



EYE ON ARBONNE EXECUTIVE NATIONAL VICE PRESIDENT



Linda Loveless

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Profession: Arts, Entertainment, Media

## The Power of Deciding

**F**ew people are more qualified to judge a skin care’s effectiveness than Linda Loveless of Overland Park, Kansas. The former designer, dressmaker, image consultant — and Mrs. Kansas America — discovered Arbonne while preparing for a beauty pageant. Busy with multiple careers, and missing quality time with family, Linda knew there was something special about these products. Soon she discovered just how special — and began changing lives for generations!

The journey, not the crown, is the real reward. I learned that in a big way when I decided to enter a beauty pageant at age 40. It’s what happens along the way... the growth and the personal development. Nobody can take that away from you. After winning the Mrs. Kansas America Pageant in 1999 at age 45, I decided to focus on my Arbonne business. The mind is a powerful thing when you decide to get laser-beam focused on your intentions.

December of 1996, I made the best decision of my life — to become an Arbonne Consultant. I was working at home as a Designer, Dressmaker and Image Consultant, and marketing another skin care and cosmetic line. Feeling isolated in the basement and burning the midnight oil, with the pressure of meeting deadlines, I was losing time with my family. I knew I wanted more for my life and for my family. My decision to enter the Mrs. Kansas Pageant opened up many doors, and one of those doors was Arbonne. While preparing for the pageant, my Sponsor, Kim Hoffman-Hutchison, introduced me to Arbonne. I told her I was not interested; I was already marketing another skin care line. She said, “I



Linda and Greg on the beach in Maui.



Loveless family (Top Row, Left to Right) Schayne, Greg, Nathan; (Front Row, Left to Right) Taylor, Linda, Schandra and Jessica.

value your opinion, and I would love to know what you think.” So I took the sample home and used it that night. I saw and felt a difference in my skin overnight. I called her the next day to ask her why Arbonne was so different than what I was currently using. The answer to my question changed my life.

“Show up to go up” is what I tell my team. I showed up to everything. I was hungry for information and relationships, and what I saw through the people I met was hope. What I learned from the pageant was, “How dare I allow a judge to decide whether or not I’m good enough.” So my journey with Arbonne began... I was a professional meeting-goer for a year and a half, slowly building my belief, before I finally promoted to DM.

Through showing up, I realized that I was in the people-building business and Arbonne was the vehicle to help me help others step into their full potential. I just needed to open up the “gift” I had been given and share it. So I decided to open my mouth. Your mouth is your office, so keep it open all the time. That’s when I began to see the true heart and culture of Arbonne. I experienced lives changing, families growing together in a healthy positive environment because they said yes to this gift. I understood my purpose: I am a People Builder, a Hope Caster, and my job is to leave people better than I found them.

One of the turning points in my business came while I was listening to a cassette tape on a road trip — my university on wheels. On the tape was Arbonne founder Petter Mørck, and what he said caused me to pull over to the side of the road for a few minutes, because I couldn’t see to drive with tears in my eyes. “The decision you made to do this business will affect 10 generations that you don’t even know yet.” My first thought was, “Wow! Who thinks like this? What a visionary!” I was just trying to survive month to month, not thinking about whom I was affecting or would be affecting in the future. So at that moment, my mindset shifted. I decided to take responsibility for my business and my life. We have all heard the saying, “To whom much is given, much is expected.” I decided to take responsibility to leave a legacy for generations to come both in my own family and in our Arbonne family.

I promoted to RVP in May 2002, and then to NVP in February 2004. What you need to know is that I played in the business from 1996 to 1999, got serious and became an AM after completing the beauty pageant, and was asked to speak at MTS 2002 (Management Training Conference, now GTC) in Long Beach as top-three in sponsoring that year. While onstage training, I decided that I was going home to build to a Region. We completed RVP two months later. The power of deciding!

I sponsored ENVP Christy Dreiling just before I left for Long Beach and I remember training her on the phone while I was walking on the beach. The next year, she was onstage in the Top 13 Parade of Champions and driving her beautiful white Mercedes. When I met Christy at a photo shoot for my son, we bartered products for the shoot. Three months later she called to barter again. This time I said I would show her how to earn the products by inviting a few guests over. She had no intention of doing the business when I shared Arbonne with her, but at her first get-together she signed up six people to join the business! That meant she had a decision to make that night. Thank you, Christy, for saying yes! You are changing lives all over the world. It is a blessing to be on this journey with you.

From that group gathering also came the incredible ENVP Valerie Edwards. Valerie, you are an amazing leader and trainer. You lead by example of consistently building your personal business. It has been fun to watch you and Christy grow on this journey together. By the way, that was my first group Presentation I did, and I was an EAM. I started building my business through one-on-ones, because that was my comfort zone. I had to get uncomfortable to really grow my business.

I am proud to say I am a lifer with Arbonne, and as our former President Rita Davenport, who poured love, hope and belief into us, would say, “I hate to brag but I do Arbonne.” Thank you, Rita! To the new Consultants and seasoned Consultants: When Arbonne gets into you... you will be that confident. Decide to

## SUCCESS STRATEGY

Decide to run the race with urgency and perseverance, knowing that it is an ongoing state of exploration that is never fully finished.



*ENVP Christy Dreiling, ENVP Valerie Edwards and ENVP Linda Loveless.*



*GTC 2011, Bottom L-R DM Lindsay Hill, RVP Carol Mathis, Erica Maid, Pamela Potts, Middle L-R DM Cheryl Slack, AM Alyssa Cleland, Susan Gurwell, Top L-R AM Christie Hawkins, ENVP Linda Loveless*



*NVP Successline in Maui at the NVP Leadership Meeting: Leslie Humphrey, Valerie Edwards, Christy Dreiling and Debbie Loughnane.*

stay the course, be consistent and enjoy the journey. Together we are changing the world one person at a time through this vehicle we call Arbonne.

I have an amazing team in Australia. Thank you, RVP Lisa Gill, for believing in me and staying the course when it got hard. You are an amazing leader. I love your heart and your gentle spirit. You are making a difference in so many lives. I definitely sponsored up. You are on your way to Nation. Congratulations to your up-and-coming Arbonne leaders, AMs Kimberly Frazer, Leah Wither, Kaye Power, Janelle Priestley and Sophie Chaffey; and DMs Linda Johns, Adelaide Elliott, Jodie Da Cruz, Jess Pawley, Cassandra Wells, Vicki Hartin, Karilyn Hobbs, Abby Clydsdale, Kylie Ford and Joplin Higgins. Together we can do more. I have been to Australia five times in the last four years and cherish the relationships I've built with my team and sidelines. I love the sisterhood we have in Arbonne.

Congratulations, NVP Debbie Loughnane. You have exemplified what a great leader looks like. Thank you for who you are and your example of how to build a strong organization. Thank you for your gracious hospitality in opening up your home and to your girls for letting Christy and me stay in their room. Cherished memories!

I have so much love and gratitude for my Arbonne family: Our CEO Kay Napier, for stepping in at a crucial time and having the courage, leadership and heart to lead us through a most difficult time so we can now experience a healthier business. To the Home Office, especially VP Support, for always being there for us. Heather Chastain, you are a breath of fresh air. Thank you for being a strong voice for the field. Peter Matravers, you are a wealth of knowledge behind our amazing products. Thank you for your passion in what you continue to do to bring us what we need. Michael D'Arminio, thank you for getting us and making us look good. My 6x great grandma in the business, ENVP Donna Johnson, thank you for your leadership example of speaking up and making things right so we don't lose the heart and culture of Petter's vision. Thank you, Petter Mørck, for acting on your vision because you loved us so much before you even knew us. Thank you, Stian Mørck, for continuing your father's legacy for generations to come. To my beautiful upline Kim Hoffman for your courage to share this gift with me. I will always be grateful to you for believing in me before I believed in myself.

Thank you to my success line for continuing to stay the course. It's worth it, I promise! NVPs Christy Dreiling, Valerie Edwards, Debbie Loughnane, Leslie Humphrey, Sherry Dace, Lori Funk. RVPs Lisa Gill, Debby McKeon, Carol Mathis. AMs Alyssa Cleland, Maja Starner, Angie Wiley, Nicole Radil, Christie Hawkins, DMs and Consultants Jess Concannon-Loveless, Vickie Cackler, Martha Autry, Kathy Foresee, Cheryl Slack, Debbie LaDeur, Sharon Dye, Peggy Gleason, Lindsay Hill, Heidi Boone. It's amazing to be on this lifelong journey with all of you.

To my family: I love the adults you have become, Schandra, Nathan and Schayne, and the wives you have chosen. Welcome to our family Jess and Taylor. Greg, thank you for believing in me and allowing me to be the person God created me to be over these 38 years together. I Love You.

The Arbonne Independent Consultants featured in this EOA has achieved the rank of Regional Vice President or National 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 on Arbonne's website.

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*Mrs. America Andrea Robertson, and Mrs. Kansas Linda Loveless.*



*Mrs. America Andrea Robertson, and Mrs. Kansas Linda Loveless.*



*Team retreat in Colorado.*



*NVP Successline, Kimberly Hoffman, Linda Loveless, Lori Funk, Steph McKee; Front: Christy Dreiling, Valerie Edwards and Sherry Dace.*



