



EYE ON ARBONNE

REGIONAL VICE PRESIDENT

Beacon of Hope

Jessie Kretzer of Hagerstown, Maryland, was unwilling to return to the corporate culture after years spent taking care of her family. Arbonne offered the unlimited potential she was looking for.

I trust my six-year journey will serve as an encouragement to all of those who anticipated a shorter journey, yet are well on their way. I live by the words I have heard many times from VPs who have gone before me: "We overestimate what we can accomplish in this business in one year, and we underestimate what we can accomplish in five or 10 years." Whether it takes you one year, or 10 years or more to get to RVP, it is a journey worth traveling.

I joined Arbonne in 2005, as I was entering the empty nest years of my life. I had enjoyed a successful career as an account rep for an information technology company. As much as I enjoyed my success, it was a job that dictated my life and kept me from being the mom and wife I wanted to be. When my sons Derek and Brett were five and seven years old, I became a full-time wife and mother, while caring for my mother the last two years of her life.

Jessie and Dusty Kretzer on the ASAP Caribbean Cruise 2010.



Jessie Kretzer

Arbonne Independent Consultant, Regional Vice President

After enjoying freedom from corporate structure and a glass ceiling, I knew what I didn't want more than I knew what I did want. I wanted a job with the potential to help provide a debt-free education for Derek and Brett and provide for retirement years. I wanted to be paid what I was worth and design my own schedule, all without a boss. When

"I treated this business like a real job and acted like a VP from day one."

a friend of mine said she had found the perfect solution, I was sure she was wrong. I loved what the products were doing for my skin and

Jessie with her Why: great times with family.



health, but I was looking for a substantial income opportunity without capital investment or employees. After humbling myself, listening and looking at the compensation plan, I found exactly what I thought did not exist. Building a generous income with consumable products that people love is a brilliant business plan. I get to teach people about products that help them look and feel better and introduce them to a business that is a road to their dreams ... a job worth waking up for every day!

I treated this business like a real job and acted like a VP from day one. I am as much a student of the business today as I was in the beginning. Anyone who is willing to work can build an income without a glass ceiling. You owe it to yourself and your family to take this ball and run with it.

You don't get to drive the Mercedes-Benz without inviting people to join you and investing in their success. I am blessed with a team that "gets it" and works hard, and I am thankful for them.

To my friend and sponsor, Kelly Redmond: Thank you for teaching me the basics and assuring me that this works, from the products to the business.

To my friend and prayer partner, Karin Lytle: Thank you for dragging me to that meeting and lifting me up in prayer all these years.

To AM Cristy Tritle: Thank you for your loyalty and friendship. You're smart and not afraid to work hard! I appreciate you.

To my DMs, Renee Schuckman, Lori Beth Ridenour, Claire Barnett, Carrie Forney, April McLester, Kelly Toms and Tara Louchery, and to my Consultants who are soon-to-be District Managers, Megan Youngblood, Liz Danner, Tama Brown, Stacy Horst, Katrina Ellis, Cayla Donahue and Katie Smith: Welcome to the ride of your life! You're smart ladies with precious dreams that I hold dear and long to coach you toward. I won't sleep until I hand you all your keys!

To my upline VPs, ENVP Phoebe Fournier and NVP Shawn Graff, and crossline VPs who have invested in me: Thank you. There are many of you and you know who you are.

To my faithful Clients, Preferred Clients and Consultants who love Arbonne and use it faithfully: Without you, none of this would be possible.

To my *Why*, my family: I want to thank my husband of 27 years, Dusty, for giving me the green light to give it a try. I want to thank Derek and Brett for being a product-of-the-product and believing in me. I hope that witnessing my commitment and dedication to achieving my goal will inspire you as musicians to never give up on your dream of making a living doing what you love. I've always told you, if you do what you love, you will never work a day in your life. I'm living it and I want it for you! Thanks to my sisters for loving the products and me. You're the reason I take this business seriously.

SUCCESS STRATEGY

“Treat this business like a real job, and it will lead you to your dreams.”



Top to Bottom

The “beacon of hope” team. • GTC 2012 Las Vegas: “Growing Strong.”

The Arbonne Independent Consultant featured in this EOA has achieved the rank of Regional Vice President. The average number of active Arbonne Independent Consultants who achieved this rank and average compensation is described further in the Independent Consultant Compensation Summary (ICCS) available at arbonne.com > The Company > Corporate Information > 2011 Independent Consultant Compensation Summary.

The testimonial in this EOA is for illustrative purposes only and does not represent income projections. The results discussed in this EOA by the featured Arbonne Independent Consultant are not typical and should not be relied upon by prospective or current Arbonne Independent Consultants as an indication of what they should expect to earn. Actual results for each Arbonne Independent Consultant will vary depending upon individual effort, time, skills and resources. Arbonne makes no guarantees regarding income.