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R3 DIRECTOR



GATHER, GROW, GIVE: Creating Impact with R3 Events



The first annual R3 Summit was held in August 2024, the day before the ADVANCE meeting at Melaleuca's Global Headquarters in Idaho Falls, Idaho. One hundred fifty passionate R3 participants invested in a two-day training experience to learn more about living the R3 lifestyle and how to share it with others. Since attending the Summit, hundreds of smaller R3 lifestyle events have taken place in attendees' hometowns.

At each event, guests enjoyed a bowl of creamy taco soup, *GC Control™* mini doughnuts, and *SplasH₂O®* and *Sustain®* drinks. They tried samples of many of Melaleuca's life-changing products and explored product displays. They learned how to implement the seven healthy habits and five R3 principles into their lives. They heard success stories from local R3 participants who had transformed their health. They experienced product training and made deeper connections with all who were there.

It doesn't matter where your event is held—whether it's in your living room or a rented hotel conference room—when you make your guests feel seen, heard, and loved, they leave feeling inspired to make a 1% change in their habits to help them reach their goals. It's a beautiful thing to watch.

I'll never forget meeting Catherine Pierce, 69 years old, at Executive Director 3 Susan Stauffer's event. Though not a Melaleuca Member, Catherine approached Susan after the event, crying tears of joy. The two of them then approached me,

and Catherine shared how she had learned so much. Everything we had shared at the event inspired her to implement what she had learned into her life. Catherine set up her shopping account that night, placed her first order, and asked when the next event would be. She had so many friends, she said, who needed to know what she had learned!

People want what you're offering with R3 and are asking for more! Here are just a few things I've learned from watching Melaleuca Marketing Executives host R3 events.



People crave the connection that R3 events provide.

One of the critical aspects of total wellness is social wellness. Connecting with others and growing into our own potential is vital for a great life. When people attend an R3 lifestyle event, they are personally invited, reminded to attend, and warmly greeted at the door. They are introduced by name. Throughout the event, their bellies and spirits are satisfied. I love seeing the apprehension in attendees' eyes turn into joy as they open their hearts more to each other. It's hard to describe what each person experiences because every experience is different. The R3 program truly meets people where they are.

These events are not about sales or transactions. They're about connecting with those you invite. First, share your story, including your highs and lows—remember that vulnerability bonds people. Then focus on each of your guests. Find out their stories. What are the highs and lows in their lives right now? What are their health goals? Once that connection is built, we can help them create a path to their goals. It's that simple. Attendees come away from these events with more than just a plan of action; they come away with new friendships, trust in Melaleuca, and eagerness to connect again.



Your event, your way.

You and your team plan, fund, and host these events. You share responsibility and logistics. Some people book their event in a community room or a church social hall. Others have held small gatherings in their living rooms or around their kitchen table. Some have gone all out and booked a hotel conference room or a private room at their favorite restaurant. It's up to you to do what you're comfortable with.

Hosting an R3 event is a unique team-building experience. Your team's friendships will deepen as you plan the details of the event. At Susan Stauffer's event, I watched Director 3 Lisa Bodnar and Connie Leuschner (who, after this event, was so excited she's considering building a business) meticulously prepare the samples of *Proflex* and *Access® Exercise Bars*. With gloved hands, they cut the bars, gently placed each sample in paper cupcake holders, transported them, and then elegantly arranged them on a display table. As they cut, they shared stories with each other,



BRITTANY POLLOCK

On Sunday, January 5, Executive Director 5 Brittany Pollock and her team of leaders held an event at the local community center in Howard Lake, Minnesota. The turnout was impressive—more than 70 people packed the venue. The crowd included current Melaleuca Members, prospective customers, Marketing Executives, and friends and family. All were there with the purpose of learning how to live healthier lives. Attendees left feeling inspired to make small changes. Many won door prizes, and many new friendships were made.

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