



Independent Senior Sales Director Karen Cole

Cole's Comets

January Results & Recognition - February, 2013

50 one woman can
YEARS MARY KAY

CAREER 2013
CONFERENCE

Coming to a city near you!

Register online by February 28th! You don't want to miss this career-changing event!



Wholesale Queen



Karen J. Burshnick
\$604.00

Sharing Queen



Position Available!!

So THAT'S What Recruiting is all About!

by Ann Vertel, www.unitcoach.com

So you think you hate sales and you're no good at it. Or perhaps recruiting (which is also sales) feels too "pushy." You don't like trying to convince someone to do something they don't want to. Then stop!

Where on earth did you get the idea that sharing the opportunity was about hogtying some poor unsuspecting soul, throwing them over your shoulder, and dragging them into a happy life? Did someone along the way tell you that you had to convince, connive, cajole, arm-twist, lie, fib, leave out details, put on a fake voice and a phony expression and do your level best to force someone into a decision to join the company?

There are two ways to look at recruiting. The first makes you feel like you are doing something smarmy and underhanded - that you are on one side of the table and your prospect is on the other side of the table and it's a big game of chess. Your prospect becomes your opponent and your mission becomes the defeat of all her objections until there are none left and she simply surrenders out of exhaustion. This is the mindset of scarcity and competition. A winner and a loser. A victim and a victor.

The second way to look at recruiting is through a mindset of abundance (there is plenty to go around) and collaboration (we are in this together).

Now don't discount the enormity of the difference between the two - it is huge, a chasm in fact.

If I showed you a gathering of 100 women and told you to go convince ten of them to join, it might seem like a daunting task. But if I told you that there were ten women in that group that didn't need convincing, they just needed to hear about the opportunity and they would jump at the chance to join, and all you had to do was go and find out which ten they were, could you do that? Of course you could (and I probably couldn't stop you!).

That's what recruiting is all about. It's not about convincing women to do something they don't want to do. It's about finding the ones that want to do what you have to offer.

You simply need to sort them out. Let me show you how!

Karen

Career Path:

DIRECTOR

Rewards ~

- ◆ 4-13% Personal Team Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per qualified new consultant
- ◆ Eligible to wear Director's Suit
- ◆ Eligible to drive Premier Club Car or Pink Cadillac
- ◆ Eligible to attend Leadership Conference
- ◆ Special Gifts, Recognition, Prizes & Travel

DIO

10+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

FUTURE DIRECTOR

8+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf

TEAM LEADER

5-7 Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Team Leader Pin Enhancer
- ◆ Eligible to go On-Target for Car

STAR TEAM BUILDER

3-4 Active Team Members

Rewards ~

- ◆ 4% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Star Team Builder Pin Enhancer
- ◆ Eligible to wear Red Jacket
- ◆ \$50 Rebate on Red Jacket

Look Who's Moving Up!

Standings are updated as of January 31st —
this will not reflect February orders or new team members.

Team Leaders

Recruiter :Paige Fleming

Lynn Ansley
Liana P. Bickerstaff
Donna A. Lewis
Cara M. Mosier
Larissa N. Robinson
* Bria M. Simmons

Recruiter :Karen J. Burshnick
Teresa M. Stonelake

Recruiter :Kristin E. Cole
Rachel M. Shields
Amy T. Smith

Recruiter :Susan R. Csencsits
Helen A. Holden

Recruiter :Sandy Desimone
Louise Flaugh

Star Team Builders

Recruiter :Nilsa C. Hartwell

Anne M. Long
Ronette Lounds
Luz A. Zuluaga
* Donna Bellefontaine
* Bernadene J Bohemier
* Providencia Santos
* Cathy E. Schmitz

Recruiter :Elizabeth Funk
Angel Irwin

* Wanda A. Anderson
* Kristin E. Cole
* Inez Gregory
* Amy S. Rivers

Recruiter :Wanda J. Gildig
Collette M. Kehrer

Recruiter :Debra A. Richmond

M L. Diles
Camille R. Harper
Heather A. Mennen
Pamela Risner
* Jill V. Boyer

Recruiter :Jayne B. Lewis
Karen J. Burshnick
Lisa M. Duncan

Recruiter :Ronette Lounds
Bernard Ansah

Recruiter :Crystal A. Schaefer

Heather B. Schaefer
Zoe E. Taylor
Katherine A. Thomas
Chris M. Toenjes
* Cindy A. Miller
* Wendy K. Roe

Recruiter :Trina M. Morales
Carolyne W. Maina

* Tiffany M. Asencio
* Stephanie Cano
* Tracy B. Moore

Recruiter :Audrey Snellenberger

Donna E. Frederick
Nalini S. Prashad
Crystal A. Schaefer
* Theresa M. Crouse
* Jane Warfield

Recruiter :Amy L. Sandifer
Patti A. Selby

Recruiter :Susan J. Smart
Patty E. Kinnaird

Recruiter :Amy T. Smith
Summer L. Kirby

Senior Consultants

Recruiter :Liana P. Bickerstaff
LaShay L. Thomas

Recruiter :Nancy M. Stark
Amy L. Sandifer

Recruiter :Anna B. Whittaker
Beth E. Clark

**To become ACTIVE you must place a \$200 wholesale order.*

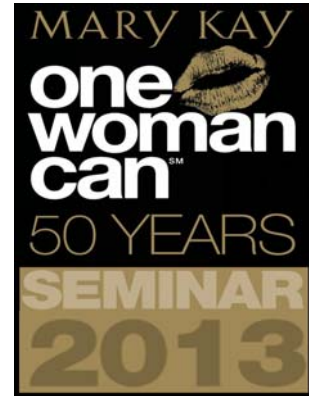


This is the quarter to qualify for Seminar 2013 Priority Registration!

Independent Beauty Consultants can be VIP ready for Seminar 2013 with Priority Seminar Registration and seating. Choose your path to Priority Seminar Registration in one of the following ways:

- Achieve Sapphire Star Consultant status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2012, through March 15, 2013.
- Be on-target for the Queen's Court of Personal Sales (\$24,000 in estimated personal retail production from July 1, 2012, through Feb. 28, 2013).
- Be on-target for the Queen's Court of Sharing (16 total new personal team members from July 1, 2012, through Feb. 28, 2013. New team members do not need to be qualified at that time.)
- Be an Independent Sales Director (including March 1, 2013, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to register for Seminar on a first-come, first-served basis.

See you at Seminar!



Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building

9% Recruiter Commission Level

Paige Fleming	\$43.25
Karen Cole	\$17.73

4% Recruiter Commission Level

Jayne B. Lewis	\$27.30
Amy T. Smith	\$18.81
A. Snellenberger	\$18.20
Elizabeth Funk	\$14.20
Nancy M. Stark	\$13.71
Wanda J. Gildig	\$12.57
Anna B. Whittaker	\$11.66
Crystal A. Schaefer	\$10.86
Amy L. Sandifer	\$9.38
Karen J. Burshnick	\$8.78
Ronette Lounds	\$8.64
Susan J. Smart	\$8.18
Sandy Desimone	\$8.16
Debra A. Richmond	\$7.94
Nilsa C. Hartwell	\$2.52



Team Building Tip of the Month!

10 Commandments of a Successful Recruiter!

1. Always lead by example!
2. Attend all unit meetings—see that she is there with you.
3. Call, write, email or text her daily for the first 3-4 weeks.
4. Keep a friendly business relationship.
5. Always talk about profit level.
6. Always let her learn while you earn—take her with you to shows and classes.
7. Keep a 100% positive attitude.
8. Call your director if you need help to answer her questions.
9. Help her sponsor her first recruit.
10. Just as you never take credit for her successes, never take responsibility for her failures.



one woman can™

MAKEOVER CONTEST



**Grow
your business**

and have a chance to **WIN!**

MARY KAY ASH BELIEVED IN THE BEAUTY OF WOMEN AND THEIR ABILITIES TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS.

Now you can help women transform themselves inside and out, grow your business and have a chance to win prizes! How fun is that? **Take the challenge to do at least 50 makeovers!**



Watch the video.

Go to marykayintouch.com for more info.

How to Create \$3,000 in Retail Sales in 3 Weeks

THIS WILL HELP YOU FINISH YOUR STAR WHICH WILL HELP YOU SECURE SEMINAR ARENA SEATING!!

Every week for the next 3 weeks do these things:

1. Put the product on 10 faces averaging \$50 per face or 2 classes = \$500 in sales.
2. Contact 10 existing customers and service them in reorders (7 average \$30 each) = \$210 in sales.
3. Get a Mary Kay angel (outside hostess) to pass the Look Book around her office and sell \$200 and give her \$25 in FREE PRODUCTS!! Say, "*Susie, I'm so excited I have just been challenged to be a Star Consultant with Mary Kay and I really need your help! If you can pass our catalog around your office and sell just \$200, I'll give you \$25 in FREE Products of your choice! Can you help me? Thanks, I'll drop it off.*" \$200 in sales.
4. Do 2 on the go appointments (\$50 each) or Demo Satin Hands on 10 people \$100 in sales



That totals \$1,100 each week! Your profit is \$400-\$500 per week!

You have \$1,500+ wholesale towards your Star in 3 weeks!!

Have fun creating product excitement – Remember the key to your success is going to be your ATTITUDE and your POSITIVE EXPECTANCY. WHAT STAR PRIZE HAVE YOU CHOSEN??

We Invested in Product in January!

Karen J. Burshnick	\$604.00
Wanda J. Gildig	\$602.75
Shari Rich	\$487.00
Summer L. Kirby	\$470.25
Joyce R. Stone	\$404.00
Debra A. Richmond	\$400.75
Anna B. Whittaker	\$371.50
Angel Irwin	\$355.00
Amy L. Sandifer	\$342.75
Helen T. Stevens	\$339.25
Bea Stebing	\$321.75
Collette M. Kehrer	\$314.25
Beth E. Clark	\$291.50
A. Snellenberger	\$246.50
Crystal A. Schaefer	\$246.00
Megan M. Holzmacher	\$243.00
Joanne C. Wells	\$240.00
Patti A. Selby	\$234.50
Teresa M. Stonelake	\$219.50
Tammy R. Campbell	\$217.00
Bernard Anshah	\$216.00
Janet T. Middendorf	\$213.00

Nancy R. Smith	\$212.50
Cara M. Mosier	\$210.75
Amanda K. Brinkley	\$209.75
Donna E. Frederick	\$209.00
Chris M. Toenjes	\$205.00
Patty E. Kinnaird	\$204.50
Louise Flaugh	\$204.00
Mary H. Baggett	\$202.50
Nilsa C. Hartwell	\$202.25
Donna A. Lewis	\$201.50
Monica A. Wilson	\$159.00
Amy T. Smith	\$123.50
M L. Diles	\$100.00
Camille R. Harper	\$98.50
Lisa M. Duncan	\$78.50
Larissa N. Robinson	\$68.25
Katherine A. Thomas	\$66.50
Stephanie Cano	\$42.00
Elizabeth Funk	\$38.00
Ronette Lounds	\$36.00
Anne M. Long	\$27.00
LaShay L. Thomas	\$17.00



**A special compact
for a special cause!**

Special-Edition *Beauty that Counts*® Mary Kay® Compact Mini

One compact can inspire beauty
today, tomorrow, forever



Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

Consultant	YTD Retail	Bonus & PCP	Total
1 Karen J. Burshnick	\$8,355.00	\$160.00	\$8,515.00
2 Wanda J. Gildig	\$5,754.50	\$140.00	\$5,894.50
3 Joyce R. Stone	\$4,430.00	\$60.00	\$4,490.00
4 A. Snellenberger	\$4,209.50	\$120.00	\$4,329.50
5 LaShay L. Thomas	\$3,936.00	\$0.00	\$3,936.00
6 Debra A. Richmond	\$3,825.50	\$100.00	\$3,925.50
7 Amy T. Smith	\$3,789.00	\$40.00	\$3,829.00
8 Crystal A. Schaefer	\$3,457.00	\$275.00	\$3,732.00
9 Patti A. Selby	\$3,661.00	\$60.00	\$3,721.00
10 Carolyne W. Maina	\$3,670.00	\$0.00	\$3,670.00

Tops in Team Building

Recruiter	New Team Mbrs	YTD Comm
1 Liana P. Bickerstaff	1	\$72.72
2 Kristin E. Cole	1	\$72.08
3 Trina M. Morales	1	\$72.00
4 Nilsa C. Hartwell	1	\$38.06
5 Karen Cole	2	\$155.73





Easter Goodies for All

NSD and Million Dollar Sales Director Pam Higgs of Newburg, Md., has awesome spring sales by offering the following Easter gift ideas for her eggs-tra special customers.

For Some Bunny Special

Customized color sets in organza or vinyl bags. (a great way to reduce color inventory and get ready for new products!)

For Sun-Bunny Special

Use any combination of the Sun Care line: Lip Protector, Sunscreen in SPF 30 or 50 and Subtle Tanning Lotion.

For My Honey Bunny

One each: Lipstick, Gloss, Eye Color and Cheek Color- add applicators for complete "kit." (This may also be a great way to reduce inventory on some past limited edition color products)

Basic Bunny

Combine Basic skincare products with a stuffed or chocolate bunny.



Spring Chick Collection

Combine the Firming Eye Cream, Age-Fighting Lip Primer and Indulge Soothing Eye Gel.

Pretty Peepers

Any combination of color or skin supplement eye products. Mascara, eye liner and age-fighting eye products would work well for this.



Could You Get Excited About Your Business & Make Some Changes.....If You Knew You Couldn't Fail?

Elite Executive NSD Gloria Mayfield Banks has the formula for Success....

Gloria has been using this formula and in 17 months six women debuted as National Sales Directors WOW!! This is a company record!!!!

It is the formula for you at all levels....Part-time consultant building customers & team.... Full-time consultant building to Directorship...And Directors building to Cadillac and NSD!!!

5 MANDATORY THINGS TO BE A..DIQ..DIRECTOR...CADILLAC DIRECTOR!

- 1. HAND OUT 5 CARDS A DAY!!** Use this dialogue...."Excuse me, would you be offended if offered you my business card?" (Then wait) Then say, "I am building an incredible book within my community and I am filling my book with Everyday Heroes - I can tell you more about it?"
- 2. BOOK 2 EVERY DAY!** Skin Care Classes or facial!
- 3. INTERVIEW 3-5 PEOPLE EVERY WEEK!**
- 4. HAVE \$600 WEEKLY SALES** with backed-up \$1200 wholesale monthly.
- 5. E-MAIL OR BRING YOUR WEEKLY ACCOMPLISHMENT SHEET** Each week!! Attend your meetings!!



Aim for the Stars!

On-Target \$tar Consultants!

December 16, 2012 - March 15, 2013



Shoot for
STAR
this
Quarter!!

Consultant Name	Current Production	—Wholesale Production Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
AMY SMITH	\$1,332.50	\$467.50	\$1,067.50	\$1,667.50	\$2,267.50	\$3,467.50
KAREN BURSHNICK	\$1,005.25	\$794.75	\$1,394.75	\$1,994.75	\$2,594.75	\$3,794.75
DEBRA RICHMOND	\$979.50	\$820.50	\$1,420.50	\$2,020.50	\$2,620.50	\$3,820.50
WANDA GILDIG	\$602.75	\$1,197.25	\$1,797.25	\$2,397.25	\$2,997.25	\$4,197.25
SUMMER KIRBY	\$522.75	\$1,277.25	\$1,877.25	\$2,477.25	\$3,077.25	\$4,277.25
CRYSTAL SCHAEFER	\$517.75	\$1,282.25	\$1,882.25	\$2,482.25	\$3,082.25	\$4,282.25
MARY BAGGETT	\$509.25	\$1,290.75	\$1,890.75	\$2,490.75	\$3,090.75	\$4,290.75
SHARI RICH	\$487.00	\$1,313.00	\$1,913.00	\$2,513.00	\$3,113.00	\$4,313.00
JOYCE STONE	\$428.00	\$1,372.00	\$1,972.00	\$2,572.00	\$3,172.00	\$4,372.00

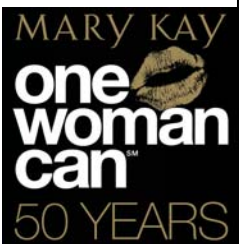


Stars Drive Cars!! Which Car is in Your Future?!

A simple way to stay on track for Star Consultant:

- Sapphire** = Sell \$300 Retail per week
- Ruby** = Sell \$400 Retail per week
- Diamond** = Sell \$500 Retail per week
- Emerald** = Sell \$600 Retail per week
- Pearl** = Sell \$800 Retail per week

Also—remember that you earn 600 extra "star" points for each *qualified* team member you add during the quarter.



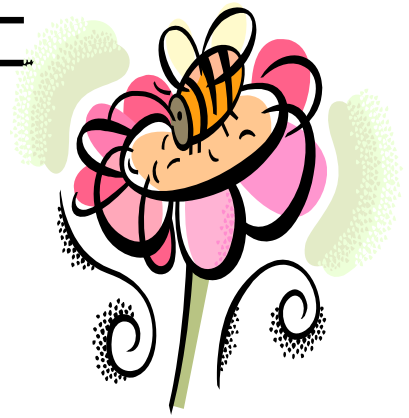
ALL THAT GLITTERS IS **GOLD**

50th Anniversary Suit Collection

Learn how to get free sizing assistance at the Men's Wearhouse retail store near you! >>

one woman can BEE

*Intentional Success That Honors
Mary Kay's Dream by
Tracking our Unit's Winning Sales*



Achievers R BEElievers

Achiever's Name _____



Achievers– Get “BUZZY”!
Hold facials and parties!!

For every **10** clients
(Current or new) who spend
\$250 (Can be accumulated)
YOU will earn your BEE for
this **one woman can**
Achievers Ribbon.
OUR Unit's goal is to have
40 Consultants Earn
5 Bees Each by
June 30th 2013.



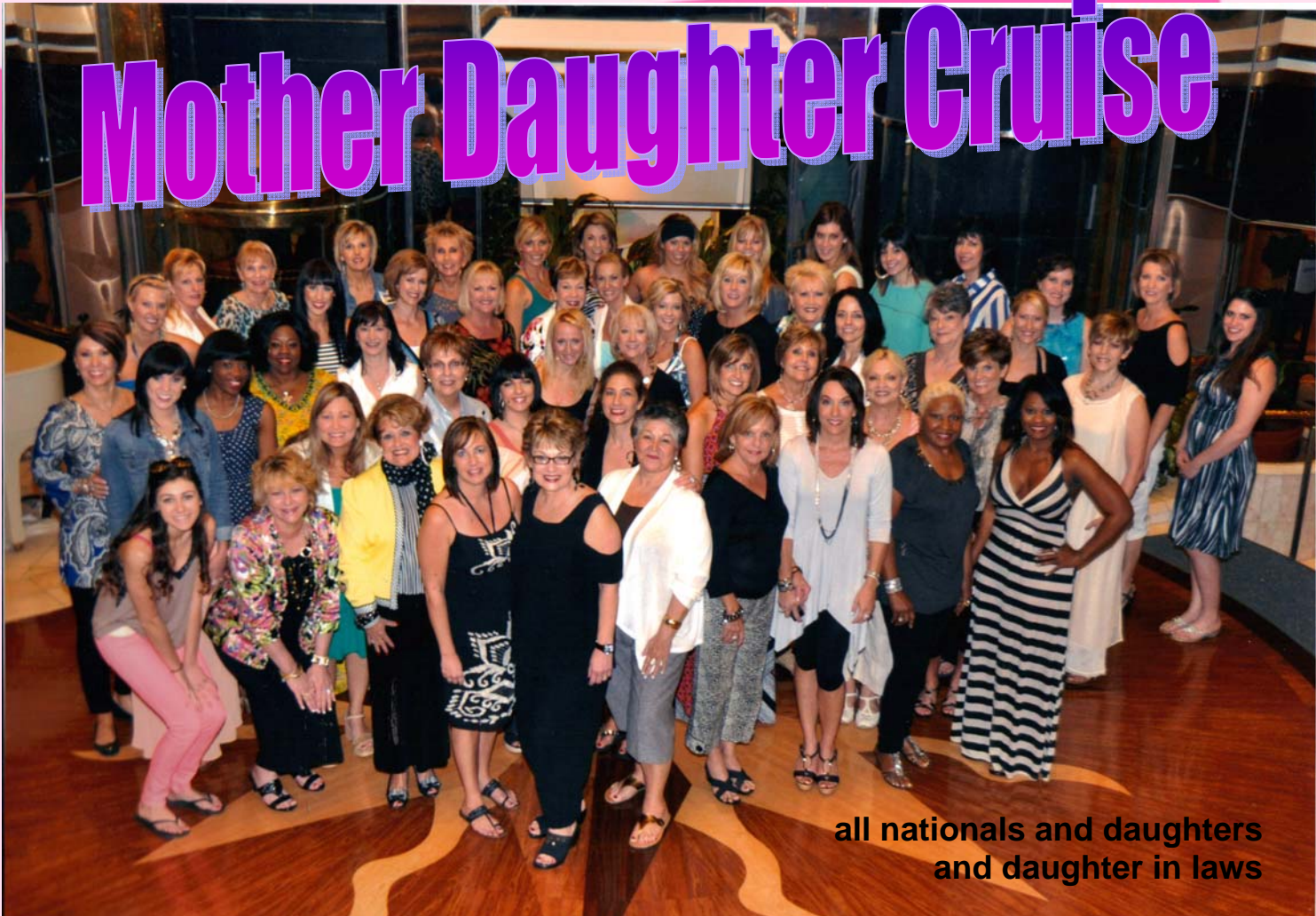
BEEliever's–

Weekly accomplishment sheets are turned in to get credit for your sales.

All sales should be supported by wholesale restock. Bring this with you for weekly recognition!!

My Customer	Total Sales	My Customer	Total Sale

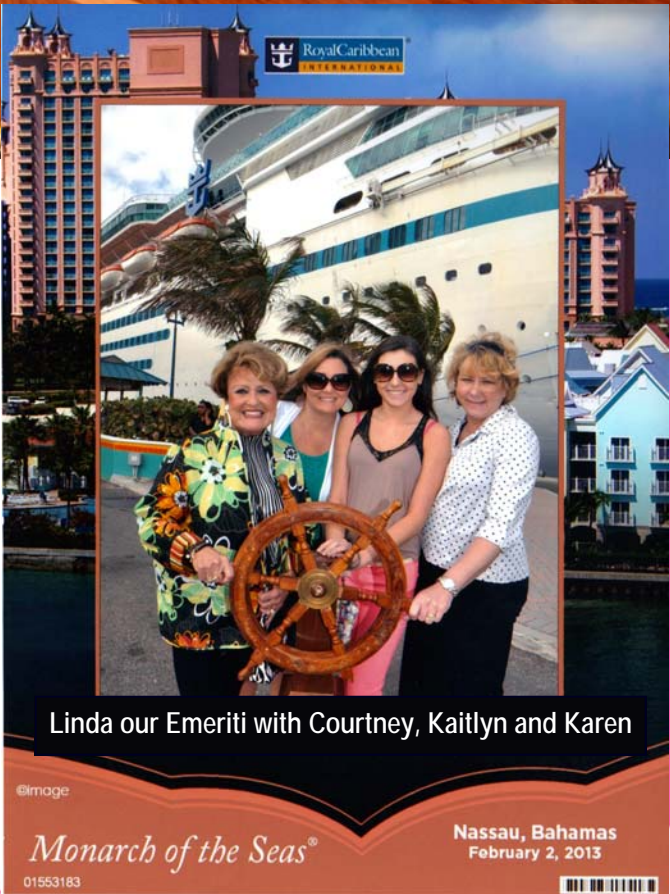
Mother Daughter Cruise



all nationals and daughters
and daughter in laws



my wonderful sister in law Courtney and my
wonderful daughter Kaitlyn



Linda our Emeriti with Courtney, Kaitlyn and Karen

@image

Monarch of the Seas®

Nassau, Bahamas
February 2, 2013

01553183



Your Key to Sharing: M.R.S. C.A.B.

By: NSD Bett Vernon

*“Did you know that women come into Mary Kay for 6 different reasons?
Would you like to know what they are?”*

MONEY

Would you like to know how to make an extra \$20,000 a year just working part-time? If you held 3 appointments a week at the national average of \$150 per appointment, this is \$450 per week and over \$20,000 per year! If each client reorders just \$10 per month, that's \$36,000 per year, which would be over \$50,000 in sales for the year and over \$20,000 in profit for you! Isn't that exciting!??

RECOGNITION

The second reason people join Mary Kay is for the prizes and recognition. When do we get recognized in our other jobs? When we mess up! In Mary Kay, you get a standing ovation. Isn't that the way you'd like the world to be?

SELF-IMPROVEMENT

The third reason is to build self confidence. (At this point, tell her how you have grown.)

CAR

The fourth reason is a FREE CAR! Can you imagine a company giving you a free car for part-time work? Isn't DRIVING FREE the smartest thing a mother can do for her family? Imagine the additional money for your family because you no longer have a car payment or insurance payment.

ADVANTAGES

The fifth reason is the Tax Advantages! Did you know that most people work from January to May each year just to pay their taxes? Wouldn't it be nice to work from your home and take all the tax advantages available to small businesses? What would the advantage be of having your children home with you and not having to pay day care? Wouldn't it be great to keep more of your hard-earned money?

BE YOUR OWN BOSS!

The sixth reason is that we get to be our own boss - could you get excited about being your own boss? Would you like that? Not having someone else telling you when you can go and come and when you're hungry for lunch. In Mary Kay we don't go to lunch, We Do Lunch! Wouldn't you like to be able to promote yourself when you are ready to be promoted and not have someone tell you?

OUT OF THESE 6 REASONS, WHICH ONE OF THESE APPEALS TO YOU MOST?

THE CLOSE —

THREE SIMPLE QUESTIONS!!!

1. “WHAT EXCITES YOU THE MOST?”
2. “WHAT QUESTIONS DO YOU HAVE?”
3. “WHAT, IF ANYTHING, WOULD KEEP YOU FROM GIVING IT A TRY?”

Why Women Come Into Mary Kay

- Money
- Recognition
- Self-improvement
- Car
- Advantages
- Be Your Own Boss

March 2013



Sun *Mon* *Tue* *Wed* *Thu* *Fri* *Sat*



Career Conference 2013
 Don't delay!!
 Registration ends February 28th!

1 **2**

3 **4** **5** **6** **7** **8** **9**

Unit meeting at
 Comfort Inn 7-9pm
 8801 Loch Raven Blvd.
 Towson MD 21286

Mary Kay® One Woman
 Can™ Makeover
 Contest Begins.

10 **11** **12** **13** **14** **15** **16**

Daylight Savings
 Time Begins

Unit meeting at
 Comfort Inn 7-9pm
 8801 Loch Raven Blvd.
 Towson MD 21286

Last Day of
 Quarter: Be a Star
 for Seminar Arena
 Seating!

17 **18** **19** **20** **21** **22** **23**



Unit meeting at
 Comfort Inn 7-9pm
 8801 Loch Raven Blvd.
 Towson MD 21286

24 **25** **26** **27** **28** **29** **30**

Midnight CST cutoff
 for Consultants to
 place phone orders.

Unit meeting at
 Comfort Inn 7-9pm
 8801 Loch Raven Blvd.
 Towson MD 21286

Good Friday. All
 Company Branch
 Offices Closed.

31 Easter. Last working day of the month.
 Consultants submit online orders until 9 pm
 CST. Online Agreements accepted until

“Don't let the negatives of life control you. Rise above them. Use them as your stepping stones to go higher than you ever dreamed possible. Place your eyes on your goal and don't move them.” ~Mary Kay Ash

Birthdays

Susan B. Deal	2
Tracy A. Durmick	3
Joanna V. Irvin	7
Heather B. Schaefer	11
Cynthia S. Booker	14
A. Snellenberger	20
Donna Bellefontaine	22
Nilsa C. Hartwell	23

Day



Anniversaries

Sondra Phillips	18
Heather A. Mennen	14
Kelly Dean	5
Keri L. Haney	4
Wendy K. Roe	3
Terry L. Gray	2
Amanda L. Harris	1
Jennifer M. Arevalo	1
Cathy E. Schmitz	1

Years



Cole's Comets

Karen Cole

Sr. Sales Director
2027 Knotty Pine Dr
Abingdon, MD 21009



Phone: 410-459-3766

Email: kcolemkay1@verizon.net

To the Fabulous...

Highlights this Month:

January Results, February, 2013

- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2012 - March 15, 2013)
- ◆ Class of 2013 Offspring Challenge Begins (through July 1, 2013)
- ◆ One Woman Can Makeover Contest (March 8 - May 10, 2013)



Career Conference

How Important is it?

Someone once said, "It only takes a spark -- to get a fire going." How true! And that spark has been found hundreds of times at Career Conference.

Perhaps you are thinking, "I can't afford to go."

From long experience, I believe you can't afford NOT to attend, for at Career Conference you will discover the **BIG PICTURE**

of what your Mary Kay career can be for **YOU!** Make your plans now.

Use the profit from a few extra classes to pay your way.

~ Mary Kay Ash



MARY KAY
one woman can
50 YEARS

CAREER CONFERENCE
2013

Schedule At-A-Glance

Day 1—March 15, 22 & 24

- 2 – 9 pm Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.)
- 3:30 – 5 pm Independent Sales Director Workshop
- 3:30 – 5 pm Emerging Leadership Workshop (Star Team Builders, Team Leaders, Future Directors, & DIQs)
- 7 – 10 pm Opening General Session (all attendees)

Day 2—March 16, 23 & 25

- 8 am – 4:30 pm Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.)
- 9 – 10 am Morning General Session (all attendees)
- 10:15 – 11 am Independent Beauty Consultant and Independent Sales Director Classes
- 11:15 – 12:50 pm **Glitter & Gold Luncheon** (by invitation only)
- 1:15 – 2 pm Independent Beauty Consultant and Independent Sales Director Classes
- 2:15 – 4:30 pm Closing General Session (all attendees)