

## BURN YOUR BOATS

Hernando Cortez needed to motivate his men to do something that had not been done in over 600 years: Take the greatest riches in the world. Before he led them in to take the treasure from the Aztecs, knowing he would have to raise their commitment to a level that could not be denied, legend has it that he got his men together and told them to burn their boats. If they got home, they would get there in the enemy's boats. While my story may not be as sensational as the legend of Hernando Cortez's successful attempt to take the world's greatest treasure, I still had to burn the boats that were my excuses for not doing Arbonne with my wife, ENVP Tori Park.

I had coached and taught high school and middle school level for over eleven years, and was pretty comfortable doing so. Tori was making two thirds of our income as a registered dietician. But the demand of traveling and spending time away from her family, with no chance of it getting any better, was taking its toll.

Still, we depended on her income, so when she came to me with this "ridiculous" plan to do Arbonne, I thought she was nuts. ENVP Ann Wandishin was ever patient and never forced the issue but kept dripping on Tori. Tori tried some of the products and loved them, but knew that getting me to go for it was a near impossible sell.

I had already given up coaching to spend more time with my family – was that not enough? Now she wanted to give up her career. What she had studied and trained in college to be, she wanted to trade for a



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makeup company? I just could not understand the logic in it. As she was going off to attend meetings and trainings I thought to myself, "I did not quit coaching to be a full-time babysitter." I needed some help around the house.

Then it got worse. I told her if she could replace her current income with Arbonne (ha, no chance!), she could go for it and really commit to Arbonne. Well, that was all she needed to hear. She went for it and the rest, for her, is history. She participated in the Mercedes-Benz Cash

*continued ...*

Jeff with his *Why*: Wyatt, Tori and Cody.



Future NVPs:  
Cody and Wyatt.

## success strategy:

“It is not about quantity,  
it is about quality.”

Bonus Program, received her white Mercedes-Benz, and now has the potential to triple her monthly income, which continues to grow.

Meanwhile, I watched her business boom and slowly starting to think, “Why can’t I get a piece of that Arbonne action?” You know why? Because I could not sell makeup. What would the guys think? Still, I secretly signed up as an Arbonne Independent Consultant just before school started this past year. I figured I would just focus on selling the nutritional supplements, weight loss and maybe the NutriMenC™ RE® skin care line.

While on vacation in San Diego, my father-in-law and I were in the middle of one of our save the world philosophy discussions and he said, “Jeff, I want to help you with your business, and if I can supplement my income and my retirement why not?” I was pretty elated because I knew that if I got Dr. Vic Cuccia involved, not only would he be great, but the bonus would be the next Rita Davenport, Didi Cuccia, Tori’s mom.

Then, it just started happening. I was talking to one of my fellow teachers about the NutriMenC™ RE® skin care line, when out of the blue, Linda Brown said, “I think I might want to do this business, how do I get started?”

One of the really neat things about this business is that now with my parents, Loyd and Carol Park doing Arbonne, it just gives us all one more reason to call each other, or even better, to go do trainings together.

As you all know, that phone can get pretty heavy sometimes, and it did for me for a couple of months before I finally worked up the courage to call Becky Horton. I have so much respect for Johnny and Becky, which is why I could not work up the nerve to call them. I was not taking my business seriously enough. Becky, Amy, Amber and Johnny: I am sorry for the team members that I cost you by not picking up that phone a couple of months earlier.

If I have learned anything, it is the need to talk to people when you have the opportunity. Do not wait, because someone will talk to them and it may be another company or industry, and you have not only lost them, but they have missed a chance to be part of the best thing that could ever happen to them.

**BACK, L-R:** DM Amy Horton, DM Johnny Horton, Jeff and AM Becky Horton.  
**FRONT, L-R:** ENVP Tori Park, DM Linda Brown and DM Amber Horton.



**BACK, L-R:** AM Anna Hummel, AM Vic Cuccia and Jeff. **FRONT, L-R:** DM Adrianna Hofhienz, ENVP Tori Park, AM Lisa Reyes and DM Mona Mendoza.

To ENVP Ann Wandishin: You are awesome, thank you not only for sharing Arbonne, but also for being a great leader. You have truly inspired Tori and I to continue to strive to be successful with this incredible company.

To my Area Managers, Vic and Didi, Lisa, Anna and Becky: I cannot say thank you enough. Getting to spend time with each of you has been my pleasure. You are each great leaders and thank you for leading our team in such an ethical and positive manner.

To my District Managers, Adrianna, Mona, Linda, Amber, Amy, Johnny, Lisa, Nicki and Connie: You guys are the best and I appreciate you and how hard you work.

To Mom and Dad, my closest Consultants and biggest supporters: Thank you. Also to all the Consultants who purchase product at a discount: Thanks! Donna, you are the queen.

To Wyatt and Cody, future Consultants and my biggest fans: I love you both and the best is yet to come.

To Tori: I am sorry it took so long for me to get the picture. You know I have read that you do not marry someone that you can live with, you marry someone that you cannot live without. I do not even want to think about life without you. It is a lot of fun planning our life together. May God grant us a long, happy, healthy life together. I love you.

Jeff with the team at NTC 2006 St. Louis.

