

A professional portrait of Gena Money, a woman with shoulder-length brown hair, smiling warmly. She is wearing a grey blazer and a necklace with a large, round, purple gemstone pendant. The background is a solid, deep red color.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

GENA MONEY

# A FAIRY-TALE ENDING

Independent Consultant, National Vice President  
G. Money Nation; Edmond, OK

When you begin your journey with Arbonne, you literally start to write your own book ... and how it ends is entirely up to you. I feel privileged to share my story with you and encourage you to draw from the rich library of Arbonne success stories that come in the form of all the women and men who have preceded you. They all are open books willing to share their wisdom and experiences to help you become the author of your own personal Arbonne story.

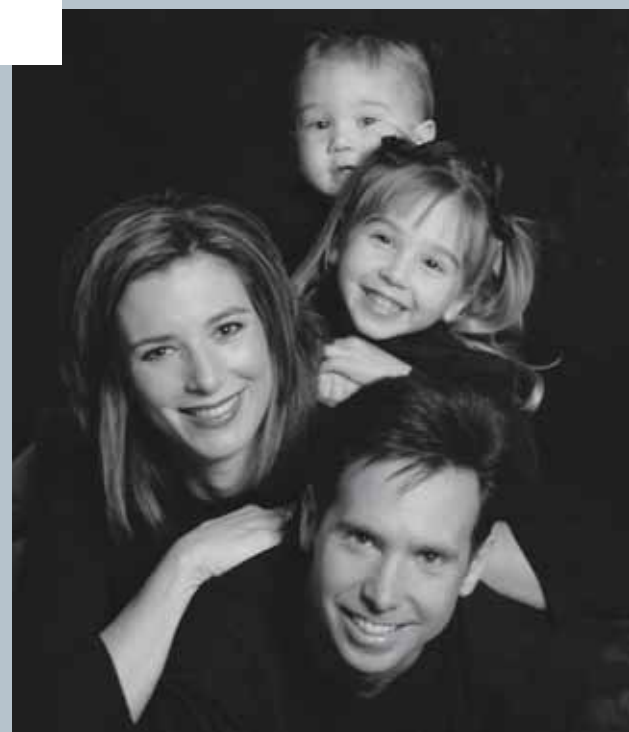
I open my book to you in the hope that it will inspire you to start a new chapter in your life with Arbonne.

My Arbonne journey began five years ago on a highway filled with speed bumps and roadblocks. Along the way, I encountered failures and setbacks, ups and downs, constantly fighting through fear and self-doubt. Anyone who reaches any level of management can probably relate to these experiences because to reach your goal, it is imperative that you put in the effort, commitment, persistence and consistency required to achieve any measure of success. Determination and your *Why* are what give you the strength to continue on to where the light at the end of the tunnel is so bright it blinds you! All of the above had to happen for me to arrive at the place I am today. For, what does not defeat you can only make you stronger in the end. I want you all to experience this because there is nothing like the feeling of triumph over adversity; it is incredible. So whatever you do, stay focused and stay the course.

Remember, God takes us from where we are and brings us to where He wants us to be. If you are reading this today there is a reason: It is because this business is here before you so that you may do something wonderful with it.

A well-known motivator once said that great people are ordinary people with an extraordinary amount of determination. God gives us the dream, you make the decision. When I heard this, I knew I was the only one stopping me from becoming a National Vice President. I had two options: I could either remain at RVP, or I could become the person I needed to be in order to reach NVP. The dream was there for me ... I just needed to take ownership of it. I encourage each one of you to work in your strength zone, but do not forget to get out of your comfort zone. In your business, do not think about how far you have to go, instead, look at how far you have come.

In the past few years, I have seen so many Consultants climb the ladder quickly. I looked at the speed of their successes and started to think, "What is wrong with me? Why am I not building as fast? After all, I am in activity and I am



Gena and family.



Gena's children, Morgan and Hayden.

genda money

NVP



Gena with husband, Tim.



RVP Judi Whitton, EAM Melissa Hernandez, AM Crystal Bloxham, DM Tammy Wade, Gena and AM Diane Sickmann.



Gena's daughter, Morgan.

'doing the do.'" Finally, I came to the conclusion that it was not about what I was doing wrong or right, it just was not the right time, it was not my time. God's timing is absolutely perfect! Once I realized that, I just kept focused on my goal and did not quit! If success seems elusive, do not despair. Just be patient. Your time will not be overdue a single day.

The person I have become as a result of my journey is priceless. It is not the things that can be bought that bring us joy; it is what cannot be bought that means so much. The quality of life my family and I are able to experience, the amazing friendships I have developed and the lives I have been able to touch through Arbonne are what make this experience priceless.

To Founder Petter Mørck: I thank you for the vision you had more than 25 years ago that has given us the platform to change not only our lives today, but the lives of so many others for generations to come.

Personal growth is powerful and it is essential in this industry and to our success. No one is a better role model than President Rita Davenport. Rita: You give so much of yourself away to each one of us and ask only that we go out and become better people so we can be more, give more and have more. Arbonne is a company built on integrity and professionalism and provides a foundation for all of us to be successful and become better individuals.

I have to thank my incredible team. Without each one of you, this journey would not have been possible. I am humbled to be your NVP. It is not the efforts of one that has brought me to this place, but the efforts of all of you, and for that I thank you from the bottom of my heart.

## success strategy:

“ Proclaim your dreams, have courage to follow through with them and be determined to succeed. ”

To RVP Judi Whitton: You are an amazing leader and your team is exploding. You are the queen of numbers and I am thankful for your many assets. I thank you for your push to the end. You always find more month when time has run out! To RVP Melissa Holt: Your persistence and determination has brought you to this incredible place. Your journey has not ended, it has only just begun ... you are on your way to NVP. To RVP-in-qualification Becky Ling: You have created and lead an incredible and amazing team in Missouri. I love our friendship and your *big* reward is waiting for you. To RVP-in-qualification Cari Bohannon: The growth of your team is a direct result of your dedication and persistence. It has been such a joy seeing you grow and getting to help you on your journey. The best is yet to come!

To my AMs, Crystal Bloxham, Diane Sickmann, Lori Johnston, Wendi Rutz, Vikki Peters, Melissa Hernandez, Kerri Belpulsi, Keith Whitton and Jennifer Benoit: Each one of you has amazing qualities and I am thankful that we are on this journey together. I believe each of you has a white Mercedes-Benz in your future.

To all my DMs: I am so proud of each one of you. I was always told that if you can make it to DM, you can make it to Nation. Stay in activity and you will reach your goals. Every Consultant, business builder and Client is so precious. Thank you for your loyalty and for continuing to love and use the Arbonne products.

To my dear friend, sponsor and fearless leader, ENVP Rachel Sinclair: Your leadership and continued support, along with your consistent encouragement are all blessings in my life. Words cannot describe how

*continued ...*



Sr. VP Product Development & Field Events, Candace Keefe; Gena and Pierre.



Gena and John Maxwell.



Members of Gena's Nation.



ENVP Rachel Sinclair and Gena on the ASAP Atlantis 2003 trip.

much I appreciate the investment of your time. You always lead with your heart, and as a result, blessings will continue to rain down on you.

To ENVPs Deanna Herrin and Cecilia Stoll: Thank you for providing the platform for so many of us to create our very own success. Your leadership is a gift that is immeasurable. To all my friends in other SuccessLines: I thank you for sharing ideas, training, and most of all, your friendship!

To ENVP Deanna Osborn: Thank you for your willingness to help VPs at a retreat I attended. Your aid changed my business and my life. You helped me realize the missing piece in my puzzle and forever changed the way I help others. Thank you for your leadership and dedication, and for your servant heart.

To Executive Vice President Stian Mørck; Sr. VP of Product Development & Field Events, Candace Keefe, Chairman & CEO Bob Henry, all the Home Office staff and our awesome VP Support Team: I am grateful for all that you do to make our business successful. Without each one of you, what we do would not be possible. I am proud to be a part of a team that you all have created.

Last, but certainly not least, I am thankful and proud to share this gift with my family. To my husband, Tim, my biggest supporter and my incredible source of encouragement: My gift back to you is freedom — the freedom to choose what you want to do with your time, now that you will no longer have to work for the “evil empire.” The biggest gift I can give you is time with our family; we can both thank Arbonne for that gift. Thank you for all the extras you have added to your already busy schedule to

lighten my load. To my precious children: You are the two brightest stars in my life! Thank you for your patience and all your hugs and kisses.

To my mom and dad: Thank you for teaching me a strong work ethic, for encouraging me to reach for my goals and for always telling me I can accomplish anything I set my mind to.

The road to success is not straight. There is a curve called failure, a loop called confusion, speed bumps called friends, red lights called enemies and caution lights called family. You will have flats called jobs, but, if you have a spare called determination, an engine called perseverance, insurance called faith and a driver called God, you will make it to a place called success. RVP Melissa Holt gave this to me several years ago and it hangs over my desk each day for me to read. So, if life throws you a curve, get up, dust yourself off and keep going.

Success is measured in so many ways ... Arbonne has shown me the true meaning of success and has allowed me to share it with others. Arbonne is like a snowball which just keeps getting bigger and bigger as time rolls on, allowing anyone and everyone the opportunity to participate in the abundance. Where do you see yourself in one year? Two years? What about five years? Why not jump on board now ... and allow Arbonne to help you write a fairy-tale ending to your story. Are you determined enough to change your future?

If so, then proclaim your dreams, have courage to follow through with them and be determined to succeed.

Now, are you prepared to write your own ending?



Angela West, RVP Melissa Holt, AM Crystal Bioxham, Gena, RVP-in-qualification Carl Bohannon and RVP Judi Whitton.

Managers from the Missouri team. DM Becky Chaffin, RVP-in-qualification Becky Ling, Gena with AM Lori Johnston and President Rita Davenport.

