

DECLARE YOUR INDEPENDENCE

When you work a job, someone else owns your time, vacations, future and even your lifestyle. Several years ago, the stark reality of that statement hit me between the eyes. I am a college graduate in my mid-50s, and I have spent most of my life in the corporate world working for someone else. I helped other people make their dreams come true while I simply made a living. After all, that is what we were raised and taught to do, right?

If you are like me, you have been brought up in an employee culture. We go to school and learn all we can, so that we can spend the rest of our lives as a good and productive employee. We work our 40 hours a week, for 40 years, then if we are lucky and do not find ourselves out of a job due to corporate downsizing, we get a \$40 watch and a hearty, "that a boy" from the boss. Does that sound like fun to you? It did not sound good to me either, especially after doing it for 30 years. Yet, what is a guy to do when that is the structure of the world we live in?

Then miracle of miracles occurred: My daughters discovered this company I had never heard of, called Arbonne. My daughters were both in their 20s, married and wanted to start families of their own. The only problem was that kids are expensive and if they were going to be able to provide a nice home and all of the things children need today, it would cost money. That meant finding a job and having a job meant paying for daycare. When my girls were growing up, we were fortunate to be able to have their mother at home with them. My girls remember that and they wanted the same for their kids. So when Arbonne came along, they were attracted to the opportunity because it meant having the chance to be stay-at-home moms. It was also appealing because my daughters were not yet grounded in the employee culture the way I had been.



danny smith

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At first, I discounted the idea of starting an Arbonne business. I thought it was a nice little opportunity that would never amount to much. As a child of the 60s generation, I never considered network marketing as a successful way to build a business. I could not have been more wrong. Over the last few years my oldest daughter, ENVP Stacy Thorn, has achieved levels of success with Arbonne that have been almost unbelievable and my youngest daughter, ERVP Alissa Bradley, is not far behind. It has been said you cannot teach an old dog new tricks, but this old dog is not above learning from his two extremely successful daughters.

For a long time, I struggled with the question, "Can a guy do this business?" Then last May, I just jumped in, declared my independence from the stereotypes of the past and I have not looked back.

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Danny with daughter, ENVP Stacy Thorn; wife, Cindy and daughter, ERVP Alissa Bradley.



Danny with his family and the Mercedes-Benzenes.



Grandsons: Eli, Silas and Andrew.



success strategy:

“ Have a desire to own your own life. ”

Wow, what a ride it has been. If you enjoy setting your own schedule, being in charge of each day, setting your own limits on how much money you can potentially make, and making decisions based on what you want to do, rather than what someone else wants you to do, then you might want to consider Arbonne.

I am not saying that this business is easy. Like most things, it has good days and okay days, though now I am working to make my dreams come true and not someone else's.

I have so many people to thank for the successes of this past year. First, to my daughters, Stacy and Alissa: You know how much I love you and I am so proud of what both of you have accomplished in this business. More importantly, I am proud of the people you have become. You are powerful, yet compassionate, women who make the lives of those you touch better. Thank you for being patient with old dad while I learned the business. Your husbands, Jeremy and Travis, have been such a support to all of us, even if they did steal my daughters from me.

To President Rita Davenport and Chairman & CEO Bob Henry: Your unwavering belief in Arbonne, unquestionable integrity and uncompromising commitment to the task at hand is what has released this tidal wave of momentum. The future belongs to those who believe and act, and I believe that the future is brighter than any of us realize.

To ENVP Cindy Pipkin: Your willingness to listen to that still, small voice and call me out of the crowd at Alissa's car presentation was the push I needed to start the ball rolling. I can never thank you enough.

To my team: I am only a little further down the road than you are. We are all in this together and learning together. I hope you are enjoying the ride as much as I am. The future is bright and the day is long, so let us all see where it will take us.

To AMs, Randy Hood, Steve Parkhurst, Sharron and Joe Putman, Melissa Putman and AMs-in-qualification, Shawn Daniel and Kim



Danny with Julie Holthaus; DM Michele Ruggles; daughter, ERVP Alissa Bradley and wife, Cindy.

and Matt Putman: Thank you for all your hard work. You will be writing your own *Eye on Arbonne* stories soon.

To my DMs, and there are more of you than I have room to list: You have just begun a journey that can change your life. Some of you have only been with Arbonne for a month or two, so keep your excitement and enthusiasm going. If your belief is not there yet, hang on to ours because we have enough for everyone.

Finally, to my wife Cindy: What an adventure we have been on for the last 34 years. We have been given so much: Wonderful children and grandchildren, a great life together and now Arbonne. You have stuck with me through thick and thin, even when you thought I was crazy. I have moved you around the country chasing our (or in some cases, my) dreams and you have gone without complaint. Thank you. Your love has been the one constant through it all. I have always believed life is meant to be an adventure and should be lived that way. We are 34 years into this adventure and I cannot wait to see what God has in store for us next.

DM Christy Shipman, Danny and wife, Cindy, DM Raylene Williams, Sharon Quilausing and EDM Diana Dearing.



Members of the Texas team: EAMs, Joe and Sharron Putman, Caitlin Smith, Byron Zirkle, Jill Quire, EAM Randy Hood and Kristen Quire.



Tulsa team members: EDM Kristi Alexander, AM Steve Parkhurst, DM Dan Rucker, Danny and DMs-in-qualification, Jimmy and Joann Williams.