

ETHICS, HEART AND PROSPERITY

I had a fulfilling career as a social worker and community educator. It was heartfelt, challenging work, which suited me perfectly. During my teenage years my family went through difficult times. As an adult, I felt a responsibility to advocate on behalf of children, heal families and be a positive force in our world.

Following the birth of my third baby, I returned to my program director position and realized it was time for a shift. Three young kids generate heaps of excitement and drama, and I did not need it from work any longer. I also grew tired of living on a shoestring budget or relying on credit. I was frustrated I could not afford the lifestyle or global experiences I desired for my family. The turning point came when I met a Sudanese refugee. I could offer compassion and community resources, but could do nothing to ease the family's financial struggles. At that moment it crystallized: I wanted to be in the financial position to write that man a cheque.

I became a client of NVP Tiffany Haugrud's when I stopped by her Arbonne booth at a trade fair. The products were botanically-based, so I tried one item. An admitted natural health and plant science geek, I investigated Arbonne's combinations of herbs and nutrients, and discovered that the brightest minds were formulating these products. Everything I tried was the best I had ever used. The products were healthy, ethically and brilliantly-formulated, and noticeably effective.

Nevertheless, I had no intention of doing this as a career. Yet, I was inspired by Arbonne's products and the company's values. Soon, my intuition clearly guided me to start my own Arbonne business. I felt exhilarated and puzzled; in fact, I laughed at myself for a month. I did not make the decision, the decision made me! Today, I am grateful I trusted and took that small risk to become an entrepreneur and embraced a change that has made life so much sweeter!

The Cotton family: Laura; husband, Rick and daughters, True, Akira and Willow.



Laura with granny, Betty Anderson and sister-in-law, EDM Heather Hood.



Surfing in Tofino — a lifestyle of adventure is an inspiration for Laura's Arbonne business.



laura cotton

Independent Consultant, Executive Regional Vice President
Laura Cotton Region; Calgary, Alberta

Arbonne International is an extraordinary company. I have found that the people it attracts, Clients and Consultants, are open-minded and open-hearted. I am so lucky to be surrounded by positive, enriching people. Now 17 months later, passion and focus have paid off. Many in this world work very hard for little pay or opportunity. The difference is that by building your own Arbonne business, the rewards can be potentially incredible. From day one, I treated my business like the serious opportunity it is. I have focused on relationship building and supporting other small businesses. I have attended and helped with every Arbonne event and represented my company with professionalism and pride. I have all the flexibility and freedom I crave. There are many times I am enjoying myself so much that I laugh and say aloud, "Can you believe I get paid for doing this?" Fun and playfulness are important to the success of my team and create an energy people want to be a part of.

continued ...

success strategy:

“ Make heartfelt connections with people while you build your business. ”

There are many people I would like to thank for their contributions.

To each of my Clients who love Arbonne's products and support my business: It is an honour to be included in your lives — thank you.

To my lovely team: I want the best of business and life success for each of you! I am dedicated to helping you build your businesses. To RVP-in-qualification Jocelyn Urano: You have built a strong business with skill and trustworthiness. You will be a Region any time now. To RVP-in-qualification Erin Van Imschoot: You are an intelligent dynamo whose determination has spread throughout your team. I remember our discussion when you chose to open the gift and positively shift your business. That was a few months ago and look at your success. To your AMs, Marla Minich and Holly Bonin: You both are doing so well! To AM-in-qualification Sandra Jiggins: Your dedication is appreciated. You have a champion's heart and much to offer. To AM-in-qualification Dennis and Cassandra Samek: Your sparkle and warmth are beautiful. You have everything it takes to become an RVP soon. To my sister-in-law, EDM Heather Hood: You are a wonderful mum and auntie. You show that Arbonne can be a successful part of people's lives in a way that works for them. To DMs, Lara Higgins, Kim Brauer, Marianne Reynolds, Tara Paisley, Cian Parker, Lila Cotterell, Danuta Drabik and Melissa Paul: We have a wonderful ride ahead of us with Arbonne; thank you for all you do. To Consultants, Kim, Laurel, Stacey, Laura, Shareen, Lynn, Lisa, Janelle, Bethany, Nancy, Shelley, Tanya, Jodi, Olana, and my brother, Tyler: Big success is here when you decide it is time to go for it! To my upline, including ENVP Carol Egleston, ERVP Barbara Nelson and ERVP Josanne Flemming: Thank you for your care and graciousness. Carol, American and Canadian cultures are different, yet we share many similarities. I appreciate your generous leadership and relate to how you wear your heart on your sleeve.

To NVP Tiffany Haugrud: I am so grateful and loyal to you. I thank my lucky stars that we met. It is incredible how much we grow and learn together. You are an excellent leader and I am happy to call you my friend and favourite person to affectionately tease. You deserve every bit of success you have achieved. Thank you for everything you have given.

To Tonyta Thomson at the Home Office: Thank you for your support and expertise in Canadian operations. Thank you to the Arbonne Home Office staff, especially to President Rita Davenport, for encouraging us to be our highest selves.

Laura's business partners at a training in Calgary.



Laura and crossline "sista," RVP Barbara Zasebyda, goofing around before the President's Circle Awards.

To my mum, Pranee McFetridge: Thank you for the huge amount of help you provided while I was in qualification. My Arbonne business has brought us closer together and I am grateful. To my parents-in-law, Shelley and Sandy Cotton: Thank you for your ongoing support. To kindred spirit and guardian angel, Granny Betty Anderson: Thank you for unconditional love.

To my amazing girls, True, Akira and Willow: I love you so much and appreciate your patience while I am working. I am thrilled to share the goodies that Arbonne brings to our family, including the cruise we will enjoy this fall! To my handsome husband, Rick: You understood the business potential immediately and had faith in my talents and work ethic. Thank you for being a fantastic partner and fun-loving dad. I am devoted to you and our family's happy future.

Ethics, heart, and prosperity are mutually compatible. A dream of mine is coming true, courtesy of Arbonne. In honour of the Sudanese man who helped clarify my hopes for the future, my promotion celebration and Mercedes-Benz car presentation is a fundraiser to provide clean water for communities in Africa. Thank you, Arbonne, for offering phenomenal products, helping us change our lives for the better, and enabling us to share our success.



ABOVE:

Laura, RVP-in-qualification Erin Van Imschoot and AM Marla Minich with members of the Haugrud Nation at NTC 2006 St. Louis.

LEFT:

Laura with ERVP Barbara Nelson and NVP Tiffany Haugrud.

