

A professional headshot of Julie Lackner, a woman with long, wavy, light brown hair and blue eyes, smiling warmly. She is wearing a black sleeveless top and a necklace with a square pendant and a small blue gemstone. The background is a soft, out-of-focus grey.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

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JULIE LACKNER

# GROW WITH YOUR CHALLENGES

Independent Consultant, National Vice President  
Julie Lackner Nation; Clinton, MT

My Arbonne journey began in August of 2002. I started the business not really knowing where it would take me. Little did I know how powerful this tool would become, and how many lives would be affected and changed by sharing such an awesome opportunity (let alone products that stand in a class by themselves)!

When I began my business, I was working as a radiologic technologist and busy raising two small children. I enjoyed my career, but had an overwhelming desire to be with my children full time. I wanted to be with them when they had their first milestone achievements. I wanted them to feel my love all the time, not just part of the time. Arbonne would make this happen.

Sixteen months after signing my application, I promoted to Regional Vice President. It was an incredible experience that I treasure, but it was on my journey to NVP that I really learned about my team and myself. Promoting to RVP brought me home, promoting to NVP enabled me to search deep within myself and fully realize my purpose in this business, and for my life.

We have used many tools to build our Nation, but the core has been built on five specific principles: belief, commitment, challenges, attitude, and most importantly, relationships.

Belief — we have all heard you have to believe to succeed! That is so true, and when my team believed we could do something, we did! Often, we even relied on “blind faith” and “borrowed belief” to move us forward. Sometimes we only see our path through the fog; we need to rely on our upline to see above it, and guide us in the right direction. I did not always believe I could do this, so I often borrowed my belief from my upline.

Commitment — it separates the people who want to do something great from the people who actually act upon it and do! A transformation will take place when you commit to this business 100 percent.

Challenges (and we have had our share!) — either we choose to ignore them, or accept them and let them cultivate us as leaders. Montana is the second poorest state in the nation, so skin care can be a luxury, but we turned our challenge into a benefit, and lead with the opportunity. Many times our challenges and reasons for not doing the business are the exact reasons why we have to do the business.

Persevere with a positive attitude. An NTC 2004 Texas speaker said it best when she explained that life is like a grindstone, and either you choose to let it grind you down, or polish you. And the “Moving Mountains” Nation chose to be polished along the way. I am so proud of my team of very “polished” Managers and Consultants.



The Lackner family: Julie, husband, Dennis and children, Jestone, Dane and Jake.



Julie's children, Jake and Jestone.



Julie's Why: Dane, Jake and Jestone.



ERVVP Juli Nilson, Sr. VP Product Development & Marketing, Candace Keefe, RVP Amy Towle and Julie.



Lots of Managers at NTC 2005 Las Vegas.

And perhaps the most important tool we rely on is our relationship building skills. Your business will bring on new meaning and growth when you build relationships with your Clients and Consultants. Identify their needs and learn to ask yourself, "What can I do for them?" rather than, "What can they do for me?" When you work with a servant's heart, the gratification that comes with it is exponential. It is incredibly rewarding to serve others and help them attain their dreams. I will never forget what Rita says: "You can do more, be more, have more, but most importantly, give more."

When you reach Nation, you realize this business is not about you or what you have attained; it is about the belief, commitment and willingness to overcome challenges and serve the dreams of so many beautiful people!

I am thankful for so many beautiful people! Where do I even begin? To ERVVP Juli Nilson: I am thankful for our friendship. I love watching you develop into an incredible leader. You are so patient, and gifted in many ways. You are going to be a Nation very soon! To RVP Amy Towle: It was your spark that set the fire in Montana! I am so proud you are a part of my VP team. Your passion for helping others is beautiful.

I want to thank my RVPs-in-qualification. Laura Branson, you are one amazing lady! I am so impressed with your willingness to serve and help others reach their dreams. You always look for the greatness around you. Betsy Dahlberg, you certainly do not let life get in the way. You have built an impressive organization. Your determined attitude is going to take you all the way to the top! To my mom, RVP-in-qualification Glorian McFadden: Wow! I am amazed by your growth, yet not surprised. You are a perfect picture of perseverance. You were just holding onto your District just a few months ago and now you are a Region (which you informed me is just a brief pit stop!). I love you, mom!

To my sponsor, Colleen Frohlich: Thanks for sharing the awesome gift of Arbonne with me. Your gift has helped transform the lives of thousands of people.

To ENVP Rachel Sinclair: I thank God every day for our friendship! You have been an incredible leader. It has been said that achievement lies within the reach of those who reach beyond themselves. You are a perfect example of that, and you have taught me to do the same. You have a beautiful, spirit filled Nation!

To NVP Shelly Whitekiller: You have such a passionate spirit and a servant's heart. I am so grateful for your friendship, and for your willingness to come to Montana and train my team. To ENVPs Cecilia Stoll and Deanna Herrin: Thanks so much for your encouraging words and outstanding leadership.

You all are an inspiration to me and I have learned so much from each of you. To my AMs, Mary Suter, Jill Franke, Lannette Bohlken, Lorena Renfro, Theresa Reimer, Trish Glendening, Ron Glendening, Danyeil Wagner, Diane Mejia, Belinda Hill, Savannah Eberline, Lori Carey and Michaela Hubbard; AMs-in-qualification, Angie Charlton, Mary Ann Hubbard, Jennifer Benders, Kathleen Herman and Kit Nilson: You all are

*continued ...*

L-R: RVP-in-qualification Glorian McFadden, DM Fern Hansen, EAM Jill Franke, Trudy Francis, Julie, AM Lorena Renfro, EAM Mary Suter, EAM Lannette Bohlken and RVP Laura Branson at NTC 2004 Texas.



## success strategy:

“ Embrace your challenges, and let them cultivate you as a leader. ”



RVP Amy Towle, Julie, RVP-in-qualification Betsy Dahlberg, RVP Laura Branson and ERVP Juli Nilson.



Some of the Washington and Oregon team members.

developing into such great leaders and have such beautiful hearts. You will be driving your white Mercedes-Benzes before you know it!

To the rest of the "Moving Mountains" Nation: I am thankful for your willingness to serve and step out in faith. You are all "moving mountains" because of it!

To President Rita Davenport, Chairman & CEO Bob Henry, Executive Vice President Stian Mørck, Sr. VP Product Development & Marketing, Candace Keefe and the rest of the incredible Home Office staff: We are so blessed to have you guiding our company. I continue to be impressed by this awesome company, led by awesome people. Thanks for all you do.

To my dad, Jim and mom, RVP-in-qualification Glorian McFadden: Thank you for instilling your values in me; they have helped me pursue my dreams.

I am very thankful for my wonderful husband, Dennis, who has helped me so many times along the way. I appreciate you so much; you are the greatest daddy. Thanks for always being there for me! You have not only been a great support to me, but to my entire downline. I know my Nation loves you, too!

I am so thankful for my beautiful children, Jake, Jestine and Dane. Jake, you are growing up to be such a talented young gentleman. I am so proud of you. You can spot an "Arbonne" truck a mile away! Jestine, you are a beautiful little girl with such a beautiful, determined spirit. You certainly know how to light up a room. Dane, my sweet baby boy! I am

not going to miss a minute of you growing up. You have made our family complete. You three are my *Why* and I love you more than you will ever know. I have said from the very beginning that these short-term sacrifices would be repaid with long-term rewards. The beauty of that is the short-term sacrifices were so short, we hardly remember them! And the long-term rewards are going to last us a lifetime. I am truly blessed with an amazing family.

I am so thankful that Arbonne has given us choices. Not only financially, but through the journey itself, from which we have become better people, better parents, better spouses and better servants.

I am most thankful to God for showing us we can be so much more than we are. The greatest reward is in serving others and helping them dream and hope for their futures.

Embrace the Arbonne business journey. If you give of yourself and grow with each challenge that comes your way, you will reach your goals and be blessed beyond your dreams!

AM-in-qualification Angie Charlton, Julie, ENVP Rachel Sinclair and AM Belinda Hill.



Julie's son, Dane.

