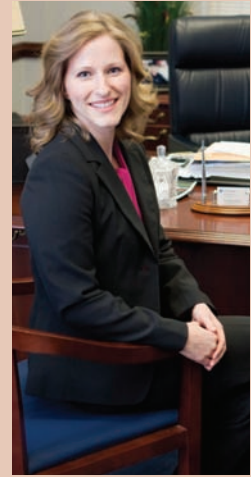
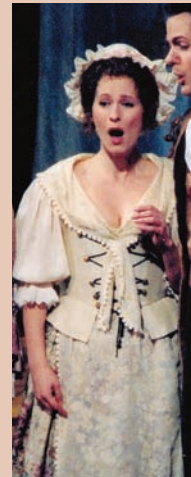


# Singing

## HER WAY TO SUCCESS...



FROM OPERA SINGER TO SUCCESSFUL BUSINESS WOMAN,  
ROBIN CROUSE SAYS, "NEVER GIVE UP!"

**DETERMINATION** — that is what Robin relies on for her success, and she advises all women to do the same. "It takes a lot of 'sticktuitiveness' to be successful in business and your personal life," Robin said. "As women, we sometimes have to fight harder for our achievements, so we need an extra dose of determination each day."

Robin was born in Memphis, TN, and then attended a small Christian college in a town outside of Chicago. She returned to Memphis where she obtained her master's degree in vocal performance.

After eight years as a professional opera singer, Robin found an ad for an insurance sales professional within the insurance and financial services industry. "I soon realized," she said, "that I really liked that business, and since I was singing less and less, I decided to switch gears." Robin now enjoys her role as manager of financial services with The Prudential Insurance Company of America.


On the move again, Robin's work with Prudential led her to the Lake Norman area. "As I got to know more people, I was invited to attend some networking functions, and I have been here ever since. I love living here; everyone is so friendly, and you really get a sense of

community. It doesn't hurt that it is a beautiful area as well!"

Devoted to her business, yes, but Robin is also devoted to her family. "I don't have any children (except for my dog Molly, who is my baby) so I do have more time to commit to my business. My family lives a good distance away, but we are very close and get together often. My parents are everything to me. I am so fortunate to be blessed with two amazing role models who have had such an impact on my life. They are examples of hard work, compassion and love. They have instilled in me a desire to succeed in whatever I do and a work ethic to make things happen."

begun training qualified people to begin a career of their own with Prudential."

Besides her success as a professional opera singer and her current position with Prudential, Robin is most proud of her mantra to never give up. "I have faced adversity, just as we all have, and it's important to have that strong determination, to follow through on your endeavors, and to live life to the fullest. I love what I do, and most of that is because I get to be out there helping people. There is nothing better!"

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"I LOVE WHAT I DO, AND MOST OF THAT IS BECAUSE I GET TO BE OUT THERE HELPING PEOPLE."

Much of Robin's success, she says, is due to her commitment and determination, but also because of her love for people. "My love of what I do and my love for people keeps me motivated. I feel like what I do gives back to society and really aids people in an area where we all need guidance. I take great pleasure in helping folks reach their insurance and financial goals, and I have recently

