

A close-up portrait of Roxanne Melker, a woman with short, light-colored hair, smiling warmly. She is wearing a red lace top and has her hand resting near her chin. The background is dark and out of focus.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

ROXANNE MELKER

BRACED FOR SUCCESS

Independent Consultant, National Vice President
Roxanne Melker Nation; Tulsa, OK

Catching a glimpse of the silver bracelet on my wrist always inspires me — even today as I reflect upon my own personal journey from new Consultant to new National Vice President. When I picked up this cute little trinket a year ago, I had no idea I would wear it almost daily or that it would become so priceless to me. The words engraved on this bracelet are simple, yet represent three of history's most powerful concepts: Faith ... hope ... love. It is extraordinary how just 13 tiny letters, arranged in a certain order, could summarize my goals and aspirations so well and provide incentive to reach outside of my own limited universe! To those of you who are exploring this company's business possibilities: It is true that Arbonne can potentially provide an impressive bank account, but far greater treasures have been deposited into my "heart account" since this story began.

Just over 14 months have passed since I received a seemingly random phone call that created my own private earthquake! ERVP Miranda Burcham dialed my number one ordinary day in July of 2004, saying that my name kept popping into her mind as someone who might be interested in a potentially life-changing business. We did not know each other well, but in previous conversations we had enjoyed a very comfortable rapport. However, my first reaction to starting an Arbonne business must have disappointed her. "Oh no," I said, "I love my life and I would not want to do anything to change it!" Fortunately, she did not give up that easily. She began to search for my "hot buttons," looking for one that might intrigue me enough to listen longer.

Eventually, Miranda hit on a couple of points that were really appealing: Having more money to give away and making more money to get away! My husband, Rick, and I are avid budget travelers and thanks to frequent flyer miles, we have been privileged to take our children with us overseas several times. Just before Miranda called, our daughter, Chelsey, and her husband had liquidated their household and enrolled in a training school to pursue foreign missions. I was concerned that it would be challenging for them to raise enough financial support to serve indefinitely in Thailand. The idea of being able to contribute more to their ministry suddenly became an attainable goal. Plus, there are always so many worthy causes and individuals in need.

Before actually signing up, I made a list of 10 people I would love to work with ... my own personal dream team! The first of those 10 was our incredible daughter-in-law, Jessica. Although our son, Keith, worked for a Houston-based energy company, one of his biggest dreams was to get his master's degree at Harvard Business School. I suggested that Arbonne would be an ideal business for them to build while he pursued his MBA in Boston. Miranda helped me immensely by training Jessica, who immediately caught the vision, became my



The Melker family tree.



Rick and Roxanne's granddaughters, Chloe and Mikayla Sweet.



Roxanne with her sister, Joi Graham.



The Tyler, Texas team at Jessica Thompson's car presentation.



ENVP Martha McIntyre, ERVP Miranda Burcham, Roxanne and ENVP Cecilia Stoll.

first Ace, and in turn, trained a group of incredible women. Jaime Dadd and Ashley Carpenter were an energetic pair of sisters who quickly recognized the potential, carefully researched the business plan, then jumped in! The integrity and charisma of these three attracted others of like quality and that Texas team developed at an astonishing pace.

Meanwhile, two of my closest friends joined my dream team — Janice Sweet in Dallas and Sylvia Howe in Fort Smith, Arkansas. I was elated to see them unwrap and embrace the Arbonne gift, despite their challenging career responsibilities. Janice is our longtime friend whose wonderful son, Barry, had married our daughter seven years earlier. Janice and her husband, Mick, share our two beautiful granddaughters, Mikayla and Chloe. (What great timing it was for “Nana” and “Grammy” to be distracted by our new businesses, instead of fretting over the separation from our “angels” in Bangkok.)

Sylvia and I had met in the dorm at Oklahoma State University in 1972. We quickly became best friends and then college roommates who stayed in close contact. For years, we had talked about an enterprise we could do together, but we never found anything that was lower risk (with a higher fun factor) than our Arbonne adventures have been! She found an instant treasure in Loretta Poindexter, who quickly caught up to us at District!

In the beginning, Rick encouraged me often by saying, “Sweetheart, if you really believe in these products, you can sell them.” Although he had identified a key ingredient for short-term success, I soon realized that it would take a lot more than faith in the products to make this business work in the long-term. First, I knew I had to replace my mental diet with healthier food for thought. At trainings, others on the team were encouraged to do the same. This strategy benefited us all and prepared me emotionally for the second level of team accomplishment ... Area!

We were all courageous enough to step out on faith, quickly followed by “wide-eyed fright.” It was the most unbelievable adrenaline rush at times ... wondering if our upline would ever be able to coach us to a place of confidence! Soon after I promoted to Area, the voices of self-doubt — along with echoing fears of rejection and change — whispered that I should “turn back now!” If Miranda had not been so quick to counter my negative thinking, I might have given up prematurely.

Thank goodness I did not, because one quiet January evening in 2005, I received an unexpected call from my dear friend, Jenny Bender, who had moved to Colorado Springs. Six months earlier, I had told her she was on my dream team list and now she was calling to say she was ready to start a part time Arbonne career! The next day, she introduced me to her mother-in-law, Beverly Bender, who was simultaneously contemplating an Arbonne business at her oldest daughter’s urging! Their decision to join forces was a turning point for my business. The next “miracle” came in March when Beverly’s daughter, Jessica Thompson, of Tyler, Texas, decided to get on board. She had previously said she would “never” do the business, but was not one to be left behind in the dust! That whole family and their friends were the perfect counterbalance I needed for the rapidly growing Houston-Dallas leg, which now included more “go-getters,” Anna, Sally, Reata, Kat and Jessica A. Due to my entire SuccessLine’s concentrated efforts those next few months, I was able to complete the next level ... Region. (And yes, I “got the car” that same day — May 1st!)

Almost everyone I know wants to be successful and most of us in Arbonne are very willing to work hard for our success. But I have observed that we must also meet two requirements beyond desire and effort: We must prepare ourselves for being stretched in every possible direction; and we must make room in our lives for that success to occur.

continued ...

success strategy:

“ Sponsor the people you love, then love the people you sponsor! ”



Roxanne and the team at her car presentation.



EAM Martie Bigbie, RVP Jessica Thompson, EAM Beverly Bender and Roxanne at Jessica's car presentation.



Roxanne with her silver bracelet and Mercedes-Benz.



Roxanne with Janice Sweet.

py. If there is no room, how can your business substantially expand? This may help explain, in part, why the timing is so different for each individual. Some are steadily and methodically building their big rooms, and others just have not fully opened the door. When we are truly prepared for it, success has a way of rushing in to fill the space.

After getting my Mercedes-Benz by participating in the Mercedes-Benz Cash Bonus Program, I was rewarded even further when my three best Clients also became my new business partners: My wonderful sister-in-law, Lori Graham in Minneapolis; my sweet mother, Roxie Gese in Arizona; and my beautiful sister, Joi Graham, also in Phoenix. Since then, "our room" has expanded to include awesome new business builders in cities spread across the United States! No matter where you live, you will want to focus on "broadening" your comfort zone, so you would not continually need to "step out of it."

There will always be days when we must depend heavily on hope to carry us through difficult times when we are not sure how we will achieve our objectives or even fit them into our schedules. Fortunately, each new month begins a new cycle of hope. Our businesses are not intended to be a lonely pursuit, but rather, enjoyed as a collaborative process with our upline, SuccessLine and crosslines.

Three months after becoming an RVP, I was privileged to promote two dynamic "movers and shakers" to Region: Ashley Carpenter on August 1st and Jessica Thompson on September 1st. The following month, on October 1st, I advanced to the final level ... Nation! It was not accom-

panied by the sigh of relief I had anticipated, but rather by a sense of "urgent responsibility." I love my team so much and deeply desire to help them quickly attain what they have helped me attain. I am just the first of many Nations to spring from that earth-shaking phone call that Miranda placed on July 6, 2004. When I first realized how fast my teams were propelling me upward, I was determined to lead with all the faith, hope and love that has been entrusted to me.

My extreme gratitude goes to God, Who is the generous giver of all faith and hope and the unending source of love. What a lifelong challenge we have been given ... to learn to truly love without pretense! I am more committed than ever to develop and share each gift in my possession. (If you are on a parallel path, you will understand completely when I say that "the value of what I have learned" has far exceeded "the value of what I have earned.")

I cannot imagine life without the sweet affirmation of my extended family, or the unshakable devotion of my husband, Rick, who is the love of my life. Honey, you are the rock and I am the "spark" our match made!

To my lovable sponsor, ERVP Miranda Burcham: I treasure the extravagant gift of your friendship — even more than the hundreds of hours you have poured into me and my team! To ENVP Donna Kopepasah: I cannot thank you and Brandon enough! You two have been a shining example of consistent love and faithfulness. To ENVPs Cecilia Stoll and Martha McIntyre: Thank you for blazing the trail, then sharing your roadmaps! To the Home Office staff: Your dedication is truly appreciated. To my unbelievably talented team: It is agonizing not to name you one-by-one. I want to brag about each of you and thank you for inspiring me to earn your respect and loyalty. I look forward to many, many celebrations of success, encouraging you always to remain faithful, hopeful and loving.



Jamie Dadd, Ashley Carpenter and Jessica Melker.



Roxanne with upline: ENVP Donna Kopepasah and ERVP Miranda Burcham.