

RENAISSANCE WOMAN

I have always wanted to be a renaissance woman, yet I also envied anyone with a singular calling. When I was a little girl, I wanted to be a designer, teacher, lawyer or even an explorer. Struggling to find a focus, I settled with a career in fashion. The hope was to combine my love of art with the financial practicality of business. Deep down, being a mommy in a house with a white picket fence was what I wanted, yet how do you put that on a resume?

I grew up in New York City and eventually worked my way up to a glamorous career as a buyer at a major department store. After 10 years of working late nights, weekends and holidays, I started to dread Christmas. When my husband's career moved us to Los Angeles, another soul-draining job in the LA clothing market was not an option. So, I fell into a job as a producer's assistant on a popular television series. I had lots of fun, although I did not make much money.

So, when we started our family, we pinched pennies so I could stay at home. When my husband's career shifted again, it brought us back home to New York City. This was a welcome change as it was after 9/11 and being back in the circle of our family and friends was comforting.

While packing the house to move, my friend, then new DM Stacey Upton, introduced me to Arbonne. My skin had always been troubled with blotchiness and break-outs well into my 30s. I fell head over heels for the Thermal Fusion Enzyme Masque, which had better results than any Beverly Hills "Hollywood skin" facial I ever had. Although I was convinced that Arbonne was an amazing product, I was not convinced that Arbonne was a business that would allow me to work around the kids, who were then 3 and 6 years old. The burden of providing for my family rested solely on



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my husband, and though we were happy to be moving home, uprooting our children was no picnic. Feeling compelled to contribute financially, going back to school seemed like my only option. However, Stacey was positive that a career in Arbonne would be perfect for me. I craved stability and sincerely thought she was out of her mind.

Arbonne was the best decision I almost did not make. I started this business to make Stacey happy and knew I was going to prove to her I could not do it. Reluctantly doing everything I was told, I made it to AM in eight months. Then all my fears and self-doubt surfaced. Hitting a wall and

continued ...



Sandra's Why: Alex, 8 and Julia, 5.



Sandra and husband, Joe, on a summer 2004 Roman Holiday.

ERVP Sally Hallada, NVP Stacey Upton, RVP Sandra Sena and EAM Paola Turner at a leadership retreat in August 2005.



success strategy:

“ Sincerity, generosity, tenacity and a healthy sense of humor are my touchstones for success. ”

almost quitting, I did not see myself going all the way to RVP. In the summer of 2004, I decided to give it one last, true effort. This time I would not just go through the motions. I went back to my original list of 100 names, isolated my “chicken list” and called all of them. That action was the turning point. I have often heard President Rita Davenport say, “Fake it ‘til you make it” — the keyword being “often.” While I was going through the motions of working my business, I had been listening to tapes, reading books, attending trainings and going to NTC. My belief in the business and myself had been developing all along, and when I made my decision to take the action steps to succeed, I had already built up my tools.

Now, as my Arbonne business has become a large contributor to our family’s budget and my husband has reached another career crossroad, he can make choices that keep us all sane and happy. He can follow his creative passions while we maintain and improve the quality of our lifestyle.

Achieving my goal of RVP is another starting point and I cannot wait to be a guest at each and every Mercedes-Benz presentation on my team.

You may be familiar with the term “Hollywood ending;” my Arbonne journey has given me a Hollywood beginning. No one succeeds in this business alone and in achieving my goal of RVP, this is my moment to “thank the Academy.”

At the top of my list is NVP Stacey Upton: Your direction and vision have always been as focused and unwavering as your love and friendship. Thanks for not giving up on me.

To ERVP Sally Hallada: My Obi Wan and cinematic soul sister. You never fail to have the right words and speak in shorthand I always understand.

To ENVPs Sandra Tillinghast and Donna Weiser: Your loving leadership sets the stage and lights up for the way to success. You walk your talk and I am inspired at every training.

To Founder Petter Mørck, President Rita Davenport, Chairman & CEO Bob Henry, Executive Vice President Stian Mørck and Sr. VP Product Development & Field Events, Candace Keeffe: Your vision and hard work lets us all do our best in the Field with the confidence that the Arbonne Home Office stands firmly behind us.

Getting VIP training from Executive President Stian Mørck and Sr. VP Product Development & Field Events, Candace Keeffe on a field trip to Arbonne’s Home Office.



Sandra and her team at NTC 2005 Las Vegas.

To EAM Paola Turner: As we sat in the piazza in Maniago and discussed your future with Arbonne, we turned our Friuli fever into a lifelong bond.

To AM Kathy Muscat: We grew together, changed our self-talk and found our success. To AM Suzanne Simmons: Your success is a testament that determination overcomes distance.

To the entire team of DMs and Consultants: Each of your *Eye on Arbonne* stories is being written with every small, daily action. Your energy as individuals astounds me and combined, the possibilities are boundless.

A huge thank you goes to my family. Joe: You get the award for best leading man. You gifted me with your entrepreneurial spirit. Mom: Your support has gone way beyond babysitting. You lived all my challenges and celebrated every success. It is okay to relax now. Alex: Thank you for looking for new friends in the park and befriending mommies that did not know about Arbonne. Julia: You can teach people about Sea Salt Scrubs better than any other 5-year-old in the world.

The prefix “re-” means, “to do again.” The NutriMinC® RE® helps renew your skin and doing Arbonne as a business has given me my desired passion and a second chance with life. Looks like I am a renaissance woman after all!



ABOVE:
Sandra seeing in person how Arbonne ships with TLC!



LEFT:
NVP Stacey Upton and Sandra Sena with President Rita Davenport at Rawhide.