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dōTERRA®RECOGNITION MAGAZINE 54

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Do not follow where the path may lead. Go instead where there is no path and leave a trail.

Ralph Waldo Emerson







North America Chinese Region



Business Tools

180 Business Tools and Resources

Recognition

- **186** Triple Diamonds
- 186 Double Presidential Diamonds
- **187** Double Blue Diamonds
- **187** Double Diamonds
- 188 Presidential Diamonds
- 190 Blue Diamonds
- 194 Diamonds
- 205 Platinums
- 213 Golds

Pacific Region

15

Congratulations US Founder Club 2.0 Members

In 2008, when the original nineteen founders went for their spots in Founders Club, there was no guarantee their efforts would lead anywhere. Founders Club was designed to inspire builders to rise up and succeed, and that's exactly what they did. These wonderful individuals carved a path and set the standard—proving that the dōTERRA business opportunity is for anyone who has the desire to make it happen.

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To commemorate the amazing progress and growth of dōTERRA, a new kind of Founders Club was started—US Founders Club 2.0. a golden opportunity to become a nextgeneration founder. Many began the race, but only 167 dedicated leaders crossed the finish line. This special edition of Essential Leadership is dedicated to them. Throughout this process, each member of Founders Club 2.0 has built their business with consistency and courage, and along the way has empowered others to do the same. This amazing group of business builders proves that with persistence and belief in yourself, anyone can reach their goals.

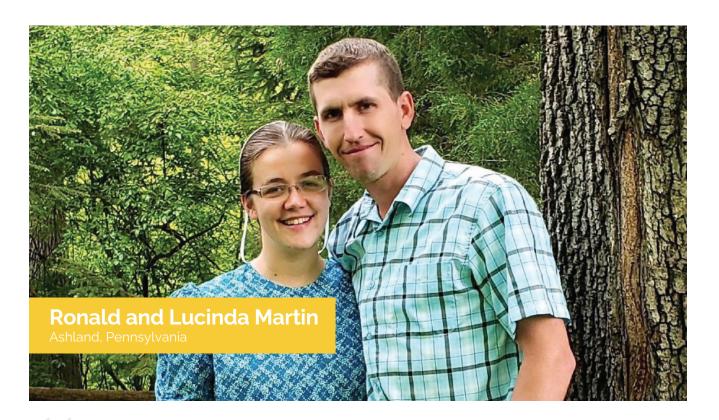
RECOGNITION MAGAZINE | 7



Northeast Region

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9



US Founders Club 2.0 has been a gift straight from God. When we started our business in 2019, we saw dōTERRA as a way we could serve our community by offering and educating about natural health solutions something that many people around us needed. It's been one of the greatest blessings to be a vessel of service to those around us.

"Has it been easy? No. When we change for the better, there's always the risk of being misunderstood, but God has been faithful, and we love this business. Some of our favorite scripture verses throughout this journey have been 2 Corinthians 9:6 and 8: 'Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.... And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work.' We're grateful to God for the abundance he's blessed us with.

Ronald and Lucinda live with their four children in central Pennsylvania. Their family enjoys the great outdoors, especially taking long afternoon trail rides through their woods and over the mountains. Ronald enjoys hunting and outdoor recreation, while Lucinda loves homemaking; caring for her children, and, of course, building her dōTERRA business. Education, healthcare, and people have been some of Lucinda's favorite things for as long as she can remember, and dōTERRA perfectly combines all three.

David and Michelle Weaver

Middleburg, Pennsylvania

I love to lead with my top strengths and use them to benefit my team. Leaning into my strategy strength helps my team set goals and make a plan, and I encourage them as we execute our plan together. I truly believe our mindset determines the miracles we recognize around us. My favorite quote for my business is, 'Don't quit before the miracles happen.'

David, Michelle, and their three children love spending time together in nature and at their cabin. Building their dōTERRA business has been a big part of their family. The Weavers' dōTERRA team has become their family as well, inspiring the Weavers every day to show up and continue sharing natural products with those around them.

After visiting Kenya in 2023, where they saw the impact dōTERRA Cō-Impact Sourcing[®] program has on the families and small-scale farmers there, sharing essential oils took on a new meaning and gave them more inspiration.



Jamie and Marilou Weaver

Beaver Springs, Pennsylvania

Becoming a US Founder 2.0 has taught me in so many ways that our minds are our most powerful tools. Belief and gratitude won't only change our businesses but our entire lives. We'll find there's always more than enough to go around. We never know who's praying for what we have to offer. Go believe in someone today!

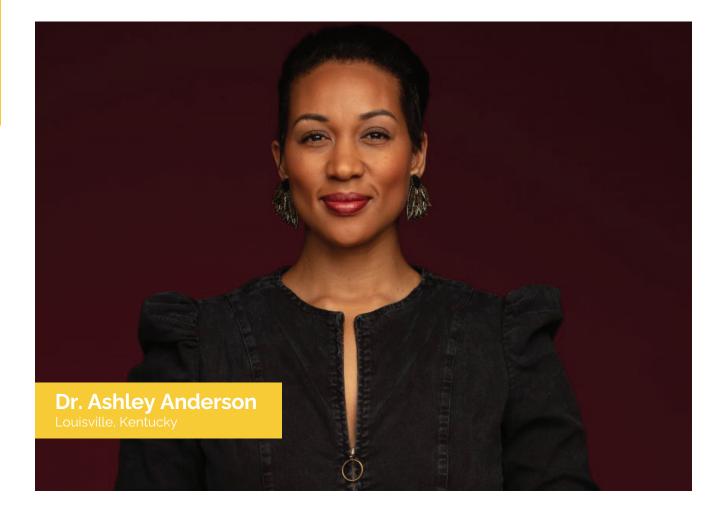
"I still remember the days I prayed for the miracles I have now." As long as she could remember, Marilou wanted to be a wife and a mama. Those dreams came true, and at 19 she married her teenage sweetheart and best friend. They now have four beautiful blessings and love to spend time outdoors hiking or hunting together. That journey of parenthood also led her to discover dōTERRA and the gift of essential oils. Serving has always been her passion, and nothing fills her cup like seeing her home and table full.





The key to my success lies in my unwavering commitment to consistency and my belief that challenges can be overcome. Embrace the mindset that no one person has the power to make or break your business. That power resides within you. What sets me apart as a business builder is my ability to see in others what they can't see in themselves. I help my leaders find the belief to build their vision and make it through challenges.

Windi is a devoted wife, mom, and grandma who's been navigating a unique journey since leaving home at 15. She found her passion for network marketing when she started exploring different opportunities at 18. As a dōTERRA Wellness Advocate of nine years, promoting holistic well-being has become her mission. She cherishes playing with her grandbabies, traveling with her soulmate, and entertaining her friends. These passions fuel her drive for success. dōTERRA has been a blessing in her pursuit of a fulfilling life. Her favorite saying is, "Love the life you live."



I draw inspiration from my children, Atlas and Ace. They're the reason I pursued US Founders Club 2.0, and they're why I keep going. I'm inspired by the life I believe they deserve and the opportunities I want to provide them. During my hardest moments or when things like lack of progress frustrate me, I close my eyes and imagine the future of my beautiful, well-rounded, well-traveled, successful, and financially savvy sons, who wholly love their mom and give her total peace of mind. It brings tears to my eyes every time and gets me refocused.

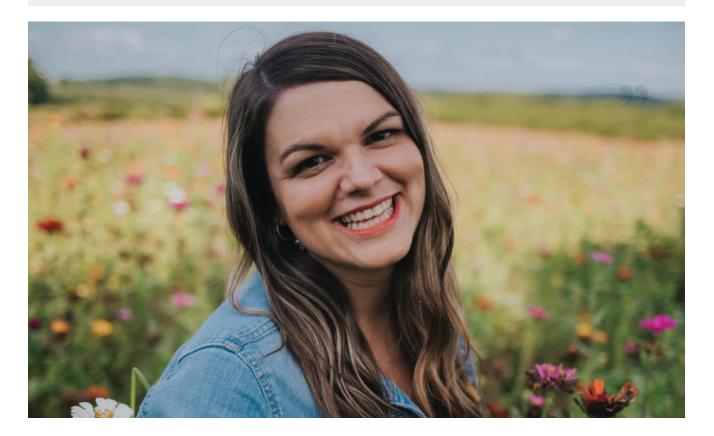
Dr. Ashley Anderson is an entrepreneur, blogger, influencer, and public speaker. She's the founder and CEO of Athena Health and Wellness—a women's health practice that is the first of its kind in Louisville, Kentucky—and a Gold dōTERRA leader. Dr. Anderson is a former international runway model, radio personality, and pageant competitor. She's mom to two handsome boys, Atlas and Ace, and is most passionate about inspiring other women and encouraging them to audaciously pursue greatness in their lives

Amber Drake

Marshall, Michigan

The keys to my success have been hard work, consistency, dedication, a clear vision, a strong team (I don't know what I would do without them), adaptability, and a willingness to learn from failures. My advice is to include your family on your journey. Every day, I had two kiddos asking me if I got points, and this pushed me to always show up. When you tell others about your goals and dreams, they hold you accountable. Have an accountability partner. Know who you are and approach this business authentically as yourself. Feel gratitude and create your own gratitude practice. On the hard days, focus on who and what you're struggling with most.

Amber is a proud mother of two lively, charming little boys who fill her life with joy. She started as a licensed professional counselor, a role that laid the foundation for her transition into helping individuals with both their physical health and mental well-being. For Amber, the connection between the mind and body is paramount, and she's passionate about nurturing it. Amber is an avid traveler, always seeking new experiences and knowledge. She cherishes the great outdoors and relishes trying new things.



Katrina and Matthew Potter

Chittenango, New York

The key to my success lies in addressing the aspects of myself that fostered a scarcity mindset. As I started the journey toward US Founders Club 2.0, my business faced a significant decline in rank, leading me to feel defeated. Recognizing the need for support, I leaned on those amazing mentors and coaches around me who could see what I couldn't see within myself. Collaborating with these mentors, I realized each obstacle presented a valuable life lesson, pushing me to evolve into a better version of myself. We all encounter challenging obstacles that weigh heavily on our path, but we have the choice to identify what personal growth or healing is required to change our perception of the situation.

Katrina has been a dōTERRA Wellness Advocate since 2014. Prior to building her dōTERRA business, she worked as a pediatric speech language pathologist. She's always been passionate about serving others. However, she was yearning for a profession that offered the freedom to live her life on her terms, rather than outside of her work hours. Katrina and her husband now have their own homestead and homeschool their two daughters. She's also an integrative holistic life coach, sharing her passion for emotional release and mindset work.



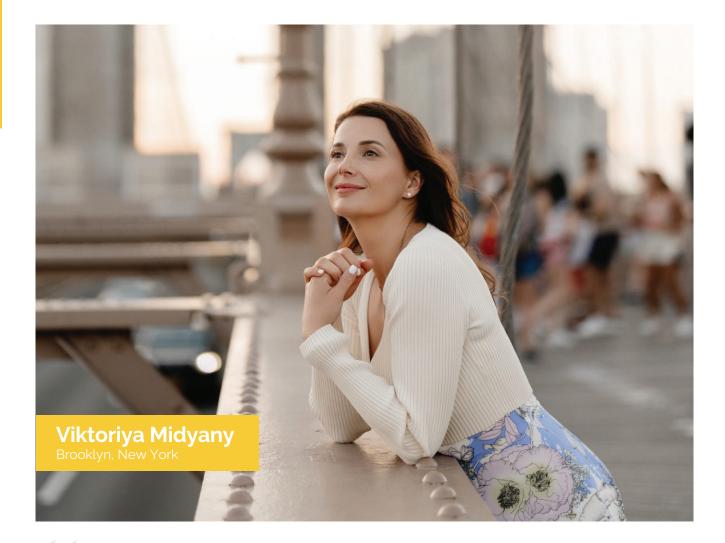
Joseph and Rachel Hoover

Port Trevorton, Pennsylvania

Our biggest support has been our mentors, Michelle and David Weaver, who strategized, encouraged, and inspired us through every stage of this journey. The inspiration to continue came from our qualifiers, who made our dreams a reality with their hard work and service. The challenges and opposition we received fueled this inspiration.

"What sets us apart is we work in person, spending quality time to hear personal needs and educate about a lifestyle where natural products are easily incorporated."

Joseph and Rachel are farmers in the rolling river hills of central Pennsylvania, where deer, coyotes, turkey, bald eagles, and an occasional black bear roam. They love rearing their five children with fresh air all around, blue skies overhead, and green grass underfoot. For Joseph and Rachel, responsibly cultivating stewardship of God's creations in partnership with Him, is their biggest desire. Joseph is passionate about agronomy and animal nutrition. Rachel excels in cooking, enjoys hosting, and dreams up details for improvement projects around the farm. As a family, the Hoovers enjoy outdoor activities like berry picking, sledding, nature hikes, farm walks for earthworm activity, crop growth checks, and tailgate dinners in the fields.



Starting the journey toward US Founders Club 2.0 reminded me that even the toughest goals can be achieved, no matter how impossible they may seem. The path had its challenges and moments of doubt, but I knew every successful business faces trials. This fact kept me moving forward. Throughout my journey, I underwent a noticeable transformation, realizing so many possibilities that surround us are often overlooked. My teammates were a source of constant inspiration, and I never lost sight of my inner purpose. My success has been dependent on a strong belief in achieving greatness and supported by self-discipline.

Viktoriya is a parent to two boys, ages 11 and 14. A former pro badminton player, she now competes in fencing. Health and personal growth are her focus. She's an avid traveler and fan of cold-water swims. She's also passionate about business and entrepreneurship and loves delving into the complexities of startups and established ventures. Driven by determination and curiosity, Viktoriya sees every day as a chance to inspire.

Claudia and Gabor Cornilliac

Pembroke Pines, Florida

Participating in US Founders Club 2.0 changed us in many ways. We are also NAL Founders, but the big difference was we became NAL Founders without meaning to. To reach US Founders 2.0, we had to set goals and go for them. At one point, we almost quit because it seemed impossible, but we received caring and encouraging words from colleagues, and we decided not to give up. We love to help and empower others. That's what fills our hearts and has helped us overcome any obstacle that's been in our way.

Claudia and Gabor are a Venezuelan couple who migrated to Canada 10 years ago. They have three children: JD, 22; Cris, seven; and Oli, four. They found dōTERRA while looking for natural health solutions for their daughter and fell in love with the products. They've been actively and successfully building their dōTERRA business since 2020. Despite much adversity, they've forged their own path. Claudia and Gabor are authentic and resilient professionals who are always looking to help others and improve their lives.



Jon and Rachel Linch

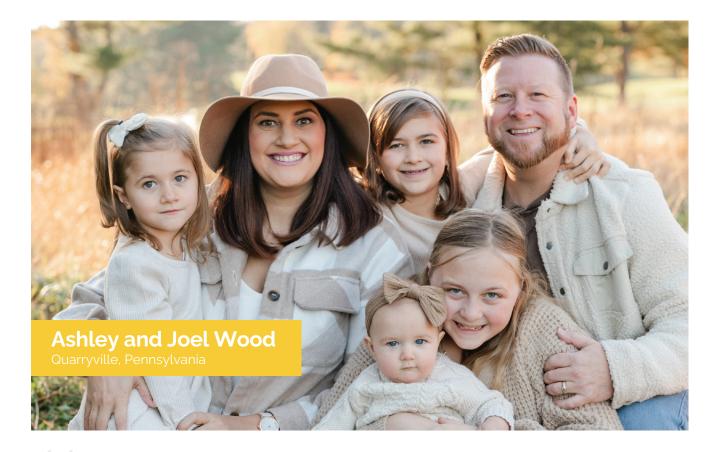
Quarryville, Pennsylvania

We never really thought seriously about pushing for US Founders Club 2.0 until December 2022. At an event, Emily Wright told us not to just think about it, but to also make up our mind and do it! We accepted her challenge and encouragement and reached our goal four months later. We now realize what we can accomplish and what we can help others accomplish by believing in them and helping them catch the vision. Belief is so powerful!

"We are so very thankful to God for the strength and help he gave us through our journey. He made it possible! We're also grateful to those who believed in us and cheered us on through the hard times and our moments of self-doubt. Our mentors—Jerry and Laura Jacobs, Andy and Natalie Goddard, and Rachel Carter—provided unwavering support and believed in us. They saw our potential even when we couldn't see it in ourselves. Their guidance and encouragement were instrumental in achieving this huge milestone.

In 2010, Rachel and Jon started their life-changing journey with dōTERRA after they used dōTERRA essential oils to help their struggling baby. Since then, their vision and passion have extended from supporting their family's health to changing the world and touching the lives of those around them. Rachel and Jon are so thankful to partner with a company like dōTERRA. They and their four children enjoy hiking, spending time outdoors, traveling, and sightseeing. They've been blessed to travel the world doing what they love to do.





This journey has been anything but easy, and there were many times it looked like the end was too far away. But what helped us keep pressing forward to the end—the key to our success—was believing in ourselves, working consistently, continuing to put one foot in front of the other, and pushing through many obstacles and setbacks. Through all of that, we both learned and proved we can do hard things. And with many ups and downs, failures and successes, as well as challenges, God showed us that he can use us (or you or anyone) because he's not looking for greatness. He's looking for willingness and faithfulness. I'm a living testament to the fact that God is in the business of doing great things through the most unlikely of people.

Ashley is mom to four beautiful daughters, Madalyn, Haven, Brooklyn, and Hollyn. She loves homeschool education, home décor, amusement parks, and of course, great coffee shops. More than all that, she loves partnering with her husband of 15 years—a dedicated pastor. Ashley and Joel love to serve, help, and pray for others in meaningful ways. They are focused on making sure all they do is grounded in love.



My family and my uplines were among my biggest cheerleaders and sources of inspiration during my journey. Having someone who never gives up on you and encourages you to get up and keep going even on your hardest day is a priceless blessing. My best advice is to not try to be who you aren't. Being the authentic you that God created brings freedom and creates joy around what you do. It allows you to let more people into your life who need what you have and lets you bless in more abundant ways. Giving my business back to God has brought blessings beyond imagination!

Connecting with family and friends is so important to Rebekah. You can often find her traveling to visit her family, which is spread throughout different states in the northeast; to support her team; or to visit another fun destination. She spent her childhood in Northern Vermont, surrounded by mountains and trees. She enjoys all things outdoors and loves hiking, kayaking, gardening, and spending quiet time in the woods.

Dr. Jennifer Shell

West Bloomfield, Michigan

Elyse Hanselman has been my inspiration since I started with dōTERRA. I'm so lucky to have her as my upline. Her work ethic and grit have inspired me to push past my comfort zone and do and accomplish things I never knew were possible until I watched her and followed. The key to my success has been investing in my own personal development. I try to read 25–30 books a year on personal development. I now view fear as excitement and never think myself out of things—I always just start doing whatever it is. You have to constantly grow and expand and never let fear stop you!

Dr. Jennifer Shell is a chiropractor, wife, and mom to two awesome teenage boys. 25 years ago, she was diagnosed with a debilitating condition affecting her vocal cords, which caused her to become introverted and self-conscious. With dōTERRA, she's realized her mission to help others is much bigger than herself. She now operates from a place of service and that brings her immense joy. Because of her dōTERRA journey, she's now a totally different person who believes life to be full of abundance, beauty, and joy.



Anya Shteynberg

New York, New York

The reason I decided to grow as a leader and build a team with like-minded leaders is my pursuit of flexibility. dōTERRA creates opportunities for me and my leaders to grow and achieve creative and geographic opportunities. I want to continue helping people with various challenges. dōTERRA products keep expanding my toolbox—they help me empower people to trust natural solutions.

"Plus, dōTERRA has me spending more time in nature and is helping me see the world. I've visited many countries—from French Polynesia to Ireland—and the list of places I want to see is long! Most importantly, dōTERRA allows me to give back, as I donate money to a local shelter and support victims of war in Ukraine. dōTERRA inspires me to turn my dreams into achievable goals.

Anya is Belarusian by birth, American by destiny, and a New-Yorker by choice. She's a former competitive swimmer and a passionate soccer mom. She's been working as a speech pathologist since 2014. Anya continues to expand her knowledge in neuroscience, developmental and congenital deficits, and challenging behavios. She is excited to explore how natural solutions can significantly support wellbeing. She believes reading and travel are the best educators and nature is the best health solution. Anya loves animals, and her Boston terrier, Luna, makes her smile every day. Her favorite saying guides her when life gets too crazy: "Nature doesn't hurry, yet everything gets accomplished."





Throughout our journey, there were good days, but there were also days that it didn't work out as planned. It taught us in many ways that consistency is key. Team collaboration, weekly team zoom calls, our upline, our team, and our account managers have all played a huge role in our success. Our upline has not only invested a lot of time but also showed us what great leadership looks like. There's always more to learn, so be teachable, set clear goals, be yourself, and show up to serve.

Dorothy and Menno have been blessed with two very busy little guys that absolutely love being outdoors and exploring. Prior to building their dōTERRA business, they owned their family's bakery. Dorothy comes from a family of 10 and has many precious memories of working on the family dairy farm, where everyone had to pitch in. She still likes to make pastries and donuts to relax. In March of 2020, she was introduced to dōTERRA. Dorothy and Menno knew right away it was something they wanted to pursue, not only for the products but also for the lifestyle they could create for their family.



The process of deciding to actually participate in US Founders Club 2.0 was a huge step in my healing process, lifting me from grief and destroyed confidence. Through specific prayer and confirmations from God and my family, I received the courage to go for it. My number one piece of advice—and something I wish I had done sooner—is invite your team to go with you on this journey. They were the key to my success, and I was so inspired by them. I am incredibly thankful to my upline, Rachel Linch, who made this goal with me, and our mentors, Laura Jacobs and Natalie Goddard, who were so consistent in their steadfast confidence that we could and would make it.

Susanna is a busy wife and mom to four teenagers. Through her animals, garden, ministry, school, and friends, her life is full and blessed.

Shawn and Kari Boll

Denver, Pennsylvania

If we could give ourselves advice before starting this journey, it would've been to set boundaries with our business and the rest of life's responsibilities. To clear up our priorities, learn to time block, but also give ourselves grace for when we messed up. When running hard for a big goal, plan and write out a clear, easyto-follow path that's broken up into doable tasks. Pray, seek to serve others over making a sale, and don't give up when it feels like you're spinning in circles instead of moving forward.

Shawn and Kari live in the beautiful, rich agriculture of Lancaster, Pennsylvania. Shawn grew up there, but Kari was raised in the thumb of Michigan, surrounded by the stunning lakes. Shawn works in steel building construction and enjoys supervising his many jobs. Kari used to be a wedding photographer before having their daughter, Arielle; learning about dōTERRA, and starting her business a few months later. Shawn and Kari have been married for six years and traveled to Australia for their honeymoon, where they dream of returning someday. They're thankful for the grace of God in their lives and his guidance this far in their journey together.



Wadson and Danille Miranda

Melville, New York

We would like to honor and thank our God because without Him in this process it would be literally impossible to achieve Founders 2.0. He strengthened us all the way through it and gave us signs that we should keep going. We were skeptical of network marketing, but with the help of Matt Hall, we realized that dōTERRA is different. Matt also pushed us to pursue Founders 2.0 and we worked tirelessly for two months together with our team. Rise Up team, you are the dream team, this achievement belongs to you too, it is ours. It's such an honor to belong to the dōTERRA family.

Wadson and Danille have 3 kids, Anthony, Melissa, and Thomas and an Aussie Doodle named Jack. The Mirandas are originally from Brazil, but have lived in New York for the past 30 years. They love the beach, traveling, cooking together, and having conversations every night around the table. They love the Lord above all things and serving people is their passion.

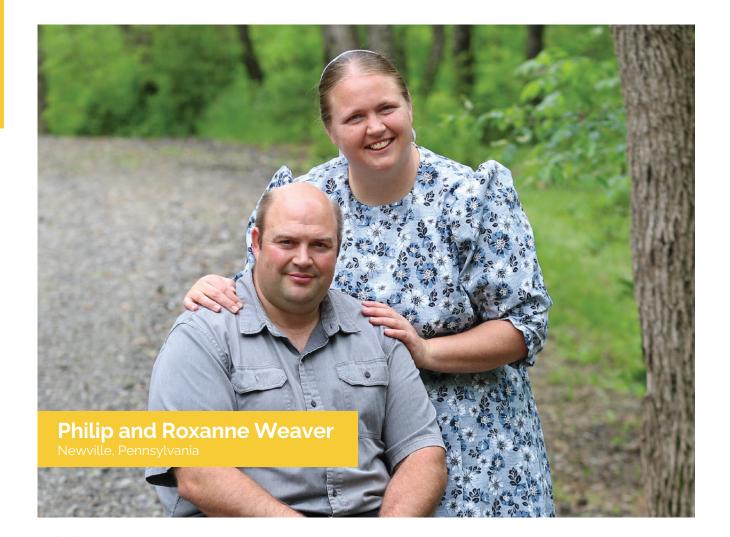




Founders 2.0 program completely changed my understanding of the dōTERRA business. I started strong in 2019, grew to Diamond in less than 2 years, but then stagnated. But only during my Founder's Club 2.0 journey did I really understand the concept of building up assets, like the water pipe story.

"The dōTERRA business opportunity can bring you self-realization, financial support, joy, fulfillment, and a legacy. My path on this journey was slow, and sometimes it seemed impossible, but my belief in the company, the product, plus the consistency and teamwork with my with my close-knit helped me get the position.

Alena was born and raised in Russia and moved to New York City in 2007, where she met her husband. Now they have 2 daughters, Stefania (9) and Veronica (7). Alena is an ex-accountant. She is passionate about growing the community of people interested in natural solutions. She loves to learn and travel and spend time with her family and team.



When the Founders 2.0 program was announced we had just started our dōTERRA business and we didn't consider going for it. It looked too big and overwhelming. When our upline, Conrad and Lillian Wenger came to us and explained how it worked, and they encouraged us to go for it. We had our struggles along the way and were ready to give up many times! God was always there, showing us that he cared about us and our business. This journey has helped me grow in so many areas in my life. It has also helped me realize there are many moms out there who are searching for safe and natural solutions for their families.

Philip and Roxanne live on 5 acres in Central Pennsylvania with their 3 girls, Abigail, Annalisa, and Angie. As a family, they enjoy spending time outdoors, riding bikes, spending time in the pool when it's warm out, and doing anything related to their large vegetable and flower garden. Sharing health and wellness with friends and family has become a big part of their life. The Weavers are so grateful for the amazing supplements and essential oils that doTERRA offers.

Michael and Susie Stoltzfus

Allenwood, Pennsylvania

From the beginning I loved the products and shared them with friends and family, but US Founders Club 2.0 sparked excitement to meet new people, teach classes, and build our business again. I'm particularly grateful for three people who specifically influenced us: our upline, Susanna Hobelman, who lit a fire of excitement and challenged us to go for US Founders 2.0; my mom, who helped me every step of the way; and my brother, Leroy, who stepped in at a critical time in the last month and motivated me to finish in spite of the obstacles. I love what I've learned and experienced and cherish the growth my team has seen this year. I'm excited for what's yet to come!

The Stoltzfuses are a busy Amish family who love quality time riding horses and being together. Susie also loves her massage work and sharing essential oils with . . . well, everyone.

Conrad and Lillian Wenger

Blain, Pennsylvania

When this opportunity was announced, it simply felt like we were being called to it. This business opportunity is two sided, along with financial blessings there is personal growth that comes right along each step of the way. God used this experience to grow and stretch us in ways we never imagined. We are so blessed to have many friendships that have been cultivated from this experience. Teaching wellness classes will never get old, it's where I thrive. Seeing others experience wellness changes for them and their families is humbling. To all my dear dōTERRA customers, I count it as a privilege to be able to serve you. The amazing friendships that we have been able to create are invaluable to me. To all my beautiful team, I want to take a moment to express our heartfelt gratitude for each of you. Your dedication, passion, and hard work as Wellness Advocates have truly made a difference. Your commitment to sharing, teaching, and supporting your community is inspiring. The precious friendships that have been created with you are priceless. Thank you for being an amazing team, Conrad and Lare deeply grateful to have you in our lives, we are cheering you on!

Conrad, Lillian, and their 4 children live in the small rural town of Blain, PA. As a family they love spending time in the mountains, traveling to visit friends, and doing projects together. Conrad loves to challenge himself to grow, whether that be developing teams or pursuing new adventures or skills. Lillian loves connecting with people and is passionate about teaching others the building blocks of wellness. One of her favorite hobbies is enjoying the great outdoors digging in her flowerbeds.



Not Featured

Lydia Nolt Kathryn Lauren



Southeast Region



Becoming a US Founder 2.0 with dōTERRA has changed my life. It's helped me to realize I can accomplish anything, as long as I keep showing up, stay consistent, and never give up. If I could go back in time, I would've jumped all in right away and not been afraid to share. Build your belief in dōTERRA as a company and in the incredible products, and you'll never be afraid to share.

Traveling is Brittany's passion. She loves that dōTERRA gives her the flexibility to take her family on incredible adventures and make memories together. She also considers herself a nerd and loves learning and sharing her knowledge with others.

Eden Lee

Saint Cloud, Florida

The key to my success has been being present in every moment in my business. I always had big goals, but appreciating each step, milestone, and speed bump along the way kept me from feeling overwhelmed and burnt out. Earning a US Founders Club 2.0 spot has been such an incredible blessing in my life because it's made it possible for me to stay home with my babies while also building a thriving business that allows me to connect with incredible women worldwide. I never have to miss precious memories because of work and even get to involve my kids in the growth of my business. They're all team dōTERRA and are proud to represent this company in our home!

Eden is married to her best friend and has four kiddos that are her world. She spends her days homeschooling, creating new recipes, and exploring the world around her. She believes in living vibrantly and puts intention into all she does. Having fun is part of who she is, and that's why you can find her doing handstands between pancake flips and giving free concerts to her family during car rides. Eden lives by the mantra, "Life's what you make it," and is grateful for each new day she gets to create her life.



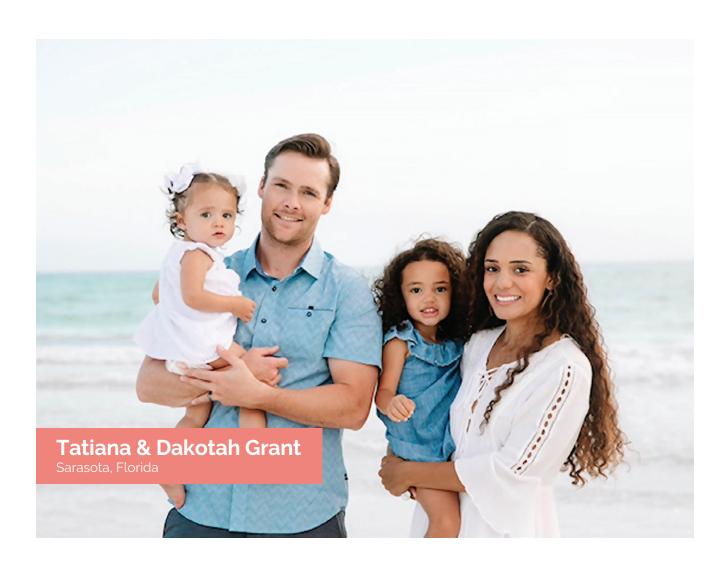
Kevin and Nicole Almeida

Kissimmee, Florida

We achieved our US Founders Club 2.0 spot during a season of our life like no other. Heartache, devastation, loss, and grief seemed to loom at almost every turn, but we met each of those obstacles with courage, hope, perseverance, and love. We're just two imperfect people who refused to give up on one another, our family, our dreams, and our legacy. Quitting was never an option, despite facing some of the most difficult challenges both personally and professionally. Our commitment to earning a spot in US Founders Cub 2.0 wasn't about the title but rather what it required us to become during the process. We're living proof you do hard things even when life throws you curveballs. As Muhammad Ali said, 'Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary.' We're forever grateful that impossible wasn't a part of our vocabulary during our journey to becoming US Founders 2.0.

Kevin and Nicole have been blessed with their six beautiful children, who have always been their Why. There's nothing more important to them than their family. The Almeidas enjoy simply being together, no matter the occasion. The best days are spent gathered in their living room, cheering for their favorite football team and laughing over the silliest things. They're also a pet-loving, fur baby–spoiling family with three Siberian huskies and three kitties whom they love and adore just as much as their human babies.





Participating in US Founders Club 2.0 has changed our lives and our outlook on the business. Before, we always looked at dōTERRA as more of a side hustle. But when this opportunity came, and we decided to go for it, we realized how much it could truly change our life. Since earning our spot, my husband has been able to join me in the business, which means we can spend so much time as a family with our two daughters. Being present with them as they grow up is priceless.

Tatiana lives in Sarasota, Florida, with her husband and two daughters. They love being outdoors, enjoying the beach and Disney days. Travel is their love language, which is one of the many reasons they love building a dōTERRA business.



I'm an introvert by nature. I enjoy thinking in my alone time. Often, ideas or creative solutions come to me while I'm taking a walk or sitting by the beaver dam in our back field. Quiet times of reflection and solace produce inspiration. I believe that comes straight from the Lord. He's my inspiration, my refuge, and my rock. I receive inspiration when I consider my Why or when I pay attention to everyday life—like when I see how my husband loves, provides for, and protects our family. Inspiration comes when I remember the work ethic and determination my father taught me and my mother's gentleness and compassion. I find inspiration in my children's laughter and my team's resiliency and unity. Inspiration comes in daily doses and in various forms. My advice is to take the time to intentionally look for it.

Family time is April and Steve's favorite thing. This year, they vacationed in Wyoming and Montana and had a wonderful experience. They love the outdoors, and one of their favorite things to do is go fishing (salt and fresh water). They love to hike trails, take out the boat, and spend time with the "rather tame" wild ducks in the creek-pond hybrid behind their home. April and Steve are also very involved in their church, where they're both Sunday school teachers. They believe God has put them on earth to glorify him in all they do, point others to Jesus, and help each other make it home.

Rachel and Daryl Carter

Taylorsville, North Carolina

Daryl and I believe in investing in people. Whether we invest in someone's health and education or offer a builder time, mentorship, strategy, or a financial business incentive, investing in people has always produced a remarkable return. One way we invest is through events. We honor our customers with lots of education opportunities, giveaways, and customer appreciation events. New builders can level up their businesses with business basics classes, leader launches, and an Elite retreat. There's a lot of time, expense, and work that goes into events, but everyone contributes. We consistently work with crossline friends because we believe many hands make light work, and everyone reaps the reward.

"We invest, knowing if the Lord has entrusted people to our care, we want to be found faithful. There have been seasons where builders come and go, but we've never regretted the journey, the investment, and time we had with them.

Rachel and Daryl are parents to Jack, Jude, and twin boys, Joshua and Jesse. Their oldest son, Jack, recently married their much loved daughter-in-law, Courtney. Rachel and Daryl's love and relationship with Jesus Christ serve as the foundation for everything they strive to be. As a family, they love playing sports, traveling, and seeking adventure. You can find the Carters snow skiing, scuba diving, deep-sea fishing, or playing basketball out back. They enjoy laughing hard, whether they're playing board games or pranking one another. They believe a combination of risk and relaxation is the perfect blend to make memories and to keep life interesting.



Elyse Hanselman

Cookeville, Tennessee

Some of my biggest inspirations and mentors have been my team and my upline Molly Dayton. I love that dōTERRA promotes servant leadership, meaning I can't be successful without helping my team and leaders be successful. They're my drive and have completely changed my Why. I want them to see the same success I have, and that drives me to help them hit their goals every day. I would've never been able to participate in US Founders Club 2.0 without the support, guidance, and confidence of Molly. Her belief in me carried me all the way.

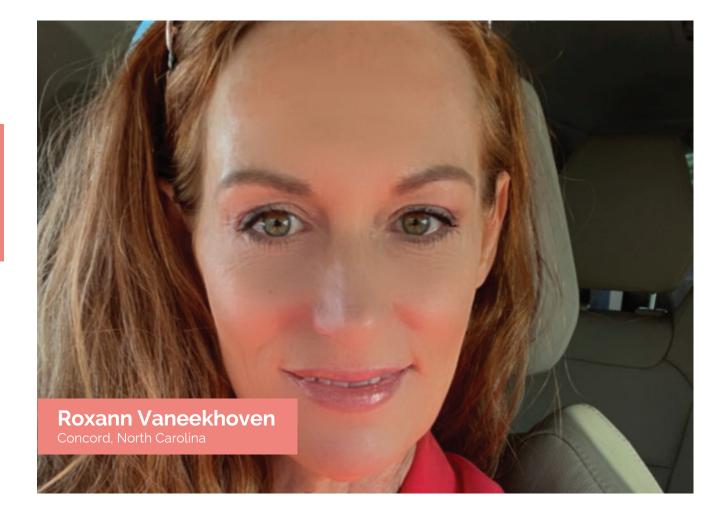
Elyse lives in Tennessee with her husband and two daughters. They love spending time on their homestead with their chickens and garden. They also founded and run a local nonprofit nature homeschool co-op called the Unschool House. They enjoy hiking and being in nature and travel as often as possible.





The key to my success has been being fully committed to my Why. There were many reasons for me to give up along the way, but my Why was too strong. I understood the value of the dōTERRA opportunity and saw it as a vehicle to reach my ultimate goal, and I couldn't stop until I reached the finish line. Every time I got distracted or discouraged, I would remind myself of my Why and get back in the game.

Dani was born and raised in Charlotte, North Carolina, where she still lives with her husband of 17 years, Brian. Dani was introduced to dōTERRA in 2018 after a 10-year stint in corporate America. Dani loves being paid to empower other people to prioritize their health, all while supporting their families physically, emotionally, and financially. While she loves her work, her first passion is a volunteer Bible educational ministry, which she participates in weekly. Dani enjoys traveling, spending time with family and friends, binge-watching Married at First Sight, and listening to a good audiobook.



One of the things that sets me apart as a business builder is my determination to figure things out and succeed—with or without others' help. I know God has blessed me with leadership skills, but I will forever be looking for ways to up level and enhance those skills to better serve others and honor God. US Founders Club 2.0 has changed my business by giving me access to other great leaders within dōTERRA to learn from, be inspired by, and run with. This community of friends and leaders will drive my dōTERRA business to levels I wouldn't have been able to reach on my own.

Roxann recently retired from a 27-year career as her county's district attorney, where she specialized in prosecuting sex crimes against women and children. She tells those who attend her classes, "For 27 years, I was an advocate in the court room, and now I'm an advocate in the living room for natural health and wellness with dōTERRA." Roxann has a 16-year-old son, who has an amazing ability to connect with people of all walks of life. She's a Christian who believes God has a great calling for her and that with him all things are possible.

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

Southeast Region

Donna and Lee McDowell

Garner, North Carolina

My involvement in US Founders Club 2.0 has given me the strength to tackle challenges and overcome tough obstacles. It's also broadened my perspective of our goal to triple our impact and has fostered a desire to unite with other teams so we might improve our efforts collectively. I draw motivation from my exceptional team (the Dream Team) and my strong support network. My upline is my biggest cheerleader and source of inspiration and encouragement, and my cross-team sisters are an incredible blessing to me. My primary strength is my forward-thinking mindset that enables me to help others see what's possible. This is complemented by my passion to nurture development in others while empowering them to unlock their potential. I aspire to see my team succeed, perhaps even more than they envision for themselves.

Lee is a former marine and a man's man. He has a contagious sense of humor and is one of the most encouraging individuals you'll ever meet. He's an avid reader and enjoys fishing and maintaining an active lifestyle. Lee jokes that Donna's middle name is Go, reflecting her passion for travel and adventure. She enjoys reading, playing board games, and listening to a diverse array of music that gets her dancing. Pilates and exercise are also integral parts of her life. Together, Donna and Lee's greatest joys include their faith and time spent with family.



Megan Newmans

Miami Beach, Florida

What sets me a part as a business builder is my ability to do business with grace and flow and collaborate within my community. I build my business in a way that's fun, enjoyable, and infused with passion. The energy I put out and serve with is the energy I attract. With eight years of experience in network marketing, I still continue to invest in myself by learning, growing, and advancing my leadership skills. I have an unwavering belief in my personal success and the success and potential of the amazing humans I have partnered with. I understand the long game in this business and know how important it is for me to show up consistently as a leader and be a support system for my team. I dream big, and I'm proud to have created a life by design to show others that it is possible.

Megan is a holistic health coach, yoga teacher and practitioner, essential oil fairy, thrill-seeker, acrobat, and part-time world traveler. She lives in Miami Beach with her incredible husband, Rob, and is a proud dog mom to their fur baby, Batman. Megan and her husband love co-creating together in the wellness space and offer sound healings and yoga and wellness retreats abroad. You can catch Megan strolling the beach at sunrise, rollerblading the streets, collecting flowers, or looking for dolphins on a boat. She's a big-time healthy foodie and self-care junkie who loves to move and dance.

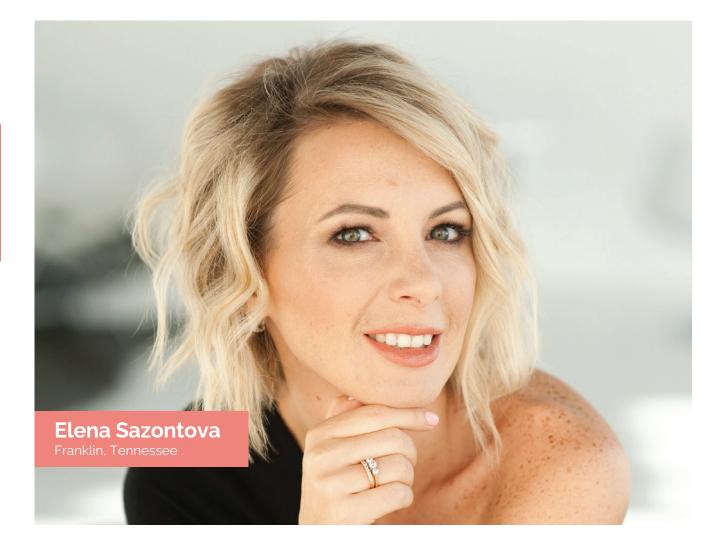


ESSENTIAL LEADERSHIP



My mom has always been and will always be my source of inspiration, a constant pillar of support and guidance that anchored me in my business ventures and in the winding currents of life. As a mentor, Nicole Almeida embodies the wisdom, resilience, and values that've become the foundation of both my professional and personal life—from the way I work to the way I live. Through her example (and her example alone), I have gleaned not only the practical lessons of building a business but also the importance of compassion, determination, and the pursuit of passion. While storytelling has been a close companion of mine, it wasn't my initial confidant. I can confidently declare, with all my heart, that my mom is my best friend.

Imagine a corner in the observation room of a dance studio, a small child, and a tablet in her cheesedusted fingers. Her nails click against the screen—not to achieve her next prestige level in an online game or comment on a video of Miranda Sings, but to type an elaborate story about a superhero and her superhero friends. Even in the loneliest of times, storytelling has always been Jayden's companion. Today, Jayden is plunging into the world of filmmaking, aiming to turn her words into moving pictures as a tribute to the imaginative spirit of that little girl and her tablet.



Participating in US Founders Club 2.0 has helped me to become brave. At first, I didn't believe I could do it, but as time went on it felt as if something strong inside of me was pushing me and telling me it would work out. I started trusting myself, and that belief has helped me focus.

"US Founders Club 2.0 has helped me see how dreams can become reality if we're serious about our goals and act with confidence. Establish your priorities and believe in yourself.

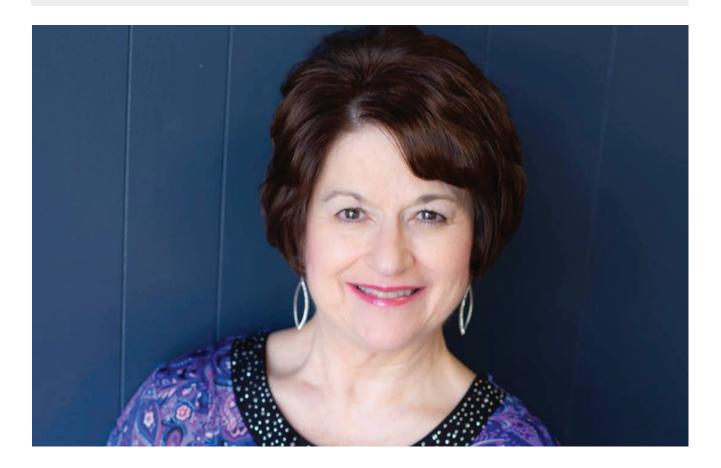
Elena is a doctor who specializes in natural wellness and uses different kinds of natural approaches like ayurvedic and psychosomatic practices, eating psychology, and essential oil therapy—to create a comprehensive holistic plan for her patients. Elena is a happy wife and mom to three boys. She loves running and doing yoga, and skiing is the family passion that unites them. Elena has run two marathons and two half marathons. Her big dream is to finish a triathlon one day.

Sue Blalock

Jonesville, North Carolina

Persistence and consistency have been the key to my success. There are ups and downs and times of discouragement in this business. There were times when I considered quitting, but I didn't. I kept going. Pushing for US Founders Club 2.0 was the hardest thing I've ever done but also the most rewarding. What keeps me going is my desire to see more people improve their lives with dōTERRA products. My husband had to go on disability a few years after I started building my business, and I'm so glad I never quit because my additional income is a big blessing to our family. My faith in God and the strengths he's blessed me with keep me going. I want to make a difference in this world, and dōTERRA helps me achieve that.

Sue has been married to her husband, Randy, for 43 years. She's a mother to three adult children and Mimi to four beautiful granddaughters. She was a piano teacher for 35 years and a full-time caregiver to her mother-in-law for four years. Sue was introduced to dōTERRA the month after her mother-inlaw passed away in March 2015. While hosting a class for a friend, she felt God speaking to her and was convinced of the path she should take to help others with natural wellness. Sue will be 65 in December. She enjoys traveling and seeing new places, spending time with family and friends, and being involved in church ministry. She loves teaching classes and seeing lives change with the power of essential oils. As long as she's able, she'll continue to share essential oils with everyone she knows.



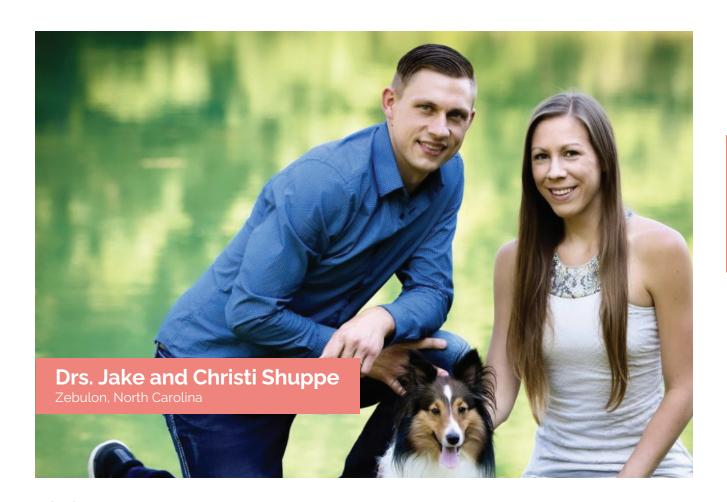
Renata and Joel Rivera

Boca Raton, Florida

As a builder, my strength lies in the belief that I never build alone. I'm an advocate for the power of community, and witnessing the success of other women brings me immense joy. Collaboration and knowledge-sharing are essential to my approach, even with people outside my organization a practice from which I've reaped great rewards. I cherish the camaraderie of my team, relishing moments spent together, whether we're during travel or bonding over a cup of coffee. In the realm of network marketing, my genuine affection for people and my desire to foster genuine connections set me apart.

Renata wears multiple hats as a devoted mother, wife, health coach, and Wellness Advocate. For Renata, God is the center of her home and business. She loves taking time with her family to adventure and camp in their RV. Renata plays beach tennis and really enjoys reggae music. Her life's purpose revolves around helping and empowering others—particularly Brazilian mothers residing in the United States—and helping them achieve better health and financial goals. While she appreciates moments of solitude, she also loves the companionship of her friends over a comforting cup of coffee.





Some advice we would've told ourselves before starting our US Founders Club 2.0 journey is you might think you know exactly how you're going to reach a goal and have a meticulous plan in place. But the journey sometimes looks very different than what you thought it would, and that's okay! Planning and preparing are important, but when things don't go according to plan, surrender to God's plan. Trust the process and trust that God's plan and timing are better than yours.

"Thanks to our US Founders 2.0 journey, we were forced to become better leaders, better influencers, better at getting uncomfortable, better with time-management, and better at working together. Our faith was tested and grew stronger as we relied on the Lord to help us navigate discouragements, doubts, fears, setbacks, uncertainty, and overwhelm.

Jake and Christi live at a beautiful oasis in North Carolina, along with their sweet sheltie, Opal Brie, and new puppy, Ruby Swiss. They're Jesus-lovers, chiropractors, marathoners, huge foodies, and world travelers. They consider themselves to be totally opposite in personalities and strengths, which makes them an amazing, well-balanced team. They live and breathe all things holistic health, and they're passionate about equipping and empowering others to live out their God-given potential.



The greatest struggle in my life has become my greatest source of inspiration. I became a dōTERRA customer in October 2019. My youngest son had an addiction problem, and as a mom, it was unbearable. I fell in love with my essential oils and began building my business in March 2020. When things got hard, I would dive deeper into dōTERRA to take my mind off myself and help others. I pushed myself to not care about any no I received. There was nothing in my dōTERRA journey that could ever be harder than what I'd faced with my son's addictions.

"My upline Sherrie Ferrell has given me unconditional love and support during my entire journey. In January 2023, Corey Lindley said he heard people say they needed better builders. His advice was to just help others and it will come. I focused on helping others all year, and it's absolutely true for me. Just go out and help others, and God will bless you. My son's addiction led me to an amazing business. I'm also proud to say my son is clean and sober. I'm on top of the mountain!

Amanda is from Smyrna, Tennessee, and has been married to her husband, Rodney, for 31 years. They have three sons, and their middle son is 25 years old and autistic. Her greatest passion is encouraging younger parents of autistic children and helping those with addictions or mental challenges. Traveling, spending time with family and friends, hosting fun events, and cooking for large groups bring Amanda great joy. dōTERRA is the perfect avenue to do all the things she loves. It's no secret that she loves God and knows Jesus is her Savior. She's thankful, grateful, and blessed!

Roxanne Ray

Valrico, Florida

I draw my inspiration from my Savior, Jesus Christ. I always say he's the CEO of my business. Ultimately, he's making the tough decisions, and I'm yielding to his guidance. I also draw inspiration from others who've gone before me. I always remember everyone has the ability to be successful. What typically sets people apart is their consistency and commitment. On days I'm feeling down or just not in it, I'll listen to motivational podcasts or a great sermon to get me back on track.

Roxy is a Florida native who loves her 17-year-old chihuahua, mountain adventures with her husband, and gulf-coast beach days. Her zest for the outdoors is matched by a passion for wellness and indulging in life's purities—from filtered structured water to red light therapy and 100% linen sheets. Roxy's professional acumen shines as a marketing maven, with dōTERRA as her latest entrepreneurial avenue. Her life,—a blend of business savvy, health consciousness, and nature's joys—reflects a multifaceted dedication to personal and professional growth.



David and Chasity Dedman

Carrollton, Georgia

Participating in US Founders Club 2.0 changed my life because the process taught me to trust my God-given strengths and expect miracles! I learned when I'm more genuinely concerned about helping people overcome obstacles in their life than I am about selling a kit, they trust me to purchase the products they needed, which grows my business. The advice I would've told myself before starting is, 'It is going to be hard work, so don't give up or get discouraged. Focus on placement strategy, product education, and rank solidification.' I draw inspiration from God, Jesus Christ, the Holy Spirit, my family, and my friends. I'm grateful for many people, but especially Rachel Lee Carter and Morgan Tronson, my account manager who mentored and cheered me on to the very end.

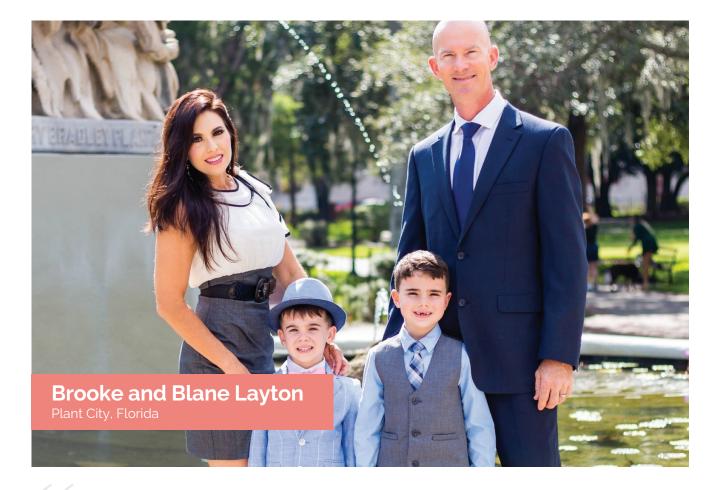
David and Chastity enjoy playing golf, and together they own an indoor golf training facility. David has been an electrical project manager for 32 years. Chasity loves to sing and is a worship leader and choir director at their church. She's been privileged to sing from Georgia, US, all the way to Jerusalem, Israel! David and Chastity love traveling, seeing the world and experiencing different cultures with their four kids and son-in-law. They love to dance to country and R&B, worship to contemporary and gospel, and reminisce to the good oldies!





The key to our success has been fostering a strong faith in God and knowing he was clearly directing us to run for US Founders Club 2.0. I'm in awe every time I stop and reflect on all the miracles and answered prayers we received as we continued to do the next right thing. It was hard, but there was a lot of growth that came from the hard! Our uplines Mari Weaver and Shannon Cutting were an incredible support and the best cheering team we could've wanted. Their belief in us gave us courage to keep going on the days we wanted to quit. I couldn't have asked for better mentors, and I'll forever be grateful for the honor of having them in my life.

Earl and Gina live an intense life caring for their special needs son and driving him to his therapies and school five days a week. They love going on evening family walks whenever the weather permits. Gina thoroughly enjoys baking sweet treats when she has spare time. Cinnamon rolls and chocolate chip cookies are some of her favorite things to make. Earl loves hunting and will take some of the kids with him occasionally for quality one-on-one time. They love spending time with friends and family.



My journey is deeply rooted in my faith, with Jesus Christ guiding me with a steadfast hand. His teachings illuminate my purpose, fueling my endeavors with a sense of divine mission. In the realm of education, my aim is to embed Christ's principles within each lesson, cultivating wisdom and compassion among the young minds entrusted to me. As I walk the path of wellness with dōTERRA, it is Christ's wisdom that steers me toward fostering natural health and well-being.

"This spiritual foundation not only shapes my approach in the classroom and beyond but also compels me to lead with kindness and moral clarity. My narratives for children are crafted with the intent to both tell stories and impart enduring values and learning.

Brooke is a blend of dedication, faith, and passion. As a Florida-based educator and leader, her life radiates with love for her family, teaching, and natural wellness. Brooke's academic journey—a BS in elementary education and a master's in educational leadership—propelled her from teaching K–5 to filling the dynamic role of assistant principal. Her mission transcends the classroom—she's a curriculum designer, an undergraduate professor at UAGC, a children's author, and homeschool mom. As a dōTERRA Gold leader and a new member of the US Founders Club 2.0, Brooke, alongside her husband Blane, embodies resilience and inspires others to embrace natural wellness. Her heart beats for her faith in Jesus, the joys of chocolate, and beach outings. Purple symbolizes her dreams to champion natural wellness. Brooke is a visionary, a nurturer, and an advocate for lifelong learning and health.

Southeast Region

Claudia and Jon Saputo

Saint Johns, Florida

My advice is to trust the process. Trust the growth, the trials, and the errors. Every time I started to feel off course, something was there to reset my path. We often mistake difficult paths as signs that our goals aren't meant to be, but they're really exterior things testing our faith and gifting us lessons. There are always signs that show up when you need them most. Learn to trust the process and release the expectations of what you thought your journey would look like.

Claudia and Jon both come from the medical field. Incorporating holistic tools is something that's truly helped their day-to-day life, and they know it can do the same for others. They love to travel and explore new places. You'll often find Claudia cooking up new recipes, baking fresh sourdough, and spending lots of time outdoors.

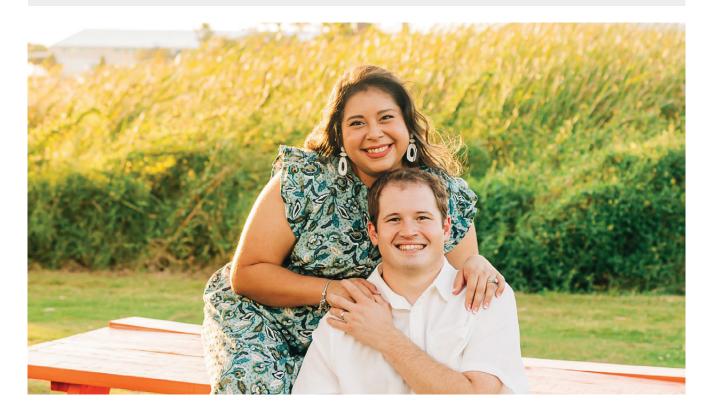


Jeanneth and Nicolas LaBarre

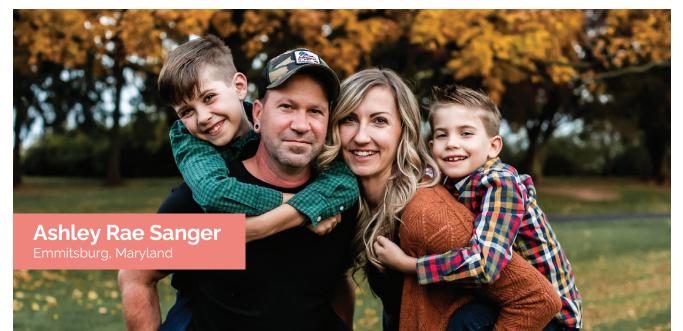
Saint Johns, Florida

The key to my success is being consistent in my business. Even in my lowest months, I didn't give up. In these times I would tell myself, 'I need to share dōTERRA with someone new this month. If I can find just one person, I will do it.' And I did. I kept showing up for my customers—educating them, supporting them, and even spoiling them for being the amazing customers they are. Because I had to find ways to expand my network, dōTERRA pushed me further than anyone has before. Thanks to dōTERRA, my determination to grow my business, and my ultimate goal to become a US Founder 2.0, I had to really get out of my comfort zone and become who I knew I was meant to be. I broke barriers within myself I never thought I could break until these last three years. This opportunity changed my life.

Jeanneth and her husband, Nicolas, have been happily married for eight years, and she considers him one of her greatest blessings. They met and became friends at just 18 years old at a Kingdom Hall Remodel of Jehovah's Witnesses. Their friendship grew into love, and they married in 2015. Jeanneth and Nicolas love their 10-year-old bichon frisé. Jeanneth has Hispanic heritage, both parents hailing from Nicaragua, and she loves her loud, close-knit family. They have the best family gatherings full of music and food. Growing up, Jeanneth always knew she wanted to help others. So she decided to go into the medical field and work in the pharmaceuticals. She loves that she can help people feel supported naturally and provide service to her community through dōTERRA.

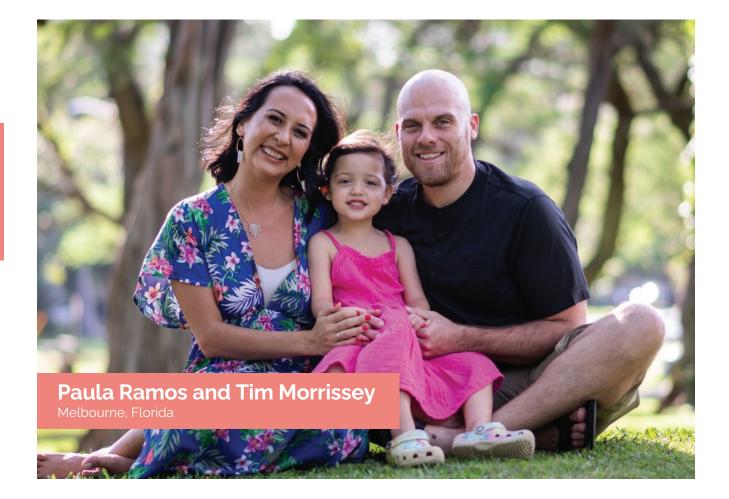






Achieving US Founder 2.0 has renewed my belief in myself and the business opportunity. When I first started building the business, success seemed to come so much easier, and I hit Silver and Gold ranks pretty guickly. Then I got stuck. Builders quit. Life happened. And all of a sudden, I felt like I'd lost my ability to be successful and lead others to success. I felt like I was treading water in my business for years. When US Founders Club 2.0 was announced, I was hopeful, but doubtful that I could achieve it. But after finally rank advancing to Platinum in November 2021, I felt renewed in my hope that maybe I could do this. Then along came Morgan Tronson, my amazing account manager. With her guidance, I felt confident in continuing to move forward. I had almost given up in July, still needing quite a few points, but she challenged me to keep pushing, and with God's help moving the mountains and support from my community, we did it. Achieving US Founder 2.0 has given me so much excitement and hope for what the future holds for my family and team. I'm so grateful for the opportunity to continue to lead other women to success.

Ashley is a wife of 16 years to Jack and mother to two amazing boys: 10-year-old Jax and seven-yearold Avery. She's been with dōTERRA for almost 10 years, but prior to going all in on the business, Ashley and her family raised alpacas and goats. She loves being outdoors and hiking. Her family owns Bowling Brook Mansion, a historic property, and together with her mother and sister, they run it as a wedding venue. Ashley is very involved in her church, and her relationship with God is a huge part of her life. She loves helping people and being able to share what she loves through dōTERRA which, has been such an unexpected, but amazing career opportunity.



The key to our success has been sowing good seeds. I've been reaping the fruits I planted. Create a good relationship, culture, and environment in your team. Be patient and persistent and make changes wherever necessary. Strive to be an open leader and cultivate relationships with your team, regardless of the level within the organization. Build a team based on selfknowledge and spirituality, focused on creating an environment filled with love, peace, and respect for each individual.

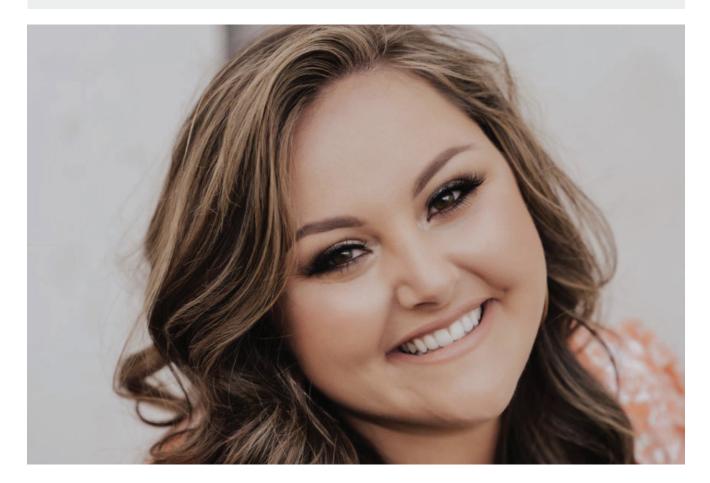
Paula just turned 40 and feels like she's starting the best years of her life. She spent the last 10 years finding herself, and dōTERRA has played a big role in her personal reunion. She loves life and its mysteries and is always connected to spirituality and nature. She loves music, books, deep conversation, and the life she's creating with her husband and daughter. Building a dōTERRA business has been a beautiful tool in Paula's life and has helped her to become her best self. She feels honored and grateful to be part of the dōTERRA mission.

Amanda Harris

Knoxville, Tennessee

If I could go back and give myself advice when I started this journey, I would tell myself to put on my blinders, ignore what everyone else was doing, and go out and run my business in a way that would bring me the most joy. The times I doubted myself the most were when I was looking around at what everyone else was doing and thinking I wasn't good enough. I believe this applies to everything in life. If you're showing up in the places that truly bring you joy while building your business, nothing can stop you from being successful. People feel your happiness. Emotions are contagious, and dōTERRA® products give so much hope. When you're bright with joy, others will want that.

Amanda loves going on adventures with her family. Exploring is one of her favorite things to do. Whether in the wilderness or a new city, she loves being together and experiencing life. Amanda and her husband have been best friends since high school and got married in 2019. He's still her best friend, and she's so thankful she can enjoy life alongside such a wonderful man. They just welcomed their first baby in 2022—their biggest adventure yet. Amanda and her family recently moved to Tennessee from California and look forward to exploring the eastern US.



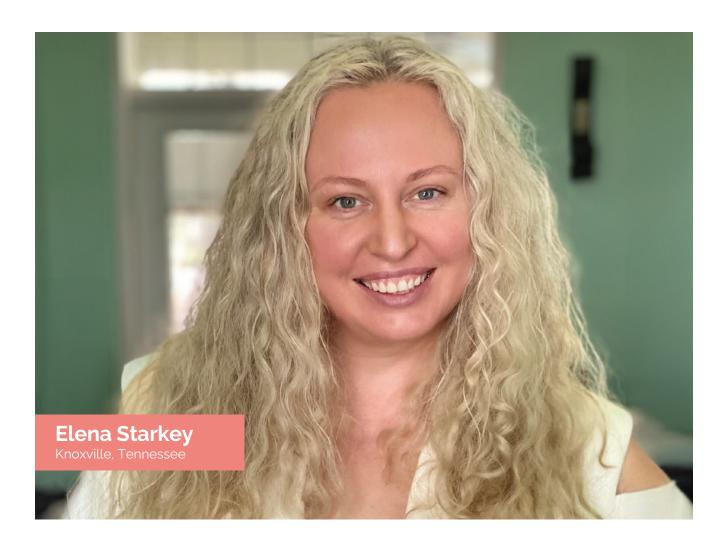
Heather and Matt Reed

Canton, Ohio

We strive to live very intentionally as a multi-generational family. So, when we had the opportunity to become US Founder 2.0's and earn a share in the company that we were already dedicated to, we felt it was an immediate calling over our lives! It was already a huge blessing to learn early on that you can will your organization to your children. Though they won't inherit the F2.0 position, what that extra income will do in the meantime will create ripples for generations to come. Not to mention all the lives that we get to bless along the way, both physically and financially. The entire journey has been one of a lifetime, and it's just getting started!

Heather and Matt are Blue Diamond leaders and US Founder 2.0's. dōTERRA has followed along with Heather through many seasons of life and even across many states. It began in her college years in Fine Arts school in her home state of New York. Her business grew simultaneously with her family as she married her husband, Matt, and they had 3 boys. Even as they jumped from New York to Florida and more recently settled down in Ohio, dōTERRA has been an integral part of their lives. Both in the way that the product supports their family's health as well as the business serving as the vehicle that has allowed them to live life on their terms. They feel blessed to have built a life where they can do what they love - have a big family, travel the world, serve people, seek adventure, make memories and share their religious beliefs!





I joined dōTERRA at the very end of 2020, when the program had just been announced. At that point I doubted that reaching Founder 2.0 was doable. Apparently, I underestimated my abilities and superpowers to move through the challenge to become one. I grew a lot through the process. Through the sleepless nights and exhaustion, I became so much more resilient. Through the conflicts and break ups I gained my best friends. I was stretched out of my comfort zone so many times and I started to take better care of myself. Through acceptance of my own strengths and flaws, I have learned to truly love others.

Elena was born and grew up in Russia. After earning her business degree and building a wonderful career in Moscow, she decided to move abroad to conquer the world. From editor-in-chief of a travel magazine in Singapore, to a real estate investor, to an Airbnb host in the US, she didn't know that her true adventure would start with global network marketing. These days Elena lives in Tennessee with her daughter Elise, who was her number one cheerleader on her journey to Founder 2.0.

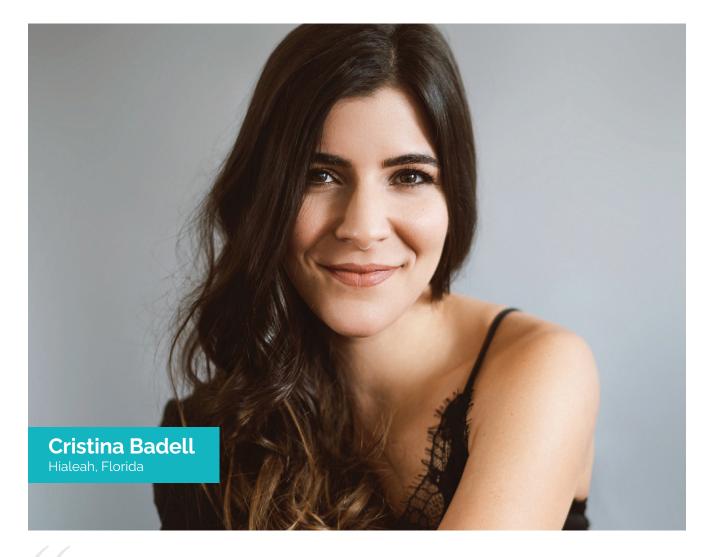
Not Featured

Benjamin and Erin Wilkins





North America Latino Region



The key to my success has been my belief. Believing in the products, the company, and myself has been the trampoline for endless possibilities. From there, it has just been about learning the right skill set and mindset, solidifying my purpose, and helping other leaders to do the same.

"My organizational abilities have helped me put strategies in place to help leaders manage their time wisely so they can invest time in their business and in other activities they love.

Cristina is a Venezuelan entrepreneur, wife, and mom of two boys, living her dream life in Cancún, México. She loves helping people unleash their potential by leading and teaching authentically, being an example, and creating innovative resources for Latina entrepreneurs to learn and grow.

She loves listening to podcasts, especially those that help her grow her mindset, good food (especially desserts), and traveling—followed by creating printed photo albums. Organization and time management make her release oxytocin. dōTERRA has been an incredible vehicle for her to enjoy all these activities from a place of freedom and joy.

North America Latino Region

Angelica Sepulveda

Pittsburg, California

When I started my US Founders Club 2.0 journey, I could not have imagined how difficult it would be, but I was also unaware of how successful I would be participating in Silver Club and Diamond Club, which gave me the motivation and knowledge to earn my space as a Founder 2.0. The greatest result is the woman in which I become. Today, I can proudly tell you that I am stronger, wiser, and more grateful than before.

"The key to my success has been focusing on my single goal. Feeling in my head and in my heart that I was already a Founder 2.0 from the first day of the competition, I was happy to pay the price so that it would become a reality.

Angelica is originally from Zacatecas, Mexico. She is married to Esteban, a wonderful man. She is a mother of two children: Carlos Aram and Dana Paola. As a family, they like to explore the world. Angelica's favorite hobbies are spending time with her family and friends and water sports. Her newest passion is teaching about essential oils and their contribution to wellness.

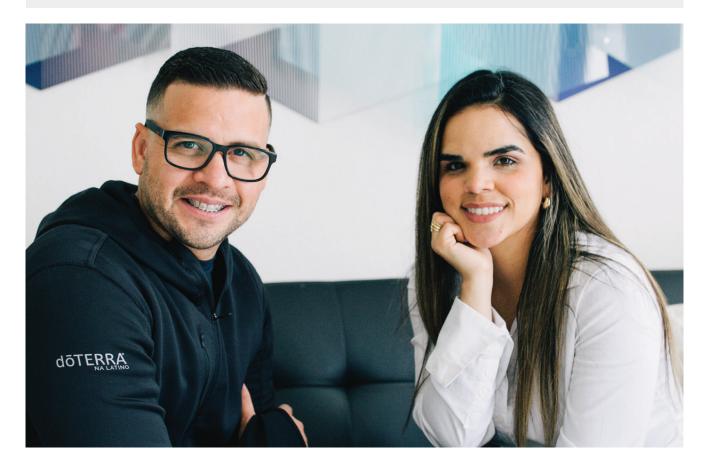
Carlos and Jexika Cadremy

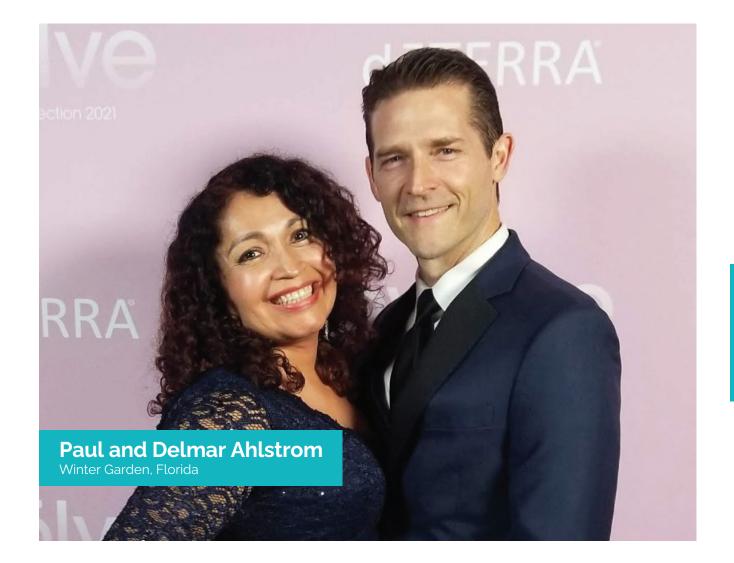
Doral, Florida

dōTERRA, ha sido un gran viaje sin destino, participar en el club de fundadores 2.0 ha permito explotar nuestro máximo potencial, teniendo que romper creencias limitantes para poder avanzar, nuestra mayor inspiracion han sido nuestros hijos, ellos nos motivan cada día a tener la mejor versión de nosotros.

"De igual manera queremos reconocer a nuestras Upline por sus esfuerzos para que alcancemos nuestras metas. Este viaje apenas comienza y nosotros estamos 100% comprometidos a servir por medio de los aceites esenciales que han cambiado nuestras vidas.

La familia Cadremy son de Venezuela. Tienen dos hermosos hijos, Rocio y Joaquin, quienes son la inspiración y el motor que mueve sus vidas. Quieren reconocer a Dios y son conscientes que sin Él, sería imposible tener la bendición de pertenecer a una gran empresa como es dōTERRA. Sus pasiones también son viajar, conocer nuevas culturas y la gastronomía de ellas. Por último, su música favorita es aquella que alaba a Dios.





Participating in US Founders Club 2.0 has been a transformative experience that has profoundly impacted our personal and professional lives. On a personal level, it has instilled in us a sense of purpose, direction, and self-belief that we never knew we possessed. We have learned to embrace challenges, persevere through adversity, and celebrate every milestone along the way.

"From a business perspective, we have gained valuable insights into leadership and marketing and have surrounded ourselves with like-minded individuals who share our passion for success. The support and mentorship we have received from our uplines has been instrumental in our growth and development.

"In essence, US Founders Club 2.0 has been a catalyst for personal and professional growth. It has opened doors to opportunities we never thought possible and has set us on a path to achieving our dreams. We are incredibly grateful for this experience and for the impact it has had on our life.

Paul and Delmar love to travel, spend time with family, work in their garden, play pickleball, go deep-sea fishing and horseback riding, camp, snorkel, dance, sing, and practice martial arts. They love serving others and doing anything they can to make the world a better place.



Connecting with yourself and your vision will help you connect with others. When you work on yourself, you will start connecting with those who can elevate you and are aligned to help you on this journey with your dreams and goals. My goal will always be unity for the world and serving my neighbors, no matter what they do in return. It only matters what you can control and what you can give.

"Jesus Christ, my Savior, is my inspiration who teaches me every day to have unconditional faith and love—to find peace, offer kindness, experience grace and joy, serve, and forgive.

Throughout her years with dōTERRA, Alicia has found answers to these questions: "Who am I? What is my purpose? Why am I here?" Alicia knows she is a daughter of a Father in Heaven who loves her. Alicia has two children: Alanis (15) and Mateo (12). She has transformed thanks to dōTERRA and is so grateful for the endless opportunities to keep growing personally and professionally. Reaching the highest rank and becoming a Founder 2.0 has impacted her life and her family's lives forever.

Ivette Rodriguez

Kissimmee, Florida

The key to my success is the passion with which I share both the business and the products—the passion for inspiring other women to achieve what they long for. My primary strength is being a strategist, and I believe this strength has been crucial for me achieving my goals.

"Another key aspect of success was identifying the common factor in people who couldn't reach their desired goals was fear and doubt—fear of failure or judgment and doubts about their ability to achieve what they were truly created for. Once I understood this, I could work from a place of empathy and love, helping people work on their personal development.

Ivette has been living in the US since she was 18, arriving from Ecuador. She married her best friend and has two daughters, Princess and Angelina, and four dogs. As a family, they love to embark on adventures and enjoy spontaneous weekends. Her passion is working with women, enhancing their skills and motivating them to leave better.



Juan Brenes and Andrea Fernandez

Cutler Bay, Florida

Achieving my spot in US Founders Club 2.0 took a lot of hard work and consistency, putting in many hours. I always find guidance and inspiration in the Bible. It truly tells me everything I need to know to have a better life. One Bible verse that inspires me is Joshua 1:9—'Have I not commanded you? Be strong and courageous. Do not be frightened, and do not be dismayed, for the Lord your God is with you wherever you go.'

"This journey has taught me a lot, and I'm excited for what comes next. Dreams do come true!

Juan and Andrea share a love story that began with a heartfelt prayer. Having been married for 15 years, their connection spans continents, from Andrea's move to the US when she was 17 to Juan remaining in Costa Rica until they met again 11 years later. Their reunion, sparked during Andrea's vacation, led to a spontaneous proposal and a lasting bond.

Together, they find joy in music and dancing to oldies, reggae, salsa, and bachata. Juan is a dedicated Harley-Davidson[®] fan and Andrea is a dirt bike lover. Both are athletes, embracing sports like soccer, volleyball, and snowboarding. Andrea also harbors a deep love for horses. Blessed with a daughter and son, Emma and David, they navigate life grounded in faith, gratitude, and love.

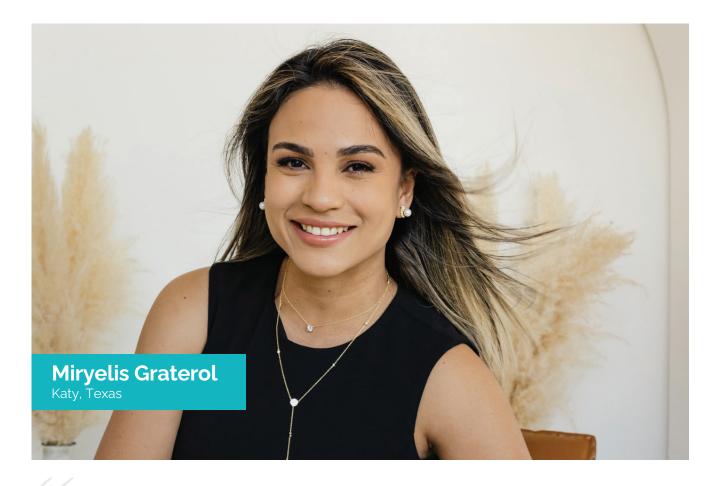




I believe one of the things that sets me apart as a business builder is my empathy toward people. I love helping families overcome challenges to their lifestyle goals. Educating others about supplemental income is a passion. I also have an incredible drive to support children and teach families to prioritize natural options for their kids. It's something that truly fills my heart.

"US Founders Club 2.0 transformed my life as an entrepreneur, teaching me that all challenges are achievable with determination. In terms of my business, it strengthened me. I learned valuable lessons from mistakes, and I recognize that achievements belong not only to me, but also to my family and team. This experience showed me you can reach goals quickly alone—it's in collaboration with a team that you can go far.

Vanessa is Ecuadorian by birth and is celebrating 30 years of marriage, raising five children aged four to 28. Their home thrives on family BBQs, beach retreats, and a love for the countryside. God is the heart of their lives.



El éxito se contabiliza, soy de las que cree que si quieres llegar a una meta debes trazar el plan y ajustarte a él. Nada que valga la pena en la vida llega por casualidad y mucho menos perdura si no nos esforzamos. Debemos escribir nuestra propia historia y hacer que valga la pena.

"Confía en el proceso, aprenderás y valorarás mucho el haberlo pasado. No podemos huir de los procesos, solo se superan pasando a través de ellos, sepas una persona más sabia y experimentada después de ellos."

Miryelis es médico Cirujano, especialista en Ginecología, Obstetricia de profesión y PNL practitioner. Madre soltera de un hermoso varón de cuatro años, él es mi motor y mi fuerza. Ama los viajes, nuevas experiencias y restaurantes. Ama leer, bailar, jugar tenis y pasar tiempo de calidad con seres queridos. Cree firmemente que nuestro límite es nuestra mente, por lo que está en constante crecimiento y expansión mental, sanando y evolucionando. Crea que el crecimiento personal es la clave de todo.

Tatiana Seara

Pinecrest, Florida

Cristina Badell is undoubtedly one of my biggest inspirations. Her discipline and unwavering commitment to her goals have shown me that anything is achievable with the right mindset and effort. Cristina's resilience and success are a testament to her remarkable character. She continually inspires me to push beyond my limits.

"My best mentor, Charlotte Alcala, has been an absolute game changer in my journey. She is more than a mentor; she's my anchor, partner, and confidante. Charlotte's unwavering support and motivation have been invaluable, making everything seem more manageable. Thanks to Charlotte, I've gained insights, learned valuable lessons, and navigated the dōTERRA world with greater ease. I'm incredibly grateful for these two incredible women who have made a profound impact on my personal and business life.

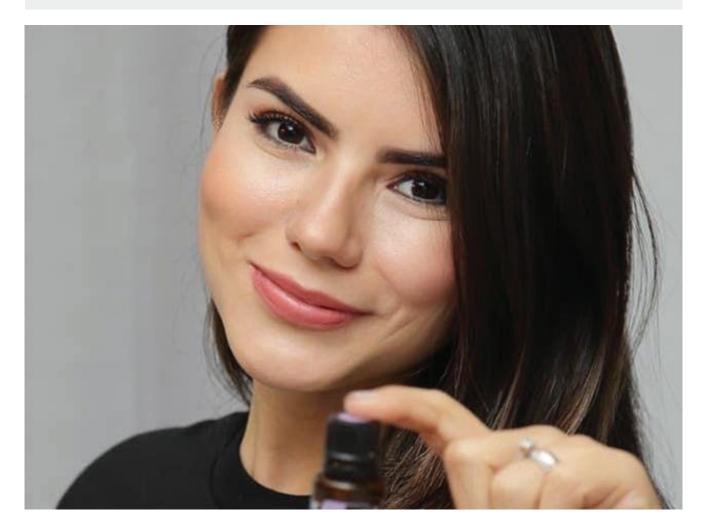
Tatiana is a wife and mother of three who's originally from Venezuela but now calls Florida home. As a graphic designer, creativity is her lifeblood. She also thrives on hosting friends and family. Tatiana's wanderlust is insatiable—she cherishes exploring new destinations and savors diverse cuisines. Above all, her greatest joy is in helping others in any way she can. Knowing that she can make a positive impact on someone's life brings her immense happiness.

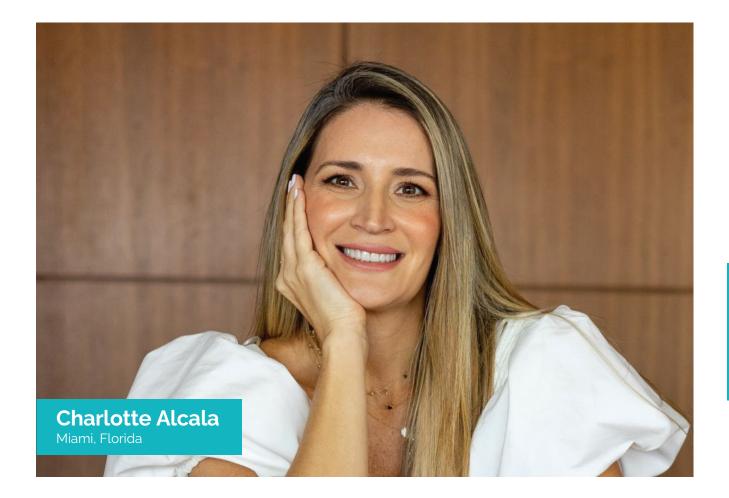


Fanny Zaldumbide Gulf Breeze, Florida

Sinceramente pensé que no lograría, ya que mi equipo principal está en Ecuador, hasta que en enero 2021 vi por primera vez la posibilidad y dije porque no intentarlo. Ir a los eventos de dōTERRA sin duda fue la clave para convencerme que estoy hecha para cosas grandes.

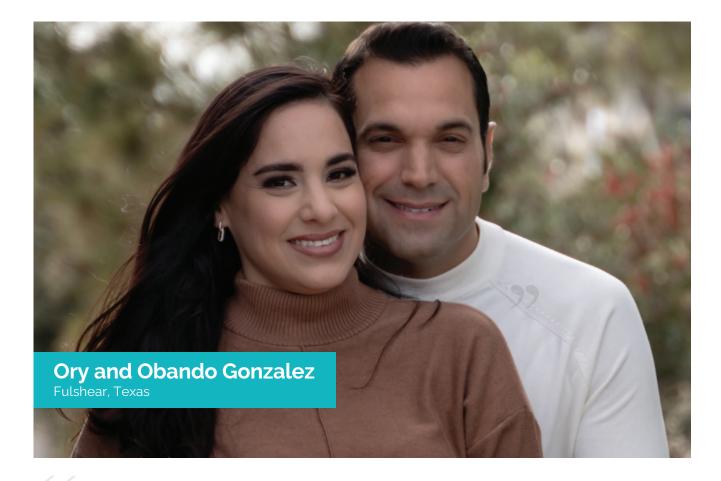
Fanny Zaldumbide tiene 38 años y es de Ecuador. Tiene un hijo de 7 años, que se llama Ethan. Estudio hotelería y turismo, para poder administrar uno de sus negocios de su familia. Cuando fue a vivir a Estados Unidos, consiguió una licencia de bienes raíces, hasta que encontró a dōTERRA y todo en su vida cambió. Ahora es una mamá presente y tiene ingresos que le han permitido cumplir muchos de sus sueños.





Desde que comencé este camino con dōTERRA, sabía que me tomaría tiempo alcanzar mis metas y que la visión y la disciplina eran fundamentales para lograrlas. Amo este modelo de negocio que dōTERRA nos ofrece porque aparte del crecimiento personal que ha sido revelador, cuando logras construir y alinearte con tu equipo cosas maravillosas ocurren. Mi viaje para lograr ser fundadora de NAL y US 2.0. hizo que me enfrentara a muchos desafíos, pero elegí verlos como oportunidades de crecimiento personal que reafirmaron mi compromiso de trabajar duro para alcanzar mi objetivo. iAfortunadamente, tuve el apoyo de mi familia y de mi increíble equipo!

Charlotte Alcalá nació en la ciudad de Maracaibo, Venezuela. Es mamá de una niña, Alessa, quien tiene 7 años. Charlotte comenzó en el mundo de los aceites esenciales por ella y desde entonces, Alessa ama los aceites tanto como Charlotte. Juntas bailan flamenco cuando tienen tiempo libre.



Reaching a position in the US 2.0 Founders Club has been another great achievement in our journey with the company that has allowed us to keep expanding our vision of impacting lives in a positive way by bringing well-being not only physically and emotionally but also financially to more and more people.

Being a US 2.0 founder also places you in a unique position to influence dōTERRA's future direction. As Founders, we lead the way solidifying dōTERRA's reputation as a leading company in the essential oils and wellness products sector. We are so proud to be a part of it all!

Ory and Obando are a Venezuelan couple, both chemical engineers and parents of three children. Ory found dōTERRA while searching for natural solutions for her family, and after a short time, she caught the vision and started sharing the products. A few months later, Obando decided to join her in building this business. Together they have achieved Blue Diamond, and currently, they both dedicate themselves 100% to dōTERRA.

In June 2020, they became Founders of the North America Latino market, which represents a great commitment to continue empowering new leaders, especially Latinos, in the United States and Canada. The Gonzalezes have a wonderful team of over 6,000 people in more than 30 countries, with incredible leaders dedicated to growing their businesses.

Not Featured

Lisa Ma



Central Region



The key to my success has been discipline. I made progress no matter what, some days faster and some slower, but I kept moving every day. I didn't rush, but I didn't stop for one day. I think that allowed me to get ahead of the game and finish even faster.

"I do a little extra every day, beyond what I expect from myself and what others maybe expect from me. I think if you do that little extra longterm, you'll see a significant difference in the payout of that little extra. That's how extraordinary is created—it's when ordinary people do small, extraordinary things consistently. It's so simple. So just do slightly more versus what you normally do, and I promise you'll move mountains.

Tatiana is a marketing professional, ex-brand director at top Fortune 500 company, social media influencer, certified integrative nutrition health coach, fan of neuroscience and mindset, mom of two boys, and wife to the love of her life. Her Russian heritage inspires her to build a Russian-speaking community around the world.

Jamie Peterson

Eau Claire, Wisconsin

My US Founder 2.0 journey wasn't fast or furious. My strategy involved consistency and persistence. I did something every day. I found setting intentional goals each month and knowing what I was shooting for was especially effective in fulfilling the US Founders Club 2.0 requirements.

"The inspiration that keeps me building with dōTERRA is the number of families I can help. Every time I get a positive testimonial or see improvements in a person's life, it makes me want to share even more. I use that drive to push me out of my comfort zone. If I focus on helping others, I can push past any blocks in my way.

Jamie is a Midwestern gal, but there's no place she won't go to share about dōTERRA. She loves to take her show on the road and weave adventure into business. When she's home, she hunkers down and enjoys cooking (recipes are optional), spending time with family and friends, and appreciating mother nature.



Tyler and Kristin Tigges

Scotland, South Dakota

US Founders Club 2.0 was possible for us because we found people who wanted to grow and grow fast. Our success became intertwined with theirs. This is really how we need to operate our businesses in general. We connect to people's problems and then support them through dōTERRA.

"Tyler and I work together in our business, and we love seeing families thrive. Our team is therefore full of incredible families who are living purpose-driven lives. We know the impact of our team will always be greater than ours on our own. We value leading with humility and confidence. Our goal is to draw out the best in people as we work together toward our goals.

Tyler and Kristin moved to London, England, last year with their two boys. dōTERRA has given them geographic opportunity to do something they'd always dreamed about: live in Europe. They're currently there to help start a new church, as well as to continue expanding their dōTERRA business. The Tigges love spending time as a family, traveling and exploring, drinking good coffee, and staying active.

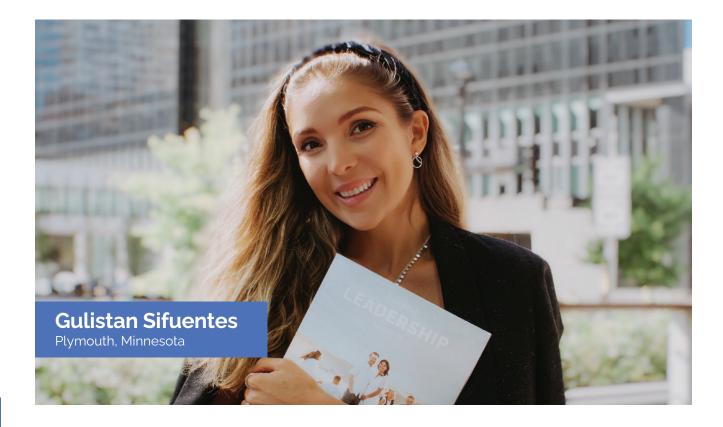




In my dōTERRA business, I've watched people begin the business and quit at the first obstacle, whether they believe they don't know enough people, don't consider themselves salespeople, fear rejection, lack a supportive upline, and so on. I feel so sad when people quit because I know if I can do this, anyone can!

"Tenacity and persistence have been the key to my success—as well as following directions! We've been given so many tools to build a successful business. All we need to do is implement them consistently. I still remember when I heard Jaren Wenger say, 'I am convinced that the only people who fail at this business are those who flat out quit.' Those motivated can do this if they commit and follow through day after day. One of my favorite quotes is from Ezra 10:4—'Rise up, take courage, and do it!

Stephanie is a homeschool and special needs mom of a blended family. dōTERRA offered her the flexible schedule she needed to be home with her family for the last eight years. Before starting her dōTERRA business, she worked full-time as a paralegal for about 20 years. Stephanie is thankful to God for leading her on this path and blessing her family with the extra income and more flexibility, as well as for opening her eyes to the natural resources God has made available for physical and emotional health. She loves to tell people that she can take care of her family 24/7 in her PJs.



The key to my success has been trusting my team and myself. I believe real magic happens when a group of people stay together, dream together, support and motivate each other. It's also great to have someone who believes in you more than you believe in yourself—someone who can give you an extra push when you feel stuck or tempted to procrastinate. In my journey, both my husband and my friend and mentor Tatiana filled this role.

"My advice is to stay connected with your true self and surround yourself with people who help you grow. Take a break from everything sometimes when you feel lost. Don't be afraid and don't doubt yourself. Magic happens when you less expect it, so dream big!

Gulistan has always believed in herself, having faced many life challenges but never given up. She's an immigrant who moved to the US five years ago knowing only basic English and caring for a sevenyear-old son and one-year-old daughter. During these five years, Gulistan's family grew up, and now she's a mom of four. She loves trying different things and enjoys going to the gym, staying active, hiking, and camping. She likes to keep moving and to spend time with her family and friends. Gulistan is grateful to have the life she is living.

Central Region

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

Kara Kading

Racine, Wisconsin

The key to my success in dōTERRA has been staying consistent. The small, consistent steps of showing up every day, remembering PIPES, and encouraging and believing in my team have propelled me forward. I also talk with God every day about dōTERRA, and I ask him each morning to connect me with people who need natural tools. I pray that I can help those who are struggling the most and are open to incorporating natural solutions into their routine.

"If I could've given myself any advice before starting my US Founders Club 2.0 journey, I would encourage myself to break big goals into smaller milestones. Sometimes trying to accomplish such a big goal can feel almost unattainable. However, if it's mapped out into smaller wins, it's much more encouraging and fun! More importantly, communicate with team members. Share your goals, help support them in their business, and believe they can also accomplish their dreams. By working together, we can have such a powerful impact on so many lives.

Kara is a horticulturist, family business owner, and leader who's passionate about helping others on their health and wellness journeys. She's been surrounded by plants her whole life, having grown up in her family's greenhouses. So incorporating dōTERRA into what she was already doing was completely natural, and her dōTERRA business continues to grow just like the plants in the greenhouses! She loves spending time in the garden, visiting farmers markets and supporting local food production, and traveling with her family—whether they're snowboarding in the Colorado mountains or scuba diving off Mexican beaches



Audree Lee

Berwyn, Illinois

One place I draw inspiration from is my mentors—Gina Truman, and Aaron and Tonya McBride. Although I didn't really know what I was getting myself into when I started dōTERRA, they've been there, supporting, pushing, encouraging, and praying for my success. There are two things that've been key to my success. The first was my relationship and trust in God. I know with God I can do anything. The second was having good team members who walked this journey out with me. You can't win a game by yourself. It takes teamwork! I have God leading the way, great mentors and role models, and a team who wants to see everybody win while being part of dōTERRA. We are always looking for ways to help each other, no matter whose leg they're on.

Audree is a Christian woman whose life is a testament to resilience, passion, and purpose. She's a devoted wife of 43 years, a loving mother to two powerful and beautiful women, and a grandmother to four beautiful and delightful granddaughters—Jacksyn, Jordyn, Royal Grace (resting in heaven), and Nova.

Audree is not only a survivor but also a conqueror, having overcome breast cancer for an impressive 35 years. Her journey has shaped her into an author, health minister, and certified holistic health practitioner. She's dedicated to sharing the message of health and empowering others to discover alternative solutions for their health. She's also known for her talents in decorating, painting, nail artistry, dancing, and singing. At age 50, she completed the Chicago LaSalle Bank Marathon. Her passion for health extends to her role as a live food chef, where she shares delicious and nutritious recipes globally, both in person and through virtual platforms like Zoom.





Participating in US Founders Club 2.0 has put fire into my dōTERRA business. As I set goals for myself and linked arms with my team, we were able to make it happen. I wrote the goal on my bathroom mirror with a date and looked at it daily. With the challenges and roadblocks that came up I didn't make it as early as I had wanted, but I stayed consistent and didn't give up when it felt difficult. This journey has prepared me to better lead my team so they can be super successful in their dōTERRA businesses. I truly feel like we're just getting started.

"When starting this journey, I told myself to have faith and let God lead the way. It was amazing to watch the miracles show up as I trusted the process and did the work. When things got challenging and I thought about quitting, I had to lean into faith.

Amanda is a brick-and-mortar health food store owner of 15 years. Her passion is sharing natural solutions with everyone so they can experience the many benefits she has experienced. Amanda is a huge fan of traditional gospel hymns and old-time country music. She loves cowboy boots and turquoise jewelry.

Amanda and her husband, Doug, reside in Worthington, Minnesota. They love to travel and explore new places together. Their trip to Bulgaria in 2023 for the rose harvest was their favorite trip to date. They're both passionate about conservation, clean water, and the outdoors.



My inspiration during my three-month push to US Founders Club 2.0 was my mother. My desperate need to help her find different health solutions drove my success. I couldn't give up on this aspiration because I knew it was a wonderful opportunity to help her find options outside the typical resources. A verse my mom had set in my heart stayed with me as a guide: 'If you have faith the size of a mustard seed, nothing will be impossible.'

"The love for my mom was always first and foremost. I strengthened my steadfast mindset, unwavering drive, perseverance, and faith in God to keep me meeting my lofty goals. When I needed someone to light my fire, I called on my brothers, Patrick and Michael. I have determined I can accomplish anything when doing it for someone I love!

Erin is a wife, mother, and educator at heart. She was a public-school teacher for 16 years and is now blessed with the opportunity to homeschool her three beautiful children—Malia, Crase, and Aliana. After receiving her master's in administration and then resigning from public education, she worried she'd thrown her degrees out the window, but the transition from teaching in the classroom to teaching and educating adults about alternative ways to support better health has been an ultimate blessing.

Joanie Erfurt

Crowley, Texas

When I discovered dōTERRA, my family wasn't in a good place. We slowly started to make lifestyle changes, including incorporating dōTERRA essential oils. To say it changed our life is an understatement. I was an essential oil user for several years, but lack of self-confidence prevented me from sharing or building. But I began to have a heavy heart and felt guilt for not sharing what I knew about these precious products. The community is reaching out for help! Personal growth led to my Why, which is huge to me. When people are in need, we must help in any way possible. My goal is to help as many people as I can—physically, emotionally, spiritually, and financially. To do that, it takes a village. We're educating people and empowering them to help their family and, in turn, their community. If we all just keep putting one foot in front of the other and opening our mouths when people are in need, we can do this!

Joanie comes from a large family and is the youngest of eight children. She's a foodie and a chef who loves to create healthy alternatives for things she loves to eat. She's a plant lover, boy mom, dog mom, and avid bible reader. Joanie also volunteers her time to teach others about God. She loves to travel, but her favorite thing to do is spend time with family and friends.



Chippewa Falls, Wisconsin

This wouldn't have been possible without the support and belief of my upline, Jamie Peterson, and my team, including US Founder 2.0 Alison Deutsch. It took a lot of determination, consistency, and willingness to overcome complacency—I could never stay comfortable. This is just the beginning! ??

Maggy lives in rural Wisconsin with her partner, Evan, and her two kids—ages five and three. They like to enjoy their time outside, being active in every season, whether they're camping, swimming, or playing in the snow.





My inspiration comes from both the customers and the business partners with whom I work. I love helping people realize they can take control of their mental and physical health and feel good. The positive support from the wonderful people with whom I work is amazing.

"My business is completely based on personal relationships and not social media. That's who I am, and it feels right to me. I appreciate feeling connected to people, their families, and their lives. It means a lot to watch people grow and become healthier and happier.

Alison is from beautiful Wisconsin. She, her husband, and her two teenagers have an organic farm where they raise and sell pork and beef. Growing healthy is their way of life, from the food they raise to the dōTERRA® products they use and promote.



Partner with God in your business. He will make a way when it seems like no way is possible! My upline Lillian Wenger has been my biggest inspiration and mentor on my US Founders 2.0 journey. My advice to anyone building a business is to trust in PIPES and always get back to the basics.

As a family, the Martins enjoy spending time in the great outdoors, growing flowers and vegetables in their garden, raising a few beef cattle, and cooking and grilling.

Central Region

Michelle Asmus

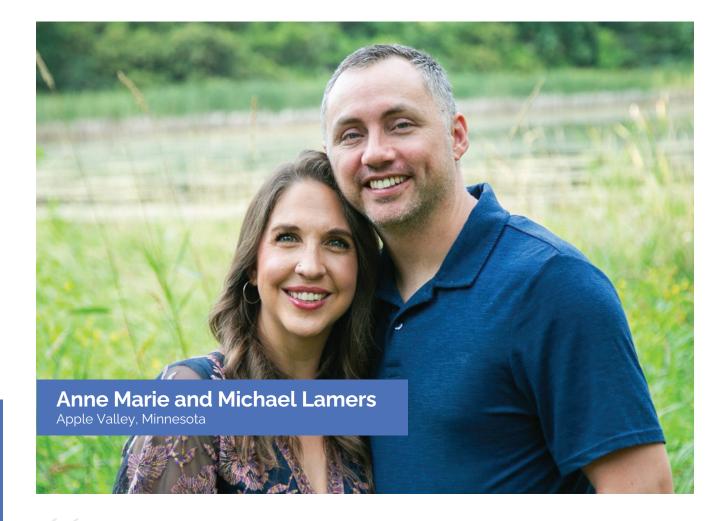
Ankeny, Iowa

I chose to pursue US Founders Club 2.0 immediately after hearing about it and never looked back. I knew this opportunity would be one of many goals toward my long-term success. It offered a true partnership with this amazing company. The most rewarding part of my business is implementing my own plan, working with my leaders, supporting them and their ideas, and creating health plans for customers. I know my business will change and evolve, and I'll adapt and implement new strategies as needed. My health has been positively impacted by dōTERRA, and I want everyone I know to experience the benefits.

"I draw my inspiration from my parents. They're excellent role models, and they encourage me to work for my goals and support me every step of the way. After college, I moved across the country, which was the best thing for me to figure things out on my own, make mistakes, and find my passions as an adult. I was determined to not only survive but also thrive in all aspects of my life—from working in corporate technology sales to joining a triathlon club. The more I have on my plate, the more fulfilled and productive I am. And finding my life partner to continue to support me in both life and business is the key to my happy, healthy life.

Michelle is a fitness enthusiast who loves to put together playlists and challenge herself and her students while teaching group exercise classes. She's always been active, participating in 5k races, cycling, and strength training. Michelle and her husband support their four children in their athletic choices too, so you can find the family at the gym, baseball, or football fields on the weekends. Her close connection to family and childhood on a farm taught her hard work and responsibility. The reward after the hard work is an extended family vacation each summer riding ATVs and playing Euchre.





The key to my success with US Founders Club 2.0 was truly trusting God's plan. I didn't finish the way I'd initially three years ago. God brought many challenges for growth, as well as new business partners into my life. My uplines and Account Manager continually supported me, cheered for me, and believed in me the entire time. I didn't stop even when I wanted to a million times. I just kept moving forward. I don't think there's anything that really sets me apart as a builder. I have my ups and downs, but I do try to pivot, evolve, and grow with the different seasons of life. I get inspiration from so many people! I love learning from everyone and am so thankful for all the relationships I've created thanks to dōTERRA.

Anne Marie is a wife, mom of six, and pediatric ICU nurse. She was lucky to transition from bedside nursing in 2020 to homeschool her kids and build her business. She loves adventuring and seeing the world with her crew in their giant van. She is always trying to learn new things, like baking sourdough bread or creating online content. Her favorite thing to do is make people laugh. There'll usually be shenanigans and leg kicks when you're around Anne Marie long enough.

Lindsay Norman

Burleson, Texas

I build my business from a place of trust and peace. I trust in God's plans. I know his ways are higher than my ways and his thoughts are higher than my thoughts (Isaiah 55:8–9). Because of this, I've learned to show up in my business every day for his glory, not in pursuit of salvation but out of gratitude for the salvation he's given me through faith in Christ (Ephesians 2:8–9). I work hard (Colossians 3:23), but I hold outcomes with an open hand before my God and let him build my business (Proverbs 3:5–6). He brings the opportunities, people, ideas, and creativity. I simply steward it as best as I know how.

Lindsay is mom to three boys and wife of 22 years to AJ. In her spare time, Lindsay loves traveling with her family, spending time outside, and mentoring youth at her church in Mansfield, Texas. She also loves indoor plants but is still learning how to keep them alive. Lindsay's favorite saying is, "I'm introverted but always willing to discuss Jesus." One of Lindsay's favorite things to think about and plan for is her legacy. She hopes she's remembered for her love for and faithfulness to Christ.



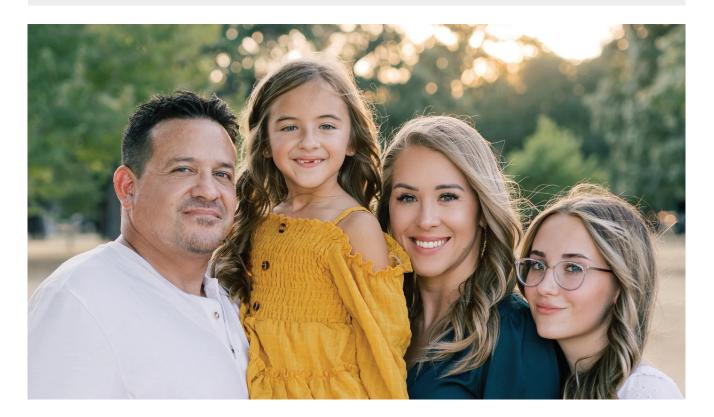
Allie Boyd

Aledo, Texas

I draw inspiration from my family, who are still back home in Russia, and my children. I loved my childhood. The simplicity of life is a beautiful thing, and I am forever grateful for all the lessons I've learned growing up in a less financially blessed environment than what's available here in the States. It makes you look at all the opportunities so much differently! Insight can't be taught—it can only be experienced.

"I don't build a business. I build a community. And instead of selling just a product, I recommend a solution I believe in. When you disconnect yourself from all the materialistic things, your heart and mind open to the world of people with stories who are looking for love, wellness, and support. People want meaningful friendships. Everything else is just the cherry on top!

Allie was born and raised in Siberia, Russia, and moved to Washington state right after high school, at 17 years old. After enduring 16 years of rain, Allie decided to move to Texas, along with her husband and their two beautiful daughters. They are now living in the Bible Belt of Texas—right outside of Fort Worth—in a small town that's crazy about their high school football, a good ol' brisket, and a great Sunday morning church service. They fit right in! In summer, which lasts nine months, they love being on the water and exploring local lakes or relaxing in their own pool. Catching a good movie, playing board games, or enjoying local events is always on their family to-do list. Allie says, "Come visit Texas, you'll love it here!"

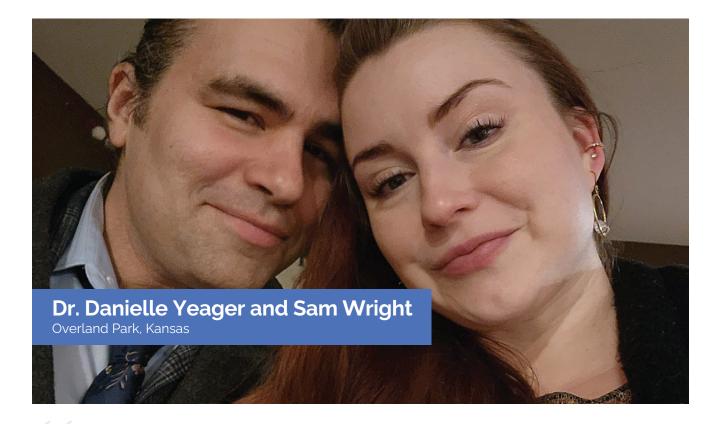




My mom has been my biggest inspiration! I lost her 10 years ago, right while I was in the middle of a divorce and single mommy-ing my five littles. It was a crushing blow. I think of her daily. As my oldest put it, 'Mimi had a way of making everyone feel like gold!' I love how she put people and relationships above everything else. Relationships are very important to me. It's my greatest desire to help the whole world heal! I believe I learned this caring and compassion most from my mom. She was so good at pouring belief and love into others. I try to do the same.

"Natalie Goddard has been another amazing mentor and inspiration for me. I've loved being on her team. She's reinforced the message of leading with love. She's such a wonderful example of really seeing people, understanding their needs, and leading with love. It's been amazing to be part of her team! She also helped me better understand doing my business in flow energy instead of force energy. I'm grateful for her belief, generosity, and leadership!

Jennica loves being a mom of five kids—four boys and one girl. They're a spirited and active family. Jennica loves being in nature and is obsessed with trees, mountains, lakes, and a beautiful moon! She feels giddy in the presence of all these things. Jennica enjoys paddle boarding, playing pickle ball, hiking, biking, working out, and doing anything active. She grew up dancing and still loves it, especially at a good dance party. She's a foodie and loves yummy salads, vegetables, good chocolate, and lots of soup in the winter. She's energized around people and loves watching others grow and progress.



The announcement of US Founders Club 2.0 gave me new motivation and inspiration to double down on my dōTERRA business. It helped me keep focused on a goal and vision to pull me through hard times, changes, and uncertainty. It forced me to show up stronger as a leader, push myself outside of my comfort zone, and take more risks. I had to learn to ask for help and be vulnerable in a way I hadn't before in my business. Overall, it caused me to grow and inspired my team to get closer and step up their own leadership too. I'm forever grateful for this journey.

"The key to my success has been pouring into my team—with love, belief, and incentives. Participating in dōTERRA programs, such as Diamond Club, was a huge boost for my team. I've focused my business around creating a culture of teamwork, support, and trust. Our team has become very close, even crossline, because we prioritize showing up at events, going on trips together, strategizing together, and being a family. At the end of the US Founders Club 2.0 push, my team showed up for us in ways we could've never imagined. It was truly a team effort, and I believe any success in dōTERRA can only come through a team effort.

Dr. Yeager is a doctor of occupational therapy who owns a private practice that focuses on pediatrics and neuro-developmental disorders. Her husband, Sam Wright, is a playwright, actor, and musician. While pushing for a spot in US Founders Club 2.0, they lived in NYC for eight weeks, producing the musical he wrote and starred in off-Broadway! Sam, who focuses on folk music, wrote the 14-song original score for the musical all on the banjo. Together they love to travel the world, dine out, have adventures, host parties, and impact others positively. They met through a shared love of boardgames and continue to prioritize fun to this day.

Central Region

Ashley Dunn

Lees Summit, Missouri

Numerous factors were instrumental in achieving success on my journey. First and foremost, it was the unshakable belief in my Why that propelled me forward. For instance, I knew achieving a US Founders Club 2.0 spot would allow me to fulfill a life goal of funding a Bible translation for a group of people who have no scripture in their heart language. Keeping that goal at the forefront of my mind was essential to this achievement.

"I've also held onto the conviction that what I'm doing at dōTERRA truly makes a difference for others, which encouraged me to continue sharing, even when adversity or obstacles presented themselves. I'm also incredibly grateful to be part of a community and team who gave unwavering support. Their belief in me and my goal motivated me. Sometimes we need to borrow others' belief to keep going.

"Lastly, my faith played a significant role in my journey, as I trusted the Lord would open doors and guide me on the right path, which he absolutely did. With these principles in my heart then and now, I plan to continue growing, believing that as my actions align with my purpose, I'll be able to make a greater impact.

Ashley is a devoted wife of 21 years and mother to three. Ashley passionately embraces holistic wellness, nurtures her faith in Jesus, and enjoys time with her family. With a heart dedicated to personal growth, she derives immense satisfaction from helping others unlock their potential— physically, spiritually, and professionally. Being with her family brings her the greatest joy, and she always looks forward to traveling, especially if it involves a beach. Her ideal day is spent sipping coffee with her toes in the sand, all while peering over a good book to watch her kids play in the ocean.



Lester and Tina Hoover

El Dorado Springs, Missouri

Participating in US Founders Club 2.0 has helped me grow not only my business but also my belief in myself! I struggled with insecurity and believed I wasn't good enough. While pushing for this goal, my wonderful husband, my upline Mari Weaver, and two mentors Shannon and Tamara have helped me through the trials, the tears, and the fears. They believed in me, prayed with me, challenged me to face my fears, and helped me pour out to God and let him handle my fears. I believe in myself and know I'm cable and worthy in the eyes of the Lord. He loves me like a father! This opportunity has also helped me grow in my marriage and as a mother. US Founders Club 2.0 not only blesses us financially but also helps us to pour into others, in missions or where God leads us to serve.

Tina; her husband, Les; and son, Jamie, live on a hog farm. They enjoy farm life together as a family. Tina enjoys baking bread and pies, along with working in her flowerbeds and garden. Les loves the outdoors—farming, harvesting crops and hunting. Jamie is their energy bunny. He loves playing in the woods with his best friend (their dog, Fred), building tree teepees or bridges in the woods, and playing in the dirt while pretending to farm like his dad. His dream is to have a lavender farm when he grows up! The Hoovers love traveling, visiting family, sightseeing, and exploring new things! Every day is an adventure, and they thank God daily for the blessings he's given them.





My run for US Founders Club 2.0 wasn't easy. Looking back, I'd tell my past self, 'Don't delay, don't procrastinate, don't give up, and don't doubt it's possible.' The final part of my journey revealed a new side of me, much like my fifth home birth—a willingness to confront fears and be powerful and determined.

Ekaterina loves exploring the miracle of birth, supporting the power of women, traveling, discovering new cultures, and trying new foods.



My advice is to never give up! Everything is possible with God!

Julia is a blessed wife, mom of three amazing boys, and grandmother to an eight-month-old. She was born in Estonia at the same hospital 44 days apart from her husband—her first love and her best friend. Julia and Yaroslav love going on adventures, visiting new places, trying new things, and challenging themselves.

Central Region

Karen Jansen

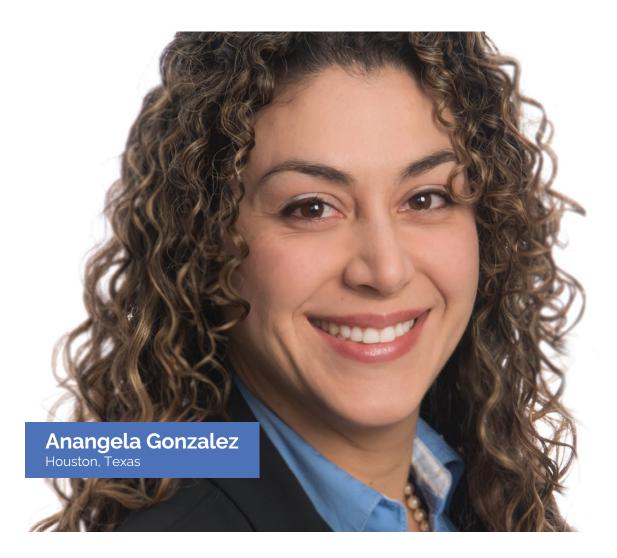
Austin, Texas

As immigrants, my parents showed me anything is possible in this land of opportunity. Growing up, we had the quote 'You can if you think you can!' pasted on our microwave door. I've always felt the drive to maximize every opportunity I have because of them, and it served me well during US Founders Club 2.0. Work is a blessing, not a chore.

"There were many keys to my success, but the greatest was my children. They were my biggest cheerleaders who prayed nightly for mama to hit US Founders 2.0 (even during the few times I thought there was no longer any hope!). When they eventually set out to make their own dreams come true, I hope they'll never forget the work ethic and perseverance they saw in their mama when they were 11 and seven years old.

Born in the US to a Brazilian mother and German father, Karen feels like she can fit in anywhere but never fits in 100%. She's been to over 40 countries and is fluent in three languages and conversational in one more. She loves it when her travels challenge her perspective and open her aperture to yet another way to live, be, and get things done! Karen plays the piano, loves yoga and running, and treasures the rare opportunity to get lost in a good book. She's living her dream life in Austin, Texas, with her two treasured children and husband. doTERRA is her need-to-purpose calling after a 17-year health journey, and she's honored to have earned this special role in its growth.





Participating in US Founders Club 2.0 just gave the push I needed in my business. It also allowed me to realize the impossible is possible if you work hard and put your energy into doing it. I initially thought it was an impossible thing for me, but because I had great mentors, awesome uplines, and a fabulous team helping me, this dream became a reality.

I attribute my success to three key things: making the decision, having the perseverance to go through it, and surrounding myself with smart mentors who guided guide me and held me accountable.

Anangela is a petroleum engineer, with a master's in petroleum engineering and an MBA in business administration. Her husband, Rodolfo, is an engineer as well and works at NASA. They have a sevenyear-old son named Gabriel. Anangela has an entrepreneurial spirit and likes earning additional income. She loves helping people and has a special passion for nature and natural approaches to health. dōTERRA gives her the opportunity to help others in a natural way while making extra income.



Mountain Region



The key to my success has been the deep love I have for humanity. What sets me apart as a business builder is my willingness to recruit high-level entrepreneurs who, like me, are passionate about natural wellness. I'm not afraid of contacting.

Melody is a health mentor, business strategist, and alternative wellness expert and speaker. She's creating a movement to help those who want a vibrant, high-quality life achieve their highest calling.

dōTERRA allowed Melody to be a stay-at-home mom for her kids, who desperately needed their mother. The family loves living empowered with natural solutions. The Watts spend time together playing games, watching movies, creating content, doing crafts, laughing a lot, and eating amazing organic meals. Their family time is precious. They're also a full-fledged dōTERRA family, with their adult children joining the business.

Richard and Amy Fullmer

Layton, Utah

Partnering with God and seeking to put him first in my life has made all the difference in my business. As I've asked and listened, following inspiration has been how I've found amazing and committed partners with whom to build.

"Participating in US Founders Club 2.0 has honestly been a more challenging journey than I would've imagined. I've had to stretch and grow in painful ways. We didn't have an air conditioner or heater for a year as we built. We put everything we could into growing our business. However, the sacrifices have paid off, and our business and additional income have grown. The most exciting part is we're just getting started!

Amy and Rich are the parents of five amazing kids. They love being on this beautiful journey together. They're passionate about leading people to better health, emotions, flexibility, and financial wellness.

Amy was at the top level of another direct selling company for eight years before deciding to walk away from her thriving team. She wanted to find a better vehicle to create more freedom and have a bigger impact. After researching and interviewing many companies, Amy and Rich felt like dōTERRA was the best company out there. They love to sing together, travel, hike, read, eat, laugh, learn, and share about Jesus.



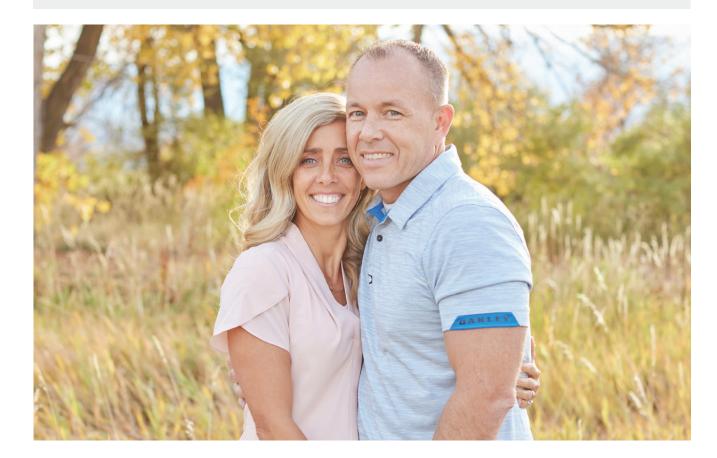
Jared and Heather Andersen

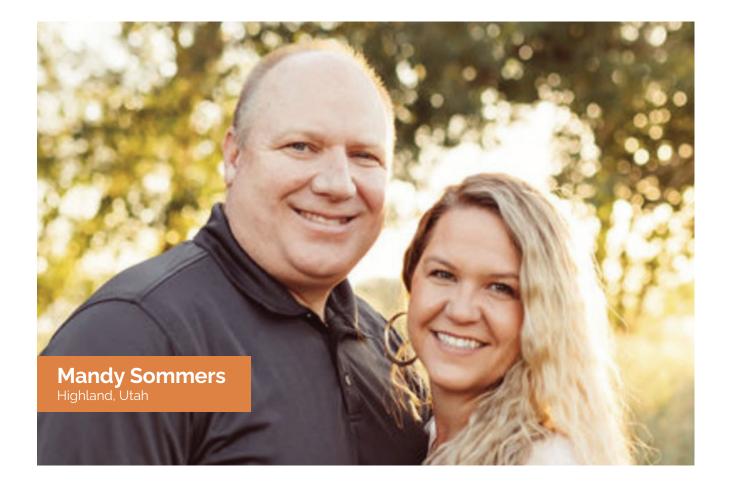
Layton, Utah

Sometimes we see what's right in front of us instead of the miracles waiting to happen. I never would've guessed achieving US Founders 2.0 would have taken as long as it did, nor did I anticipate all the ups and downs. However, this is where growth happens.

"I also never would've guessed earning a spot in US Founders Club 2.0 would help my team members do the same. I hit US Founders 2.0 and immediately turned my focus and intense efforts to helping my team members hit US Founders 2.0 too.

Heather is an inspired, fun-loving leader of leaders. She's a coach and strategic businesswoman, as well as a mother to four children. She's married to her biggest supporter, Jared. Heather enjoys learning and gathers information and people. She loves spending time with her family, traveling, and making memories. Heather craves being in nature, whether she's on a beach or in the mountains. She's all about soaking up the renewing vibes. Heather is a big fan of Tim McGraw, ice cream, Maui, relaxing baths, nature walks, trees, dance parties, the sun, essential oils, and laughter.





Achieving US Founders 2.0 changed our lives in so many ways. It required us to look for the holes in our business and our business systems and find ways to quickly and effectively fill them. We love dōTERRA and all the company stands for. Being part of this group is such an honor.

"We draw inspiration from our faith. Our Heavenly Father and Savior were so important in this journey. We don't have to decide each day if we'll be building our dōTERRA business. It's part of us. It's who we are. This enables us to be consistent and unwavering in our belief in this beautiful company, this amazing business opportunity, and the best products ever!

Mandy and John, a devoted couple of 25 years, embody the essence of partnership and adventure. Their journey together has been enriched by the joy of raising four incredible children, each bringing unique vibrancy into their lives.

Mandy, known for her compassionate spirit and creative flair, enjoys capturing life's moments through photography. John, with a knack for storytelling and a love of history, finds joy in telling tales of their travels. Together, they share a passion for exploring beautiful destinations, seeking out the charm in both bustling cities and serene landscapes and creating lasting memories along the way. Their life is a tapestry of love, laughter, and wanderlust.

Cory and Stephanie Newton

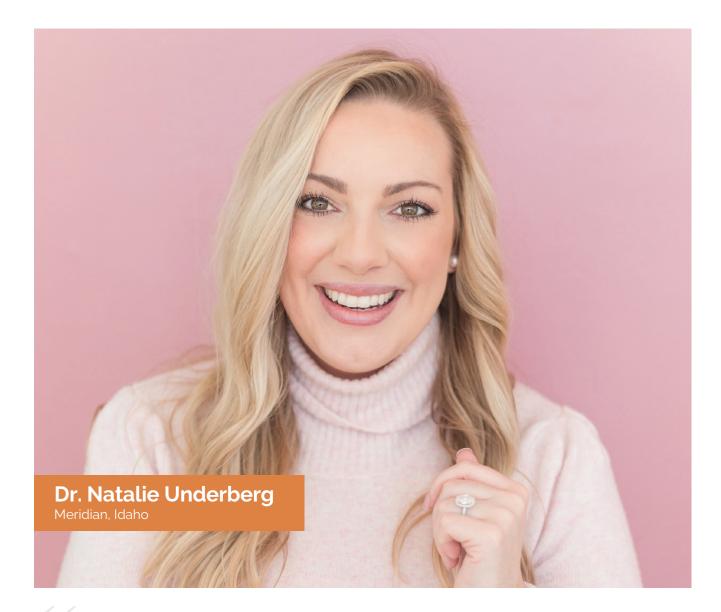
Mesa, Arizona

I drew inspiration to hit US Founders 2.0 from my family. I felt inspired to go for it early when fewer than 50 people had achieved it in 2022. We reached US Founders 2.0 that November but experienced family heartache and trials shortly thereafter. Looking back, the timing of hitting US Founders 2.0 was pivotal. I could take time and be there for my family, knowing we'd hit this incredible milestone. Now I can dive back into the business and help inspire the next generation of dōTERRA builders.

dōTERRA has been a part of Steph and her family's lives for 12 years. It's made their lives full in ways they never would've expected. They've been able to travel, live in different places, meet so many incredible people, and continue to pursue the healthy and active lifestyle they enjoy.

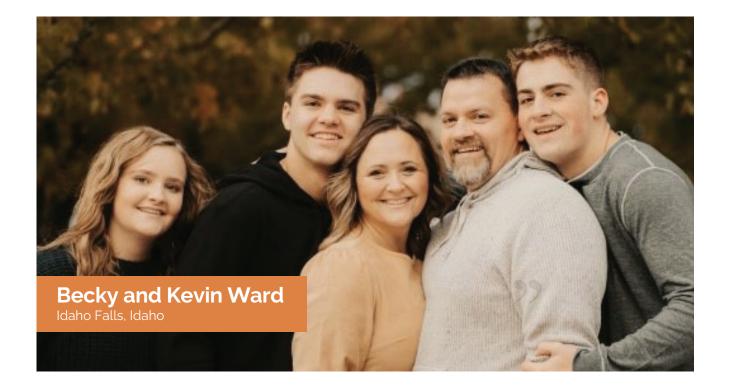
The Newton's can usually be found on a pickleball court, volleyball court, or baseball field. They recently relocated to sunny Arizona to help take care of Steph's mom. dōTERRA and US Founders Club 2.0 has given them the flexibility to do that, and they are so grateful!





Participating in US Founders Club 2.0 was a really amazing reminder that I can achieve the big goals I set my mind to. The key to my success was dedicated time, laser focus, and a unique bond with my team who unwaveringly supported my goals. I couldn't have done it without my team, my leader Melody Watts, and my crossline partner and dear friend Beth Gordon.

Dr. Underberg is a functional medicine practitioner specializing in fertility, PCOS, and hormones. She loves helping couples bring healthy babies into the world. In her free time, she enjoys traveling with friends, hiking and exploring with her husband, and going to new healthy restaurants.



Participating in US Founders Club 2.0 forced us to dig deeper into our Why and our commitment. The road had many twists and turns and looked very different than what we'd imagined, but we never stopped looking for opened doors.

"As Alexander Graham Bell said, When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us.

Becky is a native Idahoan. She's been empowering and educating families on ways to reduce toxicity using simple and natural solutions for nine years. In November 2019 she added dōTERRA to her tool belt and hasn't looked back. dōTERRA was a beautiful resource she was missing in her mission to serve others in an all-encompassing way.

Her husband, Kevin, grew up in Moline, Illinois, but now calls Idaho home. He has a bachelor's degree in biology and a doctorate in physical therapy. He's practiced physical therapy for 16 years and enjoys educating others on how the body and mind work.

Becky and Kevin have been married for 21 years, and they love combining their strengths as they build a beautiful community of empowered families. Their children—Owen (18), Wesley (16), Madalyn (14) bring them a lot of joy. The oldest just left to serve a two-year mission for his church in El Salvador.

In their free time you will find the rest of the family together golfing, snowshoeing, playing corn hole, spending time in the backyard, or working out. Family is what matters most.

Laura Stoker

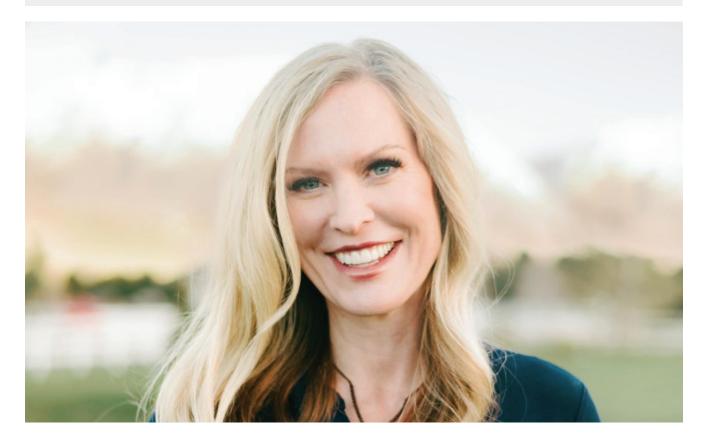
Payson, Utah

Going for US Founders 2.0 required a disciplined mindset. My eyes could never leave the goal, no matter the obstacles. The biggest lesson for me has been learning that I can achieve what I set my mind to. I literally declared what I wanted, wrote it down, and knew it would happen. I also knew I was the one who could either make things happen or let things slide and live in excuses.

Laura is an avid learner and enjoys meditating, communing with nature, and practicing daily walking meditations. Joining dōTERRA 13 years ago and building a potential recurring income was one of the greatest tender mercies from God that Laura was given. Her dōTERRA business not only provided financially for her family but also offered tremendous natural support when she lost her son-in-law and her husband of 22 years.

Laura practices courage and vulnerability to face her own inner work, which has spring-boarded her into helping many women discover their true authentic voice.

Laura and her husband, Matt, enjoy going on Thai food date nights and eating popcorn while watching their favorite TV series. Laura loves spending time with her six kids, three bonus kids, and two adorable grandkids. Laura is known for her delicious homemade soups and large family gatherings.



Jessica Moultrie

Wilsonville, Oregon

My key to success in achieving US Founder 2.0 was creating a plan with exactness and identifying specific daily actions that help me achieve US Founder 2.0. Before I could commit, I needed to see if it was possible.

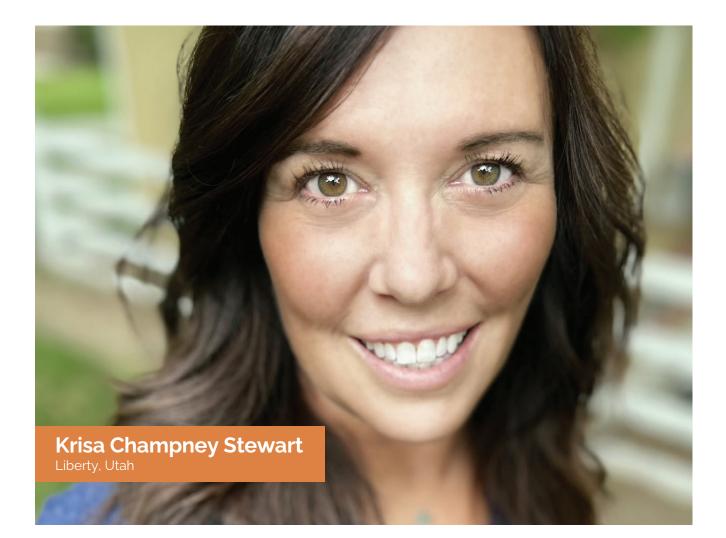
"Action breeds confidence, and confidence is a vital part of succeeding in any endeavor. Casting a vision, problem solving, strategizing, seeing the best version of people, and helping them achieve things they never thought were possible is my absolute favorite thing to do, and dōTERRA allows me to do just that! I'm never going anywhere else!

Jessica has been working with dōTERRA for nearly 12 years. A lifetime fitness enthusiast and former college soccer player, Jessica is an avid essential oil lover and includes them regularly in all aspects of her life.

Beyond her business achievements, Jessica is also the ultimate sports mom, raising three very active, athletic daughters—Olivia, Gabriella, and Bella—with her husband, K. C. Jessica's success with dōTERRA has helped her support the dreams of her oldest daughter, Olivia, who made the news as the youngest female professional soccer player in American sports history.

Jessica lives by the phrase just do it and believes prosperity is available for those who are willing to do what it takes to achieve it.

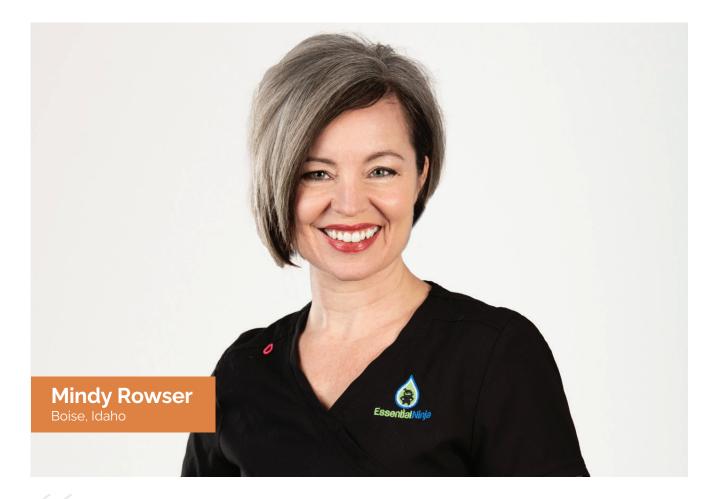




I've never worked so hard or so focused for so long on something I started out knowing so little about. The requirements were steep and required me to work at a heightened pace. I had no idea such development service opportunities were out there. A huge part of my success has been the people the mentorship, the old friendships I've been able to rekindle, and the new friendships I would've never discovered. I am so grateful and honored to partner with dōTERRA.

Krisa was born in Texas and moved 16 times before settling four years ago in Liberty, Utah, in the beautiful Ogden Valley. Krisa has been married to Casey for 28 years and has four children: Caden (25), Reed (23), Eliza (20) and Flynn (nine). Krisa also has a daughter-in-law, Lindsey, and a granddaughter on the way in March. Their family loves to hike and mountain bike and are so grateful that their beloved ski resort is only 17 minutes away.

Krisa is a serial entrepreneur and finds herself constantly coming up with new business ideas. She loves working with people, learning new things, and teaching. She plays the piano and loves nothing more than having her family play musical instruments and sing with her.



Participating in US Founders Club 2.0 rebirthed the initial passion I had for growing this business 10 years ago. I'd forgotten how inspired I get when a brand-new person experiences essential oils for the first time. I'd gotten lost in the clouds of decision fatigue and withdrew during times of struggle.

"Having a goal so huge allowed me to play into my strengths and believe in myself again. I'm inspired by the opportunity we have to offer women the opportunity to not work like they don't have children and parent like they don't have a job, but instead to balance life, work, kids, and passions in creative ways. We allow people to dream in color again. That has been my greatest motivation.

Mindy is happily married to her husband of 15 years and has two tweenager children. They split their time between Alaska and Idaho. She loves to travel, cook, and scrapbook and has been a massage therapist for over 18 years.

Tricia Weiss

Erie, Colorado

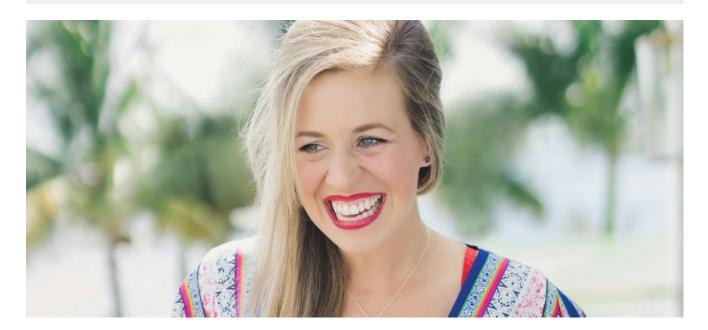
I draw inspiration from this beautiful world around me. I dream big and follow other big dreamers. The ideas in my head have no limits.

"My two grandmas have been a huge source of inspiration in my life. They both had incredible careers, owning their own businesses even 65 years ago. I watched my mom do the same as an entrepreneur—she raised her family while working part time in a high capacity, highly influential position. As a God-fearing, bread-making, music-loving travel enthusiast who loves being a mother so bad it hurts, I recognize there are thousands of women who've gone before me, reminding me that I'm going before the next generation of men and women. I praise God from whom all blessings flow.

Midwestern-raised Tricia graduated from Iowa State with a bachelor's degree in vocal performance. Tricia and her husband moved to Orlando to pursue professional stage careers but quickly realized that management was the route they wanted to take.

Fast forward a decade, and they've both enjoyed fulfilling and exciting careers at the Walt Disney Company in an array of roles.

In 2018, they needed a new adventure and moved to Rocky Mountain, Colorado, where they live with their four small children. dōTERRA came to Tricia when she met a woman who was traveling the states in an RV. Her life fascinated Tricia, and Tricia jumped in during the craziness of 2020. dōTERRA has blessed Tricia's life, as well as the lives of thousands of others. Tricia believes every mother needs to feel this level of empowerment and confidence—and that's why she keeps falling in love with the product and business opportunity year over year.



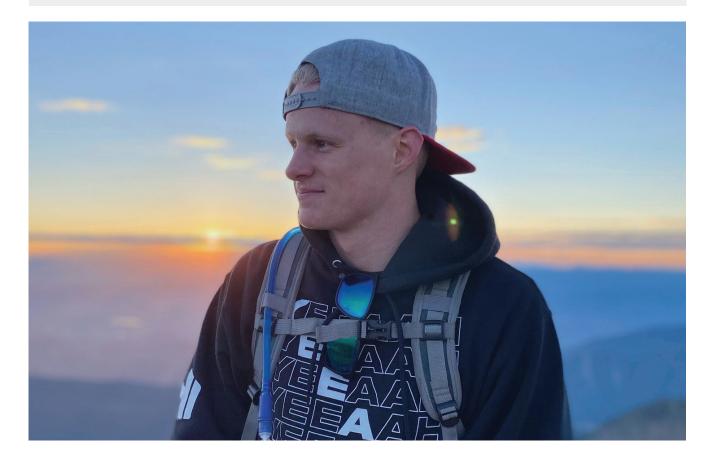
Christian Risenmay

Provo, Utah

I couldn't have done this without my dad, Seth Risenmay, and other mentors like Rod Richardson, Natalie and Andy Goddard, and my incredible family, friends, and community. They've been very patient with me, my journey, and my shortcomings. I'm so grateful for the people who've believed in me, even when I felt like I didn't deserve it and especially when I shut down their advice and support.

"I've been inspired by people like Seantay and Matt Hall, Laurie Kimball, Michelle Weaver, Amy Fullmer, and Heather Andersen, as well as our incredible executive founders. I'm so grateful for the community and family that dōTERRA has been to me.

When Christian isn't building his business, he loves being active in his church, playing the piano and guitar, playing pickleball with friends, and playing video games with his family. He loves trying new foods, which is his favorite part of traveling and getting to know new cultures. Currently, pupusas are the highlight of his quest for foreign cuisine. Christian also loves hitting the gym.





This journey has helped me be a better leader and develop a stronger faith in others and in miracles. Throughout this journey, there was so much discouragement and doubt. I'm so incredibly grateful for the supportive family and friends who were there to encourage and strengthen me.

"I know the power of surrounding yourself with good people. My husband, Jeff, offers such incredible strength and support in everything I do. Even my kids got involved. I like to think I was a powerful example to them for how doing hard things really is possible. I think the key to my success has been my determination to continue moving forward. Remember, some progress is slow, but it's still progress.

Rachell loves to vacation with her family. Whether on a camping trip to the lake or at a resort in Mexico, she loves the time they spend together. Music plays a big part in her family's life. Rachell loves supporting and helping her boys grow their talents in both vocal and instrumental music.

One of Rachell's new hobbies is scuba diving. She loves making and eating delicious food. She's also been known to be a bit competitive. She loves a good board game and also loves to win. In the event of an apocalypse, she'd be your go-to for emergency preparedness.



The key to my success has been believing in myself and having the courage to go for the no. Understand there's nothing to fear about rejection, instead realizing it can easily be a redirection to something greater. Yes, the leap of faith is necessary. It's what catapults me Godward.

"Being able to share the proof of the purity of our products has been so amazing. And the integrity of the company matches my humble integrity. I'm a truth seeker and freedom warrior. I'm an open book— I'll share the joyful, painful, and ugly with others if it means I can help restore hope or perhaps help someone from experiencing something I dealt with. I'm real and raw to a fault sometimes, but that authenticity I believe sets me apart and allows others to trust me and let me take part in their wellness walk.

La'Nette is a woman after God's own heart. She married her soulmate a month to the day after they met on a blind date 21 years ago. She's a home-educated girl mom who's about to be promoted to YaYa. La'Nette loves to ride passenger in the mountains on her motorcycle, and her favorite kind of vacations are cruises. There's always some kind of song, movie clip, or tv show quote running through her head. Now that she's raised her family, she pours her heart into helping others find balance in their health and homes.

Busch and Annette Jones

West Valley City, Utah

Striving for US Founders Club 2.0 forced me to break through my limiting beliefs, get over the stumbling blocks that I'd allowed to build up in my path, and evolve into a next-level version of myself. It might sound funny, but being committed to personal growth was the motivation that allowed me to surrender to the outcome that was meant for me and my team. We just keep showing up and doing the work, loving and supporting each other and our customers, and asking God for the direction and miracles needed along the way.

"I couldn't have done this without Amy Fullmer and Natalie Goddard as my mentors and cheerleaders. They're true angels and blessings in my life. We're not meant to do this alone, so don't try to!

Annette is a confidently curvy, middle age–embracing woman who's a fun-loving kid at heart. She loves visiting escape rooms, planning themed parties, making costumes, taking ghost tours, hoarding pillows, sitting on porch swings, floating, and snuggling up with her favorite drink and a good book.

She and her husband have been married for almost 30 years and have three wonderful grown kids and two grandkids they adore. They love traveling as a family and have been to 33 countries and 39 states on their adventures. They love that their kids are all in when it comes to doTERRA and believe getting to work together as a family with such an amazing company is a major gift.



Melissa and Michael Barton

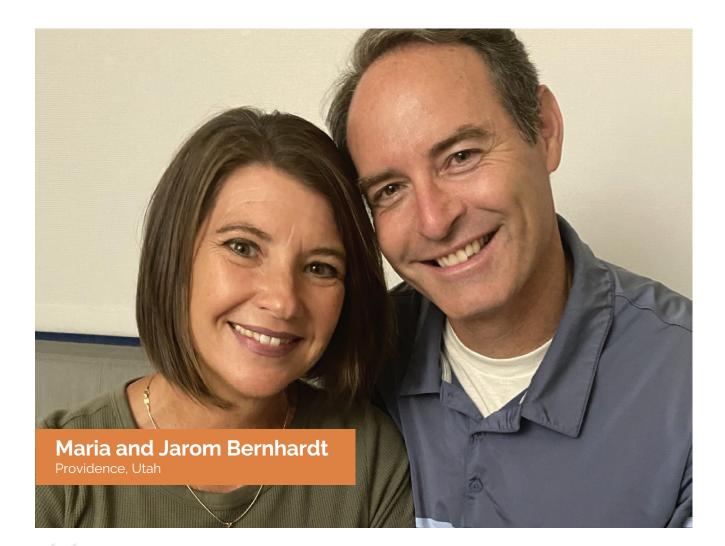
Windsor, Colorado

The key to our success has been our incredible friends and family. We've had the most incredible support system because each person knew what we were working toward, and everyone helped in so many ways. It was humbling to see the love and support.

"Love sets us apart. We are the Grow with Love team because we lead with love and work to help and heal. "

Melissa was born and raised in Colorado on a farm and ranch. Mike was born and raised surfing in Southern California. Both love snowboarding, hiking, and being outdoors. Team Barton loves to travel and share the good news from the Bible. They have three great dogs and enjoy spending time with their nieces and nephews.

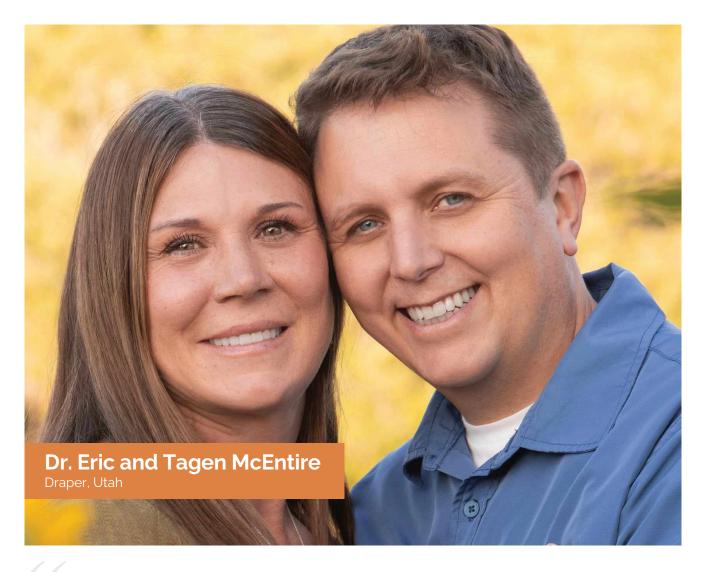




We draw our inspiration from God. He's always in the details of our lives! We've found as we put him first, everything else falls into place. If we put forth our best effort, he'll make up the difference.

"We're so thankful for Tony and Aimee McClellan, who've been amazing mentors. They've helped us every step of the way, including by educating us on products and spending countless hours helping us with classes, team structure, and best business practices. We couldn't have done it without them. We're also so thankful for our team members and all they do to share dōTERRA® products with their families and friends. Becoming US Founders 2.0 truly was a team effort.

Maria and Jarom have eight children—three of whom are married—and three grandchildren. They love spending time as a family swimming at the beach, hanging by the pool, and playing games. They love supporting their kids in all their extracurricular activities. Raising them is Maria and Jarom's greatest joy and blessing.



The key to our success has been remembering who we are and what we're capable of. Trust in divine timing. Someone needed to become a US Founder 2.0, and it may as well have been us. God was our number one inspiration because he helped us see life differently. Other inspirations were our children believing in us and Natalie and Andy Goddard reminding us that we were born to create. Participating in US Founders club 2.0 gave us permission to dream. It allowed us to push and be uncomfortable but have fun doing so.

The McEntires have two beautiful daughters, Finnley (10) and Goldie (8); two dogs, one of which is more pony than Great Dane; two cats; and chickens. They love to hike, ski and snowboard, travel, garden, have dance parties in the house, and play games.

Every year, they lead a humanitarian trip to the Dominican Republic, where they meet the Dominican people's health care needs and distribute dōTERRA 72-Hour Emergency Relief Hygiene Kits to Haitian refugees. Through fundraising and the dōTERRA Healing Hands Foundation® Match Program, they were able build four homes.

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

Amy and Yakub Ali

Smithfield, Utah

My dōTERRA journey has been nothing short of transformative, and it's the incredible network of partners and upline leaders that've been my guiding lights. They're the wellspring of strength, wisdom, and unwavering support that fuels my passion for this business. Without their influence and encouragement, I might never have dared to embark on my dōTERRA adventure.

"The cornerstone of my success has always been my refusal to surrender. I'm a relentless hard worker, and when I set my sights on a goal, there's no force on earth that can deter me from pursuing it with unwavering determination.

Amy is a Utah native and an ESL and social studies high school teacher of 23 years. She has an extraordinary love story that began two decades ago in the bustling bazaars of India. While on vacation, Amy stumbled upon a charismatic Indian jeweler who attempted to sell her jewelry but ended up capturing her heart instead.

Their romance blossomed, and three years later, Amy and Ali exchanged vows in a dreamy ceremony in Thailand. This dynamic duo now shares their adventurous journey with their six fantastic children—three sons Saif, Sohil, and Adam, and three daughters Alisha, Addie and Sofia. Their shared love for travel, exploring new cultures, and reveling in the company of extended family and friends ensures their life is an endless celebration of laughter and good times.



Holly and Jon Orgill

Lehi, Utah

Reaching US Founder 2.0 was one of the hardest things I've ever done. It required so much work and faith that I honestly didn't know I had. It's one thing to teach your kids to set goals, work hard and pray for miracles. It's another to show them how to do it. We learned life-changing lessons as a family that we couldn't have learned in any other way.

"If I could've given myself any advice before I started my journey to US Founder 2.0, I would've said whether you believe you can do it or you can't, what you believe is absolutely true. Speak belief into yourself daily and think and act as if you know with certainty that you'll reach your goal. Act on every inspiration, knowing God will have your back.

Holly is a homeschool mom of three who's married to her handsome hubby, Jon. They live in Lehi, Utah, and love making memories together. They enjoy being in the mountains as a family, despite their kids' busy sports and gymnastics schedules, church callings, Jon's work, and dōTERRA. It's a hectic yet very tender stage in life.

They also love to road trip and have driven to North Carolina and back twice this last year, making lots of fun stops along the way. Making memories, working hard, and living a God-driven life are what Holly and Jon value.





Participating in US Founders Club 2.0 and building my business though this platform has improved so many parts of me as an individual. I've gotten a glimpse of what I'm capable of and what I'm good at. I've stepped into my favorite roles of being a wife and mom, and through US Founders Club 2.0, I'm stepping into the role of a leader, and it's an amazing opportunity. Building a business has been an outlet to help me find myself.

"I encourage my team to share what they do and show up as their authentic selves. I don't want to duplicate myself. I want to inspire others to be true to who they are while educating, finding success, and building in a way that feels authentic to them.

Whitley met her husband, Tate, 11 years ago and just celebrated her eighth wedding anniversary in January. They have three kids—Hattie, Hux, and Hugh—who are the absolute light and joy of their lives. Together is their favorite place to be. They prioritize creating lasting relationships with their kids, so they try to make fun memories with them by camping, fishing, hiking, and vacationing. Relationships are very important to Whitley, and she just wants to be with the people she cares about most. She loves to laugh, eat sushi, tell stories, and have meaningful conversations.



Pursuing any large goal like US Founders Club 2.0 forces us out of management mode and into action mode. You can't expect people on your team to do the PIPES activities that bring growth if you aren't doing those things yourself. We had to become examples of what needed to be done for growth! For those of us who have been around for several years, the excitement of working with a new leader is just plain fun! Their excitement and enthusiasm are contagious.

"The key to our success was scheduling several classes a week, both in person and virtual, and inviting everyone we knew and encountered to attend. We also did booths and got involved in community activities to meet new people who we could invite to our classes.

Tony and Aimee have five kids and two grandchildren. They love traveling, riding motorcycles with their boys, exploring new places, and playing on the beach. They're very grateful for the dōTERRA opportunity and lifestyle that allows them to combine all these things with sharing amazing dōTERRA® products around the globe.

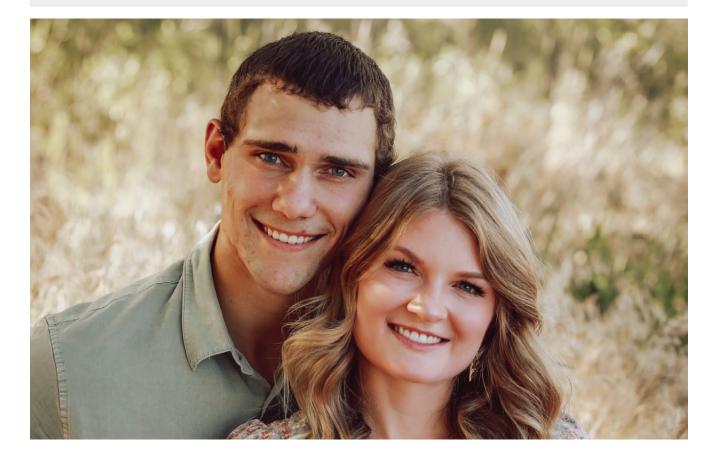
Lily and Houston Peterson

Montpelier, Idaho

If I could've given myself advice before starting this journey, I would have told myself to trust the process and trust God. I had to trust there was already a US Founders Club 2.0 spot waiting for me and everything would align for my highest good. Continue working hard and trust everything will play out how it's supposed to.

"My biggest inspiration during this whole process has been Heather Andersen, who's also a US Founder 2.0. She's my upline and mentor, and I couldn't be more grateful for her support and love. She was always there no matter what. She showed up for me and her other partners even when she struggled. I am so inspired by her, and I strive to be the leader she is.

Lily married her high school sweetheart, and they live in a beautiful valley in Idaho with their two dogs. She loves being in nature and traveling and dreams of seeing every country in the world. She also loves serving others, and being a US Founder 2.0 is helping her to fulfill those dreams. She feels so incredibly blessed to be part of dōTERRA.



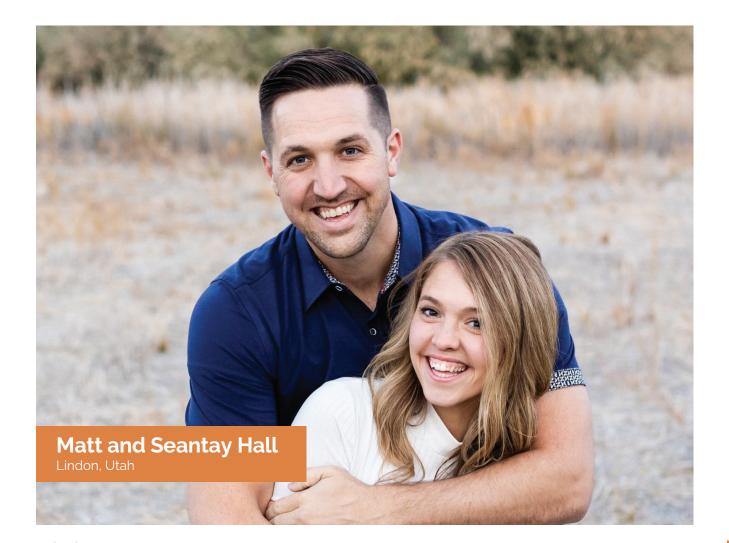
Kira Ritchie

Riverton, Utah

My advice to anyone starting this journey is to believe! So much can come from the ashes of past failures. Don't let your fear of disappointment and failure keep you from pursuing this business. Surrender what you think the timeline should look like, along with how you think the miracles should unfold. Just trust the process and go for it!

Kira's three sweet kiddos are her world. They love spontaneous trips to the park, dance parties in the kitchen, and snuggling up all together for a movie night—and if they are lucky, a sleepover on Mom's bed! On the weeks her kids aren't with her, you can find Kira hitting the dance floor. Music and dance bring her so much joy.





If we were to credit one skill with our success, it would be our ability to keep a positive mindset and our feet moving. Mindset work has been absolutely crucial. We've had to develop the habit of questioning each negative or limiting thought that comes into our minds or out of our mouths, shift the paradigm to believe everything around us is happening for us instead of to us, and realign our actions to create whatever result we desire despite circumstances.

Matt and Seantay are dōTERRA double Diamonds who love adventure–whether they're spending time in the mountains of Utah or traveling the world with their three kids Lincoln, Skye and Aspen. They've spent months at a time as a family in multiple countries and plan to explore many more. Anywhere they are in the world, they chase down waterfalls or hike in beautiful places, all while simultaneously looking for people to carry the mission of dōTERRA forward. Seantay rocks out to Celtic music, and Matt listens to everything and lately has been enjoying Bollywood songs while building dōTERRA in India.



I feel so much gratitude to our partners who worked so hard alongside us and so many other team members, friends, family members, customers, and hosts made this possible. Natalie and Andy, Heather and Jared, and Amy and Rich, your support, friendship, love, and mentorship mean the world. I am forever grateful to you.

"I also couldn't have done this without my amazing husband and my sweet kiddos! Their notes, help, patience, and daily check-ins kept me going, knowing this would forever bless all of us. Above all, I know God is in control. Many obstacles could've derailed us, but he was always there. Learning to lean on and trust him became our biggest blessing. I am forever humbled and grateful for the path he's paved and continues to pave for us.

Things that bring Jillian joy: the serenity of oceans, lakes, and rivers; the art of educating; a healthy lifestyle; her garden; and travel—Europe has her heart. She lives in Farmington, Utah, with her hubby, Shaun, three girls, a little boy, two dogs, and a bird. She dreams of living near the ocean or a lake and traveling Europe with her family. House plants make her happy–she currently has 50! Happiness for Jillian is hosting family and friends, making things beautiful, tackling a good organization project, and dreaming of a day when synthetic fragrances no longer exist.

Heidi Konecki

Salt Lake City, Utah

What sets me apart as a business builder is my curiosity, integrity, and a belief that complex issues are simply opportunities waiting to be untangled. With little or no entry barrier from a business standpoint, dōTERRA has created an amazing vehicle to meet needs while unlocking the pure potential people have to do good in the world. Dare to dream, find the market that aligns with you, and just share!

Heidi is a wife, mother, and business leader. She promotes social entrepreneurship, and her recent work has led her around the world, speaking in forums that promote awareness and change as global society tackles the issues of our day.

As an impact advocate, Heidi supports organizations that strengthen families around the world by eliminating poverty of mind, body, and spirit. She promotes developing basic business principles and expanding traditional nonprofit leadership to invite growth, opportunity, and results. These empower and enhance people's ability to contribute to society in meaningful ways.



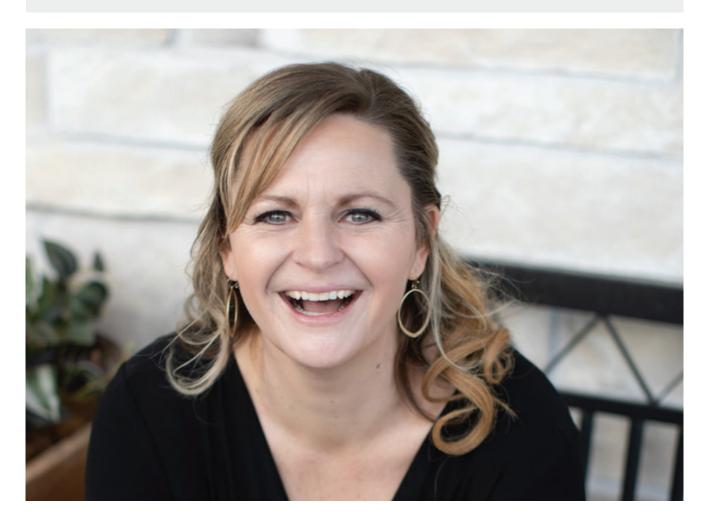
Beth Gordon

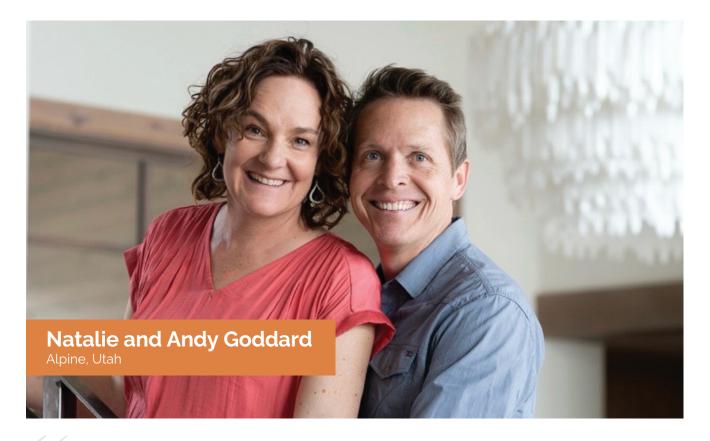
Eagle, Idaho

Participating in US Founders Club 2.0 was a beautiful reminder to me that, with the right people around you and God's vision inside of you, it's never too late to change course and make an impact.

"If I could go back to the start of this journey, I'd tell myself nothing worth doing—that has lasting value—is easy! Keep going on the days when you don't feel like it and surround yourself with men and women who always speak life into you, no matter how hard things get.

Beth is a wife and mom to three children. She's also a health coach who loves to teach and blog about good food, healthy living, and faith. She loves baking, playing volleyball, traveling, and working out.





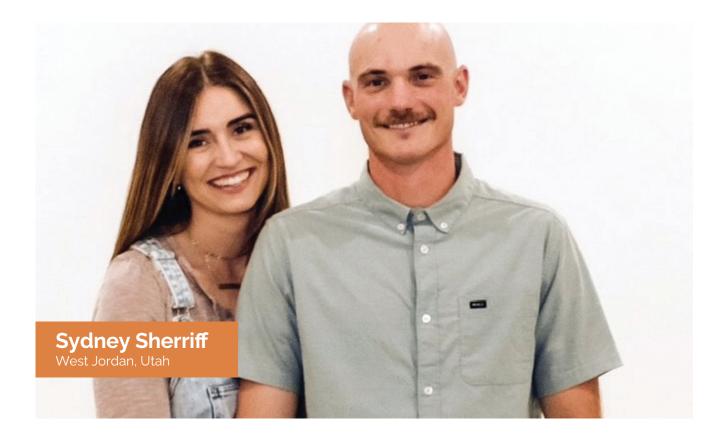
We see dōTERRA as the most powerful vehicle for awakening the limitless creator within each of us. We noticed early on that those who believed they could be successful were, so we've adopted the habit of outrageous belief! We choose to believe that this business can be simple and joyful.

"And it's really all about showing up. We've found love works every time. If we simply show up for the one in front of us and create as much value as possible, we experience loads of success and fulfillment.

"We know more people are out there waiting. If you trust God enough to let him guide you, you'll connect with them. dōTERRA has stretched us beyond our limits, and it's been the greatest gift in us become more of who we're meant to be!

The connection Natalie and Andy have with God is everything to them. It gives them the strength and direction they need to live their best lives, full of purpose and meaning. Whether they're catching a sunrise from their dream home and event center in the Utah mountains or having a heart-to-heart with God, these moments light a fire in their bellies and get them pumped to tackle whatever comes their way.

Drawing inspiration from God and nature is their secret sauce for keeping it real and authentic as they live their passion and purpose. Natalie and Andy have found if they choose to connect with God first before anything else, he keeps taking them to the answers they seek. They know he led them to Laura Jacobs, who shared a vision and that vision has held their focus for the last two decades. Partway through their dōTERRA journey, their purpose of raising leaders emerged, and that inspiration has been their North Star ever since.



I draw inspiration from stepping into the shoes of the women whom God is guiding me to serve. I build my business and live my life in a way that'll ultimately make her feel wanted, whoever she is. When I post on social media or talk with a mother at the park, I want her to know she can sit with me.

"My biggest support is my husband, Sam. It's his voice cheering for me on my darkest days and sunniest afternoons. Because of his acceptance, patience, and unconditional love, I can celebrate myself and thus celebrate others. It's because of his friendship that I've learned how to cheer from mountaintops for the women in my life and business.

Sydney is a woman who enjoys being present and not taking life too seriously. Making others laugh and feel important brings her true joy. She believes it's the little things in life that make it colorful: finding a swimming hole with her kids, telling inside jokes with her leaders (who are now her best friends), and enjoying morning banter with her husband.

Creating a lunch table of life so women feel safe, seen, and wanted has been another great joy for Sydney. Because she knows there's no better feeling than when someone's saved you a seat.

Denise Williams

Riverton, Utah

My belief in myself carried me through, even when it seemed impossible. The drive I had to become a US Founder 2.0 came from a deep desire to help people, which I've had for many years. When US Founders Club 2.0 was announced, I instantly knew I had to do it. I felt it in every cell of my body. I'm so grateful dōTERRA is making my dreams come true!

"God is my biggest support and inspiration. I just had to be open to the miracles! He let me know dōTERRA is the vehicle for making my dreams a reality.

Being a mom to three great kids is Denise's greatest blessing. She's an intuitive healing practitioner and licensed massage therapist, helping people to process and recover in mind, body, and spirit. She also relies on essential oils as a doula to help mamas and babies have wonderful birth experiences.

Denise loves dancing spontaneously for fun, as an expression of her soul, and informal partner dancing like West Coast Swing. She's delighted by gardening, healthy eating, gorgeous sunsets, hiking, mountains, and oceans. She also enjoys the arts, attending symphonies, ballets, operas, and musical theaters.



Julie Brown

South Jordan, Utah

The Founders 2.0 race taught me invaluable lessons that transcended mere competition. Belief, vision, determination, resilience, and creativity were the pillars of my journey. Belief in myself fueled my confidence amid challenges, and a clear vision guided my actions and kept me focused. Determination kept me moving forward—even in the face of exhaustion—and resilience helped me bounce back stronger from many setbacks. Creativity enabled me to find innovative solutions to obstacles when things got tough.

"I drew inspiration from others' successes and found encouragement in singing power songs to fuel my drive. These experiences taught me success isn't merely about reaching the finish line. It's about embracing a mindset of perseverance and growth. In becoming a US Founder 2.0, I gained incredible insights that'll shape my future endeavors.

After raising five kids and running a large dance studio for 20 years, Julie was ready for something to change. dōTERRA provided her with a new mission in life.

Helping others write their life stories is a passion for Julie. She especially loves helping those who've lost a loved one unexpectedly gather memories and create memoirs to honor them. Julie's world is filled with joy from five little grandkids and their grandpa, her favorite sidekick. She loves flowers, attending musical plays, grooving to oldies rock, camping, freeze-drying food, and worshipping God.





I want to thank my son, Christian, for inspiring me to run for Founders 2.0! His determination and persistence in the face of adversity was so inspiring, I knew I had no excuse, but to accomplish this goal. It took a lot of humility and a few miracles to make it happen. I'm so thankful for Krista Palmer and her team for showing me how I could get enough enrollments to make it all happen. Sometimes the answers came from unexpected sources, and inspiration came at just the right moment to give me enough hope to keep trying. I'm so thankful for the divine guidance that came through thoughts feelings and flashes of inspiration, that just required my willingness to act. Just like going Diamond, hitting Founders 2.0 was a decision, and once the decision was made the path revealed itself! I can't wait to help take the company to the next level.

Seth grew up in a family of 10 kids, where they learned to work hard and have fun from a young age. Two of his sisters are dōTERRA Diamonds that he is grateful to get to work with regularly. Seth has 4 children, 2 boys and 2 girls. His oldest son, Christian, has chosen to work with him in dōTERRA, which Seth's dream come true. He loves the outdoors, camping, hiking, riding motorcycles, snowmobiles, and anything fast. He also loves to exercise and stay fit.

Seth is passionate about leadership development and enjoys teaching leadership principles through a program called Nature of Success, which teaches principles through observing animals in nature.

Not Featured

Laurie Kimball Mary Darnall Jenna and Andrew Rammell



North America Chinese Region

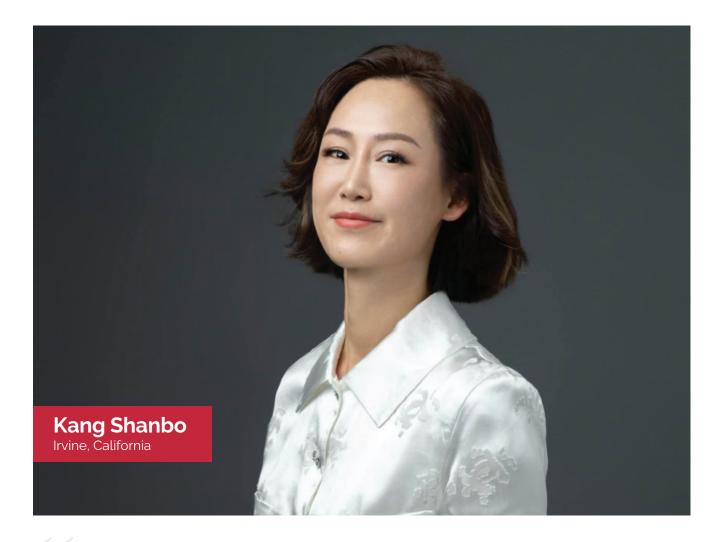
Drs. Mark & Tina Wong

West Covina, California

We draw inspiration from God. He gave us these plants and their oils and He wants us to share. He goes before us, behind us and all around us. We also are inspired by Emily Wright and Natalie Goddard. Both leaders take the time to listen and show warmth and love to everyone. We are unique dōTERRA business builders because of our medical and dental expertise. We love the additional education about natural solutions that dōTERRA has given us. We enjoy our business so much. It's fun to help others, build businesses, develop themselves, achieve financial goals, and travel together.

Dr. Tina Wong is a board-certified Pediatrician practicing part-time in the Los Angeles, California area. Dr. Mark Wong is a board-certified orthodontist with practices in Covina and Upland, California. Drs. Mark and Tina have seven children whom they have loved homeschooling and they have found learning alongside their children fun and rewarding. They have six boys and one girl. Together the Wongs love to stay active running, doing yoga, stretching, gardening, singing in choir, traveling, volunteering for their local church, and for international missions.





What sets me apart as a leader is my ability to lead my team responsibly. Trust, reliability, and team harmony are so important. I love that we are learning and innovating together.

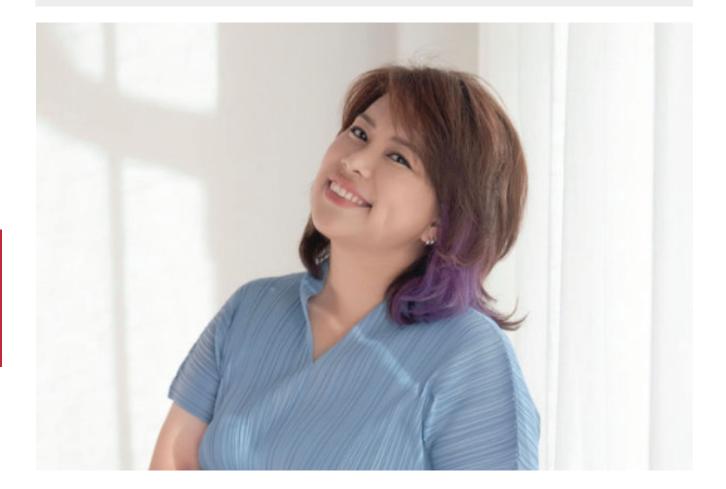
Kang is the mother of two children, a daughter in 12th grade and a son in 9th grade. She is so proud of her children. Kang is grateful for her husband who supports and loves her wholeheartedly.

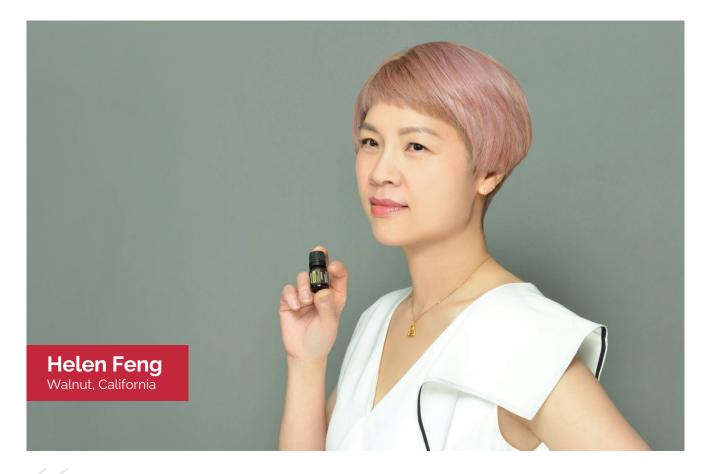
Sally Hsu

Hacienda Heights, California

I view my experience working toward Founder's Club 2.0 as a train traveling to its destination. I am the engine, leading the train and running hard toward my team's short-term and long-term goals. While enjoying the view on our way, we experienced various weather conditions. Sometimes it is hard to keep everyone on the train at the same time, and some people choose different paths along their journey. Some people get off this train, while there are still more people getting on. No matter what conditions we meet along this long journey, I strongly believe that the people that share my same passion and beliefs will stay with me until we arrive at our final station.

Sally is an experienced hair stylist who prides herself on bringing her client's hair dreams to life. After being introduced to dōTERRA, she realized she could uplevel her business by integrating her love of essential oils. Sally loves sharing the beauty and healing they bring.





When I decided to become a 2.0 Founder, I told myself my mission and I told myself to take care of my health. I get inspiration from all the conversations I have with people; I see everyone as my teacher and mentor. As an entrepreneur what sets me apart is my persistence, sustainability, and ability to seize every opportunity. It has allowed me to lead my team in a way that gives my partners a sense of security, but also the room they need to grow.

Helen was a hair stylist for thirty years before starting her dōTERRA business. She loves being a hairdresser because she gets to meet a lot of people, learn from them, listen to their stories, and make them feel beautiful. She is still a professional hair stylist but is now also a proud wellness advocate after being introduced to dōTERRA in 2020. dōTERRA has made a big difference in Helen's life, she loves being able to work with people. Helen came to the U.S. from Shanghai, China. She loves many things including food, yoga, music, traveling, and reading books. Helen and her husband have three children and live with Helen's parents.

Lynn Wang

Temple City, California

Participating in Founders Club 2.0 significantly enriched my life, bringing balance to both personal and professional aspects. In my prior role in the art world, I preferred working alone, limiting interactions to the professional sphere. Despite appreciation for my work, connections were mostly work-oriented.

"Since embracing dōTERRA, especially through Founders Club 2.0, I've realized the importance of connecting with people. Engaging in meaningful conversations and attentive listening has resulted in unexpected friendships with thousands, impacting both my personal and professional life positively.

"Connections from Founders Club 2.0 not only fortified my professional network but also improved the overall health of my business. Moreover, insights gained on collaborative work and effective team leadership contribute to a more connected and fulfilling lifestyle. This journey, beyond its business success, has enriched my approach to teamwork and leadership, fostering a balanced and wholesome life.

Before Lynn started her dōTERRA journey, she worked as a graphic designer. She loves her job, where she gets to create things, from small handmade items to communication artwork. She also enjoys outdoor activities, such as biking and hiking, and she loves being in the woods for a refreshing forest bath. Lynn is mother to two boys, aged seven and nine, and she cherishes the time she spends with them. They love to play together, do crafts, and cook. Lynn feels fortunate to have the opportunity to grow alongside them.





Pacific Region



I draw inspiration from many sources, but what truly fuels my dōTERRA journey is aligning myself with others who share similar core values. Staying true to these values—such as honesty, transparency, and hard work—guides me in my life and in my business. These values remind me of the importance of leading with integrity and heart. I believe the key to my success has been fostering unwavering commitment to these principles and building a community of the most incredible, servantminded team members who show up for both themselves and others. It's truly a kākou (together) thing because together we are better.

Eliza was born and raised on Maui. She is a proud *kānaka maoli*, dōTERRA Maui mama, police officer, wife, and public-school elementary educator of 20 years. She loves spending time with her 'ohana, watching Keiki play sports, going to the beach, swimming in the river, and traveling the world. She's proud and honored to be part of the local Essential Island Living Community that brings hope and wellness to so many families.

Kate Kanoe Welch

Wailuku, Hawaii

My pathway to success as a US Founder 2.0 was anchored in my belief in the company, the products, and my team. The moment I glimpsed the potential of US Founders Club 2.0, I initiated strategic planning with my upline, top leaders, and account manager and then rallied my entire team for the exciting journey ahead. The unwavering support and belief from each of my leaders and cross line sisters became the driving force that propelled me forward, motivating me to impact as many individuals as possible. As a newer Diamond, I acknowledged the challenges ahead and firmly believed in my capacity to achieve anything I set my mind to. This journey, along with a team that believed in me, affirmed that commitment.

Kate cares deeply for her family, her friends, and the community she calls home. She was born and raised on the island of Maui, which instilled a passion for the outdoors, environmentalism, the arts, and education. As a mother of two strong daughters, Diamond leader, and full-time arts educator, her life is full of purpose and love. Friendship and laughter keep her going. Kate is always ready to support others on their journey to wellness and happiness.



Erika Garza

Hermosa Beach, California

I focus on results. If people reach their health goals, we build trust, and a great business is built on trust. US Founders Club 2.0 solidified my place at dōTERRA. It changed my perspective on my dōTERRA business from being a hobby to being an honorable responsibility to continue growing and leave a legacy. As a Latina, my goal is to educate my community and teach them about natural solutions for their health goals. US Founders Club 2.0 is a privileged opportunity that I'm extremely grateful for, and I will continue to learn how to best uphold it.

Erika is a Mexican-American mother of two sweet girls, a happy wife, and homeschool momma. Outside dōTERRA, she's a licensed marriage and family therapist in Hermosa Beach, California. She loves weightlifting and running on the track. She finds joy in traveling; attending regional Mexican music concerts; and cooking nutritious, high-protein meals. She also enjoys singing in her church choir and engaging in missionary work. Erika's favorite movies are *Wedding Crashers* and *The Sound of Music*. She loves to laugh and is passionate about serving others.

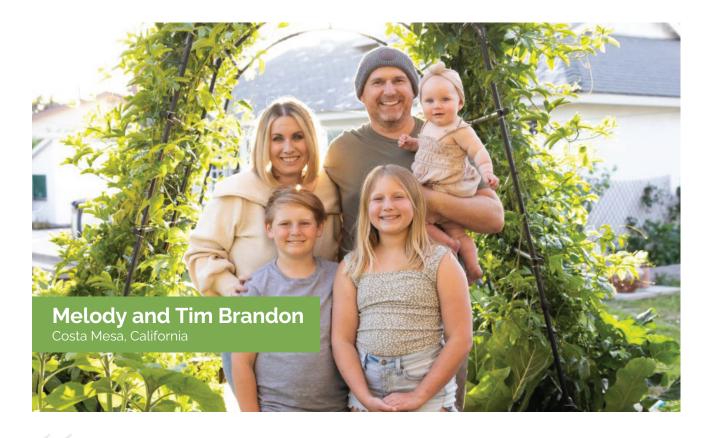




My team has always focused on education, and the business has grown from that alone. I wanted to make sure my community knew how to use their essential oils—for more than just little things. In Alaska, we had an amazing community of naturally minded individuals with whom we held regular essential oil classes. In 2020, my family moved into our RV to travel the country for two years, which was very hard for my business because I was leaving the community I'd built.

"Most of my US Founders Club 2.0 points came from the teams we'd built in that strong community. If I'd known how hard it would be to finish strong, I would've told myself to stay close to my community and continue pouring my time into the people who knew and trusted me. Starting over in new communities was so hard. This is truly a relationship business, and there's so much value in fully immersing yourself with like-minded people who want to learn and grow together. Being vulnerable and earning the trust of those around me makes them more willing to trust me with their health and value my input.

Alicia recently graduated with a certification as a functional diagnostic nutrition practitioner (FDNP), and she loves how her career has helped her dig deeper into people's health and help them to find opportunities to bring their body back into balance. She has three small children that she homeschools. Mark and Alicia are passionate about regenerative farming and growing their own food. They love listening to music, traveling, and experiencing new things and cultures.



Consistency is key and has really helped me keep my business stable over the years. Focusing on my leaders' successes has also in turn helped me solidify mine, which makes everything more enjoyable! I love creating new ways to reach my warm market and serve them and sharing those resources with my team.

"I find I'm always inspired to help people with things I've personally gone through so they can learn from my mistakes or advice and become successful even faster! Whether I'm working on a new healthy meal, experimenting with an essential oil blend recipe, or participating in a liver cleanse, I like taking people on my journey as I learn more, hopefully inspiring them along the way.

Melody lives in Orange County, California with her husband and three kids. She fell into natural health when her daughter was born 10 years ago. She traded her life as a pastry chef and bakery owner to run her dōTERRA business full-time and hasn't looked back. She loves gardening, traveling, baking sourdough bread, and homeschooling her littles.

Atanaska Adams

Maple Valley, Washington

I learned working toward a mighty goal stretches you, but it also creates more selfcompassion and an opportunity for personal healing. It moves you to find new ways to take better care of yourself, which equips you with more tools to help others. dōTERRA is an amazing place for growth, both through the products and the business. So, my advice is to set a mighty goal, be open to stretching, learn more ways to take care of yourself, and keep sharing that with others.

"My uplines and best friends Paul and Delmar Ahlstrom have been my inspiration and mentors. After they achieved US Founders Club 2.0, I realized it was possible for me too. After I shared that I wanted to become a US Founder 2.0, they loved me and encouraged me every step of the way. It's wonderful to have such an example of making and accomplishing goals while also supporting others.

Atanaska was born and raised in Bulgaria, where her family had farmland and grew fruit, vegetables, and herbs. That's where she learned to love and live a natural lifestyle. Fine arts have always been a passion for Atanaska. As an adolescent, she earned a few awards as she branched out to try new things. Growing up, she also had a passion for foreign languages, as well as a curiosity about different cultures, which led her to the US in 1999. After earning a master's degree in English philology and before building her dōTERRA business, Atanaska worked as a public-school teacher. Together with her husband, she has three beautiful and very artistic daughters.



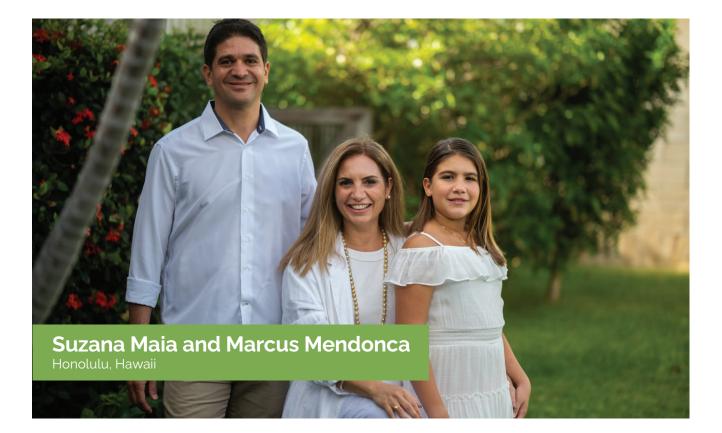
Carolyn Kanani Sergent

Kahului, Hawaii

Starting my day with prayer and gratitude has helped me stay focused throughout this experience. The journey to become a Founder 2.0 was very, very hard. When US Founders Club 2.0 was announced, I actually didn't want to participate. My upline, Eliza Yoshida became a US Founder 2.0 early and reassured me that I could do it too. I thought about it and had many discussions with my husband. I knew it would involve a lot of sacrifice for my family if I was going to accomplish a goal of this magnitude. He was all in and became my reality check. His advice resonated with me because it was often what I heard daily as he coached our kids at their practices and games. 'Keep your head down and do the work—there's no quitting.' I knew he was right. My kids were watching, and my extended family became my support system. I'm thankful for the love and support from my leaders who worked hard alongside me as we grew our businesses together. 'A'ohe hana nui ke alu 'ia. No task is too big when done together.

Carolyn is a Maui girl—born and raised in beautiful upcountry, Pukalani. She and her big family grew up simply, which made her childhood full of fun. Carolyn has a black belt in Taekwondo and loves to dance hula. She's passionate about health and wellness and loves to educate others about dōTERRA. As a mom of three boys, she wants them to feel empowered and be proactive in their health journey. As a family, the Sergents enjoy working out together. Carolyn's husband and boys all play baseball while Carolyn connects with others through meditation and yoga. During a weekend that isn't full of practices and games, Carolyn and her family love to escape to the natural and sacred places of Maui, like Hana and Lao valley. Carolyn is grateful for all the blessings in her life and is thankful to continue to grow with natural health solutions.





This journey fortified our business, instilling a robust framework for growth and sustainability. The sense of achievement upon reaching US Founders Club 2.0 has been second only to the joy we see in the lives of those we've helped. Our business is no longer just a business—it's a testament to the power of natural solutions and the strength of community. Every drop of essential oil—every wellness consult—now carries a deeper significance as we continue to build on this incredible foundation, changing lives one drop at a time. US Founders Club 2.0 pushed us to connect more deeply with our clients, understand their needs on a more personal level, and tailor our approach to wellness through the powerful benefits of essential oils. The intense training and education provided by dōTERRA enhanced our expertise, enabling us to offer guidance that truly made a difference in people's lives.

Suzana and Marcus are Brazilians who became Hawaiian locals in 2002. Before building a dōTERRA business, Suzana bent and breathed as a yoga teacher and meditation mentor, while Marcus strategized in digital marketing while juggling his passion for surfing and soccer. Fitness fuels them, and they're often sharing their favorite functional training gym laughs. Their 11-year-old lightens their days, and together, they're globetrotters; beach bums; cinema buffs; and, above all, inseparable friends. Suzana and Marcus love to eat out and feel lucky that Honolulu hosts some of the most diverse cuisines around. Pua is their 9-year-old doggie—their little Hawaiian flower. She's fast as a bullet, and she fetches like no other dog at their favorite neighborhood park.



My US Founders Club 2.0 journey has been one of rebuilding. After losing my dear friend Dr. Angie, my qualifier, I had to restart my Blue Diamond leg all over again. It was gut-wrenching, but it was a true pleasure to support amazing rising stars on my team and go all in with incredible leaders. I truly wouldn't be where I am without my team and my amazing family. They were my inspiration, and I hope to be theirs. Hard things can be accomplished with a plan, tenacity, and solid hard work.

Dr. Sandra Hanna has been working in the holistic health world for over two decades. Any extra time she has she spends sharing dōTERRA® products, enjoying family time in nature, watching her son's baseball games, or hiking with the scouts.

Jake and Corrie Ratzat

Cayucos, California

What sets us apart as builders is we don't let our shortcomings get in the way of success. Neither Jake nor I have degrees or formal education in business. We've learned and grown as our business has grown. I used to think successful people were the people who had it all together, and then there were the rest of us, who could never live up to that. As I've become more successful over the years, I realized we don't need to be anything other than the best version of ourselves each day. Some days we can be a little better than we are on other days, and that's okay. Showing up for people as yourself is what it takes, but you must show up. You need to be as consistent and reliable as possible for your customers and your teams.

Jake and Corrie live in a small beach town on the central coast of California. Their three adult children—Colby, Keenan, and Iris—have grown up with dōTERRA in their lives, and their middle son, Keenan, is one of their Silver qualifiers who helped them reach US Founders 2.0. Their family has a passion for music. When guests enter their home, they're quick to notice the display of musical instruments and essential oils. Jake builds choppers as a hobby and enjoys riding his Harley[®] around the California Central Coast. Corrie loves spending time with animals and in the garden as much as she loves helping everyone understand the power of holistic health. Together, the Ratzats foster cats through a local shelter, and Corrie incorporates aromatherapy into her care for animals.



Anthony and Francilene Quan

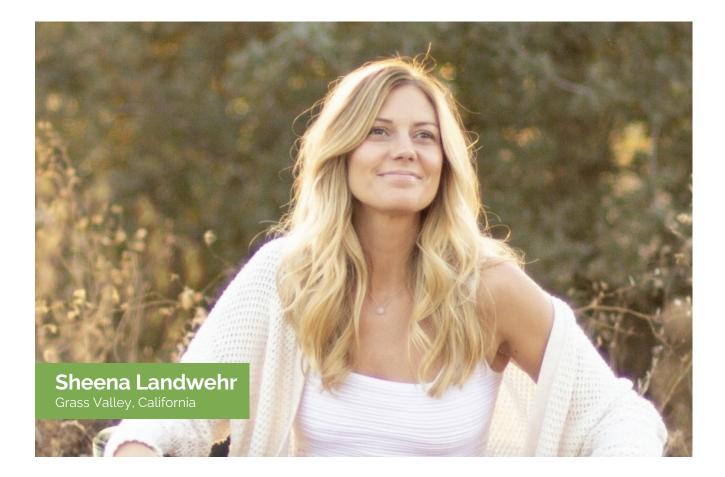
Honolulu, Hawaii

We believe the key to our success is in adapting an abundance mindset and always being grateful for all the blessings that abound in our lives. These blessings include our support system of family and friends; our physical, mental, and spiritual well-being; and the amazing opportunities for professional and personal growth and evolution we've encountered through dōTERRA.

"We draw inspiration from our 10-year-old, Mana. He's a beautiful boy who loves playing soccer, traveling, and spending time with and helping his friends. In the time that we have on this planet, we aim to work with purpose, so our world is better for Mana now and as he gets older. We envision our work with dōTERRA as serving that purpose and as establishing a foundation and example for him.

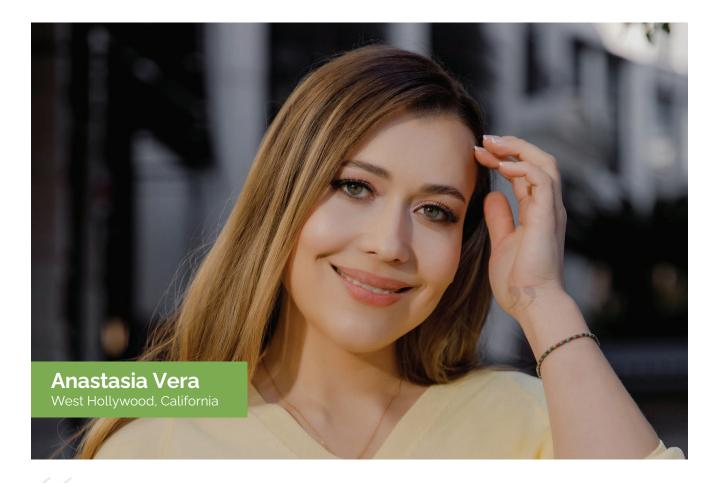
Anthony is from Guam; Francilene is from Brazil; and their 10-year-old son, Mana, was born in Hawaii. The Quans happily call Honolulu home. Together they enjoy traveling, exploring nature and the outdoors, cooking, and sharing their favorite meals with loved ones. Since Hawaii is their home, they love spending time at the beach together and engaging in ocean activities like surfing and swimming.





The key to my success has been tuning in, at every turn, to that voice inside myself—my creator that guides me—and doing what he says to do. Even if it's against the grain, against standard business advice. The key to my success has not been trying to follow in anyone else's footsteps but fully and authentically being my own person and showing up day in and day out as me. Being vocal about what I am passionate about has drawn others to me (even if they don't always agree) and has led me to a large customer base.

Sheena recently married an incredible man. Together, they love to travel and just spent their honeymoon abroad in Thailand and Bali. Sheena has two beautiful teenage daughters, and all three of their hearts are and forever will be in Haiti, where they are committed to an orphanage of 150 kids. Sheena and her daughters spend as much time as they can there. Sheena is also a musician and former piano and voice teacher. For Sheena, music is the heartbeat of life!



Participating in US Founders Club 2.0 stretched me to be a better leader for my community of women. I needed to reinvent myself for this dream to come to reality.

"The key to my success was implementing a totally new morning routine. I started waking up at 5:00 a.m., jumping into meditation, journaling, and physical activity. This made me more resilient and gave me a lot more energy for business, as well as my personal life. This was both a physical and mental exercise that helped me grow into a better version of myself and eventually earn my spot as a US Founder 2.0.

Anastasia is a Holistic Health Coach who helps couples to conceive naturally with lifestyle changes. She went through five years of infertility but was finally able to have her daughter three years ago. Anastasia lives with her husband and daughter in Los Angeles. She loves to cook, bake, read, dance, and travel. She's created a women's health club in Los Angeles, where women gather on a weekly basis to address issues and have fun together. Creating a community of strong, healthy, and purposedriven women is one of the reasons she loves being doTERRA leader.

Osama and Aysegul Abu Amrieh

Fontana, California

When US Founders Club 2.0 was announced at convention, I took a picture at the booth with a sign that said, 'I am the next US Founder 2.0.' It's been a dream come true to reach this goal. I'm so grateful to my upline Dr. Tina, my biggest inspiration, for believing in me and supporting me during this journey.

"Consistency is key. You never know whose life you'll bless with dōTERRA products, so keep sharing. We're blessed to have natural solutions for our families at our fingertips. My dream is to have dōTERRA essential oils in every home around the world.

Aysegul is originally from Turkey, and Osama is from Jordan, but they've lived in the US for over 18 years. Aysegul works as an ICU nurse. Together Osama and Aysegul have three kids, and they love traveling as a family. They recently completed a cross-country RV trip. They love their two dogs, one cat cat, and one bird, whom Osama and Aysegul consider part of the family.



Priscilla and Jerry Messmer

Las Vegas, Nevada

Participating in US Founders Club 2.0 showed us that we're capable of achieving grand goals. When our account manager, Kelly Hart, encouraged us to go for US Founders 2.0, we received the confidence we could do it. She saw in us what we hadn't even seen in ourselves. Our goal is to share that same inspiration to encourage our team and remind them they, too, can accomplish amazing things!

"Justin Harrison has often said, 'Just don't quit!' And that's been the best advice. We're here for the long-haul with dōTERRA and are excited to see our team grow and succeed in changing more people's lives for the better with amazing essential oils.

Priscilla and Jerry have been married for 31 years and truly feel their dōTERRA business has allowed them to learn how to work together as a couple. Priscilla is still working as a registered nurse, where she was introduced to dōTERRA by Lori Davis 12 years ago. The Messmers live in Las Vegas and have a beautiful 26-year-old daughter, who achieved Gold rank as the Messmers worked toward US Founders Club 2.0. Priscilla and Jerry love to travel, and dōTERRA has given them many fabulous opportunities to do so.





Even a goal that seems so farfetched is achievable if you really want it and are willing to work for it. Achieving your last goal seemed challenging and so far out of reach, but you did it. Push yourself a little more. Each time, you grow. Each time, you achieve. Each time, you learn and become one step closer to providing a future for your family. My family and wanting to live and leave a legacy in Hawaii are where I draw my inspiration from.

Ashely is a mama to four little girls. They love playing at the beach and spending time with family and friends, as well as traveling the world, but their favorite part is always coming back to their island home. Ashley is a homebody who loves diffusing essential oils, teaching her online community about natural solutions, and cleaning and organizing for her family of six. She also enjoys cooking and creating special-themed moments and parties for her kids.



An ounce of experience is worth a pound of education. Our best teachers have been our clients. It's in listening to the needs and feedback of our clients that we're rewarded with limitless inspiration, innovation, and information to continually expand the potential of what dōTERRA® products can do.

"Our key to success is simple. We meet our audience where they're at. We don't try to shape their story to resemble our own or what we think it should be. There's no target market. Rather, every individual represents his or her own target market. Successful selling isn't an art of speaking but of listening.

Pacific Region Veronica and Deana are the founders of Root Cause Clinic, a biophysics-based testing laboratory which uses the electromagnetic spectrum to make assessments on both human and veterinary health. This duo is also the author of a 110-hour training course and certification program entitled Where Physics Meets Physiology, which instructs health and wellness providers in the discipline of biophysics-based health solutions.

Shivangi Van Gogh

Hermosa Beach, California

Joining dōTERRA when I did, moving through an almost impossible task of making US Founder 2.0, and being able to contribute to my mom's round-the-clock care was one of the greatest gifts I could've received. I'm forever grateful to my dōTERRA family for supporting me, loving me, and believing in me all the way. We all made it. Now I'm very excited to see what we can do next. Double Presidential Diamond and beyond, here we come.

"It was because of a mentor like Dr. Tina, a dōTERRA product I fell more and more in love with as I used it daily, and a company that became my family through one of the most difficult periods in my life that I reached US Founder 2.0. It took a village. I now understand that anything is possible, and I can achieve whatever I believe. I owe much of my strength to the powerful women in my life and the knowledge that God runs through me.

When Shivangi was eight, she had a near-death experience that shaped her life in significant ways. Since then, she's been motivated to live fully and have no fear. She's always wanted to push through any perceived boundary and understands nothing is impossible. She knows her life experience is her own creation.

Shivangi is a celebrity hair colorist, multi-patented inventor, CEO, world traveler, creator, and medical student. She studied consciousness and science at Columbia University in New York City, where she launched her first business. She lived in India for five years and studied with the masters in the Himalayas, where she became an Ayurveda practitioner, yogini, and meditation master. She now teaches private clients globally how to meditate. Shivangi loves music, art, fashion, and all things that are beautiful.



Monica Schofield

Livermore, California

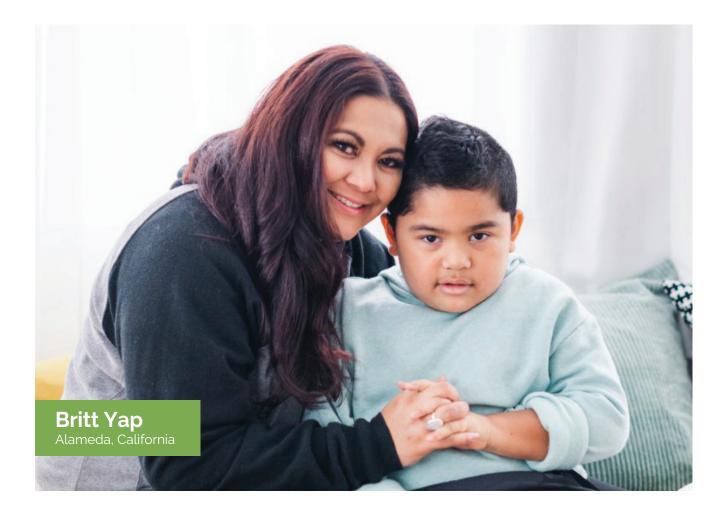
When I first began this journey, I had enormous mind set problems around selling things or being "that person!" But equipped with the science and personal results I kept going. I studied others who had businesses I admired.

"My biggest piece of advice is to devour all the free trainings available on dōTERRA's digital marketing kit. Anything is figure-outable! Honor your strengths and learn how they shape what you do- especially those bottom strengths!

"My mom Kathy Chevalier has been my unfailing cheerleader for these last 9 years and I couldn't have done this without her! My children Cora, Sammy, Ruby, and June are my why and my everything and I'll always be fighting for them and running to the rescue with oil, their dreaded vitamins, and a hug. And Sara Demars thank you for never letting me quit when I surely wanted to!

As a mom of 4 littles and Founder 2.0, Monica is so inspired to make a healthier future for other families through essential oils. Before dōTERRA, she struggled with many health issues, but had enough of a questioning spirit to feel that she didn't have to live with ever worsening conditions. Monica had walked away from her career to be a mom and had no idea that it was possible to step outside of the hourly employee model to build her own business.





My founder's run was fast. I completed it within 5 months because of a few inspirations. First, my wonderful mentor, Maile Maii, took the time to understand me, my vision and my community. She helped me integrate my services and dōTERRA products. Maile, the spreadsheet guru, had a point strategy that I followed and it helped me hit my goals every month.

Second, my community and clients are all passionate about natural ways to help the body. They enroll, start using the products immediately, and share them with their community. Because of our shared beliefs and common ground, it is easy to work as a team.

Third, my son Reef Kamaha'o. He is Autistic, non-speaking, and has a beautiful bright healing soul. He was my pillar and guiding light through it all. I saw the Founder 2.0 opportunity as an answer to my prayers. The peace of mind this opportunity has given to my family and I is priceless. I am forever grateful to dōTERRA leaders and the original U.S. founders for creating this opportunity.

Britt is a wife and mother to Reef (7) and Tehya (3). She is a Maui native, but currently lives in Alameda, California. When not traveling to nature and making memories with her family, she is a Reiki Master Teacher, hypnotherapist and life coach. Britt is also the founder of two non-profits – High Vibrational Child and Perpetuate Hawaiian Culture. At 21, she was told she had a serious health condition. She has struggled for more than 8 years until she realized she could take her power back. She have spent the last decade empowering others with natural solutions.



My advice is to have faith to push yourself to make it happen. Rely on your friends and family to cheer you on and be there to support you through it all. Utilize the strong foundation that is in front of you to help you—your mentors, your dōTERRA community, and corporate support. Liza Yoshida was there for us from start to finish, we wouldn't have been able to do it without her or our team Essential Island Living.

"Life can be hard. Life happens. Keep moving forward, surround yourself with the right people and pray! 'A'ohe hana nui ke alu 'ia. No task is too big when done together by all. This wouldn't have been possible with the many hands that went into this accomplishment. Truly, this is a community effort, so mahalo to all the many people who have played a role in our journey to become a Founder 2.0.

Maile joined dōTERRA six years ago. Her son Jai had a passion for dōTERRA at a young age, and Maile's saw building a dōTERRA business as an opportunity to fuel that passion, really get to know and love the products, and set her 'ohana up for success.

Maile's journey to US Founder 2.0 was always slow and steady—she made progress toward her goal one step at a time. However, she wasn't sure she could pull off such an accomplishment when the fires raged across their island in August. Maile put her US Founders 2.0 goal on the back burner to support her suffering kaiaulu (community). But she was inspired to keep going when dōTERRA Healing Hands® and her dōTERRA family stepped up to fill Maui with hope and love. That community is what Maile loves most about dōTERRA. She cherishes the relationships she's built and the hope she's felt as she's shared and received light in her community.

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60226179 | 10-Pack Wholesale: \$20.00





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This handout helps you effectively educate others about the natural, safe, and effective solutions dōTERRA offers.

60221533 | 10-Pack Wholesale: \$7.00

Healthy Can Be Simple Brochure

Use this booklet alongside an oil sample to introduce future customers to essential oil solutions for some of their most common health challenges.

60225759 | 10-Pack Wholesale: \$7.50





Living Magazine

Living is a unique and compelling lifestyle magazine that helps the reader gain a richer understanding of dōTERRA products, people, and initiatives. Utilize this resource to reignite your customer base by teaching continuing education classes based on the relevant and powerful articles.

60227993 | Wholesale: \$3.00



Class in a Box

With more products than ever before, the new Class in a Box kit will help you hold effective classes and one-on-ones while giving potential customers impactful essential oil experiences. Save time and money and set yourself up for success with this simple kit. This kit includes:

- 10 Wild Orange 5 mL oils to use as enrolling and booking incentives
- 1 pack of Deep Blue[®] Rub Samples, 1 pack of doTERRA On Guard[®] Protecting Throat Drops, 1 pack of doTERRA On Guard[®] Natural Whitening Toothpaste Samples, and 24 1/4 sample drams to make sampling convenient
- 50 Essential Oils Are Simple class handouts
- 10 Live Guides to hold simple Wellness Consults and boost LRP

60224536 | Wholesale: \$45.00

Essential Oils Are Simple Tear Pad

No matter your rank, this class is easy to teach and gives your customers the information they need to get started with essential oils right away. This convenient tear pad has 50 class handouts.

60221114 | Wholesale: \$5.50





Essential Leadership Magazine

Essential Leadership is a unique tool geared toward Wellness Advocates seeking information on how to build a dōTERRA business. Read about dōTERRA leaders and their journey to success and receive expert tips on leadership and business building.

Access here: https://www.doterra.com/US/en/magazines/ essential-leadership

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David & Tawnya Hsiung FOUNDER NACL, TWN, & FOUNDER

Double Blue Diamonds



Andy & Natalie Goddard FOUNDER USA & USA 2.0



Wes & Hayley Hobson FOUNDER EUR & NAW



Jerry & Laura Jacobs FOUNDER USA

Double Diamonds



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Conrad and Lillian Wenger FOUNDER USA 2.0



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Drs. Mark & Tina Wong FOUNDER USA 2.0

Blue Diamonds



Atanaska Adams FOUNDER USA 2.0



Charlotte Alcala FOUNDER USA 2.0 & NAL



Janae & Claudio Arancibia



Peter & Susie Bagwell FOUNDER USA



Perla Baldemar & Jorge Tenorio FOUNDER MEX & NAL



Alicia Benitez FOUNDER USA 2.0



Daniel & Cristina Benitez FOUNDER USA



Chris & Kareena Bracken FOUNDER USA



Jennifer Brady



Melody Brandon FOUNDER USA 2.0 & NAW



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Dale & Tonya

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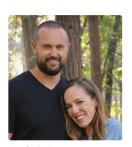
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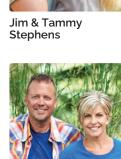
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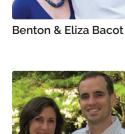
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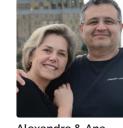
Desiree de Lunae



Chasity & James Dedman FOUNDER USA 2.0



Marie-Michèle Delisle



Alexandre & Ana Paula Delvaux FOUNDER BRA



Robbie & Carly Dias



Véronique Dion



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Tricia Doran FOUNDER NAW



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Dr. Melissa & Evan Esguerra



Rolando & Jessica Estrada



Cheri & Kenny Evans



Damian & Jenna Fante



Tim & Beckie Farrant



Christy & Andrew Fechser



Maple Feng FOUNDER NACL



April & Steve Ewaka FOUNDER USA 2.0



Yuwei Feng & Changpu Yu FOUNDER



Marlene Flax



Scott & Jill Ford



Megan Frasheski



Marcia Friaca



Li & Lance Fryling



Arin & Gabe Fugate



Louis Fusilier & Monica Goodsell



Leslie Gail



Al & Maureen Garcia



Andy & Missy Garcia



Crystal & David Garvin



Erika Garza FOUNDER USA 2.0



Jeff & Katie Glasgow



Thomas & Amy Glenn



Olga Goddard FOUNDER RUS



Veronique Golloher



Aparício Gonçalves FOUNDER BRA



Erick Gonzalez FOUNDER MEX



Beth & Geordie Gordon FOUNDER USA 2.0



Suzanne Hall



Jay & Debbie Gordon



Hannah Haller FOUNDER NAW

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Dr. Andrew & Ruth Gough



Tatiana & Dakotah Grant FOUNDER USA 2.0



Kristine Hales



Diamonds



Kirk & Jennifer Hamilton



Marty & Jim Harger



Aisha Harley



Drs. Marissa Heisel & Peter Kravchenko FOUNDER CAN



Danielle Heizenroth



Susan Helzerman





Ryan & Melissa Herman



lan & Paola Herreman FOUNDER MEX



Bryant & Brianna Hess



Jesse & Natalie Hill





Julie & Kaulin Hinton



Greg & Susanna Hobelman



Bill & Jody Hoffman



Carol Holtz



Sally Hsu FOUNDER USA 2.0



Rick & Kathy Hunsaker



BJ & Megan Hunter



Mary Hyatt



Rob & Wendy James FOUNDER USA



Bebe McFall-Jelineo



Aaron & Jessa Johnson



Kiley & Nora Johnson



Tony & Donette Johnson



Brian & Rachel Jones



Busch & Annette Jones FOUNDER USA 2.0



Lisa & Richard Jones



Robin & Leland Jones



Kara Kading FOUNDER USA 2.0



Jill Keiran



Ashley Kema FOUNDER USA 2.0



Mike & Kalli Kenney



Dru & Gina Kiesel



Heidi Konecki FOUNDER USA 2.0



Joe & Amber Kropf



Marzena & Slawomir Krysiak



Stephanie Kutterer FOUNDER USA 2.0 & NAW



Jon Erik & Lynn Kvamme FOUNDER EUR



Audrey Laforge



Jon & Duquesa Lamers



Dr. Kellie Lancaster FOUNDER NAW



Jim & Carolyn Lange



Laurie Langfitt



Alisha & Jonathan LaTour



Gabriel & Holly Lo FOUNDER CAN



FOUNDER USA



Eden Lee FOUNDER USA 2.0



Zach & Kylene Lessig



Dr. Daniel & Katie Leverenz







Steve & Rachel Loth

Diamonds



Steve & Tracy Lyman



Jasmine Ma FOUNDER NACL



Jing Ma & Jinhui Wang FOUNDER NACL



Joana Magnani FOUNDER NAL



Suzana Maia & Marcus Mendonca FOUNDER USA 2.0



Kaliko & Maile Maii FOUNDER USA 2.0



FOUNDER NAW



Anne Marie & **Michael Lamers**



Dawna Marie FOUNDER CAN



Aaron & Tonya **McBride**



Keith & Keri McCoy



Sharon & Jason McDonald



Roger & Carol-Ann Mendoza



Becky Metheny



Brittany & Jayson Miles FOUNDER USA 2.0



David & Tammy Miller



Justin & Ashlee Miller



Sophia Morrison



Wadson & Danille Miranda FOUNDER USA 2.0



Megan Newmans FOUNDER USA 2.0



Kayla Monson FOUNDER NAW



Julia Nicholson



Andy & Tiffany Moosman



Dr. Zia & Ky Nix

Morin

Marie-Christine



Austin & Amber Nordstrom



Lindsay Norman FOUNDER USA 2.0



Adam & Tami Nuhfer



Jenni Rae Oates



Bernadette O'Donnell



Dawn Olsen



John & Amanda Olsen



Holly Orgill FOUNDER USA 2.0



Crystal Ostler



Kathy Pace



Jim Rohr & Jennifer Pansa Rohr



Cynthia Patience



Christina Peters & Michelle McVaney



Mirela Benvenuti **Chaves** Piazzi FOUNDER BRA



Alena Pidgurskyy FOUNDER USA 2.0



Katrina & Matthew Potter FOUNDER USA 2.0



Jamie & Justin Rathjen



Mayra & Stephen Powers FOUNDER NAL



Corrie Ratzat FOUNDER USA 2.0



Jessica Preston

Roxanne Ray

FOUNDER USA 2.0



Matthew & Rachel Primeau



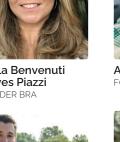
Amanda Reese



Kristel Ramirez



Kristi Rehm



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Diamonds



Isabelle Richard



Windi & Samuel Rifanburg FOUNDER USA 2.0



Burke & Natalie Rigby FOUNDER USA



Adam & Nisha Riggs



Kira Ritchie FOUNDER USA 2.0



Renata Rivera FOUNDER USA 2.0



Mindy Rowser FOUNDER USA 2.0



Josée Ruelland FOUNDER CAN



Judy Rushing



Roger & Etsuko Rutz



Adrian Saran



Audrey Saunders FOUNDER USA 2.0



Josie Schmidt



Tenille Schoonover



Dena Schultz



Carolyn Kanani Sergent FOUNDER USA 2.0



Kang Shanbo FOUNDER USA 2.0



Tom & Erin Smeigh



Wendy Shattuck



Kevin & Keshia Sheets



Jennifer Snell



Larry & Nikki Shorts



Bernadeth Silva







Adam & Rigel Smith





Marcy Snodgrass



Dr. Mariza Snyder & Alex Dunks



Mandy & John Sommers FOUNDER USA 2.0



Tiffany Sosa



Sheena Landwehr FOUNDER USA 2.0



Nathan & Mindy Spradlin



Callie Steuer



James & Chelsea Stevens



Julie Stoesz



Victoria Strelnikova



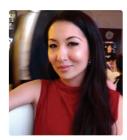
Jeff Styba



Juan Carlos Suárez & Araceli Valencia FOUNDER MEX



Samuel & Melissa Taeu



Carol Tan



Pamella Tanimura FOUNDER BRA



Joy Tarpley



Qun Teng



Bill & Meaghan Terzis



Tyler & Kristin Tigges FOUNDER USA 2.0



Linda Tilley



Allison Tripp



Kari Uetz



Natalie Underberg FOUNDER USA 2.0



Mark & Lori Vaas



Karolyn Vaillancourt



Shane & Kristin Van Wey

Diamonds



Michael & Sarah VanSteenkiste



Anastasia Vera FOUNDER USA 2.0



Eddie & Angela Villa



Kenny & Stephanie Wahlberg



Amanda Walljasper-Tate FOUNDER USA 2.0



Eric & Sandra Wang



Li Li Wang FOUNDER NACL



FOUNDER NACL



Jamie & Marilou





Lisa Wilson



Mako Wilton



Julie Winder



Christian & Jill Winger



Jared & Sheree Winger



Neal Wong & Lisa Nakamura



John & Jessica Wright



Joey & Cachay Wyson



Elena Yordan

Diamonds Not Pictured: Joseph & Rachel Hoover Annie Kleinsasser



Eliza Yoshida FOUNDER USA 2.0

Ronald & Lucinda Martin Philip & Roxanne Weaver



Fanny Zaldumbide FOUNDER USA 2.0 & ECU



Jexika Zambrano FOUNDER USA 2.0 & NAL



Lisa Zimmer

Platinums



Elaine & Lawrence Abbott



Aysegul & Osama Abu Amrieh FOUNDER USA 2.0



America Aguilar



Adrian Ahlstrom



Amy Ali FOUNDER USA 2.0



Jayden Almeida FOUNDER USA 2.0

Aimee Beck



Dayana Alonso

Bree Beery



Kelly Alvis



David & Shannon Anderson



Elisa Benitez FOUNDER ECU



Melissa & Michael Barton FOUNDER USA 2.0



Elly Bergen



Jillian Beardall FOUNDER USA 2.0



Paul & Lisa Bergman

Ryan & Jessi

Boschma







Amy & Jonathan Carver



Jessica & Nic Clark





Annik Boily





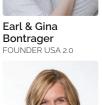








Gina Cho FOUNDER NAW



Toni Bunting



Dorothy Civitillo





Jon & Kendra

Bodine

Dr. Jamie & Christina Boyer



Nathalie Chausseau



Kirk & Julie Brown FOUNDER USA 2.0



Ali Chen FOUNDER NACL

Heather Brubaker



Wei-Chen Chen & Hsiu-Min Huang





Dr. Mica Carew









Platinums



Mike & Rachelle Cleary



Andrew & Shannon Clough



Rebekah Coakley FOUNDER USA 2.0



Rosie Greaney Copp



Shannon Cutting



Ning Dai FOUNDER NACL



Alison Deutsch FOUNDER USA 2.0



Ashley Daige

Valérie Dion



Mary Darnall FOUNDER USA 2.0



Durell Darr



Ashley Dunn FOUNDER USA 2.0



Robert Day FOUNDER USA 2.0



Susan Dyess



Lucas de Oliveira

Dave & Liz Eaton



Jessica Edstrom



Mark & Lindsey Elliott



Erica Dolan

Rosalie Elliott



Carolyn Erickson



Dawn Farris



Knut & Christy Feiker

Halie Forre



Dr. Robert & Kiyla Fenell



Sherrie Ferrell



Michelle Flach



Dani Flynn FOUNDER USA 2.0











Whitley Foster FOUNDER USA 2.0



Christina Gardner

Fritz



Paul & Stephanie



Raphaelle Gagnon











Aaron & Wendy



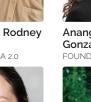
Daren & Crystelle Gates



Brandon & Lindsey Gifford



Amanda & Rodney Gilreath FOUNDER USA 2.0







Cliff & PJ Hanks



Luke & Teresa Goodlett

Kris Hapgood



Adam & Leah Graham



Natalie Harris



Jalissa Rose

Karen Grant



FOUNDER USA 2.0



Garth & Julie Haslem



Lison Guérette-

Capony

Scott & Shyanne Hathaway



Terry & Maria



Stephne Hilgendorf







Katie Hussong



Ekaterina Hawthorne FOUNDER USA 2.0



Leonard & Danielle Hillman



Kelli Howie



Caroline Jackson





Lauren Hayden



Toni & Robert Holland



Jeffery & Miranda Hu



Jim & Patricia Jacobson



Brent & Annie Hone



Christy & Reid Hughes



Paul & Teri Helms

Kim Horne



Allison Huish Jensen

Dorothy Hostetler FOUNDER USA 2.0



Jeanese Humbert

















Platinums



Susan Jaeger



Erin Johnson



Tiffani Jones



Patrick & Rachel Joos



Lisa Jurecko

Mike & Megan

Knorpp

Arla Leins



Colin & Jen Kelly



Tracy Keough



Amy Killingsworth



Chris & Gary Kirschbaum



Kathryn Lauren FOUNDER USA 2.0



Jessica Herzberg Klingbaum



Brooke Layton FOUNDER USA 2.0



Dr. Lisa Ma &



Korina Makaokalani



Keiko Marutani



Dr. Allie & Dave Mendelson



Janelle Kottelenberg



Jasmine Lemoyne



Spencer & Reta

Kuhn

Rebecca Leonardes



David & Lois Lane

Latisha Longoria



Heidi Luekenga



Hiram Perez FOUNDER USA 2.0





Jena McNabb



Andrea Manus



Elizabeth & Manny Matsakis



Noriko Menjivar



Berny & Janet Marquez



Brittany McDonald

Martin FOUNDER USA 2.0



Donna McDowell FOUNDER USA 2.0



Kimberly & Amon Martin



Dr. Eric & Tagen McEntire FOUNDER USA 2.0



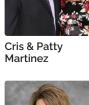












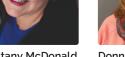








John & Jennifer





Tonya Merritt



Jennica Miller FOUNDER USA 2.0



Jana Mitten



Jennifer Mixdorf



Deana Morales FOUNDER USA 2.0



Shirley Morhet



Julia Murza FOUNDER USA 2.0



Jeff & Brooke Nigl



Renee Novello



Jennifer Owens



Melody Painter Layton







Janelle Parrington



Sandra Pascal



Erin Paschell FOUNDER USA 2.0



Dick Ray & Stacy Paulsen



Jonathan & Emily Paulsen



Christine Payne



Betsy Peterson

Dale & Sandy

Aubrey & Bobby

Pruneda

Pocernich



Lily & Houston Peterson FOUNDER USA 2.0



Geralyn Power & Daniel Salomons







Spencer & Laura Pettit



Zhang Ping





Audrey



Kelly Reagan



Janet Ramer











Anthony & Francilene Quan FOUNDER USA 2.0



Cindy Price



Christina Quist FOUNDER ZAF









Katie Ragsdale







Tracy Prince



















Platinums



Megan Reeves



Rachell Reid FOUNDER USA 2.0



Maria Lúcia Maia Ribas



Christian Risenmay FOUNDER USA 2.0



Christine Russell



James & Kelly Robison

Dr. Andrea Ryan



Giulia & Daniel Rogers



Ashley Sanger FOUNDER USA 2.0











Drs. Jordan & **Tracey Smith**



Brooke Stevens



Joe & Anne Tetzlaff



Brittany Roscheck



Joan Rosenbaum



Rui & Jeana Santos FOUNDER NAW



La'Nette Sapp FOUNDER USA 2.0

Angelica

Sepulveda

FOUNDER USA 2.0

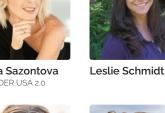




Claudia Saputo FOUNDER USA 2.0



Elena Sazontova FOUNDER USA 2.0





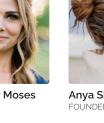
Courtney Moses



FOUNDER USA 2.0







Anya Shteynberg FOUNDER USA 2.0



Tammy Steuber



Rae Takemoto





Ashley Srokosz













Elizabeth Sokol

Stewart

ESSENTIAL LEADERSHIP



Wade & Christine Stolworthy

Megan Spoelstra





Phil & LeeAnn Stork

Elena Starkey







Evan & Adrienne Thomas



Jennifer Thomas



Bill & Erleen Tilton



Adiari Tineo FOUNDER NAL



Shontele Torkelson



Alicia Torres Lisabeth

Maile Viela

FOUNDER USA 2.0



Shivangi Van Gogh FOUNDER USA 2.0



Jed & Pam Waldron

Lane & Angela

Watkins

Weyland



Alison van Zandbergen



Brent & Jenny Walsh



Roxann Vaneekhoven FOUNDER USA 2.0



Kim Walter



Patsy Vega



Lynn Wang FOUNDER USA 2.0



Sondra Verva



Becky & Kevin Ward FOUNDER USA 2.0



Ernest Wenger

Fred & Marti

Winkler

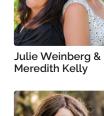




Lorena Wong



Yvonne Huang FOUNDER NACL



Richard & Letty Weiss







Rob & Melissa Wilson



Danielle Yeager FOUNDER USA 2.0

















Ashley Wood FOUNDER USA 2.0



Sara Worth

Lori Williams

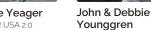
Lara Wynn













Platinums



Yamin Zhang

Platinums Not Pictured:

Rebecca Cox Jessica Jeppesen Haibing Jiang Bonni & George Lee Michael & Stephanie McGuire Christopher Milousis Dawn Schween Susie Stoltzfus Kevin Warwood Denise Williams Peterson Baosheng Zhou



O ESSENTIAL LEADERSHIP

Golds



Penélope Aboites FOUNDER MEX



Jennifer

Accomando





Jacquelyn & Jordan Al-Hassan

Marty & Kindra

Adair



Corianne & Jonathan Adams

Kathy & Brad

Evie Anderson

Paula Antonini

Laura Atterbury

Alldredge







Jeanette & Chris Allen

Neal & Erin

Anderson





Angela Amora



Carolyn Anderson



Judy Antal

Jodi Ashford

Audra & Brian

Angie Baron

Bailey



Chena Anderson

Wesner Junior Antenor



Dr. Ashley Anderson FOUNDER USA 2.0



Melanie Antonacci















Carol Lindsey





Betsy Balkcom



Maripier Authier Marcie Auvil





Jeff & Tamarah Bartmess



Rosa Nelly Mina Angulo





Antonia Komitova Avery



Becky Barney



Daniela Bastardo

Jimmy & Angela

Michelle Bailey

Atkin





Baker





Raquel Barros



Christi Barrus







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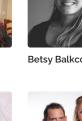
Julie Barron











Robin Arnold

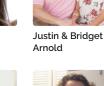


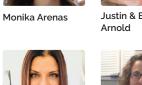




Zander Almeida







Golds



Debbie Bastian



Jayna Bauer

Dawn & Mark

Behm



Gary & Amy Baumetz





Jeremy & Carly Bautista

Charley & Pat

Maude Bérubé

Douglas & Janice

Bittner

Belch



Amanda Beach



Lisa Bearinger







Ashley & Joe Bell

Cindy Raquel Bezerra Dos

Nikki Blanton

Santos



Fred & Janeice Benson

Elizabeth Bills



Jody Bento



Chantale Bilodeau



Jessyca Bilodeau



Ben & Meredith Bergersen



Gabe & Stefanie Birrer



Andrea Bontrager







Tiffany Bragg





Kristi Broderick



Shawna Renee Bielmann



Kara Blattman-Rock FOUNDER ISRL



Lori Bourgeois





Patricia Bourrillon



Pascale Brassard



Jake & Alexa Brodsky



Allie Boyd FOUNDER USA 2.0



Tammy Braye

ESSENTIAL LEADERSHIP

Joni Bradley

FOUNDER CAN





Jason & Kamille Breuer



Tim & Carrie Bradley



Mathieu Briand & Sophie Bruneau







Jen Broas







Stephanie











Rhonda Bos







Ashley Brooks



Virginia & Dag Bunnemeyer





Burnett



Don & Cindy

Brown







Patrick & Kathryn Brown



Natalia Burrus

Isabel & Daniel

Jessica Carter

Geneviève

Chartrand

Calkins



Russ & Char Brown



Jared & Rebecca Burt

Lisa Canipelli Gray

Elicia Casey

Diane Tenney

Chatterton



Dan & Marcie

Brady & Michelle

FOUNDER NAW

David & Andrea

Cauffman

Lena Chen

Cannon

Bush



Ruslan & Alina Bukharin

Matt & Deana Bushman



Scott & Hannah Byers



Joe & Nina Carpenter

Jacob & Geri

Chandler

Ying Chen



Mayela Cadena

Ben & Adabelle Carson

Kathy Chandler



Heidi Cales



Natalie & Brian





Angela Childs



Loretta Clemons



Jodi & Jason Cobb





Erika & John Cappelmann



Angie Ceroli



Liyan Chen FOUNDER NACL



Vivien Chou





Hope Clark

Monique Clark

Jaclyn Child

Stefanie Clark













Chapman













Brittany Clifton





Yang Su Chin

Vicky Chou



Golds



Allison Cochran FOUNDER CAN



Pamela Cohen



Rick & Alisse Coil



Patty Colella



Erica Collins Jones





Matthew & Amiee Conner



Janet Cooke



Joan Coon









Keisha Cory



Karissa Cosentino



Lisa Covino

Lisa Cusano

Susan Davidson

Jared & Mindy

Degraffenried

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Lisanne Côté

Tim & Ashley Crain



Alicia Cottam

Kent & Stephanie



Audrey Crepeault



Craig & Kristin Cottle



Rachel Crimmins Caroline Croteau



Andrew & Kelly Couch



Karlel 'Ewalani Crowley

Lynda Couture



Brittany & Andy Davidson



Aimee Decaigny





Judy Diaz-Guerrero



Eric & Tiffany Dahl



Dahlstrom

Crane



Paulette Davis





Derryberry



Julie Ann Davey







Isaac & Lindsey Deurloo



Samantha Davis











Joyce Day





Mike & Jessica









Dianne DelReyes

Kari Davis



Becca Deming

Ryan & Jamie



Chad & Cassandra Daugherty



Jamie & Ted Dibble



Vickie Dickson





Roger & Marlyn Didericksen





Megan Dorsey



Tracee Dierenfield



Allie Diliberto



Megan Dilmore





Kim Duncan



Rodney Dodson

Janis Durrant



Bonnie Donahue

Donna Earley



Blake & Jessica Easter

Bob & Janice

Elliott



Karine Dostie

Pancho & J Edler

Shaye & Stuart

FOUNDER NAW

Jeff Essen

Elliott



Brian & Krista

Dove

Ginny Edmunds

Dennis & Mary

Heather Esslinger

Englert



Dana Duggins

Marian Edvardsen

Leticia Enriquez

Forrest & Leslie

Exley

Ugalde



Amanda Edwards



Sheila Edwards

Bonnie Erbe

Dana Feldmeier

Sharon Fila



Elia



Kimberly





Daniel & Michele Fendell





Xiaowen Feng



Rindy Fenlon

Danielle Fleurant Man Yee Fong





Jessica Farnsworth



Cate Fierro



Sandra Forst

Jenny Ferry



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Barrett & Cara Fines



Terry Fisher

Mark & Tiffany Flake









Robin Fowler



Candace Fox

Cheryl Frank





Alanna Franklin

Michelle Getz

Valerieann

Giovanni



Cindy Franz







Gale



Lindsey



Garansuay

Alessandra Garcia



Steve & Laura Garcia

Nicole Gibson



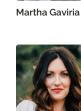
Christina Garcia-Carreras

Luis & Emily Gil

Kathryn Glader



Beaudoin



Elizabeth Giles

Keisher Glymph

Catia Gorman



Cathy Geis



Rebecca & Brian Gillespie



Gesualdo FOUNDER NAL



Lynn Gines









Abigail Gonzales



Diane Gjelaj

Vanessa Gonzalez



SueAnn Grann



Lisa Anne Gafkjen





Jackie Gilbert-



Laura Glanville



Pamela Gorgichuk



Leon Green





Edward & Cary





Lacey & Drew

Grim





Griffin

Melodie Grammont



Renee Grempel









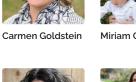


Brook Griffin

Kathy Goulet

FOUNDER NAW





Miriam Gomez



Robin Graham







Marissa Guest



Renee Guizzetti



Griffin Gunderson



Eva Gustafsson





Angela Hager





Shari Hamlin

Craig Hamm



Gracie Hammer





Peggy Handerhan



Rene Hanebutt



Terese Hamilton

Kara Hanks



Elvira Hanna



Elyse Hanselman FOUNDER USA 2.0

Jenyce Harris



Giada Hansen



Hammonds

Stanford & Heidi Hao





Pamela Harmon

Lotus Hartley

Angel Heldreth

Stephanie Hill



Mark & Cynthia Harp

Jessica Harvey

Deb Hellman



Betty Elaine Harris





Haycock







Luciana Hess





Jeannie Harrison



Stacey Hart

Miranda Hebert



Heidi & Bill Higgins



Jenn Hoge



Todd Hart



Ellie Hedley



Ed & Sarah Hildebrand



Brianna Holbrook









Mike & Beth Hicks



Hirlea

Elena Topliceanu

Val Hoeger



Mark & Tricia



Shaleen Hogan













Allison Hays





Greg & Melody Holt





Kriquett Howells



Lester & Tina Hoover FOUNDER USA 2.0



Shan Yu Angela Hsiung

John & Virginia

Dr. Bellia Jackson

Hume



Kathy Houle

Yuehao Huang

Art & Elane

Mélanie Jacques

Huprich



Rachel House

Mary Kay

Huesdash

Dr. Kevin Hutter

Jasmine Jafferali

Lindsay Jensen





Chantal Howard





Mary Amber Hughes





Ana Contreras & Rafael Irastorza



Karen Jansen FOUNDER USA 2.0

Jan Jeremias



Elyse Jarard

Marjie Jessop













Grace Yunhua Jiang

Dena Jensen



Jones

Jared & Rachel

Amy Huffman





Cynthia Incze FOUNDER CAN



Jennifer Inchiostro

Lindsey Jafferali



Jane & Tom Jaglowski



Steve & Sandie Jensen



Leslie Johnson



Hagan & Dena Jordan





Julie Johnston







Xing







Bill & Deena Jordan







Lori Jimenez





Nancy Johnson

ESSENTIAL LEADERSHIP

Sarah Johnson











Jessica Jovanovich



David Shapiro



Malia Kaaihue & Duane DeSoto FOUNDER USA 2.0



Krishel Karras

Diana Kagarmanova







Tiffany Kahl & Lori Angstadt



Jamie Kasarda



SueAnn & Jon

Kavanagh



Hannah Kalisch

Kate Keck



Sandy Kalisch



Krista Kehoe



Ramona & Kirk Keller



Brice & Lisa King



Cade & Dominique King



Blythe Jordan Kerr













Carol King



Dr. Jennifer Keys

Heidi King



Rebecca Kim



Lindsay Knapp Ashley Knox



Laurel Kimball Tonya Kimbrell FOUNDER USA 2.0



Dean & Teresa Koerner







Hillary LaMay





Azusa Kondo



Ruth Kohnert

Jeanneth LaBarre FOUNDER USA 2.0



Keleen Lambert

Kottelenberg

Chantale Laberge



Garrison & Cindy

Landes

Lafferty



Lane

Patrick & Tammy



Shara Langford





Mandy & Freddy

Kuhn



Isabelle Langlois







Jod Kranig



Anne-Marie Lagrange







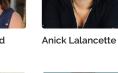












Elaine Krishnan





Cheryl Larsen



Ivy Larsen

Brianne Leah



Rick & Kim Larsen



Andrea Larson



Monika Lavoie



Mabel Law FOUNDER NACL



Michelle Lebaron



Kimberly Lee

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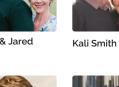
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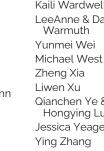


Zizzo

Daniela Yordanova & Sava Savov



Sigal Zoldan



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