

A professional headshot of a woman with short, wavy brown hair, smiling warmly. She is wearing a light blue button-down shirt and a silver necklace. The background is a soft, out-of-focus grey.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

DEBBIE ROPELLA

FOLLOW YOUR OWN STAR

Independent Consultant, National Vice President
Debbie Ropella Nation; Appleton, WI

To dream is to have the courage to follow your own star. It is to rise above the doubt of uncertainty, brave the fear of challenges, welcome unexpected change and shine like a beacon against all odds. This sentiment describes my journey with Arbonne perfectly because I had to learn to listen to my heart, face my fears, grow personally and shine, even though I never enjoyed being in the spotlight.

I grew up in a family of seven raised by a single mom. My father died in an accident when he was just 30 years old, leaving us with Social Security as our only income. I did not want this to happen to me. I have often asked myself, "If something happened to my husband, would we be able to live in the same house? Would my sons' dreams of going to college be possible?" What I longed to have was the potential for financial freedom. I wanted to be home with my children and live my life around them, not around a job. Six years ago, this was all just a dream. Today, with Arbonne, it is my reality.

I love that Arbonne allows me to take care of my own needs and also share that same gift with everyone I meet. And, I have realized that my dream of being a teacher has become a reality, even though I was unable to go to college. I get to educate others and, at the same time, inspire them to do what I do. I love that I am able to fulfill my personal dream of being able to give back to others in an abundant way.

I have heard it said that only three percent of the population has a true sales personality. Well, I can tell you that I am not one of them. So in the beginning, I struggled with the business and constantly asked myself, "Why am I doing this? I am not a salesperson." But what I love about Arbonne is that you do not have to be a salesperson to make the most of your business! All you are doing is showing people how to re-direct the money they are already spending on skin care products, to a pure, safe, beneficial product line. If they choose to take it one step further, they can earn free or discounted products, qualify for trip and gift incentives, and potentially make money! And, as women, we already have an innate ability to share what we are passionate about with our friends and family. I love that Arbonne allows me to do this, while having the potential to earn a living.



Jeff and Debbie celebrating their 20th wedding anniversary in Hawaii.



The Ropella family: Debbie; husband, Jeff; Eric, 16; Jake, 11 and Chris, 19.



RVP Jeanne Leege's Region.



ENVP Donna Johnson, Debbie and ENVP Dianne Partee.



DM Denise Clegg, DM Jackie Brady, Debbie, AM Kris Klitzke, AM April Rice and Tina Moot.

Typically, if you needed extra money, you could go back to college and invest years of your time and money in the hopes of creating something better for yourself. You could also start your own business, but you would have to take out a loan to do it. Others choose to go to work at the mall part time and settle with making minimum wage. In reality, where will any of these routes get you? You may be able to pay off some debt, but what will you have really built for your family? What investment will spending all that time bring back to you? With Arbonne, you could invest as little as two nights per week, and potentially in a few years, be driving your very own Mercedes-Benz by participating in the Mercedes-Benz cash bonus program, and be well on your way to potential financial freedom. Arbonne is a vehicle where you can start with a minimal investment, decide where it fits into your schedule and have to potential to ultimately own your time, drive a luxury car, earn free vacations, get the very best tax advantages and earn a substantial income.

No matter what your educational or professional background may be, everyone has the same opportunity to succeed in Arbonne. I know, because I do not have a college degree, or experience in public speaking, yet I was able to grasp the concept and develop the necessary skills to run my Arbonne business. It was hard, but that is what makes it all so worth it. I had to face my fears and it took some time, but little by little, I got better at doing it. Once I started on the path to personal growth, I began to benefit in other areas as well! It has all been well worth the journey and now my family and I have earned the potential for financial freedom, which gives us more time and money to be together and do what we could only dream about before Arbonne came into our lives. Our plan B (my Arbonne business) is quickly becoming our plan A!

Do not compare yourself with others; everyone is on their own journey and the competition should only be with yourself! Look at where you are today compared to where you were a year ago and work on what you need to work on. I have been stretched and challenged to become a better person — not better than anyone else, just better than I used to be!

This business is simple, but not easy! It takes discipline, motivation, vision and a no-matter-what attitude. Back this up with goals and a plan of action, and you will harness the power within yourself to transform your life and the life of everyone you touch. Success does not respond to wishes. It happens as a result of having definite plans, backed by definite desires, through constant persistence. As President Rita Davenport says, "If it is meant to be, then it is up to me!"

As you build your Arbonne business, remember that you are your own boss. You must build a team and empower them to be leaders, believe in them and help them to believe in themselves. Create a vision! Ninety percent of your success stems from your thoughts, so believe and think positive thoughts. Arbonne has a system for success already in place, plug into it. Always look forward and move ahead one step at a time; it is not an elevator ride to the top.

I have enjoyed my journey so much! As I look back, I am amazed at how this has all unfolded before my eyes. I truly believe that God had a plan. His timing, love and dream for me and my team are incredible! I feel so very blessed to have the leaders who are on my team. You all inspire me and have given me so much joy.

continued ...

success strategy:

“ Have faith, trust with all your heart and know that life's miracles are always within reach. ”



Debbie and Kevin Welbon-Blake.



DM Janice Micke, RVP Jeanne Legee and Debbie on the ASAP Hawaii 2005 trip.



RVP Jeanne Legee's Mercedes-Benz presentation, August 2005.



AM Kari Resch's team celebration.

To RVP Jeanne Legee: You were my first promoted AM and RVP! I love your smiling face, desire to serve others and eagerness to help everyone reach their dreams. You lead by example and are a friend to everyone.

To RVP Anne Spina: You have become a great leader. Your enthusiasm energizes everyone around you! I really enjoyed going to Iowa to participate in your car presentation.

To RVP-in-qualification Kari Resch: You are an amazing woman with your strength, determination and leadership. I look forward to handing you your Mercedes-Benz keys.

To Area Managers, Kris Klitzke, Annie Evarts, April Rice, RuthAnn Freier, Laura Farrell, Kara Schroeder and Heather Vande Berg: You are our next RVPs.

To the rest of my team: I would like to thank each and every one of you for your drive, passion and caring spirit. You have touched my heart. I am so honored to be your NVP and it has been my privilege to serve you.

I would also like to thank my friends and family for their love, support and faith in me, my business and my dream. I treasure you all!

To all of my Arbonne sisters: You have given me your words of wisdom and taught me so much. Thank you for inspiring me to be so much more than I ever dreamed I could be. I love you all!

To ENVP Donna Johnson: Thank you for teaching me about the "spirit of intent" and how to set good, great and awesome goals. Also to Donna's assistant, Pat Diermeier: Thank you for your many phone calls and support.

To my sponsor, ENVP Dianne Partee: Thank you for the gift of Arbonne, for your words of advice and for the encouragement you gave to my team. You and I started together on this journey and look how far we have come, baby!

To Founder Petter Mørck, President Rita Davenport, Chairman & CEO Bob Henry, Sr. VP Product Development & Field Events, Candace Keefe and the Home Office staff: Thank you for all that you do to support us. We enjoy all the generous gifts!

To my husband, EDM Jeff Ropella, and my three sons, Chris, Eric and Jacob: Thank you for your love and support in making all this happen for us. I love you with all of my heart and my hope is that you will realize your full potential and live your lives to the fullest!

To dream is to understand the power of faith, trust in the capacity of a believing heart and know that life's sweet miracles are always within reach. So, open your mind and start dreaming about the possibilities that Arbonne can provide for you and your family. You can make it happen!



Debbie's team at a monthly training meeting.

RVP Anne Spina's team.

