

LEADERSHIP



New Presidential Diamond—4

Keeli & Josh Martinez

Diamond Club Sourcing Trip Highlights—38

Empowered Success

Become a Sales Pro on Your
Path to Diamond—**22**

cover stories

4 NEW PRESIDENTIAL DIAMONDS
Keeli & Josh Martinez

6 NEW PRESIDENTIAL DIAMONDS
Li & Lance Fryling



ARTICLE

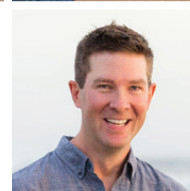
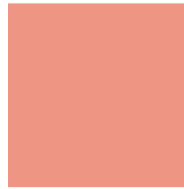
- 22 EMPOWERED SUCCESS
Become a Sales Pro on Your
Path to Diamond
- 38 DIAMOND CLUB
Sourcing Trip Highlights
- 58 AMPLIFY
Social Media Tool

DIAMOND FEATURES

- 8 ARIANA HARLEY
Clearing Space to Plant Love
- 10 BETH & BRAD DAVENPORT
Running Hard and Celebrating the Finish
- 12 ROCHELLE & JOSH HUBBARD
Deeply Committed and Stitched
Together
- 14 JAN JAMES & RICHARD BRADLEY
Keep Momentum
- 16 LADONNA BONTRAGER
Never Say Never
- 18 JESSA & JOHN WRIGHT
Growing in Harmony
- 20 ASHLEY KEMA
Fully Immersed
- 24 TOM POLIFKA
Putting in the Work to Make It Happen

RECOGNITION

- 68 TRIPLE DIAMONDS
- 68 DOUBLE PRESIDENTIAL DIAMONDS
- 69 DOUBLE BLUE DIAMONDS
- 69 DOUBLE DIAMONDS
- 70 PRESIDENTIAL DIAMONDS
- 74 BLUE DIAMONDS
- 83 DIAMONDS
- 111 PLATINUMS



- 26 MICHELLE WARD
Sparkle and Shine like a Diamond
- 28 GEORGIANA & KLAUS BIRTHLER
Transformational Leadership
- 30 RENATO & RITA BEIRÃO
Taking a Business Bull by the Horns
- 32 BECKY BOWLES
Trustworthy and Selfless
- 34 ALISHA & JONATHAN LATOUR
Looking Back, I Wouldn't Change a Thing
- 36 CHRISTY & JIM RICHMAN
Watching Seeds Grow
- 40 STEPHANIE POE
An Urgent Energy
- 42 ANNET VAN DORSSER
All the Pieces Make Sense
- 44 ROBYN AZIMA
Rolling with the Punches

- 46 SHEENA & JODY HAWKS
From Day One
- 48 BETHANY & JEREMIAH SWEET
Blazing Her Own Wonderful Trail
- 50 KELLY ANDREWS
Love on the Line
- 52 ROBIN ARNOLD
Finding Strengths in Differences
- 54 SUZY & DAVID MARTYN
Letting the Team Leave the Nest
- 56 KATRINE BERGE
The Enchanting Change



Congratulations on Reaching Presidential Diamond

Keeli & Josh Martinez

RENO, NEVADA, USA



What were the biggest hurdles you overcame on the way to Presidential Diamond?

The biggest hurdle was believing that Presidential Diamond was possible for me. Our team achieved Diamond quickly, in 12 months, but then the rank advancements came to a screeching halt for two years. I didn't understand why it felt so hard to reach Blue Diamond. Every month I didn't achieve rank, it felt bigger, harder, further, and more frustrating. I had a moment where I realized I had to release those emotions, give the "how" back to God, and simply be willing to take inspired action daily. The next month, the clarity in

my business was different, moving us to Blue Diamond. Five months later, we went Presidential Diamond.

What advice would you give to someone who is trying to reach Presidential Diamond?

If you have Presidential Diamond in your vision, stay energized serving others. If you add value to your customers, your leaders, and your community with little to no expectation, watch what happens in your business. Stay rooted in why you are here, and express gratitude. Know that not everyone will

"If looking at your organization and seeing how many people you have helped and impacted in this world fuels you, then Presidential Diamond is in your cards." —Keeli Martinez

have the same drive, determination, and path as you, and that's okay. But the beautiful part of a dōTERRA® business is that you are in the driver's seat. Any area of your organization can be completely overhauled by you showing up, teaching, enrolling, and inspiring people to do this business with you.

How have you learned to balance running your business and taking care of your family?

You will go through different seasons while building a dōTERRA business. I have had seasons where I am working 60-hour weeks, and I have had seasons where I am snuggling a new baby and working a minimal number of hours each week. At the end of the day, I always check in with myself by asking the question, "Am I building a business that is in alignment with the kind of life that brings me joy?" If my answer is "yes," then I am on the right track.

Don't be afraid to ask for help. I really wish someone would have told me that from the start. Asking for help is not a weakness; it's prioritizing your time. And if that means someone else makes snack number 84 for the kids that day while I do a one-on-one at a coffee shop, then I am good with that.

How has this business changed your life?

It has changed everything, from the people I surround myself with to having my husband by my side raising our kids together. Now I'm comfortable being uncomfortable daily, appreciating customer service skills, valuing self-development, cherishing financial security and time freedom—everything shifts when you decide to be all in.

Some people don't want to reach Presidential Diamond because of how hard and stressful it seems. What are the benefits of this rank? Why should someone want to reach it?

If you find joy in showing people how to live a cleaner, non-toxic life, and how to create time and financial freedom, then why not go for Presidential Diamond? The rank is a byproduct of the service you give. This business at this rank, or any rank to be honest, doesn't need to be stressful—if it is, then something is out of alignment. If looking at your organization and seeing how many people you have helped



and impacted in this world fuels you, then Presidential Diamond is in your cards.

At this stage, what motivates you to continue building your business?

I am just getting warmed up. I feel like I have so much more work to do, so many more lives to change, hearts to connect with, and friendships to be had. I constantly think of how many moms out there are wanting better options but have no clue about the therapeutic quality of essential oils, just like I was. I can't give up on those moms, so I won't stop. 💧

Congratulations on Reaching Presidential Diamond

Li & Lance Fryling

VERNON, BRITISH COLUMBIA, CAN



How has this business changed your life?

This business has changed our life in every way imaginable! Our well-being is so much better, our connection with each other and our family is much deeper, and our financial blessings are beyond our wildest dreams. We get to do life together in a way that never would have been possible before this.

What were the biggest hurdles you overcame on the way to Presidential Diamond?

Our biggest hurdles were ourselves. Both Lance and I had to

work *hard* on moving through our own limiting beliefs. Lance had doubts that this was possible for us. Believing that two high school teachers could run a business that large with no business experience before was also a challenge! It took a lot of trust and faith that this was for us. Thinking bigger and getting more comfortable being people who had an influence on a larger and larger audience was also tricky. For me, I had to expand my capacity to learn and lead at a rate I'd never done before and be willing to have hard conversations that before I would have shied away from.

“Balance means constantly checking in with each other and our kids and adjusting as we need to. Depending on the season, our business takes priority, and in other seasons, family is the thing we focus on. But as best we can, we make sure everyone’s needs are met.” —Lance Fryling



How do you and your spouse work together in the business?

Lance joined me in the business full time two years ago, right before we hit Presidential Diamond. He stepped away from his career as a woodshop, drafting, and engineering teacher to join me. This was huge for our quality of life! Having him home has meant so much more flexibility for traveling and also means having his valuable perspective at play in the choices we make in the business. Now we adopt a divide-and-conquer approach to our business. I generally do all the “front of house” jobs (teaching classes, mentoring, running team

pages and events, traveling to support out-of-town teams, and speaking), while Lance does all the “back of house” work (running our back office, paying our team members, booking travel, running analytics). We both play to our strengths and it works out well. We also love and respect each other. It has been a bit of a journey to find our rhythm working together, but now that we’re doing it, we wouldn’t want it any other way.

At this stage, what motivates you to continue building your business?

These oils are *still* life changing and there are *still* so many people who have not yet experienced them! This business is incredible, and there are still so many people who don’t know about it. Between the oils and the business opportunity, the chance for people to radically change the quality of their life for the better drives us to continue sharing and continue growing!

What advice would you give to someone who is trying to reach Presidential Diamond?

Your pursuit of Presidential Diamond is entirely dependent on the quality, vision, and capability of your six partners. If you don’t have six partners who are capable of going Diamond, then it’s going to be very hard for you to stabilize at Presidential Diamond.

I used my coaching background to create a game plan to understand what it was going to take to get to Presidential Diamond. A Presidential Diamond organization is similar to building a national championship-winning sports team. In order to be a winning team, you need players who have the skills required to do the work, who are coachable, and who also have a championship-winning vision. This is the same with building a Presidential Diamond organization. If your partners don’t have the skill sets required, a learning attitude, and a Diamond vision, then it will be very difficult to build up to Presidential Diamond. We are nothing without our partners, so be very mindful of who you pour into and link arms with on this journey. 💎

Ariana Harley

PORTLAND, OREGON, USA

CLEARING SPACE to Plant Love

I was a single mother facing the enormous weight of debt, exhaustion, and mental fatigue,” Ariana Harley laments. “I had begun my life wanting to change the world, and I found myself reduced to struggling to get through the day. Changing the world seemed not only out of reach, but impossible.”

Ariana’s work schedule before starting her dōTERRA® business left her with little time to do the things that brought her joy, such as gardening, hiking, creating art, and traveling. “I felt enormous guilt not spending enough time with my daughter, and I was very lonely after going through a difficult divorce. I lost my father too, and I lacked community.”

Always one to look on the bright side, though, Ariana declared, “I wanted to create a life I loved, was proud of, and had meaning. I wanted to feel happier, more connected with others. I wanted more time and financial freedom to allow me to spend time with my daughter, travel and be in nature, and maybe one day pursue my dream of public speaking to add value and create positive change in my community. So, I began to get curious,

mapped out a life I wanted, and started saying ‘yes’ to new invitations, ideas, and nudges. I followed my heart, and that led me to my dōTERRA business.”

In her business, Ariana began to thrive. “Changing my mindset changed my life, and I committed to caring for my mind, body, and spirit, just like a garden. It was like the Wonder Farm we cleared in Bulgaria on the Co-Impact Sourcing® trip. Just like removing plastic and rocks to clear the way for a garden to be planted, I began my business by clearing out the things that weren’t serving my vision for a better life. To replenish my soil, I committed to a morning practice. I turned off the news to choose what sources of information I wanted to learn about that focused on growth, wellness, and positive change. I used the oils to help clear and release old fears and limiting beliefs.

“When soil is enriched, then you can plant seeds. My business seeds were affirmations, aromatherapy, and anchoring techniques to change my inner dialogue. My business plants needed specific elements to develop, and mine were attending convention and leadership every year, along with

leading my team with service, love, and active listening skills. Working daily on my business with an attitude of gratitude provided results. With time, my wellness, community, and finances began to blossom.”

Ariana’s work ultimately brought her back to her roots. “Restoring my connection to the Earth restored my hope. Each of us is our own small garden. We cleanse the toxicity from our minds and bodies, we plant new ideas that sprout, and we grow these ideas with action and commitment into teams of people. Our harvest is rich in so many ways. Connecting to the Earth, essential oils, and one another allows us to revive and flourish.”

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“There is a hidden gift in hardship, if we are open to receive it. When we get uncomfortable enough with our circumstances, we change.” —Ariana Harley



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Nourish Your Team

Ariana believes wholeheartedly, “Lead with love and celebrate the divine in everyone you meet.” Treat your teammates like tender plants, caring for their feelings and emotional needs with earnest concern. Check in with them daily and be ready to shower their hearts with love, kindness, and reverence for their individual growth.



Beth & Brad Davenport

MANCHESTER, TENNESSEE, USA

Running Hard and Celebrating the Finish

All marriages struggle from time to time,” accepted Beth and Brad. So instead of letting it go, they enrolled in

a course to help with their communication struggles and started running toward a better life together.

In the middle of this intensive marriage boot camp, Beth also decided to push hard to Diamond.

They reached both of their goals. Beth had been envisioning Diamond status since the previous convention. “Some people believed in me—my husband especially believed in me—and some people thought it would never happen. I could see my team growing immensely. In fact, I could see myself in the near future sitting in the Diamond section at convention. I told a crossline friend and my husband that the next time I came to convention, I would be there.” Brad supported Beth’s dream through it all.

Beth knew that her goals were not necessarily her team’s goals, so she took the risk that she’d have to take on extra responsibility. When Beth manifested her desire to push to Diamond a few months later to her team, “some of them were ready and willing to do whatever needed to be done, and some were not as willing.” So, Beth rolled up her sleeves to fill in the holes distancing her from her dreams.

“The entire month of February took major discipline!” Beth exclaims. “To be



“Sometimes people don’t realize the **potential** they have; so I love to

CELEBRATE MILESTONES

Beth Davenport encourages everyone to celebrate their milestones, “no matter how big or small they are.” **As you plan your course, don’t forget to include how you will celebrate both the finish line and the little victories along the way.**

a mom, wife, and Platinum Wellness Advocate pushing for Diamond—while still being intentional with our marriage class—took strict focus. I educated a ton on social media, held lots of one-on-ones, taught classes, sampled people, and more to make it one of my highest enrollment months.

“But you know what else? It was hard. One of the hardest months of my life because I was sleep-deprived and emotional. Though my kids were understanding, I still felt mom guilt. I used a lot of oils, I prayed and cried out to God, and I leaned on those that believed in me. My husband really helped keep me grounded when I would start to spiral.” At the end of the month, exhausted and delighted, Beth hit Diamond and successfully completed the intensive marriage course.

Beth’s advice to everyone working hard to achieve family or business goals is that “as you hit milestones, no matter how big or small, celebrate them.” She explains, “I love my work, so I often forget to pause and acknowledge my accomplishments. I didn’t celebrate Diamond with my family or team until

months later, and my family needed a Diamond celebration! They had sacrificed so much during that time

too, so I am grateful for a trusted mentor who reminded me that I needed to go celebrate!”



challenge my leaders and my sharers and watch them grow.” —Beth Davenport

Rochelle & Josh Hubbard

YORK, YORKSHIRE, UK



DEEPLY COMMITTED AND STITCHED TOGETHER

“Probably the hardest thing we’ve had to experience while building our business was figuring out how to work together,” laughs Rochelle. “This is where the real work begins!” Up until reaching Diamond, Rochelle had been working the dōTERRA[®] business on her own. “When Josh came onboard, he wanted to come onto a team having done the groundwork of building a business himself. Straightaway he started doing classes,” says Rochelle.

“I felt it was important for anyone, any husband, joining the business,” Josh chimes in. “Clearly Rochelle is capable of doing all aspects of the business. So I felt experiencing classes, no-shows, and zero enrollments helped me identify with people on the team. Now I’m not just speaking as someone who parachuted onto a team that was fully flying—I can empathize and speak to hard experiences too.”

Having Josh teach classes was great, but sometimes hard for Rochelle. “I needed to allow Josh his way, but it was frustrating because it wasn’t where I saw Josh fitting in. I’d seen his strengths so clearly and knew where our business needed him most. I love teaching classes myself because one of my strengths is inspiring people to use the oils. When Josh would teach a class, which is one of my main strengths, we felt like our time wasn’t being used wisely.”

“It’s important to be a Wellness Advocate full time, not just at expos. Rochelle has done this and met many amazing people. The best opportunities come as a result of living your life as a Wellness Advocate all the time.” —Josh Hubbard

Rochelle has also always enjoyed doing the back office work. “I was enrolling a lot of customers and passionately finding and supporting builders. But I didn’t have systems, and I didn’t have the time to implement any.” Together they worked on maximizing their individual strengths. “Josh adds real value to our business because his strengths have a long-term impact on the things I didn’t get to do on a day-to-day basis.”

It helps that Josh is fully invested. “In many situations, the man hates his job and can’t wait for his wife to hit Diamond so he can leave his job,” Josh notes. “For me, that wasn’t the case. Going to convention with Rochelle made me sit up and take proper notice of dōTERRA Healing Hands Foundation® and Cō-Impact Sourcing®.” Josh thought, “Crikey, this is something I am aligned with and see myself being a part of. It wasn’t just that I was desperate to get out of my job—I really loved the idea of being with dōTERRA.”

The Hubbards are thrilled by their part together in dōTERRA’s bigger mission. Rochelle explains, “In this business, you’re sewn together with your upline, downline, and crossline. You have relationships and communication with your team that you don’t have in any other walk of life. That’s the same with our marriage, too. We love each other, we’re committed to each other, and sometimes we don’t get along! Regardless, that love and commitment are so deep that it makes us work through stuff. Our business pushes us to work through everything, and that has a long-term impact on our relationship. We haven’t worked through it—we’re *working* through it. It’s hard, but we’re committed to it.”



FORGING RELATIONSHIPS

Rochelle and Josh admit they are still working through rough spots. They do this out of love and commitment for each other. Remember that relationship conflicts—whether with your downline, upline, family, or even yourself—are worth the work and effort you put into resolving them. **List some struggles you are working through and connect each one to why working on it is worth it to you.**

Struggle:	Worth It to Me Because . . .
1 _____	1 _____
_____	_____
2 _____	2 _____
_____	_____
3 _____	3 _____
_____	_____
4 _____	4 _____
_____	_____

"We haven't gone
out there looking for
builders; we've loved
our customers."
—Jan James



Jan James & Richard Bradley

LEYSDOWN-ON-SEA, KENT, UK

Keep Momentum

After 25 years together, Jan and Richard estimated they'd only spent 8 percent of their relationship in quality time together. Along with lost holiday time, they evaluated how much time they'd been able to give to their passions as well. "I think if you're not committing time to your real passions, then you're becoming down and sad inside. That was happening to me and Richard," recognized Jan. So they discussed how they could devote more time to their passions and to each other.

One of Jan's passions is animal rescue, which she's been doing since she was a small girl. "If I saw something fluttering on the ground, I picked it up and took it home—much to my parents' horror. There was always something in a little box in my bedroom." Another childhood passion was a house she'd drawn since she was eight years old. Growing up in humble circumstances, Jan dreamed of a beautiful home with wisteria growing over the front door, surrounded by fields and the sea. But

Jan believed she didn't deserve to have the house of her dreams, so instead she doodled that house for 50 years.

A few years ago, Jan finally decided that house was waiting somewhere for her. "We found it straightaway. When I pulled up in the drive, I cried for an hour. This house is in the middle of nowhere, so I don't have to worry about noise levels with animals. I can see the sea through the windows and walk to it within 20 minutes. The surrounding fields are wonderful for protected bird reserve land, which is what we dreamed. So we bought the property."

But that didn't solve all their problems. "The maintenance and rescue work with animals is quite expensive. We knew we needed employment that would provide a better income and time to be at home. Especially while nurturing animals—we couldn't just leave for days on end." They explored business opportunities, looking for things they could do together.

When Jan and Richard started using dōTERRA® products, Jan knew "something in my tummy said this is what you're looking for." She felt strongly about starting a dōTERRA business. Jan thought Richard would never do it with her because it wasn't a business in a building, but he suggested they live off of their savings and reevaluate. A little while later, he was counseling Jan to do Diamond Club.

"Doing this business as a couple, we have so much time together—in fact, we're considering doing separate hobbies now!" Jan laughs. "We've gone from 8 percent to 88 percent." Adjusting their lives to spend more time together gave them the momentum to pursue their dreams. They're grateful for financial freedom to help Jan's mom and their daughters out, and especially for the time freedom they've gained to pursue their passions to make a difference. "We've had some real life-changing moments thanks to this business."

MAXIMS TO LIVE BY

"Keep the momentum. Don't ever stop, even if it's just spending one minute on your business a day."

"Trust that in serving others, the right things will come back to you."

"Live with integrity so you can sleep at night."

"Never sell—just share."

NEVER SAY NEVER



LaDonna Bontrager

HUTCHINSON, KANSAS, USA

“Don’t let fear hold you back. Do it broke, do it scared, do it trembling, or do it with encouragement and help, but do it!” —LaDonna Bontrager

Don’t ever talk to me about a dōTERRA® business because I am not interested. I’ve tried other MLMs, and they don’t work!” That was what LaDonna told her daughter three years before reaching Diamond. She wanted essential oils to diffuse and had only purchased a kit and a membership in order to get a free promotional oil.

Somehow, despite not even trying to build, a team started to grow under LaDonna. She walked at convention as a Silver the next year. Her daughter and upline, Tonya Ferguson, decided she needed a push. It took some convincing, but LaDonna finally agreed to teach Tonya’s monthly class at the library. She arrived, expecting the usual 15 people. That day, there were 62. LaDonna was terrified. But with a little help from dōTERRA Balance®, the class was a definitive success. She decided teaching

six people at home was nothing compared to that, so she kept going.

Her business grew, but LaDonna was busy with her house cleaning business—and she was tired. After 30 years of cleaning houses, LaDonna was introduced to dōTERRA On Guard® Cleaner Concentrate. She started noticing how refreshing it felt and how effective it was compared to her traditional cleaners. “I wrote a letter to all my clients telling them I needed to change to natural cleaning products or stop cleaning altogether,” she says. They wholeheartedly agreed to the dōTERRA change.

LaDonna had found her passion: educating others on eliminating toxins from their homes. Her monthly commission checks grew. “I was getting paid for something that I loved doing, and it didn’t feel like a

job!” The commission checks each month at first matched her cleaning business, and then exceeded it. After six months, she decided it was time to clean her last home.

When asked if she was aiming for Diamond, LaDonna laughed it off. She was happy and comfortable at Platinum—no need to try for a new rank. “You’re only 3,300 PV away,” Tonya told her. With a little encouragement, LaDonna decided to push for it. There were three days left in the month, but she made one final effort and hit Diamond.

“Great things never come from comfort zones,” LaDonna says. Every time her business grew, it was because she took a step outside her comfort zone. That is what she tells her team. “Step out,” she encourages. “Do not let your fear stop you. And never say never!”

NOT YOUR TYPICAL LEADER

LaDonna doesn’t consider herself a typical leader. She’s made peace with that. She advises others to stop comparing because everybody has their own path. Here are some things she does to stop comparing herself to others:

Focus on service and helping others reach their goals.

Step out of your comfort zone.

Find joy in the journey.

Decide to be yourself and embrace your own path.

Don’t hold back and stay consistent.

Jessa & John Wright

VIRGINIA, USA

Growing in Harmony

Two passions competed like small children for Jessa's attention: one was her love of music, and the other was essential oils. A full-time

elementary school music teacher, Jessa felt that music was her identity. "When the turning point came to pursue my dōTERRA[®] business full time, I wondered if I would still be 'me' if I shared my energy with another passion."

Pregnant with their third child and noticing that her business was replacing her teacher's salary, it came to Jessa that her passions were like children. "It's like having another child," she explains. "You ask yourself if you can ever love another child like you love this one, but as soon as the new baby arrives, your heart just expands." As Jessa allowed herself to embrace both of her passions, she felt that "this was God setting my path and

Live Beautifully

"We become what we surround ourselves with. Release the negativity and welcome abundance. Make your relationships rich and lock arms in the trenches of trials with those who need it. Do life with your team and create a culture that people want to be part of."

Dream Passionately

"Let your dreams be so big they scare you. Visualize the details of what you want to bring into your life. What does it look like? Smell like? Sound like? Be obsessed with the life you want to create for yourself, your team, and your customers."

Serve Diligently

"A servant's heart is a powerful asset in a world that lacks hope. Serve your leaders with sincerity and vulnerability. Serve your business team with an open mind and a lust for their success. Serve your customers with compassion and empathy. Serve consistently."

“As we grow, we not only uncover the beauty within us, but we also discover the beauty of others as we peel back the layers and purpose of this incredible company. It’s a beautiful process that we are never quite finished with. We should always be in the state of becoming and blooming.” —Jessa Wright

giving me confirmation to set my feet on the road less traveled—to step out in faith and make this thing happen.”

Knowing that and doing it were two different hurdles, but Jessa used this time as a shaping, evolving opportunity. “It challenged me to be more, give more, and become a better version of myself each day. With this shift in growth mindset, my healthy relationships thrived, and my poor ones relinquished.”

As Jessa’s business flowered, so did her personal development. She says,

“At times in my business, when I was beginning to come into full bloom, I felt guilty like I needed to dim my light so that I wouldn’t outshine someone else. Or I was comparing my journey to someone else’s and feeling pressure to start growing and building a different way. Then this anonymous quote struck a chord in me and shifted my thinking: ‘A flower doesn’t think about competing with the one next to it. It just blooms.’” Jessa believes, “We flourish through nurture, support, and light pouring into us. While weathering storms and getting

pruned, our growth is directed and new inspirations burst open inside us.”

Along the way, Jessa has found many parallels between her two loves. “Musicians pour a relentless need to improve and be better than they were the day before into their craft. The same process happens in our business when we open minds to the power of natural wellness and strive to master more effective ways to serve. Positive impacts expand into more positive impacts.”



Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

Ashley Kema

HONOLULU, HAWAII, USA

FULLY IMMERSSED

When Ashley dives into something, she immerses herself 100 percent. Joining a team launch in October 2016 was no different. “I resolved to hold three classes a month, get at least five people to each class, enroll an average of ten people per month, and repeat,” Ashley discloses. “I wasn’t sure where I was going, but I knew I didn’t want to fail. So I made it a priority, dedicating one to two hours after work each day to my dōTERRA® business venture.”

The rewards of fully investing a consistent part of each day paid off, not just in rank, but in self-confidence as well. “After just three months, I reached Elite, and everything seemed possible,” shares Ashley. “The three-month journey showed me how much I love my oils and gave me many experiences to share them with others. I thought I had my dream job, but then partnering with dōTERRA gave me purpose and opportunity. It opened my eyes and built my belief that I could

actually make money beyond the free product each month on LRP.”

Ashley is living proof that a stay-at-home mom can balance young children and build a business to Diamond within two years. Above her desk, Ashley displayed a “dreamboard” full of goals and inspiration to look at every day. She defined regular working hours for her business—and once she clocked out, it was priority time for the kids. “Setting work hours is key to your



success here and in everything else you want to accomplish with your time," she states. Even though Ashley was either pregnant or nursing the entire time she was building her business, she didn't let the juggles keep her from teaching three classes a month. "The online work allowed me to connect with people when I could, recording or hopping on live while my kids were napping."

Social media helped her build a brand and expand. "I live on an island. If I can network, you can too. I gained a following by speaking to my customers in a relatable way on Instagram lives, and posting about how I use oils as mom with my small children. I would go on and share any topic that inspired me, or what my audience wanted to learn. Don't be afraid to ask your audience what they want to hear or learn more about!"

Ashley's success isn't based solely on her immersion into her business. She does everything humbly and honestly. "I do my best to be the example. Often I truthfully share my own journey, like my slow process of switching to natural solutions and my trial and error with different oils. I share my struggles and what I went through to get where I am. I share my why with my team over and over, especially as it deepens." She is grateful for her team and for the sincere social media connections. "I absolutely love supporting my family with natural solutions and helping others do the same."



TIPS FOR A THRIVING TEAM

"Meet with potential leaders for a business overview."

"Be the example, not just an example."

"Hold team members accountable for personal development."

"Listen more than you speak."

"Develop daily through meditation, affirmations, journaling, reading, and thankfulness. Listen to a podcast while driving, folding laundry, or cooking. Keep a book in your purse or diaper bag so any downtime at a playground or waiting in line can be used reading." —Ashley Kema



BECOME A SALES PRO ON

Your Path to Diamond

Watching the Diamonds walk across the stage at the Global Convention can be motivating. We want that same honor and success for you! If you're like many people, you face the worry and discouragement that maybe you don't know enough or don't have the sales skills you need to build a successful dōTERRA® business and reach Diamond.



dōTERRA
Empowered Success

CERTIFICATE OF COMPLETION

awarded to

Your Name Here

for Completion of the Course

Becoming a Sales Pro in Your dōTERRA Business

December 2019

Date



Emily Wright
Emily Wright, Founding Executive

The Sales Certification Course will help you

- 1 Master sales skills to become a top seller
- 2 Practice tried-and-true scripts for each step of the dōTERRA Sales Cycle
- 3 Answer objections like a pro
- 4 Book classes from classes so you never run out of customers
- 5 Feel confident selling larger kits

Frustrated, you throw yourself into reading every business website, buying program after program, and fiercely planning for the end of the month. "Is all my effort enough?" you wonder. Doubts such as these begin to creep in:

- Am I saying the wrong thing when talking to people?
- Is there a secret to sales?
- Why am I stuck in my business?
- Why is no one buying anything from me?

You're not alone! Many builders wish they could learn the secrets of top sellers to improve their sales success, which is why we're elated to roll out the Sales Certification Course. This program brings you close to top leaders to help you learn critical skills and mindset hacks so you can turn your business right-side up. The best part is that the Sales Certification Course will formally train you as a seller so you can realize your Diamond dreams.

Sales Secrets

Often those who have become Diamonds have already applied these principles. Many hired expensive business coaches, but you don't have to do that. We have a simple solution! The Sales Certification Course gives you business-savvy instructors who not only cheer you on but also offer

concrete solutions to improve your sales and build your business like a pro. The training they provide will effectively reinforce and rebuild even the wobbliest of structures.

Personalized Mentoring

This sales course is like a personal mentoring session with more than 15 top-tier Wellness Advocates. We've taken the exact sales principles they've used to build their prosperous businesses and turned those into a simple step-by-step training course. With this sales training, you can experience the same success they have. Revitalize your business by enrolling today.

Warning: As you implement their collective wisdom, you might experience immediate, rewarding results!

Enroll Today!

Visit empoweredsuccess.teachable.com. Join the thousands of new enrollees and use this promo code included only in the *Essential Leadership Magazine* to receive 25% off the Sales Certification Course: **LEADERSHIP25**

■ Tom Polifka

CARLSBAD, CALIFORNIA, USA

Putting in the Work to Make It Happen

Tom's journey to Diamond was different than most. "I came with the intent of building a passive income business with the leader in the essential oil industry." In fact, when he first looked into dōTERRA®, he didn't even know what essential oils were at the time. "I've been an entrepreneur for over 15 years and have owned multiple different businesses, including an insurance agency, a golf training business, and a digital marketing firm. I was exposed to network marketing through a business partner and really loved the power of the business model."

But the first network marketing company Tom tried wasn't the experience he was looking for. "I didn't like all the flashy cars and income statements that give the industry a bad name, and it wasn't long before the company I represented was being investigated by the FTC for its business practices. This turned out to be a blessing in disguise

because it forced me either to find another company to represent or to leave the industry."

After a few months of contemplating what to do next, Tom started looking into dōTERRA. "I kept hearing about an essential oil company that was fast becoming the leader in their space. I started to do some research and quickly saw that they didn't subscribe to the typical network marketing company tactics. In fact, one of the biggest selling points for me joining as a Wellness Advocate was that they didn't promote the business nearly as much as the product. The only way a company will last is having a solid product with great leadership because it doesn't matter how amazing the compensation plan is if you can't get customers. It was immediately apparent that this opportunity was different and that this was a company I'd be proud to represent."

Things were not easy in the beginning. "I didn't have a social media following, I wasn't an Instagram yogi, and most importantly, I didn't know anything about essential oils yet." But Tom did understand the work required to build a business, so he invested in the ways that he knew how. He knew that no one has to fit a special stereotype to be able to thrive.

"This journey wasn't all rainbows and unicorns," Tom reassures. "My business has gone through challenging times that forced me to contemplate whether I wanted to continue. Ultimately it comes back to providing for my family and giving them options. My two daughters get to see their dad a lot because I work from home, and I love that. They both see what is possible through owning a business, but I also make sure they understand that there is a lot of work required to make it happen."

3 Steps to Turn Dreams into Reality

"The best part about this opportunity is that you can build your business however you want." —Tom Polifka

- ❑ "Become a student of the business and be willing to invest what it takes to grow."
- ❑ "If you continue to operate like an employee, your growth will be limited."
- ❑ "Anything worthwhile will take time. Look at the long-term asset you are creating."



Michelle Ward

FAIRFIELD, ILLINOIS, USA

SPARKLE AND SHINE LIKE A DIAMOND

When Michelle was first introduced to dōTERRA® products, she was the marketing director of a hospital and already interested in natural health. She was drawn to essential oils and spent weeks researching how they could help her family before she ever attended a class.

"My mind was blown by what these oils could do, and I got it very quickly. When I left my first class, I told my friend I would call her the next day with my decision on the kit." Their budget was tight, but Michelle came home telling her husband, "We need the big kit." She says, "I was absolutely determined to get him and my girls what they needed for their health no matter the cost or sacrifice I would have to make. My husband said, 'If you think it will help me, then let's get it.'"

Unlike some, Michelle knew that she wanted to do the business from the beginning. "I attended the class on Sunday, enrolled on Tuesday, my kit

arrived on Friday, and I held my first class on Saturday morning. When I started, I was what some would call crazy—otherwise known as absolutely passionate—about the oils and the business opportunity that it didn't matter what anyone said. I was going Diamond, and these oils were going to change our lives."

Michelle quickly became known as a solutions provider among friends, family, and others. "I remember during the early days that my phone would buzz consistently from 8:00 p.m. to 11:00 p.m. or later. The questions would come in, asking me if there was an oil for something, and I'd immediately look it up in my book. I'd get so excited to help the next person. Often I would do late night house calls delivering samples to those who had a child not feeling well. In the morning, I would awake to messages of gratitude, which kept fueling my passion."

But no one's journey to Diamond is easy, and Michelle is no exception. "I allowed the perceived opinions of others to slow my growth and shatter my belief in myself." While her business grew quickly at first, eventually negativity and the doubts of others began to creep into her head and heart.

When Michelle made the leap to leave her day job, her youngest daughter said, "This means you can do dōTERRA all day long!" In that moment, Michelle realized, "During all those nights when I was busy teaching classes, taking calls, helping other mommies, my daughter—who was just three when I began—was watching me very closely." Her daughter had seen and heard about the people Michelle was helping. She understood her mother's passion, power, and potential. Michelle says, "Don't listen to those who don't understand your passion. Toss the doubts and lies you are telling yourself to the side. You are being prepared to sparkle and shine like a beautiful diamond."

Michelle's Leadership Polishing Advice

1

"Stop the excuses and do the work."

2

"Turn your burdens over to your Creator."

3

"Don't pass up any opportunity to help others."

4

"If you are scared, do it anyway."

5

"Crazy is okay!"



“You have to trust the process, climb out of the many valleys, and move mountains, but when everything seems to be falling apart, it is actually all coming together.”

—Michelle Ward

Georgiana & Klaus Birthler

TÂRGU MUREȘ, ROU

Transformational

Building all the way to Diamond is a roller coaster of emotions,” Georgiana and Klaus Birthler recall. As pioneering Wellness Advocates in Romania, they had to create their own path through unknown territory. Did they want to continue on their current trajectory, or make a new one? They chose the latter—they were driven to create a better life, one where their children could thrive and reach their full potential as they grew up. “It was time for us to create a place where we

could manifest and inspire more.” Their decision to partner with dōTERRA® wholeheartedly came easily because the values, vision, and mission of the company aligned with theirs.

But even with a clear vision of what they wanted to create with their business, the Birthlers faced many challenges and difficulties along the way. For instance, when they first started their journey, the idea of being a leader felt quite strange to Georgiana. In order to be a

leader, you need to have a large team, right? Wrong. “As I tell my team, when there are more than two people in an organization, you have the chance to step into the leadership role,” Georgiana says. “This is a totally different paradigm from what is usually taught.”

Leading her team and helping them develop leadership talents and traits has become a driving passion for Georgiana. What’s her secret? She focuses on building their team’s



WORDS OF WISDOM

Leadership

confidence in three key areas: the products, the business opportunity, and themselves. "There are people who have confidence in one or the other, but you need all three." The Birthlers know how vital it is for new leaders to develop confidence in all three areas because they took time to build their own when they started, and it has taken them far from where they were before.

Along the way, the Birthlers' team has grown, but inevitably some people

drifted off. Georgiana knows what it takes for a person to keep going: "The team members who had faith in what can be, especially faith in their own dreams, are still with us. We are strong together."

Their team has evolved with time.

Georgiana embraces this transformation because it means that they are all learning, changing, and progressing.

As she sees it, they are transforming into the best versions of themselves. And for her and Klaus, that is essential.

If you're having a hard time, feeling worried, or needing encouragement, here are some of the Birthlers' best pieces of advice:

- "Giving up is easy. The magic begins outside of your comfort zone."
- "Inspiration is contagious and keeps the heart awake and the mind open."
- "Every person and every organization is a living organism that has to rebuild at some point."
- "You need belief, love, and courage to overcome the challenges that may come along."
- "You cannot evolve if you are not learning something new every day."
- "When an individual transforms, communities also transform."



Renato & Rita Beirão

RIO DE JANEIRO, BRA

TAKING A BUSINESS BULL BY THE *Horns*

Renato relishes a challenge—specifically the challenges involved in building a business. “It gives me a chance to move away from the inertia of everyday life and grab the future with my own hands.” Helping to open the Brazilian market is full of ups and downs, but Renato and Rita embrace the chance to powerfully influence their country. “It is a constant challenge,” Renato confirms. “But I am sure that it will be fruitful. dōTERRA® products have an awesome future here.”

The Beirãos also believe their builders have incredible futures awaiting them—even when their builders don’t believe it themselves. “All of us have points of view that must be worked on, and we all will do that in our own time,” says Renato. “I am still learning how to have patience with

downlines. But I have learned how to walk with those willing to walk and run with those willing to run.”

With experience in other direct-sales companies, Renato has had to reinvent himself a bit. “Unlearning is a challenge, and I want to avoid the unpleasant experiences I’ve had in the past. With my dōTERRA business, I have developed myself into someone better, and I know I need to continue with this trend. Personal development is a never-ending process. I need to give the best possible example of commitment and focus to my leaders. Teaching by example is not just one way of teaching—it is the only possible way to teach in this business model. Supporting this process will especially help new Wellness Advocates develop the correct frame of mind.”





REFRAMING

Renato knows that effective Wellness Advocates must teach by example. **Honestly answer the following questions to see what kind of example you are setting for your team.** Are your actions reflected anywhere among your builders? **Reflect on how you want your builders to respond and model that for them.**

What do I say to my team when no one enrolls after a class?

- I play the “Should’ve” game of how this could have gone better.
- I smile even when I don’t feel like it and make a plan to rock the next class.
- I blame myself and my underprepared/bad teaching skills.
- I get upset with my team/my family for not supporting me in my stress.

How do I react when someone quits?

- I call the remaining team members and encourage them to keep going despite the loss.
- I don’t say anything and hope that no one will notice the missing link.
- I hurriedly assign their downline to someone else.
- I call the person who quit and assure them that they’re still loved and a friend to me and the team.

How do I give difficult feedback in a call with a builder?

- I get right to the point with the critique and follow it up with a strategy to improve.
- I start with something positive they’re doing, then comment on what they could do better.
- I dance around the issue and try to imply that something might need to change.
- I lose my courage as soon as they answer and give up on expressing the feedback.

“Perseverance is very important in this business, and maybe this attribute is the difference between being a success or a failure. A successful person is one who persists despite failing—someone who refused to give in, someone who has learned with their mistakes.” — Renato Beirão

TRUSTWORTHY AND SELFLESS



Becky Bowles

RUGBY, WARWICKSHIRE, UK

“Spend your time giving your customers a great experience. Build a strong community of customers. Nurture them. Make them feel happy. That’s the key.” —Becky Bowles

When Becky was nine years old, she wrote in her journal that she wanted to improve the world with plants. Many years later, she became a Master Herbalist and iridologist. Today, building her dōTERRA® business helps her accomplish her childhood dream. “I’m still an herbalist,” she assures. “I’m now an herbalist using the essential oils found in plants.”

Although Becky feels she is an older woman in a younger generation of builders, she has life experiences to fill her cup of wisdom. “I never, ever considered giving up. I knew I would succeed because the oils are incredible, and I was determined to keep going until I made it work.” Of course, she has had moments where she thought this is really hard, but she pushed through those times selflessly.

One of those moments of determination led her to spend the

night in her car at a service station. “A brand-new sharer had 11 people coming to my class in London, and she needed me there because it was her first class ever. But, I also needed to be at a show in Scotland, a nine-hour drive away from London, at 9 o’clock the next morning. I tried to get somebody else to come to the London class, but I couldn’t find anybody available.” Becky was willing to do whatever it took to not let someone down, and in the end she decided to do the hard, uncomfortable thing. “I had to find a way to keep both commitments. So, I attended the class that finished really late in London, then I drove halfway to Scotland. I pulled into a service station, slept for two hours, and pulled into Scotland at 9:00 a.m.”

Becky realizes, “I’ve done a lot of things that most people wouldn’t do, like sleeping in that service station for two hours, but it has been worth

all the sacrifice.” She attributes her trustworthiness to a quote that has stuck with her: “Entrepreneurship is living a few years of your life like most people won’t so that you can spend the rest of your life like most people can’t.”

Becky shares, “It’s so important to help people see they mustn’t quit—they must build the business to their own strengths. I still have to adapt all the time and I’m not afraid of changing things up if they’re not working. I built this from my love of and excitement for the oils.” Becky’s sincere love of the products is catching as she touches customers’ hands, looks into their eyes, and exudes her enthusiasm for the oils. Her daughter adds, “When people are sampling oils, Becky is right there with them, making them feel special. They know she is genuine, and gaining trust is how she has built her business.”

CREATIVE SOLUTIONS

Sharing oils in the UK hasn’t been easy for Becky Bowles. Instead of settling for mediocre results, she developed her business by looking for clever opportunities. “I make shows work,” she offers. “My first show was a vegan/vegetarian show, a topic that interested a lot of people. From there, we invited them to classes, and they came. The best way shows work for my team is to invite people to classes, give them a Wild Orange, and educate them on how to use these oils.”

Brainstorm some innovative ways you can share oils with large groups of people in a typically difficult area. Write them all down—even the wacky ones—and you might just find a cutting-edge way to share.



Alisha & Jonathan LaTour

BROWNS SUMMIT, NORTH CAROLINA, USA

LOOKING BACK, I WOULDN'T CHANGE A THING

Many far into the business start wondering if the impact they're making is enough in return for what they're giving. But when Alisha took a step back to evaluate her journey, it gave her the drive she needed. "I want to help people with these oils. Knowing that I want to see their lives and health improve makes all the difficulty unimportant. Even now as a Blue Diamond, when I start feeling like I want to quit, it's because I'm not focused on what I really want to do here, which is to help people with the oils. I have to constantly remember why I started doing this. I didn't start doing it for the rank. I didn't start doing it for the income, or getting builders, or traveling. I did it because I wanted to help people with the oils. Then everything else flies away and I start getting that momentum and excitement back into my business."

She's helped many of her builders work through their own struggles. "In a recent situation with a builder who felt stuck after four years of working, I helped her look at how she could make strategies work for her, her business, and her own personality. Because she's a learner, she wants to educate people about the oils. But she doesn't see the greatness in herself—and she's not the only one. So I had to say, 'This is what I see in you: your number one strength is learner; you love education and you are passionate about these oils. So you are a phenomenal leader! Let's see if we can tweak things to make you an even better leader and do it in your style.' A lot of the time, they don't see themselves as these amazing leaders. So I work hard to help them see what I see in them, and what others see them being capable of."

Alisha readily acknowledges that she's not a perfect leader with all of the

answers—but she knows where to get them. "When you first start building a team, you think you have to be everything for everybody. It's okay not to be. It's okay to plug into dōTERRA[®] resources, your upline, and your sideline to get answers to questions. You don't have to have all the answers, but you can help find them or connect people to those that do have the answers. You do need some help, support, and backup, and many are here to help you!"

For anyone who is struggling with burnout, Alisha offers this sound advice: "Look back at what you actually wanted to do when you started this business. Were you excited about the oils and loved what you were learning? Or saw how they affected your family and your life? Look and say, 'Who now can I start changing with these?' Change your focus back to others and not on yourself, and everything else will start to fall into place."

WHAT CAN I DO DIFFERENTLY NOW?

Alisha encourages others to "Be willing to change and grow."
Here is a list of questions she asks herself and her downline:

"What can I tweak in my business practices?"

"What new skill can I learn?"

"What can I get better at to make this work?"

"Am I ready to take on a bigger challenge and do Diamond Club?"

“The more people you help, the more your business grows. Even though you don’t mean for it to happen that way, if you go out with a heart of love and a desire to help, your business skyrockets because you’re just giving with no strings attached. It’s a wonderful, beautiful thing.” —Alisha LaTour





"I knew that the road to Diamond wasn't one that I could do alone, nor did I want to. I knew that I needed the right people to travel it with me. The relationships that we have made have been the biggest blessing, even more than the financial ones." —Christy Richman

Christy & Jim Richman

DESOTO, MISSOURI, USA

Watching Seeds Grow

When Christy and Jim were married in 2008, Jim was pursuing pastoral ministry and Christy was finishing nursing school. They each desired to serve people in these areas, but the path ahead was new and unclear. Christy recalls, "I remember going to work at the hospital; later at a doctor's office, I thought, 'There has to be more I can do to bring blessings to others.' I had this thought every day, but I wondered what I could do and how." Though Jim and Christy were helping people in their respective professions, neither felt entirely satisfied or at peace.

In 2015, Jim and Christy were introduced to dōTERRA® products. They had two young children, Christy was working full-time as a registered nurse, and Jim was employed full-time at a local church with another part-time position. "To say that our time was not our own was a severe understatement. We had no concept of freedom or control over our time at this point in our lives, but we longed to spend more time together and to live outside of the demands of others."

Like many, at first they started their business only for the essential oils; however, as Christy naturally shared oils with others around her, more and more people started asking her questions. She decided to enroll and taught her first class. Christy enrolled 15 people during that first month and quickly realized the potential that the business opportunity held for her family.

"Even when the journey was really tough, I knew that my efforts planting seeds and tending to them would pay off every time, even if it wasn't right away. My incredible upline and dear friend, Shaye Elliott, told me to 'trust the process' because it works! She was referring to PIPES, which is outlined in the Empowered Success guides, detailing the tried-and-true steps for building a successful business. I have held onto that statement to 'trust the process' and used it with my builders during times of fear, failure, or uncertainty."

Early in their business, Jim and Christy's ambition was to pay off their debt. As they began to accomplish that goal, they dug deeper. "Our children were beginning to approach school age, and we were considering homeschooling them," Christy says. "This meant that one of us needed to be home much more than we currently were. We decided it would be best for me to be home with them and made it our goal." This was the beginning of striving not only for financial freedom, but also for the time freedom they'd been longing for.

"Consistent personal and professional development is one of the driving forces behind our journey to Diamond," Christy states. "Through this commitment to growth, Jim and I have struggled through our weak areas, improved upon them, and strategized for continued growth. We've learned that rather than being fearful of new opportunities, we should lean into the fear. It is here that we will experience incredible growth and amazing blessings."

CHRISTY'S FOUR THINGS TO REMEMBER

- 1 "Trust the process—it works."
- 2 "The sacrifices in the beginning are small compared to the blessings of a bountiful business."
- 3 "Seek out and work with the right people."
- 4 "Lean into opportunities for growth."

Sourcing Trip Highlights

Oregon, USA: Peppermint & Roman Chamomile

"Being part of this four day adventure with caring souls, spending time with Emily Wright along with many of the amazing people who make dōTERRA what it is behind the scenes, was such an honor. I got to see the heart of the company, its people, and its oils in such an intimate way. It was a privilege to meet the farmers who are behind growing and distilling these beautiful oils that we give to help others." —*Beth Patnode*

"At the Roman Chamomile distillery, I felt the wonder of a small child. We watched the distillation process, and then I hand-piped my very own bottle from the giant vat of oil! I couldn't wipe the smile off my face. It was life-changing to see and feel the connective power of the process that brings the oil from the earth into my own hands." —*Natalie Duerden*

"I can say it was the experience of a lifetime. I spent time with some of the most beautiful people and got to see our precious oils in another light. I'll never look at these little bottles the same again." —*Samantha Davis*

"I had the privilege of attending the Diamond Club Sourcing Trip to visit a few farms in Corvallis, Oregon. It was amazing to see these beautiful fields and distilleries and hear the growers explain the harvest. We got to see the Roman Chamomile fields in the middle of harvest time for Roman Chamomile, and the air was intoxicating! But the best part of the trip was the people. I made amazing new friends and was so inspired by the stories and what this company is doing to bless lives on a global scale through these oils. I have never felt more alive." —*Cassie Pals*



Each year, top Diamond Club winners travel to visit dōTERRA® partner growers and distillers on a privileged tour with Emily Wright. See yourself there next year as participants reflect on their direct encounters with the oils and the farmers, and apply for Diamond Club on **doterradiamondclub.com**.

Vancouver, Canada: Arborvitae

"The Sourcing Trip was something I will never forget! I loved meeting our sourcing partners, hearing about their commitment to the best quality, the trust they found in the dōTERRA partnership, and how they value sourcing in the cleanest and most efficient way. Top that off with making some incredible new friendships with other Diamond Club graduates, masterminding with them, and connecting with Emily Wright and our Canadian corporate team—it was an exceptional couple of days that filled me right up!" —*Lindsay McCourt*

"The trip to Vancouver was a mark of gratitude from the dōTERRA leaders. We were honored to have this reward for our efforts and our work. I was reminded once again that dōTERRA offers oils of the highest quality standard. It was an emotional trip that allowed us to build incredible connections with other participants." —*Mélanie Jacques*

"Attending a sourcing trip is an unparalleled opportunity to learn about the unique distillation process of the oils, meet fellow business leaders, and gain rare access to the dōTERRA corporate team! Friendships made on this trip truly endure and serve to nurture our hearts and minds as we return to our teams and continue our work." —*Laurie Baiao*

"When we arrived at the distillery, I had butterflies in my stomach. It was a mixture of excitement to touch the raw material of one of my favorite oils and pride to be gathered with a handful of other inspiring Wellness Advocates. The sourcing trip confirmed what we sell to our customers and future builders: quality raw material, passionate artisans, and strong relationships." —*Karolyn Vaillancourt*



NEW dōTERRA DIAMOND

Stephanie Poe

PITTSBURG, PENNSYLVANIA, USA



AN URGENT ENERGY

Images by Mary Kathryn Hartman Photography

“Build with a sense of urgency. Not an urgency that places demands on anyone else, but a self-urgency that gets you doing the daily activities that bring success regardless of the outcome. You have to act urgently.” —Stephanie Poe

Honestly, Stephanie was worried that there would be no one left to enroll before she could get to Diamond. She assumed everybody knew about and wanted dōTERRA® products. Instead of assuring her of an easy road to her dreams, Stephanie's upline told her cautiously, “Umm, you can do it if you do it with a sense of urgency.” That pep injected into Stephanie's step drove her to say, “Oh my gosh, she's right! I'd better get going!” She started frantically enrolling because she was afraid everybody would be taken.

Before that moment, Stephanie was giving oils to all of her friends. “New builders, if they're anything like me, hide behind *giving* oils away because they're afraid to actually *sell* them. They're afraid to ask people to purchase.” A friend who knew of Stephanie's big heart counseled her to “either give something 100 percent

or make it full price.” Stephanie recalls, “After she told me that, I had to decide to either give it away if that's what I felt called to do, or I had to invite somebody to enroll. That meant there was no longer a middle ground to hide behind or be nervous about asking them to pay me just the wholesale price.”

Stephanie realized her athletic training was affecting her business—and it wasn't helping her stay off of middle ground. “As a college athlete, I've spent my whole life thinking I need to save that energy for the end of the game, or for tomorrow. For me to hit Diamond, I needed to devote all my energy because it's happening here and now. If I fail, it doesn't matter, but I have to expend all of my energy. Someone gave me permission to do it now instead of reserving my energy. It was time to take things into a higher gear that I hadn't personally experienced before.”

Investing her energy into her business put Stephanie in a place where she could help others. “My mental muscles and physical muscles grow best when growing together. Through tough workouts, when all you want to do is sit on the floor, you get up and you keep going. That's what entrepreneurship is: getting up over and over again when you'd rather be watching TV. Anyone who is successful at this business is a person who actually got up when others can't seem to find a way.”

The way that got Stephanie moving was laden with fulfilling urgency. Now she firmly believes, “Everyone in the next five to ten years will be using dōTERRA oils because there are enough people to teach and enroll to go around. This will happen if we focus on why we want to do what we do.”

ADVICE FOR NEWBIES

“Don't be scared to actually invite people to purchase because that's what you did to get here. If you want to give it away, do it! If you want to build a business, don't hide behind giving it away.”

“Let go of what was and work with what is. When things seem like they're falling apart, keep going and build momentum.”

“Always be positive. Never breathe a word of negativity about dōTERRA to a single person. It's tempting to complain about the website or people, but that doesn't get you anywhere.”

“Don't hold back. It's tempting in any sort of physical workout to save the energy for the end, just in case you need it. Don't do it! The workout is now.”

Annet Van Dorsser

NETHERLANDS



ALL THE PIECES MAKE SENSE



"I hope we can all leave this world a little better than we found it."—Annet Van Dorsser

When Annet learned about traditional Chinese health practices, she was quite impressed with it. This method had something to it that she'd never seen before. "Natural solutions," she says. "I felt sorry we didn't have something like this in the West." She loved it so much that she traveled to study and learn more about this field. It was hard to find information about diet, herbs, and supplements back then, but she kept looking.

It wasn't until years later that she discovered dōTERRA[®] products. Annet was so excited to have found "a Western company with the same ambition as old Chinese traditions to help people be well. I felt at home right away. Finally, I'd found likeminded people."

For the first time, Annet felt like the pieces of her life made sense. She always felt motivated to learn about and incorporate holistic wellness. She had spent years gathering information to expand her own knowledge. Now, she had come upon a company that perfectly paired with her background and expertise. "I could never have known where my path would lead me, but it all came together."

With her business, Annet found a whole world full of people who were working toward the same goals and lifestyle as her. She wants to change the way that people view wellness and is on a personal mission to help others feel as wholesome and happy as possible. This vision drives her, and her partnership with dōTERRA helps her accomplish it.

In just one year, she reached the rank of Diamond. "It was hard, hard work," she remembers. "It required working long hours, seven days a week." But she doesn't regret a single minute of it. "My work building my business was one of the best experiences of my life."

In Annet's opinion, her business became even more fun once she reached Diamond. As she sees it, you can spend a few years of your life working consistently hard to build the business, and then you can spend the rest of your life enjoying the resulting benefits.

"I want to go all the way with dōTERRA, reaching as many people as possible with our great mission." For Annet, this is just the beginning. "We are at the forefront of something truly amazing."



PERSONAL DEVELOPMENT

People often say that dōTERRA is a personal development company wrapped in essential oils. Annet feels that her business changed her as a person. With every rank advancement came new insights and developments. Annet found new friends, travel opportunities, and life-changing events.

What have you learned or discovered about yourself since you started your dōTERRA business?

■ Robyn Azima

SUNSHINE COAST, QUEENSLAND, AUSTRALIA

Rolling WITH THE Punches

Robyn believes that challenges are simply a part of life, and everyone has his or her share. After many years with dōTERRA[®], she has certainly had her share of challenges, but she has persevered. “Things happen,” she says, “and I believe I have experienced a lot of it.” She has had many successes over the years, and with those successes has come bumps in the road. “Life gets in the way, and often a leader who has had a great beginning will plateau—their passion will change or lessen from events that happen in their world.”

Robyn has firsthand experience with builders who make decisions she wasn't expecting. “I had a Gold leader take two years off to write a book, a Silver leader decide to go for her PhD, and another go on sabbatical just as she was moving to a higher rank.” Robyn has also had some leaders who just changed their minds about the business: “There have been leaders with amazing potential who decided to do another business and quit building dōTERRA entirely.”

In situations like these, Robyn reminds herself, “We cannot control the world

around us, but we can control how we respond to unexpected events. It's part of life.” Robyn has found, especially in times when those on her team might need a little extra motivation, that it always pays off to take the time to listen. “Mostly, when builders feel stuck, they just need a little more encouragement. Someone to talk it through, support walking through the blocks, or look at the unconscious resistance.” One of the biggest takeaways she's received from these conversations is to do her best





“Looking back over the years, there are so many things I’d like to change about how I built my business. I have made many big boo-boos, but these are the experiences that, in retrospect, hopefully have made me wiser and a better leader.” —Robyn Azima

to always keep the door open. “I’ve had members come back to building after years, and I know how valuable it is to have a conversation and say, ‘It’s okay, I know what you’re going through. Let’s work this out together!’”

From all her business-building experiences, Robyn says, “Sometimes my job is to plant the seeds and touch people with the oils. I have learned to let go of my own agenda. That doesn’t mean I don’t have my own goals and dreams of success, for myself and for those on my team, but often I have to release my attachment to the outcome.” Robyn has learned to “say ‘yes’ when the heart listens and the mind screams ‘no!’” She has never regretted it.

“I am forever grateful for the blessings and gifts from my dōTERRA business and the amazing leaders who are part of this powerful community. I truly believe it’s all part of a divine plan!”

GO INTERNATIONAL WISELY

“It wasn’t in any of my plans, but through circumstances and a family connection, I was one of the early builders in Asia. After facing some challenges, I learned that if you’re going to build in a new international market, you really need to have a large support system set up or live in that country; otherwise, it may not be worth your time and energy.”

—Robyn Azima

Sheena & Jody Hawks

ATHENS, WEST VIRGINIA, USA



FROM DAY ONE

If I could sum up what dōTERRA has given me from day one, it would be hope.”

Sheena first started using essential oils with her son. For her, nothing was more inspiring than watching them help her child in ways she never imagined. It gave Sheena hope for her future, and she knew such powerful products deserved to be shared. Now, she gets immense satisfaction from hearing others share the impact that essential oils have had in their lives. “It propels you forward to keep making a difference,” she says. “It helps to remember where I’d be if there weren’t oils in my life.”

Something that amazed Sheena when she began building her business was the compensation plan. “Residual income has been the best-kept secret. I watched my parents work corporate jobs my entire life,” she recalls. “Work until you’re able to retire—no other options.” When she found the dōTERRA[®] business plan, she grabbed ahold of it with both hands. The idea of being able to replace her income and have freedom and control over her time motivated Sheena. She was going to make it happen.

For the first two years, Sheena worked on being consistent. She taught classes at least two times a week. It was consistent, but it certainly wasn’t easy. “I’ve driven hours to classes where no one showed up or the hostess cancelled at the last minute. I’ve taught classes with lots of people, and no new customers enrolled.” Does she regret it? Not one bit. “It was all worth it.”

THE BALANCING ACT

Balancing work and family can be difficult. Here are Sheena's suggestions to be more effective:

Stick to your schedule.

Take control of your calendar by scheduling work, play, date nights, family time, and more. And then stick to it.

Block out time.

Mark the days and times you need to devote to your family and don't schedule work during those times. You don't have to sacrifice your valuable family time for your dōTERRA business.

Set boundaries.

Setting boundaries for your business, family, and self are important to keep you inspired and passionate through your journey of rank advancement.

Her advice to new builders is to keep things simple. "Never stop doing the basics," she recommends. "The PIPES steps that got you to the first rank are what will get you to the next." She also can't say enough about personal development. "My mindset five years ago stunk. I'm so thankful for what I've learned and had to work through." If she could go back, she has some

advice for her younger self: "Be vulnerable, but don't worry about what everyone thinks of what you're doing. Not everyone will approve, and that's okay. Trust the process, enjoy the journey, and have faith."

From the beginning, Sheena's business gave her hope. Today, she has seen those hopes transform her world,

becoming reality. She has time with her son and husband, and she is free from the confinements of her old corporate job. Her family is happy and well, and so is she.

"Walk your dōTERRA journey giving grace to yourself and others. Be the best you that you can be—and remember that you're worthy and enough, regardless of your rank." —Sheena Hawks



Bethany & Jeremiah Sweet

FRANKFORT, NEW YORK, USA

BLAZING HER OWN WONDERFUL TRAIL

Each path to Diamond is fraught with unique obstacles and laden with personal challenges. Like many others, Bethany found herself on a journey unlike anyone else's. She wanted natural options for her kids, but let her first oils sit unopened and unused for a long time. Once she started using them, Bethany determined to get her oils paid for each month. "I was one of those people who ordered for my friends and family under my own account, not fully understanding the potential the business had to offer. In fact, I ordered my now business bestie, Liliya Zotta, a starter kit under my account instead of getting her an account of her own because I wanted the free oil that month. Liliya quickly blew through that starter kit and started holding classes. With the full support of my husband, family, and Liliya, I started teaching classes too."

Bethany confesses, "I only ever wanted to reach Silver," little thinking that goal would help her take the steps to reach Diamond. "The first time I ranked Silver, I didn't communicate with my upline, and I made some moves that caused me to miss out on Leadership that year. I promised myself that would never happen again."

Collaborating with her leaders to come together for Diamond Club, Bethany stated that if they were going to embark on a Diamond Club

adventure, the team was going to do it once and do it right. Because of her concentration on doing things well, Bethany's team aimed high and set the pace for Diamond Club.

During the second month of Diamond Club, Bethany was introduced to her top five strengths. "Finding out my qualified leaders had strengths that were almost completely opposite from mine felt like a gut punch," reveals Bethany. The surprise was frustrating, but she also found it liberating. "This journey to Diamond has taught me how to work with people. I am still learning how to work with those whose strengths are completely opposite from me. I have learned to meet my leaders where they are and go the pace they are comfortable with while still slowly increasing the speed to run with me. At times, I have learned to back off, too. Diamond Club was the very thing my team needed."

Like others, Bethany thought there was a set path to reach Diamond, not realizing that her personal journey was just as wonderful as the goal. "My team has taught me so much about myself," Bethany says gratefully. "When I told my team that we were going for Diamond, they rallied behind me and made it happen. Every single one of them should be featured in these photos because together, we are Diamond!"

CAPITALIZING ON STRENGTHS

ONE OF BETHANY'S STRENGTHS IS HELPING HER TEAM SEE THAT MUCH CAN BE DONE IN JUST A LITTLE BIT OF TIME. SHE IS KNOWN FOR BRIGHTLY ENCOURAGING, "THERE IS PLENTY OF MONTH LEFT!" WHAT DOES YOUR UPLINE TELL YOU THAT KEEPS YOU GOING? ASK YOUR TEAM WHAT YOU ARE KNOWN FOR SAYING AND LISTEN TO HOW IT MAY ENCOURAGE THEM.

"Diamond Club was the very thing my team needed. We came together, changed hundreds of lives, and learned so many lessons along the way."—Bethany Sweet



Kelly Andrews

NEPHI, UTAH, USA

Love on the Line

"It was humble pie as my frontline partners and I learned the business together. We collected each little win and grew from the inevitable losses. As we advanced, the sharing got easier and the confidence increased."—*Kelly Andrews*

Like many people, Kelly Andrews' initial experience with essential oils did not start with a desire to build a business. Instead, she says, "my interest in essential oils was born from the frustration of forever outsourcing the condition of my health." She loved the empowerment that the essential oils gave her at home, and as a new mom it was invaluable. As for the business side of things, Kelly says, "the vision of what could be, through these essential oils, grew over time as I got comfortable with natural solutions. I watched and wished for my dream long before the belief ever showed up."

Kelly got her extra push toward the business when she assumed a frontline position in 2016. She felt excited but inadequate for the task and sought

some advice from her upline, Jenna. "I asked Jenna what she wanted me to do. I wanted a bulleted list of action items, but instead Jenna responded, 'Just love the people.' That unexpected directive with wide open space blew confidence right under my wings, and I got right to flying."

Kelly has found incredible success through loving the people in her larger organization, and she does a lot to ensure they feel her love. "I began by extending a hand of friendship and offering service to the builders under my care. I sent gifts, found out what was happening in their lives, and tried to enter their arena gently." She goes on, "I continue to use that model of friendship to reach out to as many builders, sharers, and customers that will have me. I make it my goal to know

everyone in my organization." In the end, her success with loving and growing those in her organization comes down to giving her time. Kelly says, "I am free with my resources and time, and I thoroughly enjoy getting to know people using the Graphical Tree as my roadmap."

Kelly shares her secret to success: "Belief is magic! Your job isn't to know exactly how it's going to happen, but just to believe that it will, and then get to work." Kelly now passes on the magical belief to her organization, continuing to always "love the people."



ALWAYS BE GRATEFUL

Kelly Andrews advises, “Gratitude is the key to enjoying your business. Recognize that every individual you work with plays a part in your success. Listen to the voices that lift and keep a close eye on those who inspire you.”

Take a moment right now to express gratitude by messaging a heartfelt thank you text or dropping a quick handwritten note in the mail for someone you work with. Go the extra mile and thank someone you haven’t thought to appreciate before!



Robin Arnold

ZUMBRO FALLS, MINNESOTA, USA



Finding Strengths IN Differences

“This business is not ‘one size fits all.’ All kinds of people can find success in their own ways. I have been learning to let go of the control I thought I needed to have over my team and let them shine in their own light.” —Robin Arnold

When Robin first learned about dōTERRA® products, all she knew was that she loved them and loved telling everyone who would listen about them. At first, Robin didn't even realize that there was a business opportunity—it was simply her passion for the products that drove her to share them. When she discovered the possibility of turning this passion into a business, Robin recalls, “I found myself running toward the business opportunity.” Robin was advised to enroll her daughter under her, and once she really got started, she couldn't have been more grateful to have her daughter's help. “dōTERRA provided an incredible opportunity for both of us, and it has been very rewarding to work closely with my daughter in this business.”

After interacting with more and more people, Robin has learned one of the biggest lessons so far: everyone approaches business differently. At first,

BUILDING A GOOD FOUNDATION

Start where you are.

"We were working as photographers and sharing with everyone we could. We would enroll our seniors' parents and our brides."

Regularly evaluate yourself.

"I believe we can always look inward to discover things that need improvement."

Find good support.

"I wouldn't be where I am today without the support of my family and my team, who are like family. The people I spent the most time with in my life are those who share this journey with me."

Robin didn't realize that her natural ease tackling this new challenge wasn't the norm. She says, "Because this is natural for me, I just assumed that others handle their business the same way I have handled mine." However, as her team and customer base continue growing, she constantly learns to see the different strengths in her team's leaders and appreciate how they enrich her business as a whole.

One tool that helped Robin utilize the various strengths of her leaders—as well as her own—was understanding their top strengths. Robin describes

learning about their diverse strengths as "a pivotal moment in my life." She continues, "Recognizing how we are all equipped so differently explains so much of why we function differently." Identifying strengths has also helped her find patience in difficult situations and allowed her to better understand the ways that others approach problems.

Robin's own strengths have pushed her forward in her business. "We all have a purpose, and we are where we're supposed to be." She continues working hard with this belief: "Whether the time and place presents joy or

difficulties, I believe we can learn and grow through it all."

Robin believes this is exactly where she is supposed to be and that this work is the most vital thing she could be doing. Robin has faith that she made the right decision to pursue the dōTERRA business opportunity and has gained so much from her experiences. "It hasn't always been easy, but it has always been worth it. I love this company and all they stand for, and I believe with all that I am that I've found my home here."



Suzy & David Martyn

CYPRESS, CALIFORNIA, USA



LETTING THE TEAM Leave the Nest

Suzy has always been a nurturer, from big sister to elementary school teacher to mother of three girls. So when she started building a dōTERRA® business, nurturing and building her team came naturally to her. “We had long talks on the phone, weekly Zoom meetings, team gatherings and lunches, and weekends in the mountains. I invested deeply in my team members and they responded with incredible energy and zeal.”

Her team was capable and devoted to the process, but, Suzy says, “I still felt the need to hold their hands from time to time. I thought I was protecting them from making mistakes, but actually I was holding them back from really soaring.”

One day that changed. Suzy was away on the Diamond Club sourcing trip, and in the back of her mind she knew that it was the very end of the month and her team was poised to hit Diamond for the third time. “I pulled out my phone and laptop, ready to orchestrate our success from my remote location. There was so much at stake! I wasn’t sure I could let go.” But Suzy decided to resist the impulse to handhold from afar and went for a bike ride instead.

As she rode, Suzy got the sense that she didn’t need to worry; she knew that her team could do it. “During the bike ride, we passed a park with a sculpture of giant diamond rings. We passed an old building in town marked ‘Diamond Building.’ These were little signs encouraging me on. Finally, we

came to a water park around the bend. The water caught the evening sun and formed a rainbow. Right at that exact moment, one of my leaders called to let me know that she had put in one last order to officially make her leg Elite.”

That night at dinner, Suzy received another phone call: “They did it. We did it.” Suzy says, “That’s the day my team left the nest. In the couple of years since then, I’ve watched as they’ve gone on to deeply invest in their own team members. As I’d always told them, they’d become the best version of themselves while building their own teams. Seeing the truth of that has made me an incredibly proud mother hen.”

5 SUZY-ISMS

**BE THE BEST
VERSION OF
YOURSELF.**

**ENROLL YOURSELF
EVERY DAY.**

**BE THE ROCKSTAR
YOU WANT TO
ATTRACT.**

**BE DEVOTED TO
THE PROCESS—WE
ARE NOT MARRIED
TO THE RESULTS.**

**FAIL YOUR WAY
TO SUCCESS.**



“I’ve always been a mother hen type, so when the time came for me to let my team members fly off and make their own nests, that was the hardest—and most rewarding—part of this journey so far.” —*Suzy Martyn*

Katrine Berge

BODØ, NOR

THE ENCHANTING CHANGE

Surprisingly, Katrine Berge says, “It was fun, easy, and smooth up to Platinum.” It was the leap from Diamond to Blue Diamond that taught her the most about growing into leadership. “I had been working quickly, taking nine months to Diamond and eight months to Blue Diamond. But that shift to Blue Diamond was me figuring out how to lead people who might not know they are becoming leaders. The qualifying leaders may not be leaders by heart, so I had to accept that this is where we are and what we have, that these are my strengths and their strengths, and that I am doing this now for me. But I don’t expect my team to do the work for me.”

By immersing herself in her motto “Do the work and be the change I want to see in my organization and business,” Katrine led the way for her leaders to do the same. “Through this business, we are given the chance to empower ourselves. As women, we

have so much to gain by stepping up and empowering ourselves so that we can empower others to step up and empower themselves. I need to work on myself first so I can guide everyone else. That was the magic shift in the entire organization as my empowered team started to step up for themselves.”

Katrine recognizes that many Wellness Advocates experience resistance or don’t receive support from their spouse. She suggests, “Maybe the friction and resistance is there because it’s mirroring your own fear. But it’s not a reason to give up or quit. It might be helpful to acknowledge how it might be scary for others because it is scary for you, but you’re going to give it a try anyway.”

Your consistent efforts become miraculous, Katrine insists. “Realize the power you have to affect lives—your own, your family’s, and those through

dōTERRA® sourcing plans and dōTERRA Healing Hands Foundation®—and know that you are part of that big picture. Your words and voice matter. So when you hold back your voice and experiences with the oils out of fear, you’re actually taking away another person’s opportunity for a better life. Don’t hold back because you’re so important and the world needs your voice. Step up and you will be unstoppable.”

Remember that the magic happens when you set the example for your team. Says Katrine, “You have to be the changes you want to see—don’t expect everyone else to do the work for you. If you have fears to work on, dive inside yourself and do the work. Ask for help as you need it, of course. That’s why we have a team—so we can support each other in that. At the end of the day, you’re the one to do the work, so make sure you have fun with it.”



“The only way to not succeed is to quit. The difference between a Presidential and someone who never made it is that the Presidential never stopped. They looked for lessons in every experience to make their efforts even better the next time.”

—Katrine Berge

AMP UP SUCCESS

Use the oils

Know why you're using them, what inspires and brings you joy

Share that

Have a detailed plan with daily actions to manifest whatever it is you want to create

Do the work

AMPLIFY

Amplify makes it simple to share valuable dōTERRA® content and build your personal brand online.



Purchase an annual subscription today for only \$9.99 (US) on doterra.com.

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Amplify is a mobile app that allows you to find and share new content on social media, including beautiful images, information about dōTERRA® products, current promotions, diffuser blends, recipes, and DIYs. The app is available for US and Canadian members with market-specific content.

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3d

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DOUBLE PRESIDENTIAL DIAMONDS



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DAVID & TAWNIA HSIUNG



FOUNDER USA
BOYD & SANDY TRUMAN

DOUBLE BLUE DIAMONDS



JERRY & LAURA JACOBS



MARIE-KIM PROVENCHER

DOUBLE DIAMONDS



KENNY & REBECCA ANDERSON



ELENA BROWER



ANDY & NATALIE GODDARD



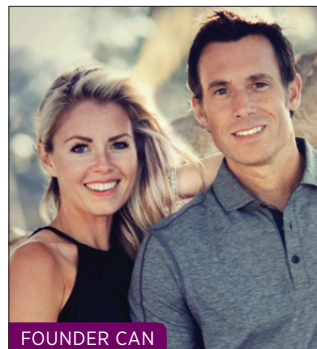
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MATT & KELLY ANDERSON



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JOSH & SEASON JOHNSON

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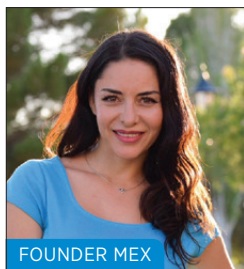
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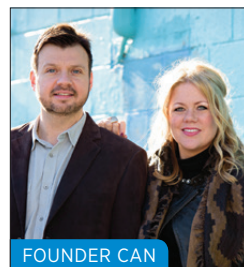
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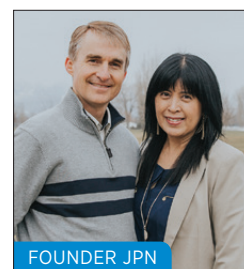
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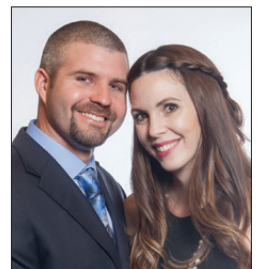
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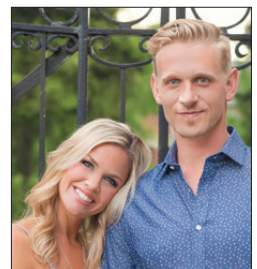
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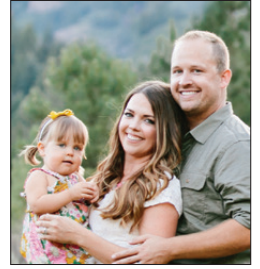
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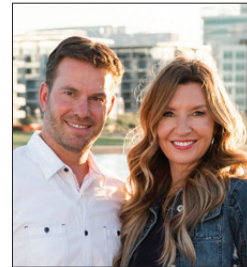
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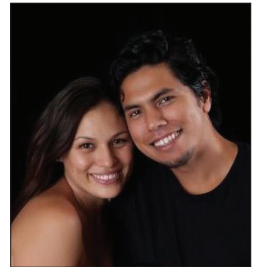
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KALIKO & MAILE MAIL



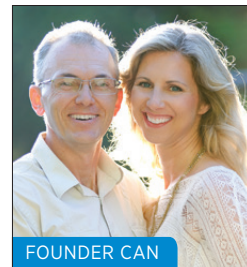
ALONTO & DESIREE
MANGANDOG



JULENE MARTINDALE



AARON & TONYA
MCBRIDE



STEVE & KIMBERLEY
MILOUSIS



JARED & NICOLE
MOULTRIE



JONATHAN & DEANNA
NICHOLS



DR. ZIA & KY NIX



NATHAN & JENNI
OATES



RICHARD & JENNIFER
OLDHAM



DR. JOHN & HEATHER
PATENAUDE

BLUE DIAMONDS



LASSEN PHOENIX &
BRYAN HUDDLESTON



GERALYN POWER &
DANIEL SALOMONS



AUBREY & BOBBY
PRUNEDA



JENNA & ANDREW
RAMMELL



ROD & JEN
RICHARDSON



FOUNDER USA
BURKE & NATALIE
RIGBY



SETH & JENNY
RISENMAY



AUDRA ROBINSON



JUDY RUSHING



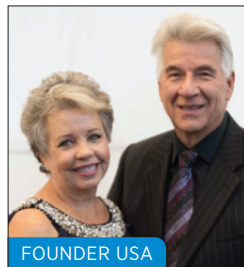
JOSIE SCHMIDT



JEFF & DIANE
SHEPHARD



FOUNDER USA
TERRY & LIL
SHEPHERD



FOUNDER USA
DAVE & PEGGY SMITH



RYAN & DANI SMITH



DR. MARIZA SNYDER &
ALEX DUNKS



MEGAN SPOELSTRA



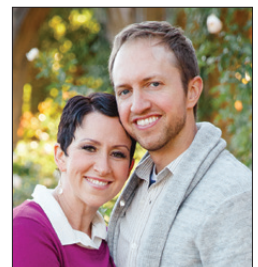
NATHAN & MINDY
SPRADLIN



STEFANIE & BRANDON
STAVOLA



JIM & TAMMY
STEPHENS



JAMES & CHELSEA
STEVENS



LAURA STOKER



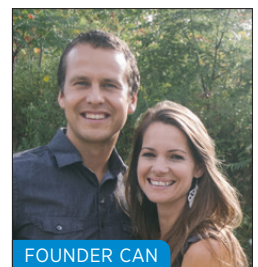
JEFF STYBA



PAMELLA TANIMURA



BILL & MEAGHAN
TERZIS



FOUNDER CAN
BRAD & DAWNA
TOEWS

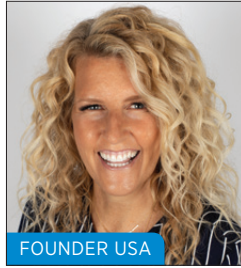
BLUE DIAMONDS



MATT & ALICIA
TRIPLETT



JASON & ALLISON
TRIPP



GINA TRUMAN
FOUNDER USA



KARI UETZ



MARK & LORI VAAS



SHANE & KRISTIN VAN
WEY



CIERRA & TANNER
VANDERPOL



MICHAEL & SARAH
VANSTEENKISTE



JOEL & SHERRI
VREEMAN



CHARLES & HELEN
WANG



MELODY & WALTER
WATTS



JOHN & KALLI WILSON



LISA WILSON



CHRISTIAN & JILL
WINGER



JARED & SHEREE
WINGER



KEVIN & NATALIE
WYSOCKI



EDWARD & LINDA YE



LIE ZHAO

DIAMONDS



DR. JOHN & JENNIFER
ACCOMANDO



KATIE ADAMS



KATCHIE ANANDA



NEAL & ERIN
ANDERSON



CLAUDIO & JANAE
ARANCIBIA



JUSTIN & BRIDGET
ARNOLD



MICHELLE ASMUS



KAREN ATKINS



DAVID & ASTI
ATKINSON



BENTON & ELIZA
BACOT



ELIZABETH BAGWELL



NATE & KELLY BAILEY



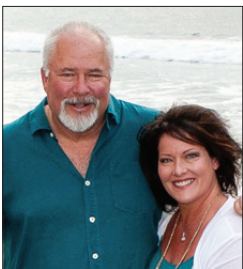
PERLA BALDEMAR &
JORGE TENORIO



BEN & JADE BALDEN



KENDRA BAMFORTH



RICK & HAYLEY
BAMMESBERGER



MACKENZIE BANTA



JEREMY & CARLY
BAUTISTA



ASHLEY & CHRIS
BEANS



JUDY BENJAMIN



JOY BERNSTEIN



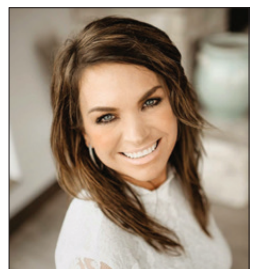
KEN & WENDY BERRY



MELFORD & CONCETTA
BIBENS



JENNIFER BITNER



JAMIE BOAGLIO

DIAMONDS



JON & KENDRA BODINE



LADONNA BONTRAGER



DR. JAMIE &
CHRISTINA BOYER



TIM & CARRIE BRADLEY



TAMMY BRAYE



ALLISON & BILLY
BRIMBLECOM



RACHELL
BRINKERHOFF



RUSS & CHAR BROWN



STEVE & BRENDA
BROWN



ANNIKA BUCKLE



ERIKA BUTLER &
RICK HENRARD



CLAUDIA CALDERON



ANNE CALHOUN



ISABEL & DANIEL
CALKINS



DAWN & MARCELLO
CALVINISTI



MELISSA CANNON



ERIKA & JOHN
CAPPELMANN



ASHLEY CAREY



BEN & ADABELLE
CARSON



RACHEL & DARYL
CARTER



DAVID & ANDREA
CAUFFMAN



DAVID & ANA
CHAPMAN



NATHALIE CHAUSSEAU



GREG & MARTI
CHRISTENSEN



JOSIAH & MELISSA
CHRISTOFFER

DIAMONDS



DAPHNE & DARRIN CLARK



MARC & ROMI CLARK



ANDREW & SHANNON CLOUGH



FOUNDER CAN

ALLISON COCHRAN



BRETT & FARRAH COLLVER



MATTHEW & AMIEE CONNER



WILLIAM & KARI COODY



JOAN COON



NANCY COUTURE



KENT & STEPHANIE CRANE



ASHLEY DAIGE



DANIELLE DANIEL



VICTOR & AMANDA DARQUEA



DURELL DARR



BRAD & JULIE DAVEY



MIKE & LORI DAVIS



SAMANTHA DAVIS



KEITH & KENDRA DAVY



AIMEE DECAIGNY



JAMIE & TED DIBBLE



AMANDA DIBIASE



VICKIE DICKSON



MEGAN DILMORE

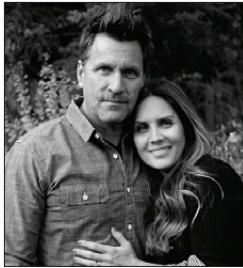


BONNIE DONAHUE



KARINE DOSTIE

DIAMONDS



CURT & TONIA
DOUSSETT



DAVE & LIZ EATON



ROSALIE ELLIOTT



DAVID & JULIANNE
ELLIS



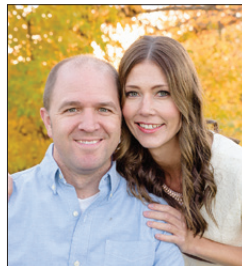
CAROLYN ERICKSON



DR. MELISSA & EVAN
ESGUERRA



HEATHER ESSLINGER



CHERI & CHAD EVANS



FORREST & LESLIE
EXLEY



DAMIAN & JENNA
FANTE



CHRISTY & ANDREW
FECHNER



KNUT & CHRISTY
FEIKER



DANA FELDMEIER



DANIEL & MICHELE
FENDELL



DR. ROBERT & KIYLA
FENELL



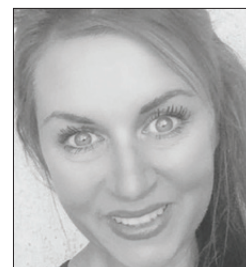
SHERRIE FERRELL



CATE FIERRO



BARRETT & CARA
FINES



HALIE FORRE



MEGAN FRASHESKI



AARON & WENDY
FRAZIER



SHELLEY FUGE



RAPHAELLE GAGNON



LESLIE GAIL



JENNY GANN-
DUDGEON

DIAMONDS



GINO & AMANDA
GARIBAY



DAVID & CRYSTAL
GARVIN



BRANDON & LINDSEY
GIFFORD



REBECCA & BRIAN
GILLESPIE



BRAD & TOBI GIROUX



TAMALU GLENDE



THOMAS & AMY
GLENN



VERONIQUE GOLLOHER



ERICK GONZALEZ



LUKE & TERESA
GOODLETT



JAY & DEBBIE
GORDON



ADAM & LEAH
GRAHAM



LINDSEY GRAHAM



SUEANN GRANN



DARREN & ROSIE
GREMMERT



LISON GUÉRETTE-
CAPONY



CHRISTOPHER &
KELSEY GUERRA



CURT & CAROL ANN
GUEST



LINDSEY GUNSAULS



TASHA HAKEEM



ANASTASIA & AARON
HALCOMB



STEVE & KRISTINE
HALES



HANNAH HALLER



KIRK & JENNIFER
HAMILTON



RENE HANE BUTT

DIAMONDS



KARA HANKS



DR. SANDRA HANNA



MARTY & JIM HARGER



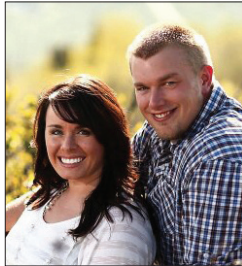
NATALIE HARRIS



RYAN & JENYCE
HARRIS



SCOTT & SHYANNE
HATHAWAY



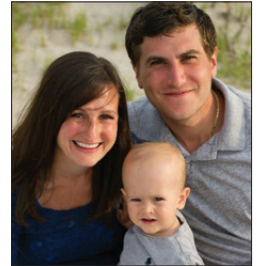
MARK & ALICIA
HAUGSTAD



ELLIE HEDLEY



FOUNDERS CAN
DRS. MARISSA HEISEL &
PETER KRAVCHENKO



ANTHONY & DANIELLE
HEIZENROTH



PAUL & TERI HELMS



SUSAN HELZERMAN



FOUNDERS USA
GORDON & JULIE
HERBERT



RYAN & MELISSA
HERMAN



JESSE & NATALIE HILL



JULIE & KAULIN HINTON



BILL & JODY HOFFMAN



SHALEEN HOGAN



TONI & ROBERT
HOLLAND



CAROL HOLTZ



KATHY HOULE



JENI HOUSTON



JESSE & BREANNE
HOUSTON

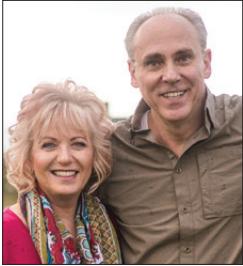


KELLI HOWIE



JEFFERY & MIRANDA HU

DIAMONDS



MARY KAY HUESDASH



AMY HUFFMAN



CHRISTY & REID
HUGHES



JEANESE HUMBERT



RICK & KATHY
HUNSAKER



KATIE HUSSONG



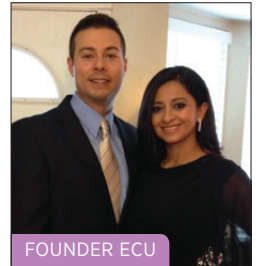
CYNTHIA INCZE



DR. DAN & KELLY
IRIZARRY



BROOKE ISSA



MARCO & ELISA
JAEGER



JASMINE JAFFERLI



ROB & WENDY JAMES



JOSH JELINEO & BEBE
MCFALL-JELINEO



CHRISTINA & LEWIS
JESSUP



AARON & JESSA
JOHNSON



KILEY & NORA
JOHNSON



TONY & DONETTE
JOHNSON



BRIAN & RACHEL
JONES



JARED & RACHEL
JONES



JOLYNN & BRAD JONES



LELAND & ROBIN
JONES



LISA & RICHARD
JONES



HAGAN & DENA
JORDAN



DR. PATRICK & JILL
KEIRAN



ASHLEY KEMA

DIAMONDS



JACK & TRACI
KENNEBECK



MIKE & KALLI KENNEY



AMY KILLINGSWORTH



REBECCA KIM



JESSICA HERZBERG
KLINGBAUM



MIKE & MEGAN
KNORPP



DR. SEAN & WENDI
KOHLER



JENNIFER KOURTEI



JOE & AMBER KROPF



JESSICA KUIKEN



FOUNDER EUR
JON ERIK & LYNN
KVAMME



AUDREY LAFORGE



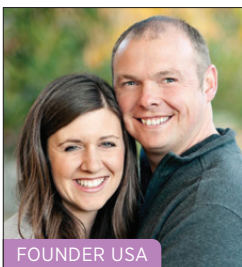
DAVID & LOIS LANE



JIM & CAROLYN LANGE



LAURIE LANGFITT



FOUNDER USA
DANNY & NICOLE
LARSON



ALISHA & JONATHAN
LATOUR



JAMES & MICHIE
LAYTON



FOUNDER USA
NOLAN & PAT LEAVITT



JASMINE LEMOINE



REBECCA LEONARDES



ZACH & KYLENE
LESSIG



CHAD & JODI LEWIS



JOHNATHAN &
RACHEL LINCH



KATRINA LOTTS

DIAMONDS



AVASA & MATTHEW LOVE



JING MA & JINHUI WANG



BETTY MAGILL



KELLY MALLINSON



SUZY MARTYN



ELIZABETH & MANNY MATSAKIS



PAUL & KRISTIN MAYO



VICTORIA MCADAMS



TONY & AIMEE MCCLELLAN



KEITH & KERI MCCOY



BRITTANY MCDONALD



SHARON & JASON MCDONALD



JEANNE MCMURRY



KRISTA MELENDEZ



ROGER & CAROL-ANN MENDOZA



PRISCILLA & JERRY MESSMER



BECKY METHENY



DAVE & DELYNN MILLER



DAVID & TAMMY MILLER



JUSTIN & ASHLEE MILLER



LIU MIN



TIFFANY MOMBERGER



KAYLA MONSON



GREG & DR. JULIE MONTGOMERY



DRS. BRETT & RAECHEL MORAN

DIAMONDS



MICHAEL & MELISSA
MORGNER



MARIE-CHRISTINE
MORIN



SOPHIA MORRISON



HOWARD NAKATA



TED & ALISIA NELSON



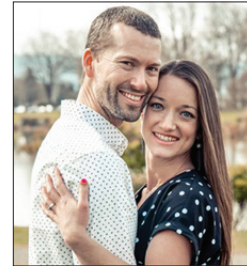
JULIA NICHOLSON



JEFF & BROOKE NIGL



ERIC & KRISSY
NORDHOFF



AUSTIN & AMBER
NORDSTROM



KERRY & DENISE
NORRIS



ADAM & TAMI NUHFER



CRYSTAL NYMAN



BERNADETTE
O'DONNELL



ALLEN & BROOKE
OLIVER



JOHN & AMANDA
OLSEN



STEPHEN & DAWN
OLSEN



CHRISTOPHER & AMY
OUELLETTE



JOHN & KIM
OVERPECK



KATHY PACE



MELODY PAINTER



CHAD & CASSIE PALS



MARANATHA PARKE



ROBERT & JANELLE
PARRINGTON



RODNEY & ELAINE
PARSLEY



SANDRA PASCAL

DIAMONDS



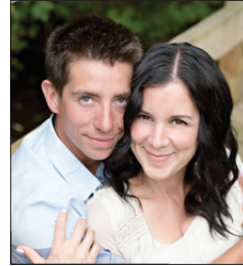
JOHN & LAURA
PASTERNAK



CYNTHIA PATIENCE



ANNA PENICK



SARAH-JANE PEPPER &
TYLER HERR



SARAH PERKINS



CHRISTINA PETERS &
MICHELLE MCVANEY



MALCOLM & AMY
PHILBRICK



BETH & RYAN PHILLIPS



BRIAN & JEN PINTER



TOM & CARRIE
POLIFKA



KATRINA & MATTHEW
POTTER



MAYRA & STEPHEN
POWERS



JESSICA PRESS



JESSICA PRESTON



MYRA QUINN



JACOB & ABI RAINES



KRISTA RANDALL



JAMIE & JUSTIN
RATHJEN



CORRIE RATZAT



DICK RAY & STACY
PAULSEN



ANGELA REED



CHRISTY RICHMAN



WINDI & SAMUEL
RIFANBURG



ADAM & NISHA RIGGS



FRANK & JACQUELINE
RITZ

DIAMONDS



JENNIFER & VERON
ROBERTS



SHAWN & AMANDA
ROBERTS



JAMES & KELLY
ROBISON



BRITTANY ROSCHECK



CHRISTINE RUSSELL



DR. ANDREA RYAN



JESSICA RYAN



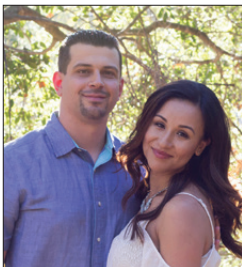
KARI RYAN



ERIC & GALE
SANDGREN



RUI & JEANA SANTOS



CLAUDIA SAPUTO



ADRIAN & ROXY
SARAN



STACEY SARROS



TENILLE & MATT
SCHOONOVER



DENA SCHULTZ



JANE SCHWEITZER



JANE SCOTT



JARED & BROOKE
SCOTT



TERRI SELDON



WENDY SHATTUCK



KEVIN & KESHIA
SHEETS



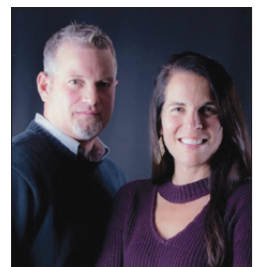
LARRY & NIKKI SHORTS



MARY SISTI



KIM & DARREN SMADIS



TOM & ERIN SMEIGH

DIAMONDS



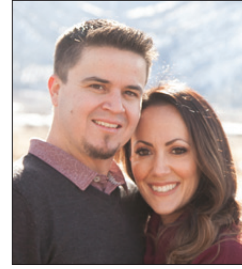
ADAM & RIGEL SMITH



DRS. JORDAN &
TRACEY SMITH



HEIDI & JARED SMITH



KALI SMITH



LANA & KIRK SMITH



JENNIFER SNELL



MARCY SNODGRASS



JOE & LAURA SOHN



OLGA SPITZER



ASHLEY SROKOSZ



DAVE & CALLIE
STEUER



JULIE STOESZ



VICTORIA
STRELNIKOVA



JUAN CARLOS SUÁREZ &
ARACELI VALENCIA



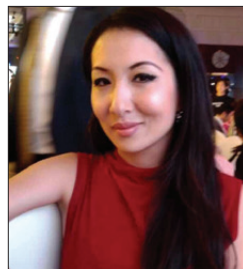
DR. MARA SUSSMAN



JEREMIAH & BETHANY
SWEET



SAMUEL & MELISSA
TÆU



CAROL TAN



JOY TARPLEY



JOE & ANNE TETZLAFF



PRAMELA THIAGESAN



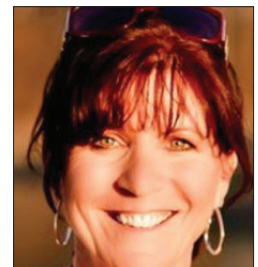
ALICIA THOMAS



DR. LYNN THOMPSON



TYLER & KRISTIN
TIGGES



LINDA TILLEY

DIAMONDS



MICHAEL & JEN
TOMAZINCIC



KARI TURNER



RYAN & MELISSA
VALLELUNGA



CHAD & ESTHER
VERMILLION



SONDRA VERVA



EDDIE & ANGELA
VILLA



CARRIE VITT



BROOKE VREEMAN



HEATHER & AARON
WADE



TARA & JUSTIN
WAGNER



KENNY & STEPHANIE
WAHLBERG



CHAD & SUSIE WALBY



LORINDA WALKER



AMANDA
WALLJASPER-TATE



BRENT & JENNY
WALSH



BEN & MEGAN
WARDEN



ROGER WEBB



JULIE WEINBERG &
MEREDITH KELLY



KAREN WELCH



SHAUNA WETENKAMP



AARON & DR. RACHEL
WHALEY



MICHELLE WHITE



AMY & CHARLIE
WIDMER



MAKO WILTON



JULIE WINDER

DIAMONDS



MEGAN WINFREY



JOHN & CHRISTINA
WOMBLE



MARK & TINA WONG



KRISTIN WORLEY



JOHN & JESSICA
WRIGHT



JOEY & CACHAY
WYSON



JENNIFER YATES



ELENA YORDAN



ELIZA YOSHIDA



JOHN & DEBBIE
YOUNGGREN



REBEKAH & JOE
ZELENKA



GARY ZHOU & LAURA
WANG



SCOTT & LISA ZIMMER



CHRYSTELLE
ZIMMERMAN

DIAMONDS NOT PICTURED:

ZHANG HONGYING
GEORGE JR. KLEINSASSER

PLATINUMS



KATHY & BRAD
ALLDREDGE



KELLY ALVIS



CAROLYN
ANDERSON



DAVID & SHANNON
ANDERSON



JIMMY & ANGELA
ATKIN



ROBYN ATTICKS



ROBERT & KELLEY
AUGI



AUDRA & BRIAN
BAILEY



ERIC & BECKY
BARNEY



BRADEN & CAMILLE
BAWCOM



AMANDA BEACH



LISA BEARINGER



HEIDI BECK



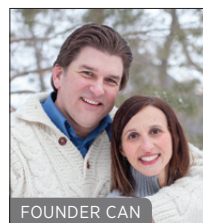
JERRY & AIMEE BECK



DAWN & MARK BEHM



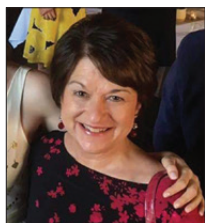
PAUL & LISA
BERGMAN



MARIE & HARLAN
BERWALD



SARAH & CRIS BLAIR



SUZANNE BLALOCK



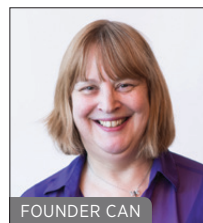
SARAH BLAND-
HALULKO



RYAN & JESSI
BOSCHMA



MARK & REBECCA
BOTTS



JONI BRADLEY



JASON & KAMILLE
BREUER



JAKE & ALEXA
BRODSKY



PATRICK & KATHRYN
BROWN



KORINA BUEHRER



TONI BUNTING



JOHN & LAUREN
BUSCH



LISA CANIPELLI



JONATHAN & AMY
CARVER



ANGELA CHILDS



GINA CHO



TROY & DOROTHY
CIVITILLO

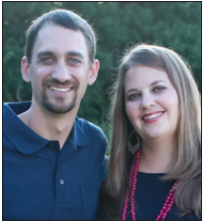


JESSICA & NIC CLARK



MIKE & RACHELLE
CLEARY

PLATINUMS



JODI & JASON COBB



RICK & ALISSE COIL



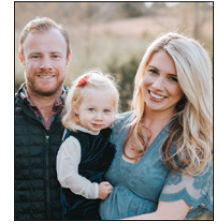
DANIEL & ANGELIA
CREWS



KARLEL CROWLEY &
STUART DIXON



ERIN D'INTINO



BRITTANY & ANDY
DAVIDSON



PAULETTE DAVIS



JOYCE DAY



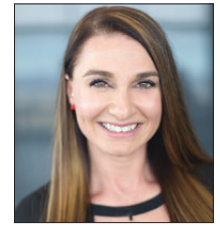
VERONIQUE DION



ANGELA DODGE



ERICA DOLAN



KARINE DROUIN



SUSAN DYESS



BLAKE & JESSICA
EASTER



JESSICA EDSTROM



DENNIS & MARY
ENGLERT



JOEL & FAY EPPS



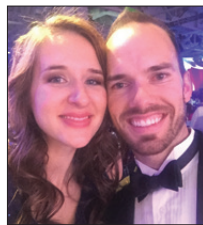
ROLANDO & JESSICA
ESTRADA



DAWN FARRIS



SAMSON & LETICIA
FOLA



DR. BRADLEY &
ALANNA FRANKLIN



KELLY & DEVAUGHN
FRASER



MARCIA FRIACA



PAUL & STEPHANIE
FRITZ



STEVE & LAURA
GARCIA



DAREN & CRYSTELLE
GATES



NATHAN & JOANNA
GEIGLEY



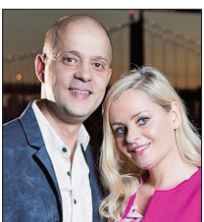
ALLISON GERRY



FREDRICK & ERIN
GILES



KRISTANN GILLIES



DIANE & VIKTOR
GJELAJ



CARMEN GOLDSTEIN



LEON GREEN



DREW & LACEY GRIM



MICHELLE GROSS



GRIFFIN GUNDERSON

PLATINUMS



MELISSA GUTHRIE



GRACIE HAMMER



CHAD & MEGAN
HAMMONDS



CLIFF & PJ HANKS



GIADA HANSEN



ARIANA HARLEY



ROXANNE HARRIS



TODD HART



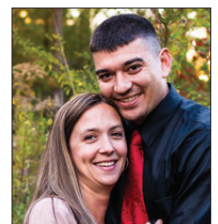
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LOTUS HARTLEY



GARTH & JULIE
HASLEM



LAUREN HAYDEN



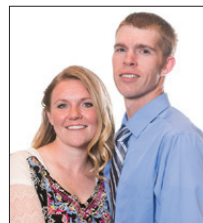
MIRANDA HEBERT



ERIKA HELBING



GUYLAINE H  LIE



BREANNE & ERIC
HESS



TERRY & MARIA
HEUSER-GASSAWAY



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HILGENDORF



FAITH HILL



PAULA HOBSON



BRENT & ANNIE
HONE



BJ & MEGAN HUNTER



DR. KEVIN HUTTER



JENNIFER
INCHIOSTRO



CAROLINE JACKSON



LINDSEY JAFFERALI



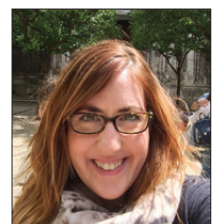
REGAN JAYNE



ERIN JOHNSON



NANCY JOHNSON



RACHEL JONES



TIFFANI JONES



SANDY KALISCH



LEAH KARRATTI



BILL & MEGGEN
KEEFE



KRISTA KEHOE



COLIN & JEN KELLY

PLATINUMS



TRACY KEOUGH



KELLY KETLER



MELISSA KING



TOM & ROMMY KIRBY



CHRIS & GARY
KIRSCHBAUM



LINDSAY KNAPP



PAUL & YOLANDA
KOOLE



JANELLE
KOTTELENBERG



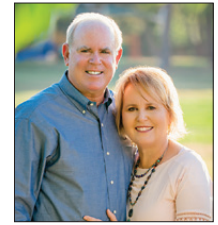
ABBY KRUSE



SPENCER & RETA
KUHN



DR. KELLIE
LANCASTER



GARRISON & CINDY
LANDES



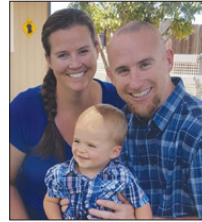
SHARA LANGFORD



ALISON LANGRIDGE



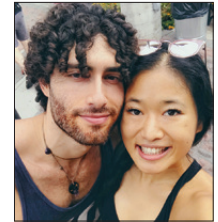
CHUCK & CHRISTINA
LEROSE



ERIN LEVEAUX



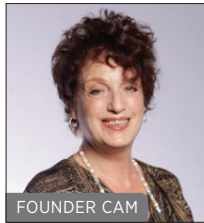
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MAX & LIZ
LOWENSTEIN



HEIDI LUEKENGA



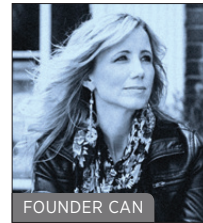
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BROOKE MAGLEBY



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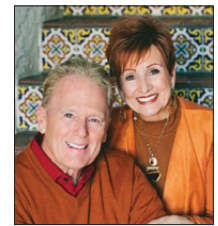
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MCLEAN



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MELTON



DR. ALLIE & DAVE
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PLATINUMS



HOLLY MILLER



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AMY MORAN-NASH



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MEGAN NEWMANS



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NEWSOM



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RENEE NOVELLO



WADE & KRISTIE
OLSEN



TERRI PACE



JENNIFER PANSA



PAM PARKINSON



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PAYNE



KYLE & KATEE PAYNE



PRESTON & TENA
PETTIS



SPENCER & LAURA
PETTIT



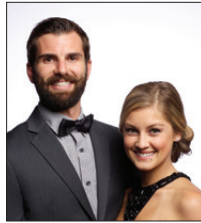
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JESSIE PINKERTON



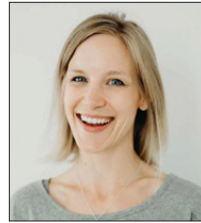
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PINOCCHIO



BRITT PIRTLE



FRANI PISANO &
HERB HOELLE



STEPHANIE POE



JULIE PREAS



JOSIAH & MELISSA
PRECOURT



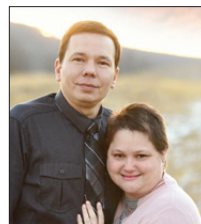
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PRIMEAU



TRACY PRINCE



KATIE RAGSDALE



WILLIAM & ALICE
RAHN



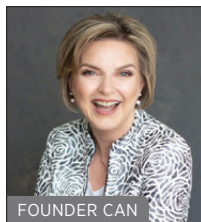
JANET RAMER



LUCIANA RANGEL
DE PAZ



HANNAH REASONER



FOUNDER CAN
BARBARA REMPEL



NICOLETTE
REYNOLDS



DR. LAURA RICCI



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ROESBERY

PLATINUMS



CORT & KARLI
ROSZELL



PATRICK & MANDY
ROWLAND



ANDREW & MINDY
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RITA RUNNELS



JOANNA SACCO



JIM & SUSIE
SCHIERING



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SCHOMBERG



JULIE ANN SCOTT



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SHARP



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RACHEL & SCOTT
SIROTA



DIANNA SMITH



JOHN & JENNIFER
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THERESA SOUCY



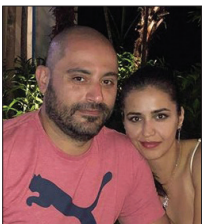
TAMMY STEUBER



WADE & CHRISTINE
STOLWORTHY



PHIL & LEEANN
STORK



ELENA STOYANOVA



TARYN STRONG



BROOKE & THOMAS
TAZBAZ



KEITH & KELLY TERRY



EVAN & ADRIENNE
THOMAS



BILL & ERLEEN TILTON



PATTI TINHOLT



ANI TOROSYAN



ALICIA TORRES
GEARY



BRIAN & AMANDA
TRENT



JESSICA & ANDREAU
TREPAGNIER



ROB & KATIE TRUAX

PLATINUMS



CAITLIN TYNER



ALI VAN
ZANDBERGEN



SHANDA & JEREMY
VANDENBARK



JACKIE
VANDERLINDEN



BRAD & ASHLEE
VANESS



CASEY VON
IDERSTEIN



KIM WALTER



ERIC & SANDRA
WANG



JILING WANG



MICHELLE WARD



AUSTIN & JOCELYN
WARY



LANE & ANGELA
WATKINS



ELISABETH WATTS



EMILI & DALLON
WHITNEY



ALANA & KYLE
WILSON



ROB & MELISSA
WILSON



FRED & MARTI
WINKLER



MELISSA WOOD



ALISON YEO



DANIELA YORDANOVA &
SAVA SAVOV



SHERRY ZAK



KRISTI ZASTROW

PLATINUMS NOT PICTURED:

WEI-CHEN CHEN & HSIU-
MIN HUANG
JASMINE MA

CHRISTINA GARDNER
PETERSON BAOSHENG
ZHOU

RECOGNITION IS BASED ON THE HIGHEST RANK REACHED TWO TIMES IN THE PREVIOUS SIX MONTHS. RECOGNITION IS CURRENT AS OF JULY 2019.

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