

SOMETIMES IN THE WINDS OF CHANGE, YOU FIND YOUR TRUE DIRECTION

The biggest change in my life occurred 18 years ago this month — my precious daughter Jesse Rose was born. At the time, I was a fledgling realtor ... a career I chose in order to provide for my daughter in the years to come. The moment I laid eyes on Jesse, I knew that I had just discovered what would be my full-time job for the next 18 years — being the best mom I could be. Realizing that nothing else would ever be as important, I closed the book on my real estate career despite not knowing how we would survive. Even then, it was my belief: If you want something bad enough, the *how* will present itself. Although the coming years would be financially challenging, watching my daughter grow up was the happiest and most personally fulfilling part of my life. I would not have traded this time for anything else in the world.

In an attempt to make ends meet and earn real money from home, I wore a great many hats. Some of my ventures were marginally successful, others outright failures. It seemed like for the duration of Jesse's life, I had been searching for something that I could apply myself to that could actually work — often frustrated by the outcome, but never giving up. I had too much at stake — my child's future. Arbonne entered my life through a packet in my mailbox sent by my Arbonne sponsor, new NVP Nancy Wilcox.

Having worked with Nancy years earlier, I admired her as a discriminating businesswoman. Based on the results of the sample pack I had used and the strength of her reputation, I joined Arbonne in February 2002 *strictly* to get products wholesale ... with absolutely no intention of building a business. Nancy respected my decision, but emailed and called me periodically to chat — “dripping” on me quite effectively. Nine months later — after realizing that the company I had poured all my energy into for two years was experiencing severe difficulties, I remembered that dusty

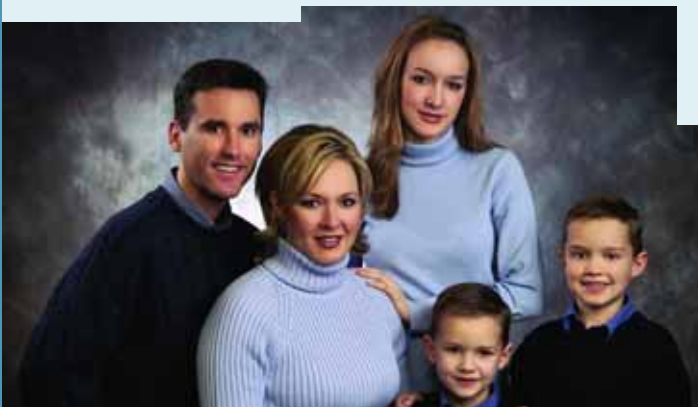


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green Arbonne bag and decided to listen to the unopened tapes. They really spoke to me — convincing me that Arbonne really knew what they were doing. Not only did they have a duplicatable system in place, there was an opportunity to learn from a group of women who already commanded my respect and admiration! For days, I researched Arbonne more thoroughly. When I came up for air, I had developed a business plan to get my Arbonne career rolling. Ten weeks later, I was a District Manager.

After attending NTC Nashville 2003, I committed to Nancy in writing “I would be a RVP by the end of 2003.” Primarily, I wanted to show Jesse that persistence *does* pay off, that if you *want* something bad enough, the *how* will present itself. More importantly, I wanted to be an *example* to my children, not a *lesson* — especially to Jesse at this pivotal time in her young life. I wanted to accomplish this for my parents, who have always believed in me and quite honestly, I needed to do it for *me!*

continued ...



LEFT TO RIGHT:

The Williams family: Husband, Sean; Beth; daughter, Jesse Rose and sons, Colin and Nicholas.

Beth with daughter, Jesse Rose.

success strategy:

“My goal is simple ... to help you reach yours. That is my motto because when you focus on the needs of others, your own success is inevitable.”

I chose the theme “Big Sky” for my Region because I think it not only our dreams, but also symbolizes getting past the clouds of fear and doubt that we all have. The beauty of Arbonne is that we have a strong emphasis on personal growth. When we work on ourselves to become the light we wish to see in others, we cause those irrational fears to dissipate. We can move on ... and succeed!

Terrified of speaking to my friends, family and neighbors and doing classes; I built my team by phone and email for months — getting halfway to Area Manager before doing my first class! I realized that in order to be the leader that my team *deserved*, I had to rise above my irrational self-imposed cloud barrier — so I forced myself out my own front door. Once past those fears (which were really only in my mind) ... the sky cleared! Before I knew it, I was in the midst of a thriving local team exploding right before my very eyes in our little community of 1,800 in rural Montana. Imagine that!

Right after promoting to AM in July 2003, Jesse and I spent two weeks in Denmark. Still shocking to me is that our group momentum continued through my absence and we increased our previous month’s sales significantly. Two months later, I found myself in qualification for RVP — wrapping it up a month ahead of schedule.

My flight to RVP has been exhilarating! It is a great honor, but the real honor belongs to each and every person on my amazing “Big Sky” dream team. I may have been the spark, but you all were the fuel that got us here. For that I say thank you from the bottom of my heart! To my Area Managers — Susan Maris, Pam Hollenbach, Penny Richardson and AM-in-qualification Terri Miller: You will soon be RVPs! To my District Managers — Laura Jurad, Lynne Giusti, Cindy Thomas, Rubi Jacczak, Carolyn Williams, Karen Allison and DMs-in-qualification Lisa Johnson, Shelly McCullough-Rhoads, Jennifer Richardson, Anna Carpenter, Debbie Nussbaum, Christine Cook and Shelly Yeager: Thank you! Day after day, I see you setting goals and working toward them. I am humbled and impressed by your dedication and focus. It is a privilege to work alongside you, watching you grow, change and learn to believe in yourselves. You’re an awesome group of women who have proven



A handful of Beth's local Montana Team.
L-R, REAR: Sande Seibert, Jesse Rose Williams, AM Penny Richardson, DM Rubi Jacczak, DM Carolyn Williams. **FRONT:** Beth with Jennifer Emineth and her 5-month-old son Christian, her little “Mr. Motivation!”

once and for all *that when a team of dedicated individuals makes a commitment to act as one — the sky's the limit!*

A very special thank you goes out to NVP Nancy Wilcox. Words cannot express how much I appreciate you at the other end of the phone. You have been my mentor, inspiration and friend. Thank you for believing in me! It is a great privilege to promote to RVP at the same time you are promoting to NVP! Congratulations! To President Rita Davenport: Thanks for making us all feel important and for the bracelet. It has been on my wrist since the day it arrived helping me to mind my mind! To Founder Petter Mørck: Thanks for giving me a vehicle ideal for bringing families back into the home. To VP Product Development & Field Events, Candace Keefe: Thanks for your witty teaching style. And to the Arbonne Home Office staff: You are top-notch! I send thanks also to ENVPs Donna Weiser and Sandra Tillinghast for their wonderful Web sites and to ERVP Sally Hallada for her phone support.

Most of all, I want to thank my wonderful supportive family! Sean: You are the epitome of patience for bearing with me through all my business ventures. Jesse Rose: I could not have come this far without your invaluable help. Thank you for being so self-sacrificing and being my right hand so much of the time. Nicholas: Thanks for being in charge of putting my packets together. To my “little Arbonne boy” Colin: You are quite nice to take your products to school to share. You boys are my newest *Whys* for striving so hard in this business! Mom and Daddy: Thanks for believing in me! I love you all more than life itself!

To all those out there striving to reach your dreams, I have these words of wisdom: Write your goals down; be coachable; believe in yourself; mind your mind; and finally, focus on the needs of others! The true lesson in all of this is: do not give up no matter what! Dare to soar beyond your clouds of fear and doubt into that “Big Sky” of your dreams!

President Rita Davenport and Beth at a training in August, 2003.



EAM Susan Maris, VP Product Development & Field Events, Candace Keefe and Beth at NTC 2003 Nashville.



EDM Lynne Giusti, DM Cindy Thomas, AM Penny Richardson, Beth, EAM Susan Maris and AM-in-qualification Pam Hollenbach at a training, August 2003.



Beth's upline VPs: Sponsor, ENVP Sandra Tillinghast; NVP Nancy Wilcox and ENVP Donna Weiser.



REGIONAL VICE PRESIDENT

The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.