

# *GO-GIVE STORY*

MARY KAY

The Go-Give Award is perhaps the greatest honour a Mary Kay Sales Director can earn. Those who possess the "Go-Give" spirit are the heart of this Company and our shining hope for the future.

The Go-Give Award was born in the image of one of our greatest U.S. National Sales Directors, Sue Z. Vickers. Sue joined Mary Kay Cosmetics in 1965 and debuted as a Sales Director eight months later. She became our sixth NSD in January 1974.

From the very beginning of her career Sue was known for her enthusiastic, loving personality. At Seminar '71 she was honoured for her willingness to inspire and motivate those who sought her help with the first Go-Give Award.

The Go-Give Award program was officially organised in June 1973 to recognise one Sales Director each month for her willingness to help any sister Consultant or Sales Directors climb the ladder of success. Each award winner possesses the qualities that Sue brought to her Directorship - warmth, love, a spirit of giving and caring.

The first annual Go-Give Award was presented in 1978 as a memorial to Sue, whose death that year left a tremendous void in our lives.

Sue touched the lives of thousands of individuals all over America. Her good deeds and positive influence have become a legacy in our Company. Her example lives on through the many unselfish Sales Directors who have followed in her footsteps as recipients of the Go-Give Award.

Today, Sales Directors are nominated for the Go-Give Award by sister Sales Directors and each quarter for Australia and half yearly for New Zealand, a Go-Give Award winner is recognised in *Applause* magazine. From these winners, one Sales Director is chosen at each Seminar to receive the annual Go-Give Award.

The go-give spirit will continue to be an important cornerstone in the foundation of Mary Kay Cosmetics, when all Consultants and Sales Directors strive to exemplify it in their business efforts, the highest professional standards of integrity, honesty and responsibility are upheld and the foundation of this Company remains strong.