

Deb Casey

SENIOR
EXECUTIVE
SUPERVISOR



Deb Casey dreamed of raising a family that loved and supported one another while having financial stability in the family budget. Recognizing that her mom had needed to work outside the home to make ends meet, Deb set out to earn a degree that would provide a supportive income that could move anywhere her future husband needed to be with his job. As the years went on, God provided ways to make these dreams come true.



Married to her supportive and loving husband, Don, they moved from 4 states in their first 5 years of marriage. Deb did accounting and worked part-time for a home party company that gave great training in running your home-based business alongside your family. After a few years of working in an office and raising their two girls, Deb opened a family daycare in their home so that she could have the joy of being with their girls.

The daycare years were busy years! A third daughter was born giving them 3 daughters at home and 6 daycare kids! Busy times that led to times when you wish you had more time for just your kids, when you'd like to stay at the library a little longer or head to the beach on a hot summer day! Deb took this desire to the Lord in prayer.



The Casey Family

Surprisingly the answer came on a night out with friends at a home party. Deb and her then 10-year-old daughter, Lynn, had a terrific time attending an Usborne home party in 1992. When the consultant took her order that night, Deb booked an Usborne home party of her own. Shortly after her party, her consultant called to tell her about a recruiting special and Deb delightedly bought the special kit offered. Then, she shared this opportunity with her sister, Donna Nettleton.

Joining Usborne was great for building their family library at an incredible discount which immediately started to bring in extra income. Within six months, Deb was able to close her family daycare, since the income had been replaced by doing 2 home parties a week. There were unexpected bonuses to doing the 2 home parties a week:

- *Woman-to-woman sharing time.
- *Meeting moms passionate about reading to their kids.
- *Finding out that kids love to read Usborne books
- *Helping their family budget
- *Customers and friends deciding to join as consultants

In September of her first year, Deb promoted to the level of Supervisor. Her Usborne income began to soar!



Deb & UBAH President
Randall White at Convention 2005

“Can you imagine having more time for your kids while increasing your family’s income?”

As the years have flown by, her kids have been able to participate in the business as well. At first, they helped in small ways like putting labels on books and later attending Home parties with Deb. Through all of this they learned skills to help them which they now use as adults. Skills such as goal setting, work ethic, multitasking, balancing schedules, math skills and being comfortable speaking in front of people! What a great legacy to pass along to her kids, strong building blocks for their future!

One of the best parts has been the Usborne books themselves! She and her kids have enjoyed reading tons of Usborne books! Their favorites include “Puzzle Town”, “Internet-Linked Encyclopedia of World History”, “100 Science Experiments”, “Fun with Numbers, and “Stories of Pirates”. Through high school her daughters extensively depended on the internet-linked books where you can link to the Internet and find out more on each subject which was ideal when working on school reports.

Can you imagine having more time for your kids while increasing your family’s income? Little did Deb realize when joining Usborne Books at Home, that the Lord had answered her prayers by opening a huge door of opportunity for her family. She now had more income than she had earned through previous jobs (i.e., Accounts Payable Manager, Executive Secretary, Mary Kay Consultant, and Day Care Provider) A great surprise was in store for Deb and Don. They had only expected this to be a “paying hobby” with “discounts on books”. It has been that and much more.



Champion Teammate Supervisors in New England

As an Usborne Consultant, Deb started inviting others to join. Their team is called “Champion Teammates” which includes Deb and everyone who has joined their branch of the Usborne Books at Home team since 1993. The Champion Teammates are 78 Supervisors and are 2,000 consultants strong and growing all the time. Never did Deb dream that big! Time to make bigger dreams! As part of her successful business, Deb speaks glowingly of Champion Teammate Supervisors. Her First Line Supervisors (Consultants who promoted out of her Central Group as Supervisors of their own Central Groups) are strong leaders and caring women:

Donna Nettleton, VA
Cindy Fry IA
Elise Rodriguez, TN
Cynthia Bothwell, TN,
Terri Charbonneau, MA
Pam Khoury, VA
Kathy Hughes, PA
Eva Goldstein, VA
Debbie Romano, ME and
Debbie Kruzel, NH

They in turn train their groups to be sharing, caring, and strong in the skills needed to run a home-based business and have helped others to promote to Supervisor. Everyone on the team wants to help others succeed in working alongside their family's schedule while bringing in extra income and increasing literacy for others. We all help each other to attain goals and dreams. A chain that continues to grow and expand the sharing and caring nationwide.

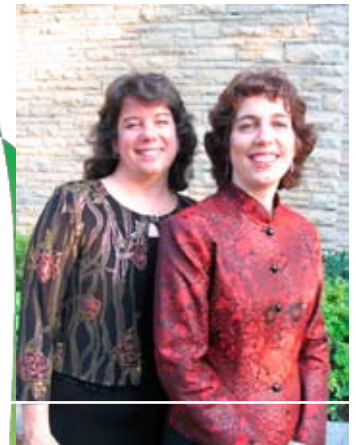
Deb loves that her dreams have become a reality through Usborne Books at Home and what the Lord has provided in her life. Her daughters have grown up with the benefits of a home based business and have used the skills they've learned to make decisions as they've headed off to college. Her daughter Lynn, married in July 2006 and their other two daughters are now attending Bob Jones University which Deb pays for with her Usborne income.

Thanks to the way Usborne Books at Home is set up with no territories, Deb can move anywhere in the United States. If her husband's job changes she can move without losing the momentum that her income has achieved.

With being able to control her hours, Deb easily puts God first, family second and career third. This balances their family in a way that Deb desired so very long ago, while dreaming of starting a loving and supportive family. With Usborne, Deb has plenty of time to be at home to be a wife and mom, selling fun books, and making friends with customers and teammates. Deb interprets in sign language at her church and is four courses away from a Bachelor's Degree in Sign Language Interpretation. Other perks that were not expected when Deb joined Usborne, but have added to the allure, have been the awards Deb's group has received for being the number two group in the Nation for several years, in both Total Group Sales and Executive Group Sales. What a Team!

The company puts out the red carpet in recognizing the efforts of consultants and supervisors through awards, prizes, and travel contests. Deb and her family have earned dream trips that include a cruise to Key West & Cozumel; Hawaii, a trip to Acapulco, and taking the family on a cruise to the Bahamas. The unbelievable part is that these trips have been paid in full by Usborne Books at Home! Trips were not offered as a part of any other job that Don or Deb have had. A definite plus!

Deb is thankful everyday that someone shared this opportunity with her and thrills in sharing the opportunity of helping others stay home with their kids, while earning an income that can be increased as each person sets their goals to achieve!



Deb Casey and her sister, Donna Nettleton



Champion Teammates at National 2006