

A close-up portrait of a woman with short, styled blonde hair, wearing a diamond tiara, pearl earrings, and a pearl necklace. She is smiling and wearing a white lace top. The background is dark.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

PHOEBE FOURNIER

# REACHING NEW HORIZONS

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Hiking is one of my favorite outdoor activities! One of the great lessons of hiking is that as I set my sights on the horizon and reach a goal, there is always another horizon waiting for me. Indeed, what I have discovered is that life is a series of new horizons.

My story begins as an early teen when I made a decision to follow a spiritual path. Having made that decision, I reached a point where I knew that I could not progress in my current environment. At age 14, I took control of my future and made decisions that forever changed my life. I left my home state of Texas, my family and friends to go to Arizona and live with relatives I had never met. Though it was difficult, I knew it was the best thing for my future. Over the next four years, I made seven moves in two states, handled my own finances and learned many lessons. The greatest lesson was that even in my loneliest moment, I was not alone. Those experiences became the foundation of my faith and character. I had learned first-hand that when one door closed, another one always opened. My big horizon was to graduate from college and I knew the only way I would be able to do that was by earning scholarships. I studied hard, worked part-time, held many leadership positions and graduated in the top one percent of my class, receiving more scholarships than the Valedictorian. My next horizon was to graduate from college in four years and get a job teaching elementary school. Working and saving money every summer to supplement my scholarship fund, I reached that goal and began teaching. I loved the children and gave it my all, creating individualized programs and experiences that would develop their love of learning! Seeing their loving faces was my reward, because my salary in no way reflected my worth. No matter how much I put into it, I could earn only a predetermined amount.

After my first year of teaching, I was married, and two years later I was expecting our first child and a new horizon: Motherhood. Living in seven different homes and observing varied family styles, I had developed a clear picture of what I wanted my family to be like. Being the primary influence in my children's lives was paramount to me, so I retired from teaching, knowing that all I had learned from leading those sweet children, I would now use to be a mother. My husband was also a school-teacher with a master's degree, but nonetheless a meager income. It was important that I find a way to supplement our finances. A friend called and invited me to join her in a home-based business and I saw this as an open door. I remembered being taught that "selling is the highest paid profession" and I wondered if I could be successful. How would I ever know if I did not try?

Over the next 15 years, I was very productive. I had five children and I reached the top level in that company. Because I love learning and then teaching what I learn, I found that I really enjoyed teaching classes about



Phoebe with daughters, DM Lindsay Johnson and ERVP Erin Madsen.

Phoebe on top of Ant Hill.





Wedding day, family photo, October 2006



RVP Teresa Campbell with her team at NTC 2007 Las Vegas.

my products and training my sales team. My new horizon became the education of my five children. My income paid for our groceries, car payments, clothing, lessons, extra-curricular activities — necessities. Each month the expenses grew and I seemed to be falling further and further behind. With not even a dollar in a savings account, how could I accomplish my dream of having my children study wherever they wanted in the world? If they could be accepted by a school, my goal was that there would be no financial limitations. I set a specific monthly income goal and began visualizing walking out to my mailbox and opening the envelope with the check and feeling the joy and a sense of accomplishment.

In the process of growing my business, I had learned a lot about skin care ingredients on my own and was very concerned about the content of the products I represented. After realizing that the company I was affiliated with was not committed to having the best products and compensation plan, I decided to see what other options I might have. A new horizon opened to me when Thea O'Donoghue, Donna Johnson and I met at a company-sponsored event and discovered we were all experiencing the same discontent. I will always be thankful to Thea O'Donoghue, who found Arbonne and walked away from our previous company without hesitation. I received samples from Donna and immediately fell in love with the products! When I read that there were no animal products or by-products and they were pure, safe, beneficial, botanically-based products, I had the feeling I had "come home!" This was what I always wanted to represent. I signed up and sent for the kit so I could check it out, see full-sized products, read the business plan and make a decision. I knew that my integrity would no longer allow me to represent any other product line, knowing there was something better and more beneficial to my clients. It took me about a month to make the decision — like leaving Texas, giving up a consistent income was very scary!

Although it was not enough to educate my children, my current income was covering many of the necessities. Starting all over was somewhat daunting and at the same time, exciting. There were friends and emotional ties to consider. I called a family council and we made a list of everything our family wanted to have, everything we wanted to do, and the kind of family we wanted to be! I told them I was committed to working hard for the next five years and at the end of those five years, I believed we could have all of these things. It meant that I might not be at every soccer game or event, but they would know if I was not there it was because I was creating that dream list for our family. My family became my biggest support! I declared my independence mid-September and received my first District Manager paycheck in mid-December. We lived on food storage, gave "gifts of love" for Christmas (which has become an endearing family tradition) and were awed at the blessings that flowed into our lives.

Four years later, I was a National Vice President and we built our dream home on five naturally wooded acres at the base of a majestic mountain range. My children have studied all over the world and many of my dreams have come true! I am so happy and thankful that I stepped out of my comfort zone and moved forward when the Arbonne door opened for me. I am so grateful that I stayed the course during the developmental

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## success strategy:

“Your business is not about you; it is about those you serve.”



Phoebe with Chairman & CEO Bob Henry and President Rita Davenport.



DM Shirley Short, EAM Nancy Summer, Phoebe, DM Karen O'Brien and AM Sally Rudnick.



Phoebe with ENVP Donna Johnson.



RVP Angie Minnick with her team at NTC 2007 Las Vegas.

stages of the company with continual changes in the business plan and management structure. Many of my dreams have come true and I have experienced the greater joy of seeing those on my team achieve their dreams as well! Some of the most dynamic leaders in our company are a part of my SuccessLine and I have been greatly blessed.

In September of 2005, the picture I had of what the rest of my life would look like changed dramatically when my husband of over 30 years decided he no longer wanted to be married. At the time, it felt devastating. Little did I know the wonderful door that was being opened to me. With the help of wonderful family, friends and my Arbonne support team, I was able to see the blessing this was to me and the bright future that lay ahead in this new horizon. At the same time, many single women were being drawn into my life and I saw so many whose lives had been shattered by betrayal or loss of a spouse. They clung to a horizon that had passed and they could not see the new one before them. My goal was to help them. I decided I would become an icon for single women and teach them they are more than a relationship and they have the power to create a life they love and experience joy!

My good friend and mentor, Mark Fournier (who I met when he trained at the VP leadership session at NTC 2003 Nashville) introduced me to his brother, James, thinking we would be great friends at the least. He was right, and now I can say that I met my husband through Arbonne! "Bear," as he prefers to be called, loves and supports me in all I do and partners with me in my business. The horizon we are both striving for is to live lives of contribution — to have more, do more, be more and give more! We have established the Reaching New Horizons Scholarship Fund for students with great aptitude and a desire to earn an education, but who need financial assistance. That is only the beginning, for we know that there will always be another opportunity, another new horizon!

What can I tell you that would help you build a business? Learn to listen — for the needs, values and talents of others and how Arbonne can make a difference for them! The secret to success is not how much information we can give, but how much information we can gather about our potential Consultants and Clients. It is so much fun! Focus on your prospect, ask questions, listen and learn. Be open to believe that everything that happens to you, even if it seems devastating, will teach you and allow you to see a new horizon that you may not have seen or experienced otherwise.

Thank you, Founder Petter Mørck, for your vision and commitment. Thank you, President Rita Davenport, for inspiration and friendship, for believing in us, and specifically for your belief and vision for me. Thank you, Sr. VP Product Development & Field Events, Candee Keefe, for your tradition of excellence. We have an incredible team in our corporate leadership — Chairman & CEO Bob Henry; Sr. VP Marketing, Brad Wayment; Executive Vice President, Stian Mørck; Sr. VP International Operations, Jack Crowley and all those who work with you! I am indebted to the wonderful leaders and Consultants who have chosen success — both those within my organization and without — and I am grateful for the privilege to have them in my life. They inspire and mentor me. To them I say: I love working and growing with you!

ERV Linda Sims with her team at ACTnow Orlando.

RVP Candy Krausman with her team at NTC 2007 Las Vegas.

