

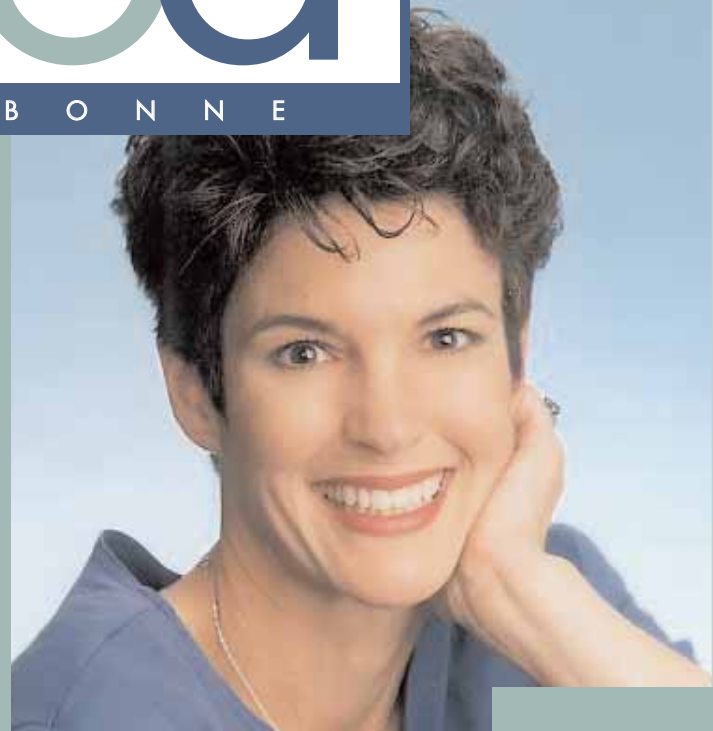
LIGHT YOUR FIRE

Eye on Arbonne is an appropriate title for my story. I had worked for 16 years in corporate America as an associate product manager in ophthalmology/optometry. I was involved in marketing, manufacturing and eventually sales. I loved helping people and over the years earned a great territory, perks and rewards. But when I had my first child, the endless travel and the schedule was not conducive to a family.

I had done so much entertaining for business associates, it was no surprise that in 1991 I started an events and design company for celebrity clients. I loved it! But after many years, the business took over where the enjoyment left off. As a small business owner, I was exhausted. I thought having a degree in business would have prepared me for the rigors of owning my own company. Free time? There is *no* such thing, and the responsibility and liability rested solely on me.

In 1997, I met AM Terri Lindow at a business leads group. I bought some Arbonne products only to be supportive. I immediately fell in love with them and saw an incredible difference in my complexion. Excitedly, I called Terri, and she mentioned the business side of Arbonne. Oh, no, I thought. Not for me. She said I could be my own boss but I already was! She said I could set my own hours and I said I already did — well, so I thought! I did not want anything to do with the business, but I did welcome the discount so I signed up.

Soon after, I went to a training session in Los Angeles and saw a new side of Arbonne. I liked network marketing but had yet to find a company that truly appreciated their Consultants as Arbonne did. Within a few months I had sponsored my first Ace, Loraine Grover. We went District right away and with the momentum, went Area the following month. But since I was not “serious” about Arbonne, and I was only one leg strong, Loraine went on to Area and I lost momentum.



libby jason

Independent Consultant, Regional Vice President
Libby Jason Region; Coto de Caza, CA

For the next several years, I put Arbonne on the back burner. My event business continued to take all of my time but truthfully it was more than that. My design company had a lot of “me” in it and my ego just was not ready to give that up. Plus it acted as a safe excuse for why I did not take a more bold approach with Arbonne. After losing my District I was discouraged and my family was resentful of all the time I spent doing other people’s events.

That was when I was blessed to have breakfast with Arbonne President Rita Davenport. Never shy with words, she pegged me right where I was. She said I was not seriously working and I did not want it bad enough. Rita also said what would later ring in my ears for a long time, “Libby, the day you are as passionate about

continued ...



FAR LEFT: Libby with husband, Bill during the ASAP Atlantis 2003 trip.

LEFT: Libby, DM Nora Aplin and EDM Belinda Cartier.

success strategy:

“ Becoming aware of your thoughts is the first step in understanding your beliefs. ”

Arbonne as you are with your party business, *that* is the day you will be successful.” I thought, wow! She was right. She called the next month with a sponsoring challenge. Not wanting to let her down, I did it! And to my surprise, I had a great time!

In the fall of 2002, my husband and I decided I would focus on Arbonne. It was so enjoyable to spend the Christmas season with my family and not being a manic! From then on I was committed. In 2003, I completed Area right after the NTC in Nashville, and in 2004 completed Region right after the NTC in Texas.

What changed for me? It was decision, action and belief. My belief was the result of my thoughts and I had to change my thoughts. My *Why* also changed. I had a serious family issue that cost a “gazillion” dollars and which propelled me to reach Region quickly.

But most importantly, my faith in God has led me to realize a purpose greater than I could imagine. Each of us must do our part to glorify Him so I have themed my Region lamp lighter’s. With Arbonne, I could impact a person not just for a single event, but for an entire lifetime.

I am grateful and honored to have a group of unstoppable leaders. To EAM Loraine Grover, my “God appointed” first business partner and lifelong friend: I admire your vision, wisdom, compassion and humility. To AM Patra Model: I thank you for your solid persistence, kindness and genuine desire to benefit others. To DM Kellie Johnson: I see the gift of endurance and flexibility. To DM Kelly Hurley: Your sharp business focus and integrity are an inspiration. To EDM Belinda Cartier: Your love of others and genuine passion shines in everything to do. To DM Nora Aplin: Your joyful optimism and focus is conta-



Libby, EAM Loraine Grover, DM Kellie Johnson and DM Kelly Hurley at NTC 2004 Texas.

gious! More thanks go to out to DMs, Laura Vorhees, Heidi Neuss, Jeni Merilatt, Julie Hagstrom, Diane Branson, Rebekah McCabe and all our Consultants.

I want to thank ERVP Terri Lindow for being bold enough to introduce me to this awesome company! To ERVP Susan Shaheen — your unselfish coaching, leadership and commitment to my success keeps me going. To Rita — who would have thought scrambled eggs would have led to this? What a precious mentor you are! Also to a fabulous Home Office team, Stian, Candace, Denise and Stacy — you all are priceless!

And most certainly, I want to thank my husband, Bill. Who has always said “I’m behind you 100 percent” and has kept our household running. I love you! To my family — thank you for your patience while mom was on the phone and doing Presentations. You will be rewarded!

Last, I would say it is not “one thing” that has built this Region but a culmination of many things — an encouraging word, a tape, a book, an idea implemented. But most important it was my thoughts that determined my belief. What are *you* telling yourself?

RIGHT:

Libby with husband Bill during the ASAP Atlantis 2003 trip.



L-R: Libby, AM Diana Adamo, Arbonne President Rita Davenport and Director of Business Development Denise Needham during the Area Managers Challenge celebration.

L-R: AM Patra Model, EAM Loraine Grover, Libby, ERVP Terri Lindow, ERVP Susan Shaheen and ENVP Donna Johnson during the ASAP Atlantis 2003 trip.

