


# Essential LEADERSHIP MAGAZINE



**Congratulations  
on Reaching  
Presidential Diamond**

Richard & Jennifer Oldham

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A person wearing an orange shirt and a red bracelet is using a wooden tool to dig in a field of green plants. The background is a lush green landscape with trees and a path.

“You hold the key to unlock human potential. You are the magic, and dōTERRA is the vehicle that helps you get there.”

---

Emily Wright





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Presidential Diamonds



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Jana Mitten | Monroe, Ohio, USA

# A License to Be Your Unique Self

**When Jana started her dōTERRA® business, it was meant to help her family and give her a new hobby to enjoy.** "The year my two youngest kids went to college, I was looking for something to fill the extra time I'd have on my hands. And of course, I hoped to make extra money, as we were paying for their educations."

However, after her first taste of sharing essential oils, she knew that it would grow into much more, that this was more than a hobby—it was a calling. "I was going to go all in," Jana recalls. "I wanted to reach Diamond by the time my college kids graduated. So I set my sights, made a goal, and went for it. I was newly Silver, and I applied to Diamond Club. I was flying all over the country, supporting my team. It was going great."

But amid her successes, training, and growth, Jana experienced struggles at home that threatened to halt her progress. "It seemed like my family was fine, but I felt something was off. I cancelled a trip to Prague for training, won during an upline team contest." What she found, returning home, was that her youngest child was suffering a personal crisis, throwing her tightly knit family into a tailspin. "It was one of the lowest points of my life," Dana says. "But a member of my upline, Sherri Vreeman, unexpectedly called me in the middle of it all, offering

me support and love. In fact, I had so much support through the five-month ordeal."

Still, this personal hardship for herself as a parent and her family overall threw a major wrench into Jana's fast track to Diamond. "I'd completely forgotten about my goal and timeline. I kept my head down and kept loving, supporting, enrolling, and building."

Then another member of her upline, Stef Stavola, called and told her that she was really close to reaching Diamond. If she just made this last push, she would reach her goal. "I'm so glad I didn't quit. I looked at my calendar at two in the morning and saw, circled seven days later, 'college graduation!'" With her willpower and perseverance, not to mention a caring team, Jana did what she set out to do, regardless of setbacks.

What Jana loves most about her time with dōTERRA has been bringing her personal spin to the business. She worked in a ministry for much of her life, as well as wrote songs and sang in a worship band. "I love the way that dōTERRA gives us a license to be our unique selves! Tapping into my strengths set me free," she says. "My advice is to dream big and do the work. Do your best in whatever way speaks most naturally to you!"

**"I never dreamed, in my late fifties, that this former singer, minister, and songwriter would be helping people in such a powerful way. dōTERRA is so cool! It's the soil where the impossible is planted, faith waters, and miracles spring up. I'm so grateful!"**

Jana Mitten



## Build Up Your Builders

Success in this business comes not just from your efforts, but also from the efforts of those you choose to make the journey with you.

Jana knows that to create a thriving organization, you need to build up your builders. She says, "I have worked diligently and purposefully to put many support systems in place for all my builders." She's held weekly meetings, invited others to co-teach,

arranged team-building events, established an active online community, and more.

Seeing her team grow has been a major perk of the business. "I want everyone on my team to feel loved, appreciated, and supported in every way. I get excited, seeing my builders find their own builders and talking about how much support, love, and positivity we have on our team. It gives me so much joy!"



**Heather Reed** | Vestal, New York, USA

# Stronger Together

Heather was a senior in college, starting down the road to getting her master's degree, when she attended her first essential oils class. "I was desperately searching for the right credentials to put by my name," she remembers. "Well, cue dōTERRA®!" One thing led to another, and Heather found herself throwing plans to attend graduate school out the window to pursue dōTERRA—not just as a business, but also as her career path. If Heather could go back and speak to her younger self, she'd say, "You don't always need an expensive title or identity to serve people or find success. dōTERRA has presented me with that opportunity."

As Heather started her business at such a young age, dōTERRA has seen her through many seasons of life, but her journey through motherhood marked the most pivotal point. "What I've seen is that when people have kids, they have the option to make it their excuse or their motivation." For Heather, her children are her motivation. "It was all part of the vision," she says. "When I first explored the dōTERRA business opportunity and learned about long-term sustainability, I had my future family in mind."



## Planting Seeds

Heather puts a huge emphasis on long-term vision. "Everything we do plays a role in future success—not just short-term success. Sometimes we even have to sacrifice a short-term win if it means a bigger win down the road."

This is what dōTERRA is all about for Heather—building for the future. "This consistent, future-focused mentality helps my leaders push through momentary struggles. I assure them that because they choose to show up time and time again, seeds are being planted that they'll harvest one day!"



**"I'm committed to meeting people where they're at. I'll always choose slow, steady, and committed over fast, furious, and short-lived." —Heather Reed**

For Heather, it's important for her family to work together as a team when it comes to her dōTERRA business. "We believe that when the family functions as a team, it strengthens both the family and our business." Heather attributes much of her success thus far to her husband, Matt. "Ever since getting married, he's always been actively involved to some degree. Whether he's helping me host a large event or researching and compiling information, I cannot express how much all his efforts have impacted our business. If he weren't active in his support, I can honestly say I wouldn't be where I am today."

Heather emphasizes working together with your spouse or family members to her team, as doing so has added significantly to her success. "I encourage my leaders to have open, honest, and raw conversations with their spouses and families about what dōTERRA means to them, what it could mean for them all, and what it'll take from everyone to make it work." Heather promises that this transparency with your loved ones will not only help your business boom, but it'll also lead to stronger relationships.



# Congratulations on Reaching Presidential Diamond

**Jared and Nicole Moultrie** | Kaysville, Utah, USA





**Tell us about your journey to Presidential Diamond. What's the biggest lesson you've learned? What were the most difficult hurdles you overcame?**

In many ways, our story started when my husband, Jared, was laid off from his pharmaceutical job on the same day our daughter was born and placed in the NICU. What started as a short stint of unemployment ultimately changed our financial situation, encouraging me to say yes to becoming a Wellness Advocate one year later. I'm so grateful for a persistent sister-in-law, who continued asking us to create a doTERRA® business, despite us declining the offer several times.

Initially, I wanted to bring in some extra grocery money—maybe a few hundred dollars a month. I'll never forget the feeling of wanting to buy my little girl a pair of branded shoes without feeling guilty. We hit Diamond in 14 months through tenacity and consistency. Partnered with the best leaders and team, we continued to Blue, always in a “Diamond Club” state of mind.

Going from Blue to Presidential has been the biggest hurdle. Learning how to lead a Presidential Diamond organization—and all the ups and downs that come with it—still challenges us every day. Some of our greatest lessons have come through the grind and continual effort it takes to be, what our team calls, an “ever grower,” meaning someone who strives for constant and continual growth.

“Say yes! Say yes right now, committing yourself to the process of becoming great, and then just keep moving forward.”

**Nicole Moultrie**

**What advice would you give to someone who's trying to reach Presidential Diamond?**

Jared always tells new builders, particularly their spouses, to prepare for a roller coaster. Someone has to be a steadying influence through the ups and downs of building and sustaining a business. Developing good habits from the start will create a foundation you can build on, lean on, and lead with. Continually developing yourself so you can help your team progress is part of your job description. Take care of your team, and they'll take care of you. I work with incredible people—no one works for me. That partnership is lifegiving. We all work together to solve problems, overcome challenges, and grow our businesses.

**How do you and your spouse work together in your business? What advice do you have for couples who are working together?**

Jared and I have an ongoing exchange of ideas. He helps me see things from a different perspective and plays an active role in our leadership development, while still maintaining his day job. He's also able to take care of everything at home when our business requires my undivided attention. I don't have to worry about if things are all right at home whenever I'm traveling or teaching a class.



**How do you balance running your business and taking care of your family?**

A life-changing realization happened when I saw my life wasn't going to look like what I'd imagined—it was going to be even better. It's easy to get caught up in ideals and plans, but when I stepped fully into my role as a mom, wife, and business owner, things seemed to flow better. Perfect balance doesn't exist; rather, it's a matter of prioritizing things at the times when they're needing your focus and efforts.

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

I'm motivated by the fact that I can keep improving and that our business can grow stronger and help more people. I'm motivated by the one-on-one success stories I hear about from our neighbors or our kids' teachers as they have great experiences with essential oils. I'm motivated by the excitement people have as they teach their first class or rank advance, continuing to change lives. What I've realized is one of my greatest passions is helping others achieve their goals and dreams.

At the end of the day, shouldn't the goal be to become the best versions of ourselves possible? If we allow fear or doubt to hold us back from our true potential, we'll never be satisfied. For me, it's become much deeper than any monetary perk.

**How has your dōTERRA business changed your life?**

dōTERRA has changed our lives entirely, on a large and daily scale. It has influenced the way we teach and raise our children. It has supported our physical and financial wellness. It has transformed what we believe our future can be, as well as the futures for generations to come.





Scan here to  
read in English



Durante Club Diamante, pensé en darme por vencida cada dos días. Pero siempre volví a mi Por qué. Mi por qué es más grande que cualquier fracaso. Aprendí que darme por vencida es la salida más fácil a corto plazo, pero a largo plazo, sabía que me arrepentiría de no ver las cosas y perseguir mi sueño. Encuentre su camino o encuentre su excusa. La decisión es suya.”

Claudia Gomez

# El Negocio Está Floreciendo

En junio de 2019, Claudia Gómez estaba lista para renunciar. Después de sentirse estancada en Premier durante dos años y medio, Claudia se preguntó si alguna vez tendría el negocio dōTERRA® con el que soñaba. Por esa época, Claudia recuerda haber asistido al Retiro de Camino al Éxito, donde tuvo la oportunidad de hablar con la ejecutiva fundadora Emily Wright durante una cena de incentivo. Claudia le confió a Emily que estaba lista para darse por vencida y que no veía la manera de seguir adelante. Recuerda: "Emily me dijo que podía darse cuenta de que había perdido la fe en mí misma, y lo había hecho. En ese momento, no creía que fuera capaz".

Después de su conversación con Emily, Claudia se fue a casa, se recuperó y volvió a comprometerse a desarrollar su negocio y dejar atrás el rango Premier. Otro elemento importante del que se dio cuenta en el retiro fue que no había tratado su negocio como un negocio. Ella dice: "Tiene que ser sincero con usted mismo sobre cómo está tratando su negocio. Si lo trata como un pasatiempo, nunca será más que un pasatiempo caro. Si lo trata como un negocio, lo verá crecer".

Con este nuevo compromiso de tratar su negocio dōTERRA como un negocio, Claudia se lanzó hacia adelante y llegó a Plata en septiembre, solo tres meses después de su conversación con Emily. En julio de 2020, su equipo llegó a Diamante. Si bien fue necesario el

trabajo colectivo de su equipo para llegar a Diamante, Claudia quiere que los demás sepan que si progresan o se detienen depende de ellos como individuos. Ella dice: "Siempre tenga en cuenta que su negocio no depende de su línea ascendente o descendente. Depende de usted y de su desarrollo personal. Cuanto más se desarrolle y crezca como persona, más florecerá su negocio ". Debido a que Claudia tomó en serio este principio, vio que su negocio, y a sí misma como persona, comenzaría a florecer en 2019 y 2020, y continuó hasta hoy.

A Claudia le encanta compartir su experiencia y ese momento de luz que tuvo durante el Retiro Camino al Éxito, porque espera que ayuden a otros que se encuentran donde ella estuvo una vez. Al hablar del camino a Diamante, Claudia dice: "Me gusta compartir mi historia. Sé que podría haber alguien más atascado en un rango, probablemente pensando que es imposible seguir creciendo. Quiero que todos sepan que, si su visión y su Por qué son lo suficientemente grandes, lo lograrán ". Claudia cree que todo el mundo tiene el potencial de florecer. Aunque encontró un nuevo foco a través de la cual vio su negocio, Claudia ha mantenido su misión igual: ayudar a otras mujeres a lograr sus sueños. Ella dice: "Mi misión es inspirar y empoderar a las mujeres latinas de todo el mundo para que sean más saludables en general, de modo que puedan servir mejor al mundo".

## El Consejo de Claudia Para Ayudar a Que Su Negocio Florezca

**Concéntrese en lo que importa.** "Si quiere tener éxito, necesita preocuparse por su gente y conectarse. Veo a mi equipo como una familia. Todos los que se unen a mi equipo se están uniendo a una familia y quiero que todos se sientan bienvenidos. Quiero que todos se sientan unidos".

**Sea usted mismo.** "Me aburro fácilmente, así que, si sigo haciendo lo mismo todos los días, no me funciona. Encuentre un sistema que funcione para usted o cree su propio sistema, pero siempre continúe".

**Escuche.** "Me gusta establecer relaciones cercanas con los miembros de mi equipo para que sepan que

pueden contar conmigo cuando tengan ganas de rendirse. Aprendí a escuchar para poder apoyar mejor a mi equipo y conectarme con ellos. Al escuchar, puede determinar por qué sus miembros comenzaron este negocio en primer lugar y, cuando tengan ganas de renunciar, recordarles su por qué".

**Nunca haga suposiciones.** "Tenía un constructor que no estaba cumpliendo con el requisito de VP. Supuse que ya no estaba interesada, así que dejé de acercarme a ella. Resultó que en realidad estaba lista para dedicarse a tiempo completo al negocio, pero yo no lo sabía. Mantenga siempre abiertas las líneas de comunicación".



# Join Us for **Silver Club** 2021 Season



ESSENTIAL LEADERSHIP

## Testimonials

"Silver club challenged me to grow beyond my comfort zone as I started teaching my own classes. It is a pathway to expand your mindset, develop leadership skills, and accelerate your business."

—Mona Chris

"Participating in Silver Club was a step in the right direction for me to really engage with my business and my team."

—Guy-Anne Roy

"Silver Club changed my entire business—I was able to help my team with new tools. We had fun and stayed organized by setting specific goals. It opened my eyes to possibilities I didn't even know were possible!"

—Sophie Lemay

"Silver Club helped me to trust myself, to be effective, and to take time for the team. I learned to keep it simple and focused on how many lives I could change that month."

—Mélanie Alarie

«Nous nous sommes lancés dans l'inconnu, insécures, sans connaître à l'avance les résultats. Et plus l'aventure avançait, plus nous avons compris qu'en travaillant à développer la confiance en soi chez nos bâtisseurs, nous avons développé notre confiance en nous comme leaders.»

—Hélène Beaulieu & Frédéric Plourde

"Silver Club was an amazing opportunity to improve my leadership skills. I was able to grow my business while helping others."

—Claudia Bolanos

"Silver Club challenged and motivated us to give the best of ourselves. It was a good opportunity to unify our organization. It was amazing to see our leaders work together to achieve a common goal."

—Diana Marcoccia & Angie Rodrigues



### Scan here for more info

Learn key habits that will serve as the foundation of your business and build momentum as you launch yourself to a new rank.



### Dates to Remember:

**July:** Qualification month

**August 10:** Applications are due

**September 1-November 30:** Enrollment months



### Thinking of mentoring?

The best investment a dōTERRA leader can make is to invest time in their builders. As a mentor to a Silver Club participant, you play an important role in the leadership duplication cycle. Mentoring not only guides new builders, but it will encourage enrollments and rank advancements to organically boost your organizational volume and leadership.



## The Right Fit

**Finding the right people to work with is so crucial. Here's Adriana's best advice for success:**

**Make it fun.** Fill your frontline with people you want to talk to every day—not just those who are convenient.

**Don't put all your eggs in one basket.** Always have a contingency plan . . . or three!

**Don't count on others for your success.** Make your own.

**Go to every event you can.** dōTERRA is a big family, so if you haven't found your people yet, know that they're out there. Don't give up! There are tools and groups for you. Seek and you will find.

**Adriana Rogers** | Crescent Springs, Kentucky, USA

# Turning Roadblocks into Stepping Stones

In November 2018, Adriana hit Diamond for the first time. Despite this major success, within three months, two of her Silver leaders quit. "Talk about a blow," she remembers. "Shame started to settle in. I thought something was wrong with me." Adriana wondered why people didn't want to build with her. She contemplated if she wasn't leading effectively. After a few months of worry and doubt, she decided she wasn't going to give up. "I was open and vulnerable," she says. "I dug in and told my story. Through forgiveness came repair and healing."

After attending Diamond Dash in Prague the next year, Adriana was refreshed with a renewed sense of purpose; however, it wasn't always like this. "For years, my dōTERRA® business was a lonely place. Lonely with a capital L." Adriana longed to work with people she could mesh well with. She learned this new way of teaching and training at Diamond Dash made building her business a joy. "It's become rewarding and energizing instead of exhausting. The training I got leading up to and in Prague brought my team together. It gave us a road map to follow so they don't have to feel like they must be me or do it my way. My team members can take the principles and make the business their own. We have a community of amazing women who are so much fun to spend time with and learn from."

“It takes dedication and grit, but it's worth every bit.”

—Adriana Rogers



For the struggling leader, Adriana suggests tapping into one's individual strengths. Adriana was a brand-new Silver sitting in the auditorium at convention when she first learned about the strengths test. "I felt liberated! I wept, right there in my seat," she remembers. "For the first time in my life, someone told me there was nothing wrong with me. In fact, the traits I'd been ashamed of were actually strengths! That was really the start of my journey, building myself and my dōTERRA business authentically. I've had to work on it over the years. You don't go over 30 years believing one thing about yourself, and then suddenly change. It takes dedication and grit, but it's worth every bit."

Adriana says, "You've got to have tenacity in this business. If you give up because of any excuse, you'll find your excuse. To me, excuses are just reasons to push through. This is greater than me. How could I keep this precious gift to myself? I must share it."

**Adam and Chrissy Seibel** | Bloomer, Wisconsin, USA

# Consistency Is Key

**From the earliest days of building her business, Chrissy Seibel focused heavily on supporting her customers.**

She says, "When I had just eight customers, I offered a monthly make-and-take night. They'd all come to my house and bring their essential oils, and I'd have the other items they needed to make something: rollers, sprays, bath salts, and so on. It was my gift to them every month." This monthly activity sparked great conversations. Her customers would ask Chrissy questions about their products, wellness topics, and even about sharing essential oils. It provided an amazing opportunity for everyone to learn from each other.

As her business continued to grow, Chrissy realized that hosting from her home wasn't always going to be practical. Getting creative, she reached out to a local brewery, whose owner said she could teach classes in their backroom twice a month, which she did every month for three years. "We rotated through topics like essential oil basics, women's health, green cleaning, pets, kids, and whatever else people wanted to learn about. All these classes were open to the public, so it was a great way to support my existing customers and bring in new ones."

Chrissy credits the success and growth of her business to a combination of quality education and consistency. She says, "It made all the difference in my business, and I continue to show up for my customers month after month—not just when it's convenient or when I feel like it." Last year, showing up consistently for her customers looked a little different. Like many, she'd built her business almost entirely in person and had to adjust. But it didn't take long for Chrissy to be back in a routine, leaning into her strengths with more classes and education. She holds weekly education classes through video conferencing, monthly education on social media, and frequent workshops for people who want to host and share essential oils with their family and friends.

While Chrissy remains a huge proponent of nurturing your customers and being consistent in your business, she's also an advocate for doing those things in whatever ways you love doing them. "When I tried to build my business by doing things exactly the way other people did, I got frustrated and bored. My favorite part of building a dōTERRA® business is teaching classes, and I've learned the more I lean into doing the things that bring me joy in my business, the more momentum I gain."

**Ever felt guilty when you didn't finish everything on your list for the day? Here's Chrissy's take.**

"I tried to do lists with three things I was going to accomplish that day, but when the day didn't go as planned or my kids needed me more than I expected, I'd end up feeling frustrated and guilty that I hadn't gotten everything done.

"So instead, I like to make a list for the week. Then I check things off each day as I get to them. This small shift has helped me be all in on my work when I have the time and still give my family my full attention when they need me. If there's anything left on the list at the end of the week, I simply move it over to the list for next week."

“I’ve learned the more I lean into doing the things that bring me joy in my business, the more momentum I gain.”

Chrissy Seibel





# Congratulations on Reaching Presidential Diamond

**Richard and Jennifer Oldham** | Provo, Utah, USA



Tell us about your journey to Presidential Diamond. What's the biggest lesson you've learned? What hurdles have you overcome?

**Richard:** The first lesson Jenn had to learn was to believe in herself. We never imagined we'd be at this point of Presidential Diamond. We just wanted the oils to pay for themselves—we loved the products but couldn't afford them. We saw people who were successful in their business and thought we could never get there, but we discovered that by being consistent in teaching classes and sharing with others, we could go big with our business. And we did.

**Jenn:** Our road to Presidential Diamond was a slow burn. I progressed quickly at the start but stayed at Blue Diamond for six years. There were times it was really difficult. It was hard not to compare myself to everyone else. I couldn't figure out what I was doing wrong. Eventually, I learned what I needed to shift to propel my team forward.

What did you shift to find success?

**Jenn:** I wasn't putting enough time into it. Setting out a strategy was key. I mapped out my organization to see what needed to happen to move forward. I broke it down to specifics, like how many classes I needed to do and where I needed to place people.

What resources have you used to grow your business?

**Jenn:** I hit Diamond before dōTERRA had many of the resources that are available now. You don't need the newest or trendiest things. It's really all about the basics. I found a lot of success from make-and-take classes, where I'd show people how to make products with their essential oils that they could take home.

**Richard:** Another huge thing for Jenn has been networking with other builders. It's been great getting ideas from other people. She tried a bunch of different things to see what worked for her and the organization. Sometimes, things work great for other people and don't work great for you. It's consistent trial and error. That really helped us grow.





“Look for reasons to keep going rather than reasons to stop.”

Jennifer Oldham

**What advice would you give someone who's trying to reach Presidential Diamond?**

Jenn: Focus on the next rank. If you're just starting, don't focus on Presidential Diamond. That can easily become daunting. Of course, have an overall goal of where you want to be eventually, but you should have your sights on the next rank. Focus on stabilizing where you're at. There are lessons to be learned and adjustments to be made at every stage.

Richard: If you hit a roadblock, take a step back and assess what it is that's keeping you from getting to the next level. If you're looking too far ahead and missing basic parts like enrolling customers, you'll get stuck. Solve these problems one step at a time. Focus on what's right in front of you. Too often, people aren't willing to do that. They look far ahead and can't see what's holding them back right in front of them.

**How do you and your spouse work together in your business? What advice do you have for couples?**

Jenn: dōTERRA is more of my thing than Richard's. He does the end-of-the-month numbers and some behind-the-scenes strategy. A lot of the strategies we implement come from his experience in his business, but I'm the one working with people, teaching classes, and enrolling. This dynamic works for us.

When we started dōTERRA, there was a huge push for husbands to fully work with their wives, but I don't love that for us. My husband owns his own business. I think working together is good for some people, but it doesn't always have to be that way.

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

Jenn: The more successful I am—and the longer I can sustain that success—the more lives I can bless. My motivator is more than being able to support my lifestyle. It's about having the ability and opportunity to help people.

**How has your dōTERRA business changed your life?**

Richard: The freedom dōTERRA provides is something you can't find anywhere else. Jenn can work and be with our family. Sure, there are things here and there, but that family time—especially while our kids are so young—has been a huge blessing. We also love being able to introduce that same freedom to other people on our team and see it enhance their lives.

**Is there anything else you'd like to share?**

Jenn: I've built through the loss of a child, my husband's traumatic accident, and several major moves. Don't quit. So many people want to quit. Treat it like a real business. Don't quit just because something is hard or you don't hit your goal three months in a row. Don't walk away. Stay and figure it out.





Scan here to  
read in Spanish

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**Stephne Hilgendorf** | Chelsea, Michigan, USA

# Taking the Time to Listen

**In 2018, Stephne and her family decided to sell their house, buy an RV, and travel the US for a year.** "That year on the road was nothing short of amazing," Stephne remembers. "We saw things we could have only dreamed of and met people we wouldn't have otherwise met. We not only lived—we thrived!" The repeat income from Stephne's dōTERRA® business and her ability to work from wherever she was facilitated this amazing opportunity for her and her family.

It took trial and error to get Stephne where she is today. Since day one of starting her business, she's focused on putting people first. "Each leader is an individual. One mold won't fit every person. I remember one leader struggling a few years ago, and sometimes all I could do was listen. It's what she needed at the time. Yes, there were coaching opportunities and insights I could give, but mostly it was just serving as a sounding board and truly hearing what she had to say."

Stephne considers her relationships with people to be incredibly important to her, and in the beginning she had a hard time "selling" to people. She says, "I'd always get weird when I started to 'sell,' and I didn't want to offer samples to friends because I didn't want them to think I was just there to get them to buy something."

It wasn't until Stephne learned how to channel her strength at building relationships that she flourished.

"I learned I really needed to listen to people and create an environment for them to open up. When people feel love and care, they feel heard!" People began opening up to Stephne in ways that allowed her to make recommendations based on individual needs. "When I've taken the time to listen and build relationships to people, they've become my best customers. They feel hope, and that's what matters to me."

“Just go for it! Don't look back. Take the leap of faith and run!”

—Stephne Hilgendorf

If Stephne could go back and tell her younger self something, it would be to stay consistent. "There were times when I'd push, and then take long periods of time off, invisible and unavailable to my team," she says. "In those times, my business would always stall. One thing I've learned is that less intensity on a consistent basis is the key to growth."

## On Avoiding Whiplash

New systems are around every corner that seem to have amazing things to offer, but sometimes too many methods and strategies can give you whiplash. Here are two tips from Stephne to help you find your business groove without getting a headache:

**Find out what works for you.** "We're individuals. Take snippets from different systems and find your own way of doing things."

**When in doubt, get back to the basics.** "Find people, sample, teach, enroll, and—most importantly—support. If you don't support your people and show them you care, then they won't stick around."



Takeaways  
from  
**Leadership  
Retreat  
2021** to  
Boost Your  
Business  
Today

# 1

## **Get To Know Your Oils**

“Use your oils—really use them. Test them all out, find ones that really speak to your soul, and use them! Don't let them sit on your shelf. When you know the oils and you can't wait to crack open the bottle, building your business is simple and flows effortlessly because you know that what you are offering has the potential to change someone's whole life.”

*Breanna Holbrook, dōTERRA Platinum*

# 2

## **Find Your Purpose**

“It is so important to know your purpose. Find out what drives you because without that there are no systems or checklists that will work. You have to have a desire for more, something that keeps you up at night, something that shakes you to your core. When you marry that with a logistical plan, that is the special sauce.”

*Karissa Cosentino, Qualified US Founder 2.0*

# 3

## **Go All In**

“This is not for the faint of heart, and it is not for those who are half-way in. It isn't for those who feel they have already paid the price and have arrived at their destination. It is for those who still have that hunger, for those who have great need, or for those who feel they have a greater purpose, or a mission to perform. It is also for those that simply need more help than they can themselves provide. Does it work? Yes it does. Does it take practice? Yes it does.”

*David Stirling, Founding Executive, CEO*

**Tiffany Brossoit** | Spokane, Washington, USA

# Building with Compassion

"I truly care for each of my builders. They're like sisters to me. We have all grown so close over the years. My deepest desire is to serve them however I can and be present, not only as a business partner but also as a friend. I want to know what's going on in their lives. I want to know their peaks and their valleys so I can be their support." —Tiffany Brossoit



Image by Amber Davis

**For Tiffany Brossoit, a true leader is one who can inspire and empower others.** As she's built her business, Tiffany has done all she can to be that kind of leader for her team. "I truly care for each of my builders. My deepest desire is to serve them however I can and be present, not only as a business partner but also as a friend." This sincere compassion for those on her team has helped Tiffany build an incredible community.

She's found that one of the best ways to lead her team is to help members find their Why. "When we lift our builders up and help them tap into their Why, the true magic happens." Once builders find their purpose, the whole team feels the benefits. Tiffany helps her team members find their Why by communicating with them, understanding their goals and desires, loving them where they are, and supporting them along their journey. She feels that "the more we focus on serving others, the more mountains we can move!"

Tiffany's ability to build belief in others only came after she learned to believe in herself. Before she began building her business, she had tried working with two other network marketing companies, but she didn't find the success she was looking for. When she came across dōTERRA® essential oils, all that changed. She fell in love with the products and used them for two years. As her love for essential oils grew, sharing came naturally. Tiffany began by enrolling her friends, and she and her husband soon recognized the potential to grow their passion into something special. She took a leap of faith, believing in this opportunity to grow a meaningful business, and now she's enjoying the wonderful community she's built. Looking back, Tiffany has just one regret: "I think my biggest mistake was not going all in right away."

For Tiffany, the journey after going all in hasn't been easy, but she "would do it all over again in a heartbeat." She experienced the difficulty of balancing business and family and endured financial struggles with her husband's business. "I wasn't that leader who hit Diamond in six months. It wasn't easy. It took me five years of grit and grace." With her determination and passion, Tiffany has found success. She feels deep gratitude for her journey and believes that some of the most beautiful things in life are born out of the most difficult experiences.

Tiffany looks forward to the future with hope and optimism. She encourages other Wellness Advocates to do what they can to serve their teams and move forward with determination and a personal Why. With a love of the products, Tiffany believes Wellness Advocates can find great success. "I feel like when something has changed your life, how can you not share it with others?"



Espie and Joel Pasigan | Diamond Bar, California, USA

# Embracing the Change

**Espie is the first to admit she doesn't like selling.** When she started her dōTERRA® business, she felt like she didn't have enough connections to build from or what it takes to be a "salesperson." Through her journey, she's learned there isn't one type of successful Wellness Advocate—she could use her unique talents to build a business worth being proud of.

Despite bringing her personal strengths and experiences to her dōTERRA business, Espie repeatedly had to stretch beyond her comfort zone. Because of her responsibilities at the time, Espie continued working at her job as she built her business. She remembers after a global convention

that she didn't take her convention wristband off. She kept it on as a reminder of what she really wanted—to fully build her dōTERRA business. Every day, she'd look down at her wristband and think of the intimidating and inspiring goal before her. Finally, Espie decided to move from the US to the Philippines to build her business. She remembers, "It was one of the most difficult decisions I have ever made. People would say I was out of my mind. But change is the only constant in life, so my husband and I decided to embrace the change."

Though she grew up in the Philippines, Espie had lived in America for more than 30 years and quickly encountered



## What It Takes to Be a Leader

**Be authentic.** "Be a servant leader who's humble and available. Never leave anyone behind. You should feel like your team can collaborate and talk about anything."

**Know and understand your team.** "It's so important to put your team's needs before your own. They should understand that we're here to help them succeed. They should know that their success is our success!"

**Find common ground.** "My team and I share a common goal of wanting to help people feel and live better. We've found our purpose, which is far greater than money can buy. We're all having fun, while also making a difference."

**Create unity with a culture of positivity.** "I believe it's necessary to create and maintain a positive culture with your team. When I think of my team, I see us as one. We're like family—undividable. It doesn't matter whose leg it is. We should always collaborate with, educate, and help each other."

**Strive to provide value.** "Don't focus so much on your own successes. I believe if we strive to provide value, we'll be better leaders. And when we're of value, success comes with it. I define success as seeing the people you mentor become successful."

roadblocks with building in another country as she relearned the culture. She felt discouraged at times, but she's grateful for the support of her husband and her team, which carried her through the doubt as she worked to fulfill her dream of reaching Diamond. Espie reached Silver and Gold quickly, but then felt stalled in her progression. During a particularly hard time, Espie remembered some advice from Founding Executive Emily Wright. She says of that time, "I felt like I was the slowest dōTERRA builder ever. What kept me going was what Emily said: it doesn't matter how slow you go, because there's no such thing as failure with dōTERRA. And she was and is absolutely right."

Between leaving the US and making changes to build her dōTERRA business, Espie has had plenty of opportunities to stretch beyond her comfort zone. She says, "I was quite comfortable with my life until I started thinking about going Diamond. That made me uncomfortable. Stepping out of my comfort zone is a real challenge for me. But I realized there's more to life than being comfortable." When thinking back on her journey and the sacrifices she made to reach Diamond, Espie says, "Sacrifices have to be made for anything worthwhile in life. And with dōTERRA, those sacrifices have been well worth it."

**Suzanne Blalock** | Jonesville, North Carolina, USA

# Stay True to You

Suzanne was 56 years old when she was first introduced to dōTERRA® products. After hosting her first essential oils class, she had an epiphany. "I knew this was what I needed to do. The timing was right, and I was ready for a change," she remembers. Suzanne juggled teaching piano and caring for her granddaughters, all while starting her dōTERRA business.

"At first, my husband, Randy, wasn't on board," she says. "But then he realized I was good at it, and it was worth my time to bless our family financially." Suzanne's goal was to provide additional income to help her husband's situation, as his health was declining. "Little did I know that just three years after starting with dōTERRA, my husband would have two major surgeries and go on disability. His income decreased, but the income I earned with dōTERRA really helped us." Randy now helps Suzanne behind the scenes, taking care of expenses and mailing out prizes.

Anyone familiar with Suzanne knows she's a natural nurturer. She helps her builders get through rough times with encouragement and walks beside them to provide hands-on support. "I care deeply for the gals on my team," she says. "I help them until they feel comfortable doing it themselves." Suzanne's seen that by valuing and respecting her builders, she gets the same respect and trust in return.

Suzanne attributes much of her success to consistency and staying true to herself. "I love teaching and enrolling, and my consistency has helped me become a top enroller. I don't mind striking up a conversation with a stranger. I smile at others and enjoy meeting new people and being friendly. I look for opportunities to share a testimonial that would help someone with an issue they struggle with."

Suzanne advises builders not to rule those in their late fifties or early sixties. "I knew nothing about essential oils. I didn't even know what a diffuser was," she admits. "Now, I'm passionate about teaching people what essential oils can do, because they've helped me and my husband so much. There are other people like me who want to feel better. Let's go find them and change the world!"

**“You don't have to be an essential oil expert to do this business. If you're self-motivated and are teachable, you can learn to do this! I'm living proof that you can learn new skills at any age.”**

**Suzanne Blalock**





## Going the Extra Mile

Suzanne is passionate about making people feel better. She loves serving those around her. "People don't care how much you know," she says. "They want to know how much you care."

Look for opportunities to encourage your builders and customers. Here are some great examples:

- Send a sympathy card if there's a death in the family.
- Send a note with a roller ball, telling them how much you appreciate them.
- Send your thoughts and feelings to them regularly through text or call.



# Congratulations on Reaching Presidential Diamond

**Charles and Helen Wang** | Rowland Heights, California, USA

### Tell us about your journey to Presidential Diamond.

We both have many years of experience doing this kind of work and have learned persistence is key. There are a lot of highs and lows in this industry. With other companies, we've felt defeated after putting in a lot of effort but not receiving proper support.

However, working with dōTERRA came as such a surprise. From service to products, every leader is given a lot of support and encouragement. The first time we toured the location in Utah, years ago, we could feel that many people truly love the products and appreciated the company. As we gradually participated in more dōTERRA® events, like the annual global convention, and learned more about the company, we decided to work with dōTERRA in the business. dōTERRA has made us feel rejuvenated, allowed us to find new business opportunities, and reignited our desire to stay in this industry.

### What advice would you give to someone who's trying to reach Presidential Diamond?

Give yourself time when you're first starting out. Of course, setting goals is necessary, as is overcoming hurdles. It's important to be open to trying new things and adapting. There are no breakthroughs without growth.

In this industry, it's so important to align your business with the direction the market is going. You'll see so much more growth that way. dōTERRA has earned the absolute best in product quality guarantees, so it's a company that you can trust. You don't need to change your ways or be a super salesperson. Being yourself is simply enough.

Because there are often regional and cultural differences, it's necessary to establish mutually caring relationships. We aim to improve a little bit every day. We don't expect to change everyone in a day's time. Slowly but steadily, every one of us connects with each other, cares for each other, and builds a culture based on love. It's important to think about how to keep a business everlasting. It doesn't matter how much money you bring in today—the key is to think about overall sustainability.

### How do you and your spouse work together in this business? What advice do you have for couples?

We started the business together from the beginning. Despite challenges, we believed as long as our common goal was right, we were on the right path. The dōTERRA business opportunity is particularly suitable for couples to build together. Women tend to be detail- and people-oriented so men can focus on developing the business and its future direction. Couples can complement

each other. When one feels defeated and wants to give up, you have your other half to talk things over. When a couple is united, they can turn anything into success.

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

We're both focused on the business and work together well. We take turns going on business trips so there's always a parent who can take care of the kids at home. It's said that harmony in a family brings success to everything. Careers are important, but you should place great emphasis on your family life, no matter what. You'd be left with nothing without your family.

### How has your dōTERRA business changed your life?

dōTERRA has provided us with more security in life. We feel confident about the future and look forward to growing with dōTERRA. We've also helped many people through our business. We've always been charitable, but we now have more capacity than ever before to help others.

“As long as you improve a bit by bit each day, believe in the good of this world, embrace responsibilities, and take action, you can achieve your dreams.”

Helen Wang



“只要每天進步一點點，相信世界的美好，勇於擔當責任，身體力行，你有能力可以達到你的夢想。”

Helen Wang

#### 請和我們分享您們達到鑽石總裁的旅程。

我們在這個行業中已有多年的經驗，在這個領域中堅持是最重要的。這個行業裡有開心的時候，也有低潮、覺得心灰意冷的時候。做其他公司的直銷商時，時常覺得自己付出很多，但一直沒有獲得那些公司提供的適當支持。



遇到dōTERRA 真的很驚喜，服務到產品，對每位領袖的支持與鼓勵非常的多。多年前第一次參加猶他州公司導覽，雖然當時還是很小的公司，但我們能感受到很多人真心喜愛產品，認可公司。隨著後來慢慢接觸公司活動（例如全球年會），更加了解公司之後，決定成為公司的創業合作夥伴。公司讓我們耳目一新，讓我們看到新的事業商機，並且重新燃起繼續留在這個產業的渴望。

#### 您會提供給想要達成鑽石總裁的人什麼建議？

剛開始需要給自己一些時間，但是也需要設定目標，克服重重困難，願意改變與成長。無法成長就無法突破。

這個產業是發展市場潮流，符合趨勢，商機是非常大的。dōTERRA的產品品質保證已獲得認可，值得信賴。你不需要改頭換面，變成超級銷售，只需要做自己就可以了。

區域和文化差異一定會有的，建立相互關心的關係可縮小隔閡。我們的目標是每天漸入佳境。即使無法一蹴而就，但我們可以日積月累地將彼此聯繫在一起、關愛彼此，將愛深耕我們的文化之中。重要的是如何維持永續的事業，而不是目光短淺只求當下。

#### 您們夫妻如何一起經營這個事業？您們會給其他夫妻什麼建議？

我們從一開始就一起經營事業，雖有挑戰，但我們知道只要共同目標是正確的，我們就走在正確的道路上。dōTERRA事業機會尤其適合夫妻一起經營。女性通常比較細心，也較善於人際關係。男性就可以專注於發展事業、及未來的方向。當一方堅持不了想要放棄時，你的另一半可以疏導你。當夫妻合一，就可以珠聯璧合，戰無不勝。

#### 您們如何在事業和家庭中找到平衡？

我們兩人配合的很好，專心一致，齊心協力的一起專注地做。夫妻輪流出差，另外一個人可以在家照顧孩子。家和萬事興—無論事業多重要，都要注重自己的家庭，因為失去之後就沒有了。

#### dōTERRA事業如何影響您們的人生？

我們有慈善之心，希望能幫助世界上需要幫助的人；藉由多特瑞，我們有能力給與更多人所需要的援助，回饋社會。

dōTERRA讓我們的生活更有保障，讓我們對於未來感到希望，安心與多特瑞一起共同成長。



# You We're Investing in

## The dōTERRA Business Building Certification Course is Now Included with Every Wellness Advocate Membership

This course was created using established, duplicatable methods taught by top leaders. Filled to the brim with scripts, tips, and tools from some of the most effective leaders in the business, this training lays out a straightforward, clear, and proven roadmap for success.

### Is this course for you?

- Have you hit roadblocks while building your business?
- Are you suffering from information overload and want to rely on one verified source?
- Are you interested in increasing your skillset and implementing proven strategies?
- Does the fear of failure hold you back from taking the next step?

### Learn the Secrets of 11 Top Wellness Advocates

Throughout this course, you'll learn the principles of success used by top field leaders, who know what it's like to be in your shoes. Learn the basics of building a strong dōTERRA® business so you can authentically show up and serve in a way that only you can. Your unique voice is needed.



Bailey King



Daniela Romay



Eric Larsen



Jen Frey



Justin Harrison



Kalli Wilson



Laura Jacobs



Lil Shepherd



Melyna Harrison



Natalie Goddard



Regan Piekenpol



Scan here to  
learn more

**Megan Newmans** | Miami Beach, Florida, USA

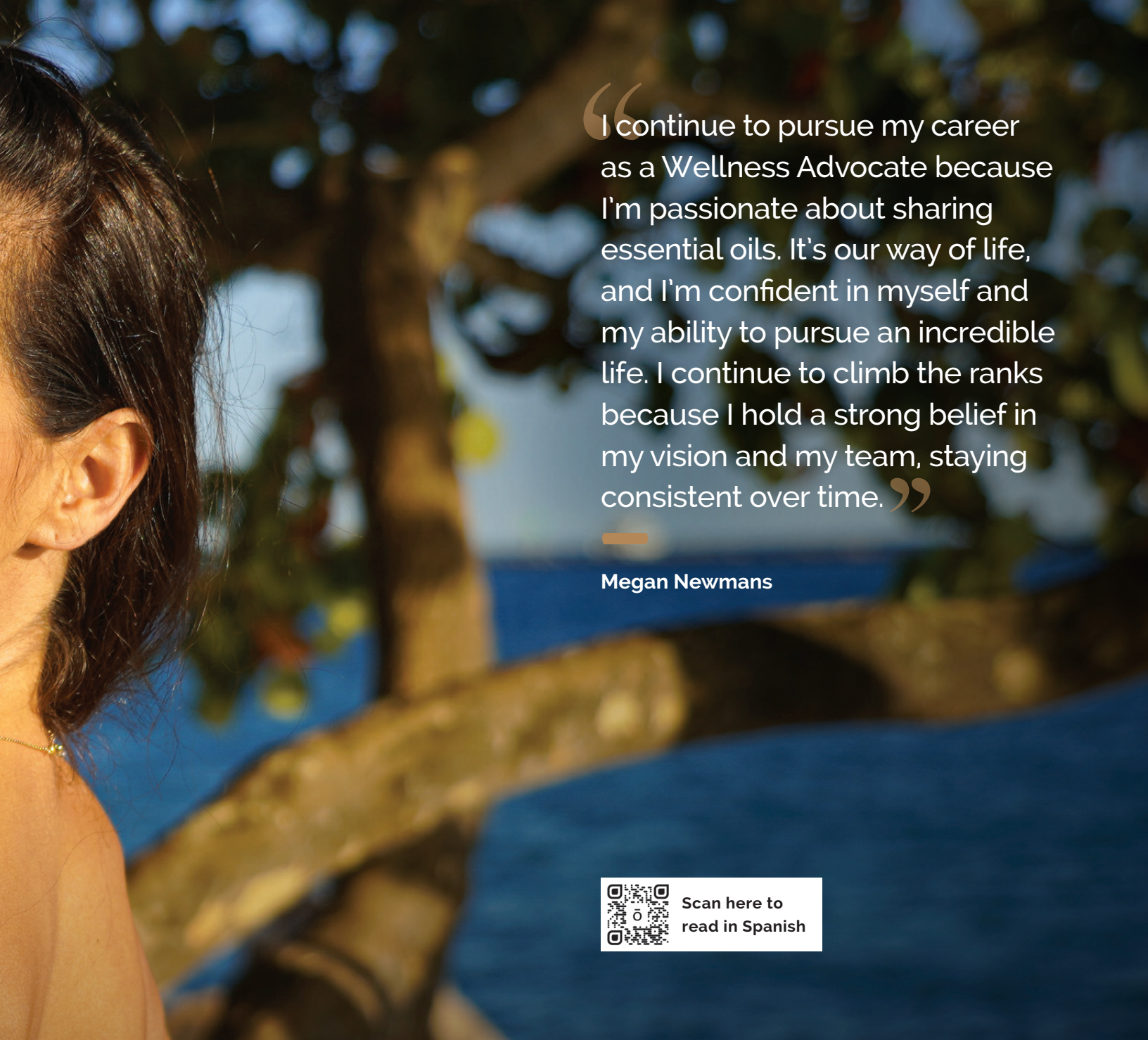
# Mentor Magic

For Megan Newmans, the most rewarding part of a successful dōTERRA® business has been helping others live better lives. She's found that building her team allows her to pour belief into her downline so they can catch a glimpse of the incredible possibilities. "Words cannot describe the feeling I get, seeing so many my teammates' lives transformed because of this business." It's her love of special, soul-enriching moments like those that helped Megan get where she is today.

But it hasn't been an easy journey. When Megan first began building, she struggled to find committed business partners who had the same goals as her. Initially, she'd be excited to

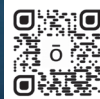
add new prospects to her team, but that excitement often dwindled when Megan discovered she may have placed them incorrectly in her business structure.

Instead of being overwhelmed by discouragement, Megan strove to gain more experience and knowledge. Now, she understands how crucial it is to take the time to understand her new team members, especially through Wellness Consults. "I overcame this by really getting to know my new builders, asking a lot of questions to find out their goals and which path they were aligned with before deciding on proper placement."



“I continue to pursue my career as a Wellness Advocate because I'm passionate about sharing essential oils. It's our way of life, and I'm confident in myself and my ability to pursue an incredible life. I continue to climb the ranks because I hold a strong belief in my vision and my team, staying consistent over time.”

Megan Newmans



Scan here to  
read in Spanish

Megan makes her relationships with her team a priority. Rather than letting follow-up be her downfall and second-guessing her communication with her team members, she takes the time to be a strong mentor. She asks questions and listens to determine the needs and goals of those she leads. And the rewards have been huge: "Learning from my mistakes has helped me be a better leader, for myself and my team." These practices have led Megan to make a thriving business.

Through all the pressure and learning opportunities brought about by traveling, building, and participating in Diamond Club, Megan has become an inspiring leader. "I'm passionate about sharing essential oils. It's our way of

life, and I'm confident in myself and my ability to pursue an incredible life." She's taken her talents and created a business that's all her own.

However you choose to build your business, Megan believes confidence in yourself is key. She says, "Have pride in network marketing and shout it out, loud and proud! I feel that being direct and owning my position as a Wellness Advocate is what's brought much of my success in this business." Through gaining knowledge, becoming a mentor, and believing in herself, Megan is making her career dreams come true, and the best part for her is seeing others on her team do the same.

dōTERRA®

# Wellness Advocate Recognition —



# Triple Diamonds

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Patrick & Allyse Sedivy

# Double Presidential Diamonds

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Wes & Hayley Hobson  
FOUNDER EUR & PWC



David & Tawnya Hsiung  
FOUNDER



Marie-Kim Provencher



Boyd & Sandy Truman  
FOUNDER USA



Sun Zhong & Xi Fuchun  
FOUNDER



# Double Blue Diamonds

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**Elena Brower**



**Andy & Natalie Goddard**  
FOUNDER USA



**Justin & Keriann Harrison**  
FOUNDER USA



**Jerry & Laura Jacobs**  
FOUNDER USA



# Double Diamonds

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**Kenny & Rebecca Anderson**  
FOUNDER EUR



**Shane & Rebecca Hintze**



**Paul & Betsy Holmes**



**Eric & Andrea Larsen**



**Ange & Chris Peters**  
FOUNDER CAN



**Kacie Vaudrey & Mike Hitchcock**



**Melody & Walter Watts**



# Presidential Diamonds



**Paul & Delmar Ahlstrom**  
FOUNDER NAL



**Cristina Badell**  
FOUNDER NAL, PWC, & USA 2.0



**Lizeth Baldemar Lievano**  
FOUNDER MEX



**James & Roxane Bybee**  
FOUNDER USA



**Molly Dayton**



**Christian Overton & Mark Ewen**



**Li & Lance Fryling**



**Matthew & Seantay Hall**  
FOUNDER BRA



**Roger & Teresa Harding**  
FOUNDER USA



**Melyna Harrison**



**Nate & Brianne Hovey**



**Josh & Season Johnson**



**Kelly King**



**Matt & Bailey King**  
FOUNDER PWC



**Kyle & Kierston Kirschbaum**



**JC Lai**  
FOUNDER



**Fuxian Li & Ling Ling Zhang**  
FOUNDER



**Zackery & Stephanie Martin**



**Josh & Keeli Martinez**



**Nate & Dana Moore**



**KC & Jessica Moultrie**



**Richard & Jennifer Oldham**  
FOUNDER PWC



**Eric & Kristen Pardue**



**Daniela & Fernando Romay**  
FOUNDER MEX



**Ryan & Dani Smith**



**Betty Torres**



**Alicia Triplett**  
FOUNDER ECU



**Daniel & Amy Wong**  
FOUNDER

# Blue Diamonds



**Amber & John  
Adams**



**Kevin & Nicole  
Almeida**



**Peter & Susie  
Bagwell**  
FOUNDER USA



**Perla Baldemar &  
Jorge Tenorio**  
FOUNDER MEX



**Daniel & Cristina  
Benitez**  
FOUNDER USA



**Janna Berry**



**Jeremy & Micki  
Boberg**



**Chris & Kareena  
Bracken**  
FOUNDER USA



**Jennifer Brady**



**Melody Brandon**  
FOUNDER PWC



**Rachell Brinkerhoff**



**Ben & Cami Buchta**



**Cherie & Jeff Burton**



**Gerard Jr. & Carmen  
Busch**  
FOUNDER EUR



**Anne Calhoun**



**Brady & Michelle  
Cannon**  
FOUNDER PWC



**Rachel & Daryl  
Carter**



**Jessica Champagne**



**Etsuko & Rick  
Chidester**  
FOUNDER JPN



**Corinna Chuse  
Barrus**



**Maree Cottam & Dirk  
VanDerzee**



**James & Tanya  
Cotterell**



**Vern & Jenny  
Crawford**



**Steve & Ginna Cross**



**Fred & Carrie  
Donegan**



**Shaye & Stuart Elliott**  
FOUNDER PWC



**David & Julianne Ellis**



**Keith & Spring Esteppe**



**Dale & Tonya Ferguson**



**Scott & Jill Ford**



**Jeanette Fransen**



**Jeff & Jen Frey**



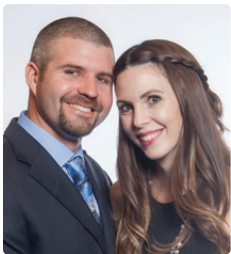
**Arin & Gabe Fugate**



**Mylène Gagnon**



**Al & Maureen Garcia**



**Andy & Missy Garcia**



**Marc & Jenn Garrett**



**Brad & Tobi Giroux**



**Jeff & Katie Glasgow**



**Erick Gonzalez**  
FOUNDER MEX



**Dr. Andrew & Ruth Gough**



**Lison Guérette-Capony  
& David Mondor**



**Hannah Haller**  
FOUNDER PWC



**Dr. Sandra Hanna**



**Aisha Harley & Larry Spielberg**



**Mark & Alicia Haugstad**



**Lori & Joe Hayes**



**Ryan & Melissa Herman**



**Bryant & Brianna Hess**



**Jim & Lara Hicks**

# Blue Diamonds



Jesse & Breanne  
Houston



Benjamin & Stephanie  
Howells-Scoville



Clay & Jessica  
Iddings



Matt & Sara Janssen



Jeremey & Annette  
Jukes



Ashley Kema



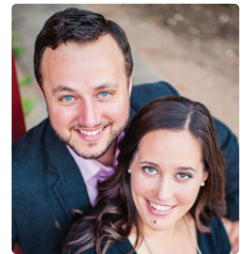
Dru & Gina Kiesel



Nick & Dyanna  
Killpack



Laura & Shawn King



Jon & Duquesa  
Lamers



Danny & Nicole  
Larson  
FOUNDER USA



Justin & Tahna Lee  
FOUNDER USA



Lillian Liu



Steve & Rachel Loth



Dwayne & Tracy  
Lucia  
FOUNDER



David & Heather  
Madder



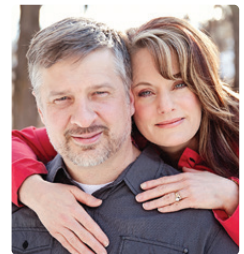
Kaliko & Maile Maii



Kelly Mallinson  
FOUNDER PWC



Julene Martindale  
FOUNDER



Aaron & Tonya  
McBride



Becky Metheny



Steve & Kimberley  
Milousis  
FOUNDER CAN



Jared & Nicole  
Moultrie



Jonathan & Deanna  
Nichols



Dr. Zia & Ky Nix



**Dr. John & Heather Patenaude**



**Beth & Ryan Phillips**



**Lassen Phoenix & Bryan Huddleston**



**Mayra & Stephen Powers**  
FOUNDER NAL



**Jenna & Andrew Rammell**



**Rod & Jen Richardson**



**Windi & Samuel Rifanburg**



**Seth & Jenny Risenmay**



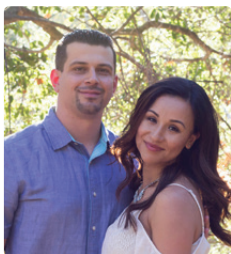
**Audra Robinson**



**Judy Rushing**



**Gary & Karina Sammons**



**Claudia Saputo**



**Josie Schmidt**



**Tenille & Matt Schoonover**



**Jeff & Diane Shephard**



**Terry & Lil Shepherd**  
FOUNDER USA



**Dave & Peggy Smith**  
FOUNDER USA



**Dr. Mariza Snyder & Alex Dunks**



**Nathan & Mindy Spradlin**



**Stefanie & Brandon Stavola**



**Jim & Tammy Stephens**



**James & Chelsea Stevens**



**Laura Stoker**



**Jeff Styba**



**Juan Carlos Suárez & Araceli Valencia**  
FOUNDER MEX

# Blue Diamonds



**Pamela Tanimura**  
FOUNDER BRA



**Bill & Meaghan Terzis**



**Brad & Dawna Toews**  
FOUNDER CAN



**Gina Truman**  
FOUNDER USA



**Mark & Lori Vaas**



**Shane & Kristin Van Wey**



**Michael & Sarah VanSteenkiste**



**Eddie & Angela Villa**



**Joel & Sherri Vreeman**



**Charles & Helen Wang**  
FOUNDER



**John & Kalli Wilson**



**Lisa Wilson**



**Christian & Jill Winger**



**Jared & Sheree Winger**



**Drs. Mark & Tina Wong**  
US FOUNDER 2.0



**Kevin & Natalie Wysocki**



**Eliza Yoshida**



**Kelly Zhao**  
FOUNDER

# Diamonds



Katie Adams



Michelle Alavaski  
Bruns  
FOUNDER BRA



Charlotte Alcala  
FOUNDER NAL



Kim Alexander



Kathy & Brad  
Alldredge



Janel Andersen



David & Shannon  
Anderson



Neal & Erin Anderson



Wilbur & Jessica  
Andrews



Natalia Angulo  
FOUNDER COL



Claudio & Janae  
Arancibia



Michelle Asmus



Karen Atkins



Asti Atkinson



Benton & Eliza Bacot



Ben & Jade Balden



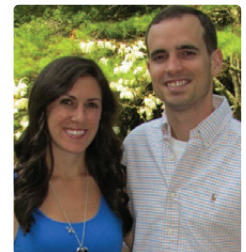
Kendra Bamforth



Rick & Hayley  
Bammesberger



Jeremy & Carly  
Bautista



Braden & Camille  
Bawcom



Amanda Beach



Ashley & Chris Beans



Judy Benjamin



Joy Bernstein



Ken & Wendy Berry

# Diamonds



Jessyca Bilodeau



Jennifer Bitner



Suzanne Blalock



Jon & Kendra Bodine



LaDonna Bontrager



Pascale Boucher



Dr. Jamie & Christina  
Boyer



Tim & Carrie Bradley



Juan Brenes &  
Andrea Fernandez  
FOUNDER NAL



Allison & Billy  
Brimblecom



Adam & Carey Brown



Russ & Char Brown



Steve & Brenda  
Brown



Susan & Dan Bursic  
FOUNDER CAN



Erika Butler & Rick  
Henrard



Claudia Calderon  
FOUNDER NAL



Isabel & Daniel  
Calkins



Lori & Chris  
Campbell



Melissa Cannon



Erika & John  
Cappelmann



Dr. Mica Carew



Ashley Carey



Marie-Helene Carrier  
& Yann Gauthier



David & Andrea  
Cauffman



Kathy Cerenzie



David & Ana  
Chapman



Nicole Chase



Nathalie Chausseau



Greg & Marti  
Christensen  
FOUNDER USA



Josiah & Melissa  
Christoffer



Daphne & Darrin  
Clark



Marc & Romi Clark



Andrew & Shannon  
Clough



Spencer & Brianna  
Coles



Brett & Farrah  
Collver



William & Kari Coody



Richard & Elizabeth  
Copeland



Kathy Cordell



Karissa Cosentino  
US FOUNDER 2.0



Vanesa Coto  
FOUNDER NAL



Nancy Couture



Kent & Stephanie  
Crane



Karlel Crowley &  
Stuart Dixon



Ashley Daige



Dr. Danielle Daniel



Victor Darquea  
FOUNDER NAL



Durell Darr



Brad & Julie Davey



Mike & Lori Davis



Keith & Kendra Davy

# Diamonds



Joyce Day



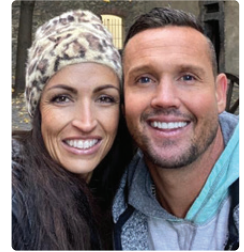
Emilie De Decker



Marie-Michèle  
Delisle



Inger Devera



Robbie & Carly Dias



Jamie & Ted Dibble



Vickie Dickson



Megan Dilmore



Véronique Dion



Erica Dolan



Bonnie Donahue



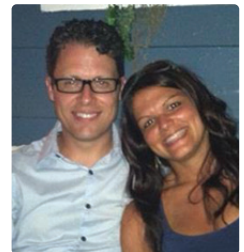
Jessica Donohue



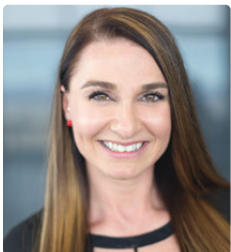
Karine Dostie



Curt & Tonia  
Doussett



Amber Drake



Karine Drouin



Dave & Liz Eaton



Andrew & Brooke  
Elia



Mark & Lindsey  
Elliott



Rosalie Elliott



Carolyn Erickson



Dr. Melissa & Evan  
Esguerra



Heather Esslinger



Rolando & Jessica  
Estrada



Cheri & Chad Evans



Damian & Jenna  
Fante



Tim & Beckie Farrant



Christy Fechser



Knut & Christy Feiker



Dana Feldmeier



Daniel & Michele  
Fendell



Dr. Robert & Kiyla  
Fenell



Maple Xiaohang  
Feng



Yuwei Feng &  
Changpu Yu  
FOUNDER



Barrett & Cara Fines



Marlene Flax



Halie Forre



Megan Frasheski



Aaron & Wendy  
Frazier



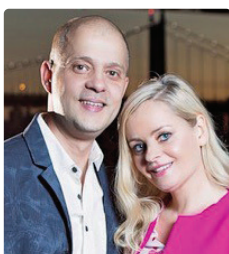
Louis Fusilier &  
Monica Goodsell



Leslie Gail



Crystal & David  
Garvin



Diane & Viktor Gjelij



Tamalu & Brandon  
Glende



Thomas & Amy  
Glenn



Paul & Olga Goddard



Veronique Golloher



Claudia Gomez  
FOUNDER NAL



Aparicio Gonçalves  
FOUNDER BRA



Luke & Teresa  
Goodlett

# Diamonds



Amanda Goold



Jay & Debbie Gordon



Adam & Leah  
Graham



Lindsey Graham



Christopher & Kelsey  
Guerra



Curt & Carol Ann  
Guest



Lindsey Gunsauls



Steve & Kristine  
Hales



Kirk & Jennifer  
Hamilton



Lindsay & Craig  
Hamm



Rene Hanebutt



Kara Hanks



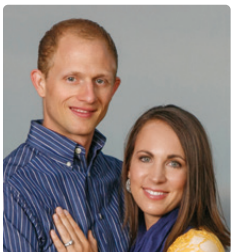
Elyse Hanselman



Marty & Jim Harger



Ryan & Jenyce Harris



Scott & Shyanne  
Hathaway



Drs. Marissa Heisel &  
Peter Kravchenko  
FOUNDER CAN



Anthony & Danielle  
Heizenroth



Erika Helbing



Guylaine H  lie



Paul & Teri Helms



Susan Helzerman



Gordon & Julie  
Herbert  
FOUNDER USA



Stephne Hilgendorf



Jesse & Natalie Hill



Leonard & Danielle Hillman



Julie & Kaulin Hinton



Gregory & Susanna Hobelman



Bill & Jody Hoffman



Toni & Robert Holland



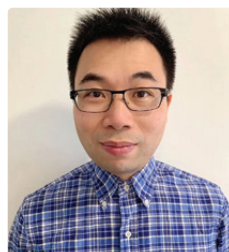
Kathy Houle



Jeni Houston



Kelli Howie



Gang Jiao Huang



Amy Huffman



Christy & Reid Hughes



Jeanese Humbert



Rick & Kathy Hunsaker



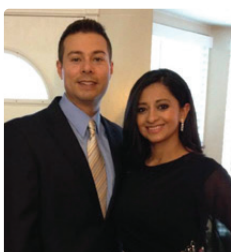
BJ & Megan Hunter



Mary Hyatt



Dr. Dan & Kelly Irizarry



Marco & Elisa Jaeger  
FOUNDER ECU



Jasmine Jafferali



Rob & Wendy James  
FOUNDER USA



Bebe McFall-Jelineo



Christina & Lewis Jessup



Aaron & Jessa Johnson



Kiley & Nora Johnson



Tony & Donette Johnson



Brian & Rachel Jones

# Diamonds



Leland & Robin  
Jones



Lisa & Richard Jones



Patrick & Rachel  
Joos



Hagan & Dena  
Jordan



Malia Kaaihue &  
Duane DeSoto  
US FOUNDER 2.0



Jill Keiran



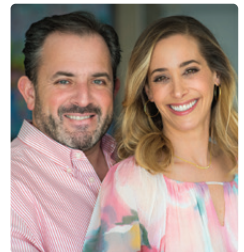
Traci Kennebeck



Mike & Kalli Kenney



Amy Killingsworth



Jessica Herzberg  
Klingbaum



Joe & Amber Kropf



Mandy & Freddy  
Kuhn



Spencer & Reta Kuhn



Stephanie Kutterer  
FOUNDER PWC



Jon Erik & Lynn  
Kvamme  
FOUNDER EUR



Audrey Laforge



Dr. Kellie Lancaster  
FOUNDER PWC



David & Lois Lane



Jim & Carolyn Lange



Laurie Langfitt



Alisha & Jonathan  
LaTour



James & Michie  
Layton



Brianne Leah



Nolan & Pat Leavitt  
FOUNDER USA



John & Caroline Lee



Young Lee



Jasmine Lemoyne



Zach & Kyrene Lessig



Dr. Daniel & Katie  
Leverenz



Chad & Jodi Lewis



Feng You Li  
FOUNDER NACL



Jonathan & Rachel  
Linch



Titan Liu  
FOUNDER NACL



Gabriel & Holly Lo  
FOUNDER CAN



Katrina Lotts



Avasa & Matthew  
Love



Shelly Loyd



Steve & Tracy Lyman



Jasmine Ma



Jing Ma & Jinhui  
Wang



Betty Magill



Brooke Magleby



Desiree Mangandog



Rainbeau Mars



Lucinda Martin



Suzy Martyn



Oksana Master



Elizabeth & Manny  
Matsakis



Paul & Kristin Mayo



Victoria McAdams

# Diamonds



Tony & Aimee  
McClellan



Keith & Keri McCoy



Brittany McDonald



Sharon & Jason  
McDonald



Jeanne McMurry



Jena McNabb



Roger & Carol-Ann  
Mendoza



Priscilla & Jerry  
Messmer



David & Tammy  
Miller



Justin & Ashlee  
Miller



Liu Min  
FOUNDER



Jana Mitten



Tiffany Momberger



Kayla Monson  
FOUNDER PWC



Greg & Dr. Julie  
Montgomery



Andy & Tiffany  
Moosman



Michael & Melissa  
Morgner



Marie-Christine  
Morin



Sophia Morrison



Howard Nakata



Ted & Alisia Nelson



Dr. Martha Nessler  
FOUNDER NZL



Megan Newmans



Cory & Stephanie  
Newton



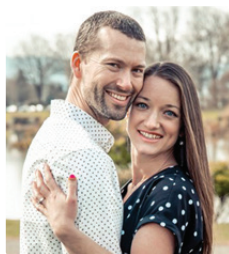
Julia Nicholson



Jeff & Brooke Nigl



Eric & Krissy Nordhoff



Austin & Amber Nordstrom



Kerry & Denise Norris



Adam & Tami Nuhfer



Crystal Nyman



Jenni Rae Oates



Bernadette O'Donnell



John & Amanda Olsen



Stephen & Dawn Olsen



Heather O'Meara



John & Kim Overpeck



Melody Painter Layton



Jim Rohr & Jennifer Pansa Rohr



Maranatha Parke



Robert & Janelle Parrington



Rodney & Elaine Parsley



Sandra Pascal



Espie & Joel Pasigan



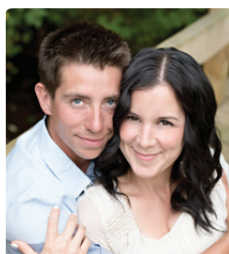
Cynthia Patience



Luciana Paz  
FOUNDER NAL



Dr. Charles & Anna Penick



Sarah-Jane Pepper & Tyler Herr



Sarah Perkins



Christina Peters & Michelle McVaney

# Diamonds



Preston & Tena  
Pettis



Spencer & Laura  
Pettit



Mirela Benvenuti  
Chaves Piazz  
FOUNDER BRA



Emmy Pickering



Brian & Jen Pinter



Frani Pisano & Herb  
Hoelle



Stephanie Poe



Tom & Carrie Polifka



Katrina & Matthew  
Potter



Geralyn Power &  
Daniel Salomons



Julie Preas



Jessica Press



Jessica Preston



Aubrey & Bobby  
Pruneda



Kristel Ramirez



Jamie & Justin  
Rathjen



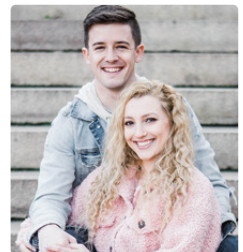
Corrie Ratzat



Dick Ray & Stacy  
Paulsen



Angela Reed  
FOUNDER PWC



Matthew & Heather  
Reed  
US FOUNDER 2.0



Amanda Reese



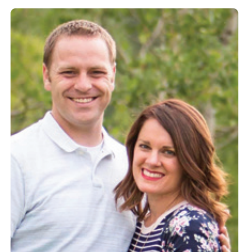
Meredith Reilly



Jim & Christy  
Richman



Burke & Natalie  
Rigby  
FOUNDER USA



Adam & Nisha Riggs



Jacqueline Ritz



Craig & Mary Robbins



James & Kelly  
Robison



Ivette Rodriguez  
FOUNDER ECU



Michael & Tracie  
Roesbery



Adriana Rogers



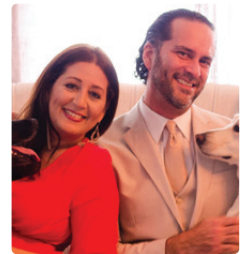
Giulia & Daniel  
Rogers



Brittany Roscheck



Cort & Karli Roszell  
FOUNDER CAN



Teresita Ruiz & Raul  
Ortiz  
FOUNDER NAL



Christine Russell



Dr. Andrea Ryan



Jessica Ryan



JoAnna Sacco



Eric & Gale Sandgren



Adrian & Roxy Saran



Stacey Sarros



Dena Schultz



Jane Schweitzer  
FOUNDER CAN



Steve & Chelsea  
Scott



Judith Sears



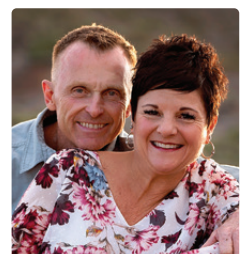
Chrissy Seibel



Wendy Shattuck



Kevin & Keshia  
Sheets



Larry & Nikki Shorts

# Diamonds



Bernadeth Silva



Rachel & Scott Sirota



Mary Sisti



Kim & Darren Smadis



Tom & Erin Smeigh



Adam & Rigel Smith



Drs. Jordan & Tracey Smith



Heidi & Jared Smith



Kali Smith



Lana Draney Smith



Jennifer Snell



Marcy Snodgrass



Sheena & Tassajara Souza



Olga Spitzer



Megan Spoelstra



Dave & Callie Steuer



Brad & Fernanda Stewart  
FOUNDER BRA



Julie Stoesz



Phil & Leeann Stork



Victoria Strelnikova



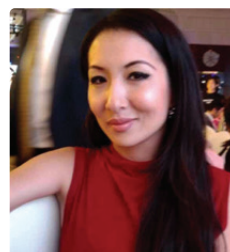
Dr. Mara Sussman



Jeremiah & Bethany Sweet



Samuel & Melissa Taeu



Carol Tan



Joy Tarpley



Michelle & Scott  
Tease



Joe & Anne Tetzlaff



Olivia Thai



Pramela Thiagesan



Lauranell Thomas



Dr. Lynn Thompson



Tyler & Kristin Tigges



Julia Tilinga



Bill & Erleen Tilton



Michael & Jen  
Tomazincic



Glenn & Jessica  
Travis



Jason & Allison Tripp



Kari Uetz



Carolina Uribe  
FOUNDER COL



Ryan & Melissa  
Vallenga



Cierra & Tanner  
VanderPol



Chad & Esther  
Vermillion



Sondra Verva



Carrie Vitt



Brooke Vreeman



Heather & Aaron  
Wade



Kenny & Stephanie  
Wahlberg



Amanda Walljasper-  
Tate



Eric & Sandra Wang



Li Li Wang

# Diamonds

---



Michelle Ward



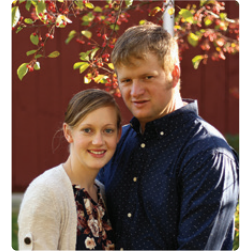
Ben & Megan  
Warden



Zach & Kelsey  
Watson



David & Michelle  
Weaver



Mari Weaver



Roger Webb



Julie Weinberg &  
Meredith Kelly



Karen Welch



Lillian Wenger



Shauna Wetenkamp



Michelle White



Amy & Charlie  
Widmer



Suzanne & Derek  
Williams



Alana & Kyle Wilson



Mako Wilton



Julie Winder



Megan Winfrey



Neal Wong & Lisa  
Nakamura



John & Jessica  
Wright



Joey & Cachay  
Wyson



**Edward & Linda Ye**  
FOUNDER



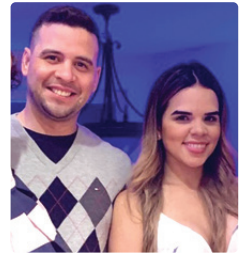
**Elena Yordan**



**Daniela Yordanova & Sava Savov**



**John & Debbie Younggren**



**Jexika Zambrano**  
FOUNDER NAL



**Kristi Rehm**



**Gary Zhou & Laura Wang**  
FOUNDER



**Scott & Lisa Zimmer**



**Liliya Zotta**

---

**Diamonds Not Pictured:**

George Jr. Kleinsasser



# Platinums



Atanaska Adams



Dayana Alonso



Kelly Alvis



Katchie Ananda



Carolyn Anderson



Kelly Andrews



Monika Arenas



Mackenzie Banta



Becky Barney



Lisa Bearinger



Paul & Lisa  
Bergman



Vanessa Berlanga



Melford &  
Concetta Bibens



Shawna Bielman



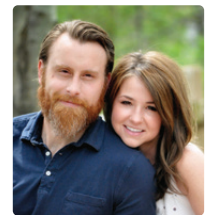
Gabe & Stefanie  
Birrer



Sarah & Cris Blair



Ryan & Jessi  
Boschma



Mark & Rebecca  
Botts



Melanie Boutin



Amelia Breedon



Mathieu Briand



Jake & Alexa  
Brodsky



Patrick & Kathryn  
Brown



Stefanie Clark



Annika Buckle



Toni Bunting



John & Lauren  
Busch



Heidi Cales



Dawn & Marcello  
Calvinisti



Lisa Canipelli Gray



Ben & Adabelle  
Carson



Natalie & Brian  
Carson



Elicia Casey



Wei-Chen Chen &  
Hsiu-Min Huang



David & Jaclyn  
Child



Angela Childs



**Gina Cho**  
FOUNDER PWC



**Troy & Dorothy  
Civitillo**



**Jessica & Nic Clark**



**Kenneth & Hope  
Clark**



**Mike & Rachelle  
Cleary**



**Allison Cochran**  
FOUNDER CAN



**Rick & Alisse Coil**



**Matthew & Amiee  
Conner**



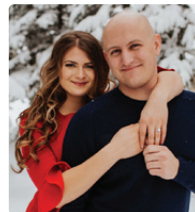
**Joan Coon**



**Luisa Crane**



**Shannon Cutting**



**Braden & Marisa  
Dalton**



**Brittany & Andy  
Davidson**



**Paulette Davis**



**Aimee Decaigny**



**Valerie Dion**



**Susan Dyess**



**Ginny Edmunds**



**Jessica Edstrom**



**Joel & Fay Epps**



**Dawn Farris**



**Enwei Feng**



**Rindy Fenlon**



**Sherrie Ferrell**



**Glenda Flynn**



**Samson & Leticia  
Folau**



**Marcia Friaca**



**Paul & Stephanie  
Fritz**



**Amy Fullmer**



**Raphaelle Gagnon**



**Jenny Gann-  
Dudgeon**



**Hong Gao**



**Steve & Laura  
Garcia**



**Christina Gardner**



**Daren & Crystelle  
Gates**



**Leika Garcia  
Gesualdo**  
FOUNDER NAL

# Platinums



Brandon & Lindsey  
Gifford



Kristann Gillies



David Goldberg



Carmen Goldstein



Obando Gonzalez



Griffin Gunderson



Melissa Guthrie



Tasha Hakeem



Anastasia  
Halcomb



Mike & Suzanne  
Hall



Terese Hamilton



Gracie Hammer



Cliff & PJ Hanks



Giada Hansen



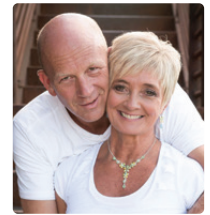
Curtis Harding



Natalie Harris



Jalissa Hartgrave



Garth & Julie  
Haslem



Lauren Hayden



Deb Hellman



Terry & Maria  
Heuser-Gassaway



Paula Hobson



Shaleen Hogan



Brent & Annie  
Hone



Joy Horseman



Kriquett Howells



Jeffery & Miranda  
Hu



Mary Kay  
Huesdash



Katie Hussong



Dr. Kevin Hutter



Cynthia Incze  
FOUNDER CAN



Caroline Jackson



Lindsey Jafferali



Erin Johnson



Nancy Johnson



Rachel Jones



Tiffani Jones



Jessica Jovanovich



Lisa Jurecko



Sandy Kalisch



Leah Karratti



Jamie Kasarda



Krista Kehoe



Colin & Jen Kelly



Tracy Keough



Dr. Jennifer Keys



Melissa King



Chris & Gary  
Kirschbaum



Lindsay Knapp



Mike & Megan  
Knorpp



Hillary LaMay



Garrison & Cindy  
Landes



Amber Landry



Shara Langford



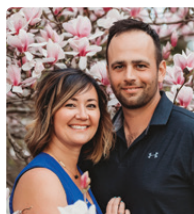
Alison Langridge



Monika Lavoie &  
Jackson Baskaran



Mike & Nicky  
Lawnsby



Rebecca  
Leonardes



Chuck & Christina  
LeRose



Erin Leveaux



Helen Man Li



Amanda Litschke



Lihua Liu



Jessica Lourie



Max & Liz  
Lowenstein  
FOUNDER PWC



Tom & Ari Lower



Heidi Luekenga



Adele Lurie  
FOUNDER CAM



Joana Magnani  
FOUNDER NAL



Andrea Manus



Berny & Janet  
Marquez



Cris & Patty  
Martinez

# Platinums



Keiko Marutani



Christine McCue



Suzanne & Robert  
McGee



Amanda McHugh



Amy McKinley



John & Eileen  
McLean



Angela Melton



Dr. Allie & Dave  
Mendelson



Wendy Mendoza



Jennifer Mixdorf



Bettina Moench



Allison Mona



Shirley Morhet



Paula Ramos  
Morrissey



Aislinn Mueller



Katelyn Neil



Jill Nguyen



Renee Novello



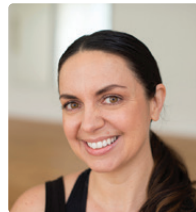
Anna Offman



Suzana Oliveira



Robert & Holly  
Olmstead



Stacie Orsagh



Pam Parkinson



John & Laura  
Pasternak



Christine Payne



Katee Payne



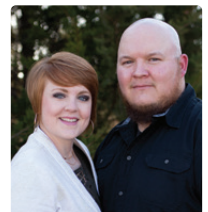
Garrett & Mariah  
Peskin



Betsy Peterson



Jamie Peterson



Malcolm & Amy  
Philbrick



Alena Pidgursky



Angela Pijanowski



Zhang Ping



Britt Pirtle



Shelly Pomeroy



Lisa Powers



Matthew & Rachel  
Primeau



Tracy Prince



Audrey  
Provencher



Katie Ragsdale



Amanda & Kevin  
Rahija



Janet Ramer



Krista Randall



Kelly Reagan



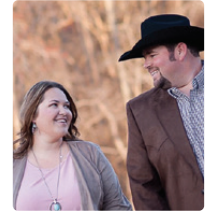
Barbara Rempel  
FOUNDER CAN



Bethany Reynolds



Jennifer & Veron  
Roberts



Shawn & Amanda  
Roberts



Candace Romero



Joan Rosenbaum



Mona Rousseau



Patrick & Mandy  
Rowland



Mindy Rowser



Josée Ruelland



Becki Ruh



Rui & Jeana Santos  
FOUNDER PWC



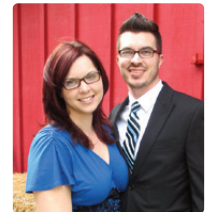
Audrey Saunders



Leslie Schmidt



Katie & Carlyle  
Schomberg



Amy & Garrett  
Schultz



Denise  
Schwendeman



Jared & Brooke  
Scott



Julie Ann Scott



Carolyn Kanani  
Sargent



Debbie Sharp



Jennifer Shaw



Courtney &  
Nicholas Shepard



Amanda Silich



Elena Simmons



Dianna Smith



Melissa Smith



Elizabeth Sokol

# Platinums



John & Jennifer  
Sorensen



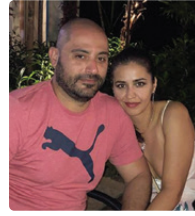
Ashley Srokosz



Tammy Steuber



Wade & Christine  
Stolworthy



Elena Stoyanova



Elizabeth & Elena  
Swan



Kelly Taylor



Qun Teng



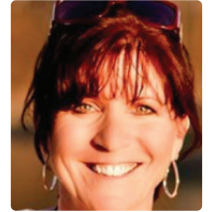
Kelly & Keith Terry



Alicia Thomas



Evan & Adrienne  
Thomas



Jeff & Linda Tilley



Adiari Tineo  
FOUNDER NAL



Ani Torosyan



Alicia Torres Geary



Jennifer Upchurch



Karolyn  
Vaillancourt



Alison van  
Zandbergen



Jennifer Vasich



Patsy Vega



Mélanie Venne &  
Marc Thibaudeau



Chad & Susie  
Walby



Jed & Pam  
Waldron



Brent & Jenny  
Walsh



Kim Walter



Austin & Jocelyn  
Wary



Raynah Wasson



Lane & Angela  
Watkins



Dana & David  
Watts



Kate Welch



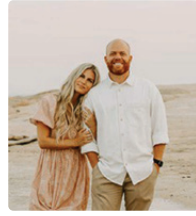
Aaron & Dr. Rachel  
Whaley



Leon & Bonnie  
White



Emili & Dallan  
Whitney



Benjamin & Erin  
Wilkins



Lori Williams



Rob & Melissa  
Wilson



Fred & Marti  
Winkler



Rhianna Wisdom



Kristen Yousef



Fanny Zaldumbide  
FOUNDER ECU



Chrystelle  
Zimmerman



Sigal Zoldan

---

**Platinums Not Pictured:**

Carlos Baldemar  
Benjamin Caux  
Ning Dai  
Hugh Haller

Jishu Kang  
Katie Miller  
Sam Oldham

Francisco  
Rodriguez  
Steven & Carolann  
Stream

Guijun Liu Dezhu  
Wang  
Kaili Wardwell

Kevin Warwood  
Zhengguang Xie  
Lexian Zeng &  
Yvonne Huang

Peterson  
Baosheng Zhou

*Recognition is based on the highest rank reached two times in the previous six months. Recognition is current as of March 2021.*



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UTAH

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background in white.



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