT:
Darryl and Vida diving at the BVI.

REGIONAL VICE PRESIDENT

The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.