

# eoA

EYE ON ARBONNE  
MAY 2005



NEW NATIONAL VICE PRESIDENT  
**CATHY EPPERSON**

# SHARE IT WITH OTHERS

Independent Consultant, National Vice President  
Cathy Epperson Nation; La Grange, KY

What began as a search for my purpose in life, led me to travel this amazing journey. I felt inspired as I learned about Arbonne and what opportunities it could offer.

In August 2003, my friend, Darcy Nobile introduced me to Arbonne's Natural Balancing Cream, and later asked me to try the NutriMinC® RE<sup>9</sup> Body set. Then, she invited me to an Arbonne Presentation and I politely declined. I was completely sold on Arbonne's products, but I was not interested in hearing about the business, nor was I looking for one. Darcy pleasantly persisted to invite me to more Arbonne events.

In September, I finally agreed to attend a meeting in Nashville to learn more about Arbonne. During this time, I was searching to find the work I was meant to do. The words kept coming to mind that if I asked and looked for the right opportunities, things would begin to happen for me. Then, I found Arbonne staring me in the face. The message was so clear that I knew there was no turning back.

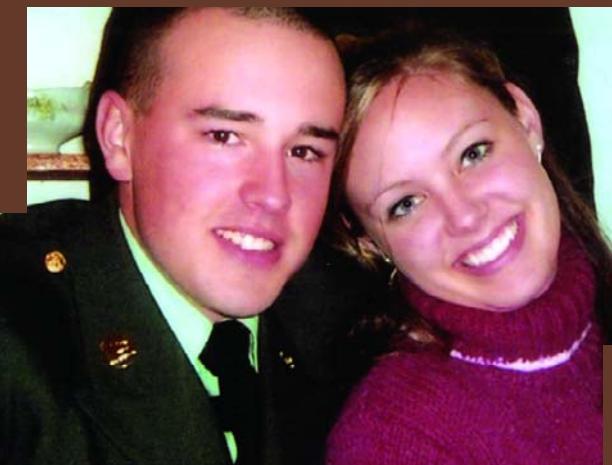
My Arbonne business has been, and continues to be, one of the most rewarding experiences I have ever been a part of. It is amazing to see the lives we are able to impact by simply sharing Arbonne. I love to tell others about our incredible products and how much they have helped me and my family, but my experience of how this business has changed our lives, and the lives of others, surpasses the products.

I personally, am not motivated by money, but by how I can help others. I am a firm believer that we are blessed on this earth so we share it with others, and my mission is to show others how to do the same. Arbonne loves to recognize those who have been successful in this business; however this journey is not about my recognition, but recognizing the needs of others.

In my *Regional Eye on Arbonne* story, I wrote that we are moving mountains out of our way by making a difference in the lives of others, as well as growing in our own. My faith has grown the most since writing that nine months ago. It has been said that the faith of a mustard seed can move mountains, and I went face-to-face with some very large mountains. The mountains of rejection, dreamstealers, Consultants quitting and family crises; back-to-back cancelled Presentations, no shows, no sales and those infamous Presentations with one, \$30 purchase (guess which product?). In spite of those amazing mountains, I kept the faith that this business was a gift from having faith, and I knew without a doubt that I was a part of something big, good and great! I



Cathy with daughter, Tess; husband, Mike and their youngest son, Tristan, on their farm in Kentucky.



Cathy's son, Seth and his girlfriend, Ashley.



"Fab Five" pictured with President Rita Davenport, ERVP Darcy Nobile, RVP Patricia Durham, Cathy, Rita, ENVP Linda Hefner and AM Brenda Rhodes.



RVP Courtney Dobbs, AM Johanna Schrage, AM Marcie Hughes, Cathy, AM Kelley Sears and DM Lori Beck at Makeup and Mocha party.

was certain that if I kept going, my business could take off with the very next Presentation, or the very next person I talked to. I listened to my upline and trusted them, including ENVP Lisa Voorhies when she said that it is not the outcome, but the activity that counts. My team stayed in constant activity and we completed Region in seven months. I felt like I barely caught my breath when ENVP Deanna Osborn began encouraging me to shoot for Nation. My team ended up completing Nation nine months later.

If you will stay the course and plant the seeds, the time for harvest will come. We all have a slightly different journey to walk, but all of it encompasses personal growth. Some will grow a bit slower and some will grow faster. The speed is not important, the journey is — and the result will be a better you!

Thank you God, for strengthening my belief in what you can and will do with those who believe and walk by faith. You are faithful and my hope in all things.

To my husband: You never wavered in your belief in me and the financial freedom that an Arbonne business could provide. You stepped up to the plate to help me in any way possible. You are my CEO and the best! Your passion for this business is infectious and I am amazed at the men who tell you they want this opportunity for their families as well.

To my son, Seth: As a soldier in the U.S. Military, I am reminded daily that you stand for our freedom of choice. You are a mighty warrior and God has an amazing plan for your life. We could not be more proud of you and my heart aches to see you.

To my daughter, Tess: You have had to sacrifice some of our time and my attention this past year-and-a-half. You rarely complained except



ERVP Eunice Ray, AM Kelley Sears and RVP Joey Davis with the Missouri Team.

when I got rid of all your non-Aarbonne products, but quickly recovered when you realized I could "will" my Arbonne business to you. You have helped me see the many needs of others through your generous heart, and together we have been able to partake in blessing them.

To Tristan, my youngest: Our testimony of how Arbonne's products have helped your eczema has, in turn, helped so many others suffering with the same condition. You are so sweet about my Arbonne business. You must have asked me a million times, "Mom, are we a national yet?" Yes, son, we are!

To the "Fab Five:" I believe we were teamed up for a purpose when we began our business in October 2003. Clueless, we weathered through many things together and it is remarkable to me that four of the five of us are now VPs, and the other is an RVP-in-qualification. Linda Hefner: You led us to this business; Darcy Nobile: You love to make us laugh; Linda Hefner: Your prayers bring us together; Brenda Rhodes: You build us up; Patricia Durham: You are just down right special to me!

*continued ...*



TOP: ERVP Tammy Knowles; Cathy; daughter, Tess and DM Sarah Ballard-Richardson singing at Tammy's car presentation.



LEFT: Cathy, ERVP Eunice Ray and ENVP Deanna Osborn at a Louisville training.

## success strategy:

“ The key to success is believing that you can be successful. ”



DM Michelle Saufley, President Rita Davenport and Cathy in Indianapolis.



RVP Susan Groves and Cathy.

To ENVPs Lisa Voorhies, Deanna Osborn and NVP Susan Butcher: You are amazing women of faith and generosity. You have taught the "Fab Five" through your example to be generous in the sharing of talent, gifts and ideas with everyone. I believe that is why we are still a close-knit group today.

To my dearest friend, ERVP Tammy Knowles: You have grown into an amazing leader and I am so very proud of you and grateful to God for the day we crossed paths almost 17 years ago. You are truly my sister and I love you!

RVP Susan Groves: I have always been amazed by your leadership abilities and I think you taught me more than I taught you during this journey to Nation. You are such a precious friend and I love how you make me laugh.

ERVP Eunice Ray and RVP Courtney Dobbs: It was evident that you were both in a hurry to build your Arbonne businesses when you insisted on coming over to my house to sign up on New Year's Day, 2004. You have both climbed quickly to RVP, and I chuckle when I think about you two calling me one year later on New Year's Day to see if I was signing up any new Aces.

RVP Joey Davis: You have an amazing team in a very untapped area, and are probably the first in the history of Arbonne to ever finish qualification for Region while vacationing in Hawaii.

RVP Mariam Bell: You are unstoppable in so many ways, and your determination and hard work have paid off. Keep the faith and pace, and you will be an NVP in no time.

Prizilla Cantino: Your faith is amazing and your belief is to be esteemed, which is why it is no surprise that you went from Consultant to RVP in only four months!

Area Managers, Kelley Sears, Kelly O'Hagan, Jill Fawcett, Michele Andriot, Haven Howard, Michelle Woods, Vicki Church, Tara Richardson, Marcie Hughes, Johanna Schrage Hadley Woodard and Mary Bowman: You women are ready to leap into that white Mercedes-Benz, and I cannot wait to celebrate that day with you!

District Managers and Consultants: You all are awesome! Your dedication and perseverance will be a powerful testimony when you reach RVP!

How can I extend enough gratitude and appreciation to Founder Petter Mørck, Executive Vice President Stian Mørck, President Rita Davenport, Sr. VP Product Development & Marketing, Candace Keefe and the VP Support team, as well as everyone behind the scenes at Arbonne's Home Office, who work tirelessly to make our businesses possible? The only way I know how is with a big, "Thank you!"

Some of Cathy's Nation in Kentucky.



ERVP Tammy Knowles and some of her Anchor Region with Cathy in California.