



Photography by Neil Cowley

Roderick Smith
Star Presidential
North Carolina

Key to Success
Don't sit and wait for things
to happen to you; make things
happen for yourself.

Life Reinvented

It was 2005, and at 49 years old Roderick Smith was at a point where he says little was going to change financially unless he won the lottery. Roderick had been a successful sales manager in the textiles and tobacco industries for nearly 30 years, but he felt advancement potential was limited because there were no corporations “looking for someone his age, since he was ‘past his prime.’”

At times, he considered going back to school to earn another degree, but the responsibilities of having a family, a mortgage and a dog were too great to risk starting over again. Through his work with Vemma®, however, Roderick has found a new lease on life.

“There are very few opportunities that come along for someone my age,” Roderick says. “This was a chance for me to grab the things I thought had bypassed me. Vemma truly gave me a chance to reinvent my life.”

Taking the First Steps

Roderick was introduced to Vemma in October 2005. After several days of taking the product, he noticed he had more energy. “I wasn’t dragging at the end of the day like before,” he says. “I had the same energy level and mental clarity late in the day that I had in the morning, which was rare for me.”

He began building his business in January 2006 with the short-term goal of sharing the product with a few people and making some extra income each month. “I didn’t plan to do much more than that,” he says. “But I never stopped building, and my business continually grew.”

When he reached the Platinum-pin rank 13 months later, he realized the opportunity was greater than he originally thought. His Vemma profits were matching his income from his traditional job so, in February 2007, he retired from his 9-to-5 job. “I never thought it would turn into what it has for me financially in such a short time,” Roderick says.

Now, Roderick can be there for his family in a way that previously wasn’t possible. “Since I am able to spend a tremendous amount of time with my mother, she can live in her own home rather than being forced to live in a nursing home facility,” he says. “I have the time to help look after her, take care of her bills and maintain her household—and that is extremely important to me.”



Roderick and his wife, Angelia, and their children, Courtney and Chad

Making the Commitment

No matter your age, financial situation or professional experience, Roderick believes making a change for the better is possible—but you can’t just hope opportunity knocks. “If you want something different in your life tomorrow, you must do something different in your life today,” he says. “Vemma offers that opportunity, and it can be done without compromising a traditional job because the business can be worked on the side.”

This is an important consideration in light of economic uncertainty, and Roderick says that people who may not have been interested a couple years ago are now reconsidering the Vemma opportunity. “There are many people who thought they had good jobs, their careers were on the right path and they were financially set, but now they realize that the concept of a safe job only existed in their minds,” he says. “That is why Vemma is an excellent opportunity. A little extra income each month might be all they need to jump-start their lives to a different level.” —Lisa Horn