

A close-up portrait of a woman with dark, wavy hair, smiling warmly. She is wearing a dark top, a pearl necklace, and pearl earrings. Her hand is resting near her chin.

eoa

EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

KATHY LUTZ

ACHIEVING BEGINS WITH BELIEVING

Independent Consultant, National Vice President
Kathy Lutz Nation; Bel Air, MD

On May 31, 1999, I left my position with upper management in one of the largest banking corporations in Maryland (after twelve years). Three years later, on May 31, 2002, I completed the qualification for National Vice President with Arbonne International, earning more than twice my corporate salary while investing only one-third of the hours. When I chose to leave my career in corporate America, little did I know that my new path would lead me on a journey through personal growth and into abundant living.

I came into the network marketing industry without an understanding of its tremendous potential. Although desperate for an alternative to what I was doing, I felt trapped because of the significant financial responsibility that I held in my household. However, I left my job without an alternative to fall back on. During this time period I had begun using Arbonne products and I had fallen in love with them. My Consultant, Dana Collins, suggested that I join her in doing this as a business. It seemed to be the answer for which my husband and I had been praying. So, I signed up as an Independent Consultant.

In the beginning, my expectations were small, although they seemed big to me at the time! I merely hoped to make enough of an income so I could work from home and stay out of the corporate rat race. Just getting by was good enough for me! The income goal I set for myself meant that I needed to become an Area Manager. I had no idea what my potential was, but my sponsor did. I asked Dana, my sponsor, how to begin. She told me to schedule six group Presentations to take place within a calendar month. I did this and promoted to District Manager within my first two months with Arbonne. This was the start of a whole new way of life and a totally new way of thinking. Since I was used to the corporate paradigm, this was completely different. The corporate concept of success is defined by working to advance one's own position over others, while success in Arbonne comes through working together to advance the team.

I got started by doing what my sponsor told me to do. I jumped in even before I fully understood how this business worked. The momentum created from those first two months of activity carried me through the next six months. However, while I stayed busy responding to the momentum, I was not proactively creating



Kathy with husband, Ed at Kathy's car presentation, July 2001.



Kathy and Heidi Lutz



L-R: RVP Susan Evans, NVP Dana Collins and Kathy at NTC 2002.



L-R: Christy Sowder, Mary Neault, Ed Lutz, Kathy, Barb Kolby and Kurt Kolby.

any new business and I was not sharing the Arbonne opportunity. My belief in the products was very strong but my belief in the network marketing industry was not. So, after about six months, the activity died down and I retreated into the details of daily life and allowed my attention to slip away from my Arbonne business. Little did I know that a new phase of my personal development was about to begin!

One day, after a year with Arbonne, as I sought God's guidance, I realized this business was indeed still the provision we had been praying for. At that moment I "crossed the line" over into commitment. I decided that, no matter what, there was no turning back. Yet I did not know how to take the business further. The next day I got a call from Deana Wilkinson, my upline NVP at the time. She asked me if I would like to be mentored by her. We entered into a coaching agreement in which she matched her time with my commitment.

That first month my retail volume doubled, growing from low District Manager volume to an Area Manager's volume. Once I "crossed the line" and began working with someone whose belief was bigger than my own, I got a glimpse of the potential of this industry, and Arbonne in particular. As I watched my own success and the success of those working with me blossom in front of my eyes, my belief grew exponentially.

I have found that our success has been directly related to a commitment to personal growth. That is, being committed to moving beyond our comfort zones. Moving out of the familiar and into the challenging and uncomfortable unknown is not just a one-time decision; it is an ongoing series of decisions that never ends for the person committed to growth. Challenges are opportunities that produce strength and personal development. Personal development translates into retail volume and promotion. Growth sometimes is painful. Achieving the level of NVP means I have shed more tears. This is a relationship business, and where there are relationships, there are opportunities for personal growth.

My Nation is made up of many courageous people who are committed to doing new things and growing. I am deeply grateful to them for their courage, integrity, creativity and friendship — it is humbling and inspiring. They are people who, like me, took a chance. Coming from all walks of life, with backgrounds as diverse as waitress, at-home mother of six, foreign language translator, corporate executive, house cleaner, aesthetician, college student, missionary, dental hygienist and attorney, to name a few, they each decided to leave their comfort zones. They decided to stop doing what they were doing (and getting what they were getting) to take

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NTC 2002, Long Beach: Arbonne President Rita Davenport with Kathy at the Ace Awards dinner.



success strategy:

“ I have found that our success has been directly related to a commitment to personal growth. ”



L-R: Some of Kathy's team at NTC 2002 Long Beach.



NTC 2002, Long Beach: Deana Wilkinson with Kathy and the Spirit of Arbonne Awards.

up the challenge of a new opportunity and start dreaming again. With Arbonne they are now making their dreams come true along with touching the lives of others. They are brave and true heroes. I count it a privilege to be associated with them.

As for myself, I began this business like everyone else. Dana Collins, the master at getting people started, showed me how to get started. Then there was Deana Wilkinson who reached down, saw my potential even before I did, and with her knowledge of Arbonne's opportunities offered a strategy and her unwavering support. Deana is the "queen of strategy"! My gratitude to both of them for their sacrifice and care will never cease. They represent the heart of this company, which cultivates leaders who care and show the way.

Our President, Rita Davenport, is the embodiment of heart. She is a relationship person and a continual inspiration. Rita is truly a great leader. I am also thankful to Petter Mørck, our Founder, for his vision and for this company, and to Stian Mørck for his commitment and continual support. We are blessed to have the most dedicated, professional and fun Home Office support team on the planet!

I am so thankful to my husband, Ed, who has been committed to this business from the beginning. Even when my belief wavered, his never did. He is my manager, my cheerleader and my truest friend. We want to thank God for being so faithful to bring this opportunity into our lives and for sustaining us through three years of continuous growth.

I have come to know that this business has so much more to offer than simply the potential to earn a fantastic living. It provides an unparalleled platform for personal growth that leads to the enjoyment of an abundant life. Going to "work" every day is a joy. I am excited that I have an opportunity to impart to others what I have learned and to help them attain the success and freedom that I enjoy. I began my business with a small goal — wanting to just get by. Now I have realized my dream of making a difference in women's lives every day.

L-R: Melissa Bowermaster, Kim Herb (AM), Kathy, Nancy Slaseman and Lisa Bowermaster.



L-R: Terri Steigerwald, Kathy and Ruth Cox.

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