

STORIES

The Pursuit of Happiness

Spencer Poch pursues happiness on his way to the top.

by **Kauri Thompson**

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Spencer had not planned on being a lumberjack, but the \$3000.00 a month salary meant he could pay the bills and put food on the table and save some money for school in the fall. The deafening noise of his chain saw, the smell of gasoline mixed with the scent of pine is something he still remembers today. It was the summer of 1967. He had just graduated from BYU with a Bachelor of Arts Music Degree becoming the first guitar graduate west of the Mississippi. He and his newly wed wife were on their way back east to pursue a master's degree in music. They never quite made it back east. Instead they ended up in the hills above Star Valley Wyoming and Spencer was a lumberjack.

After the long summer, Spencer and his wife packed it up, shaved and returned to Utah where Spencer tried out a variety of occupations; insurance, computer programming (the IBM 360 which took up a whole room, and even some mining.

Spencer recounts how \$2,000 was a ton of money in those days. "I very much wanted that kind of income, the thought of it was like heaven to me."

He always thought about ways to improve life for him and for his family and was willing to try new things.

After a few more years, Spencer decided to leave the mining company and give up the benefits along with it. He went back to school to pursue a master's degree. To make ends meet he taught guitar at the university, drove a milk truck, and began creating filmstrips for children.

Then in 1980 Spencer was introduced to network marketing.

The concept of network marketing excited him. When I asked him what specifically interested him, he mentioned one word "Leverage".

He soon became a distributor with a start-up MLM company in Provo Utah. The company specialized in Chinese herbal whole-foods. The company name - Sunrider.

Success did not come quickly. It took Spencer five years before he was earning a comfortable living. Spencer recalls that during those five years his income was often less than his phone bills. "I once had a phone bill over \$2,000. In those days that was pretty crazy." Spencer received the very first automobile in his company's car program. It was a 1983 Chevy Van with large tinted glass windows, a television and cassette player. It was soon the pride of the neighborhood.

Spencer would load the van with products and drive down to California to do meetings. "I would sleep on strangers' sofas or in the van. We did whatever it took."

Jenny recalls her father coming home for dinner and "Inhaling" his food and leaving again. She also recalls her father working long hours. Things began to grow for Spencer. His Chevy van was soon replaced by a Mercedes Benz. His downline began to exponentially grow. By 1989 his organization topped 140,000 distributors. Spencer had the largest leg in Europe and was one of the few distributors who was willing to travel overseas. At the height of his financial success Spencer was using the same tailor as Ronald Reagan and looked seriously at purchasing a jet. Jenny recalls going to Asia with her father and staying in lavish hotels.

Then in 1996 Spencer sold his business for a sizable amount of money. He was living in London then because of the access to his European leaders. After the sale he moved to Florida and began to trade in the stock market. He ended up losing most of his money in the market, packed his bags and moved back to Utah.

STARTING ALL OVER AGAIN

In Utah he formed a marketing company (Team Platinum) with his daughters. They specialized in marketing solutions for network marketing companies. In late September of 2002, they received a call from an out of town partner who introduced them to David and Colli Butler. The Butlers were excited about a start up company they had just been introduced to. Of course the company was XanGo LLC. Spencer was excited about XanGo. The look and feel of XanGo was different than other start up companies Team Platinum had met with.

The real excitement however was not just the product or the financial opportunity, it was the concept of building a business with his children.

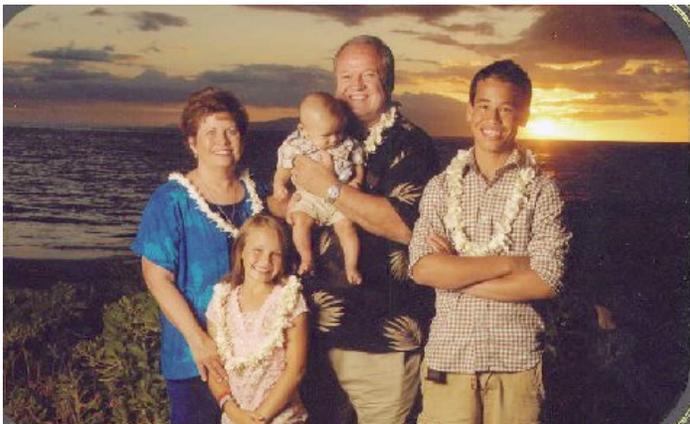
Spencer and his daughter Jenny picked up the very first case of XanGo on their way to a distributor meeting in Las Vegas. Spencer and Jenny worked tirelessly for months building their business and sponsored the first 20K in Europe in April of 2003.



Today Spencer and his wife Jeanie live in Cedar Hills, Utah not far from XanGo headquarters. Spencer looks back with a smile on what has transpired in XanGo these past years and looks to the near future as another wave of opportunity approaches.

Indeed life is measured in happiness and the pursuit thereof.

Spencer Poch
Sweet 16, 100K Premier
Born: July 5, 1943
Butte, Montana
Education: Bachelor of Arts Music 1961 BYU
Married: Jeanie Chiapella
Children: Jenny, Kerilynn, Alan, Cherilynn



Spence and Jeanie with Grandkids