



# Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of March 2014

## DIQs-Directors-In-Qualification



**Jamie Boylan**  
Jodi Bland



**Emily Kohler**  
Laura Poling



**Teresa Lennon**  
Penny Jackson



**Angela Little**  
Elizabeth Webb



**Tretta McNeill**  
Lana Gaydon



**Barbara Miner**  
Renee Brooks



**Lisa Taylor**  
Denise Crosby



**Cindy Watkins**  
Brandy Nusbaum



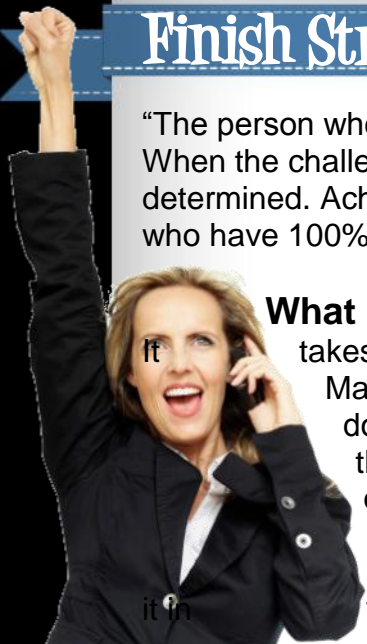
### Finish Strong.....

"The person who wins the race does not slow down, but speeds up, when nearing the end. When the challenges become more difficult, the winning response is to become more determined. Achievement belongs to those who finish strong. Achievement comes to those who have 100% of the effort required, all the way to the finish line.

#### What does it take to finish strong?

It takes commitment and a positive sense of purpose every step of the way. Many people start strong, with lots of enthusiasm. Yet their own complaints and doubts along the way drain them, so that there's nothing left as they're nearing the goal. Winners finish strong because they value and appreciate the opportunity to make the effort. Winners finish strong because they carry a strong sense of positive purpose all the way to the finish line. Start strong, stay strong, and finish strong by always remembering why you're doing the first place!"

-Ralph Marston





# Future Directors



Consultant  
Director Unit

8 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Julie Gerdeman**  
Laura Poling



**Ruth Kato**  
Rhonda Valley



**Sydney Laxton**  
Lillian Yocum



**Lisa Lute**  
Joyce Bruder



**Victoria Peasley**  
Penny Jackson



**Marie Quick**  
Cheryl Warfield



**Dana Rollins**  
Debra Bishop



**Elizabeth Sevier**  
Penny Jackson



**Darlene Underwood**  
Jenan Wood



## SHARE THE LOVE IN APRIL (& MAY)...

*You could Debut On Stage at*

### Seminar 2014!

When a new Independent Beauty Consultant starts her Mary Kay business by April 30, the beautiful Starter Kit is hers for **ONLY \$75!**

**PLUS..**When she starts a new business in April, you and she can continue to share this fabulous opportunity with others through May!!

**ONLY \$75\*!**



\*plus shipping, handling and tax



# WHY DIRECTORSHIP?

**Rule the runway of success** rocking the new business-chic apparel in fresh and modern silhouettes, edgy textures, and bold accents in the hottest hue of the year - electrifying cobalt.



## Avenues of Income\*

**UNIT OF  
35**

**UNIT OF  
45**

**UNIT OF  
80**

**UNIT OF  
100**

Personal Sales Profit	\$600	\$600	\$600	\$600
Number of Unit Ordering (one third of unit size)	11	18	28	42
Monthly Wholesale Unit Production (average order \$450 x 1/3 unit)	\$5,000	\$8,100	\$12,600	\$18,900
Directors Commission (unit production x 13%)	\$650	\$1,053	\$1,639	\$2,459
Unit Volume Bonus	\$500	\$800	\$1,200	\$1,800
Personal Recruiting	\$390	\$650	\$650	\$800
Company Career Car (monthly cash compensation)	\$375	\$500	\$900	\$900
Personal Recruiting Commission (\$100 for each qualified recruit)	\$100	\$100	\$100	\$100
Unit Development Bonus (5 qualified unit recruits)	\$500	\$500	\$500	\$500
Life Insurance Value (company pays premiums)	\$25,000	\$50,000	\$100,000	\$100,000
<b>Total Estimated Gross per Month</b>	<b>\$3,115*</b>	<b>\$4,203*</b>	<b>\$5,588*</b>	<b>\$7,159*</b>
<b>Total Estimated Gross per Year</b>	<b>\$37,380*</b>	<b>\$50,436*</b>	<b>\$67,056*</b>	<b>\$85,908*</b>

\*These figures are examples based on utilizing all avenues of income available. Naturally, results achieved will vary from person to person based on individual effort.



*PICK YOUR CAR, ANY CAR!*

MARY KAY CAREER CAR OPTIONS

**CADILLAC UNIT :: CADILLAC SRX OR CADILLAC CTS :: OR UP TO \$900 IN CASH**



**PREMIER CLUB PLUS :: BMW 320I :: OR UP TO \$500 IN CASH**



**PREMIER CLUB :: CHEVY EQUINOX OR TOYOTA CAMRY :: OR UP TO \$500 IN CASH**



**GRAND ACHIEVER:: CHEVY CRUZE :: OR UP TO \$375 IN CASH**



# ON THE ROAD TO DRIVING FREE!!

## On-Target Grand Achievers



**Teresa Lennon**  
Penny Joackson



**Cindy Watkins**  
Brandy Nusbaum



**Lisa Taylor**  
Denise Crosby



Team Member #1 (Senior Consultant)

\_\_\_\_\_

Team Member #3 (Star Team Builder)

\_\_\_\_\_

Team Member #5 (Team Leader)

\_\_\_\_\_

Team Member #7

\_\_\_\_\_

Team Member #9

\_\_\_\_\_

Team Member #11

\_\_\_\_\_

Team Member #13

\_\_\_\_\_

Team Member #2

\_\_\_\_\_

Team Member #4

\_\_\_\_\_

Team Member #6

\_\_\_\_\_

Team Member #8 (Future Director)

\_\_\_\_\_

Team Member #10 (Submit DIQ)

\_\_\_\_\_

Team Member #12

\_\_\_\_\_

Team Member #14 **YOU DID IT!**

\_\_\_\_\_

1st Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

2nd Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

3rd Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

4th Month Wholesale

Personal \_\_\_\_\_

Team \_\_\_\_\_

No greater opportunity for women exists than the one we have to offer. The Mary Kay family throughout the world is "on a roll!" In any given minute throughout the day somewhere around the world a skin care class is being held where women find new self-esteem in learning how to make the most of their faces and thus to feel better about themselves. In many cases they become so excited they join our Mary Kay family, and their lives take on new meaning. - Mary Kay



# Team Leaders



Consultant  
Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Judy Allen**  
Jean Batts



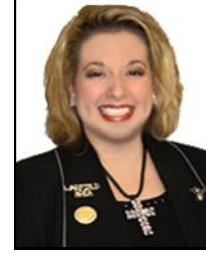
**Gina Barfield**  
Julie Draulans



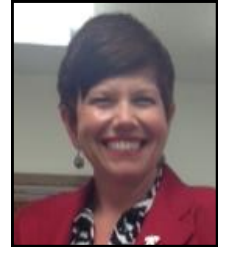
**Nancy Bigley**  
Jennifer Converse



**Barbara Bloom**  
Penny Jackson



**Jeanne Bordelon**  
Penny Jackson



**Sue Campana**  
Jennifer Converse



**Valerie Corder**  
Myra Leslie-Johnson



**Barbara Crosley**  
Shannon Kadlec



**Gabriella D'Elia**  
Penny Jackson



**Karen Evans**  
Renee Brooks



**Carolyn Faircloth**  
Linda Rowsey



**Cleyone Fowler**  
Jenan Wood



**Randi Ginder**  
Cheryl Warfield



**Cheri Howard**  
Linda Rowsey



**Janie Hullinger**  
Jenan Wood



**Rhonda Jenkins**  
Joyce Bruder



**Amber Johnson**  
Penny Jackson



**Ashley Kelly**  
Rhonda Valley



**Tami Klingenberg**  
Rhonda Valley



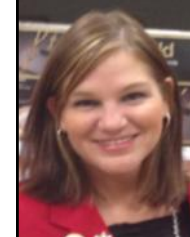
**Eleanor Leech**  
Jenan Wood



**Stephanie Lelo**  
Lisa Woodke



**Lee Anne Loek**  
Joyce Bruder



**Elizabeth Miller**  
Brandy Nusbaum



**Sharron Palow**  
Joyce Bruder



**Amy Postma**  
Epsie Elmer



**Barbara Ribelin**  
Irish Dickerson



**Darcy Richardson**  
Epsie Elmer



**Kat Roedell**  
Linda Horne



**Trina Siebenaler**  
Rhonda Valley



**Valerie Simpson**  
Debra Bishop

# Team Leaders



Consultant  
Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Teresa Taylor**  
Kathy McGinnis



**Judy Thomas**  
Jenan Wood



**Barbara Tsagaris**  
Penny Jackson



**Stephanie Vanasco**  
Penny Jackson



**Nicole Wellington**  
Jenan Wood



**Nancy Werner**  
Jenan Wood

## Is DIQ for you?

Taking the step into Sales Director-in-Qualification opens the door to new possibilities for you and your Mary Kay business.

- 1. MAKE THE FIRST PHONE CALL EVERY MORNING A RECRUITING CALL.** This business requires and rewards focus. The way you start your day is critical to the whole day's focus. By scheduling an interview or following up on one, you start your day with THE most important task and set the tone for the day.
- 2. DO AN INTERVIEW A DAY.** It can be for yourself or for a team member; it can be a power lunch (or breakfast), it can be a part of a facial or class; it can be part of making a delivery to a good customer. Make a habit of selling the opportunity EVERYDAY. (Not just idle chatter - CLOSE! Just as you sell the product and ask for the check, finish the interview by asking for the check. Expect it just as YOU assume the sale with the cosmetics.)
- 3. USE THE WEEKLY PLAN SHEET AND 6 MOST IMPORTANT THINGS LIST.** These simple tools are the key to being organized (defined as getting the important things done on time). Mary Kay's flexibility is a blessing, but it often gets "flexed" out of the way in favor of other "stuff" that grabs our attention. Once we're distracted, the day can get away from us. And the week ... and the month! Decide on Sunday when exactly during the next week you intend to work at your desk, when you intend to have your appointments, and when you can be available for your customers. Then book appointments into the proper time slots. And each day, religiously, use the "6 MOST IMPORTANT THINGS LIST." Doing tasks in order of priority keeps you focused and efficient. Take charge of your time... you'll get so much more done! And you won't be so frazzled.
- 4. FINISH WHATEVER YOU START.** Don't try to do several things at once; you'll just find yourself with a bunch of half-done projects. If you're interrupted; go right back to the task at hand (if you're following the "6 MOST" list, it'll automatically be the top priority item).
- 5. RESERVE SPECIFIC TIME SLOTS DURING WHICH YOU ALWAYS ANSWER THE PHONE.** Voicemail helps protect you from interruption, but to those who are calling, nothing is quite so aggravating as knowing they'll ALWAYS get it and never YOU.
- 6. HAVE A RECRUITING GOAL EACH MONTH** and check-points weekly. Don't get a "surprise" check. And don't be surprised that the end of the month happens so fast! Plan ahead and start at the beginning of the month.
- 7. GENERATE NOT LESS THAN \$4000 IN NEW RECRUIT PRODUCTION EACH MONTH.** As you start building your team— add this requirement. This will make sure your unit is a success from day one and ensures that your unit grows, that you cover the minimum requirement, and that you aren't alienating your people by "pulling production." This will greatly reduce stress!!!

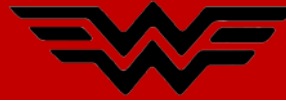
## *The excitement from Career Conference continues with a special bonus!*

NOW through June 30, 2014, Career Conference 2014 attendees who place a Section 1 whole-sale order of \$225 or more will receive the Mary Kay Makeup Finishing Spray by Skindinavia as a bonus! It's the perfect product to help prevent warm weather makeup meltdowns, and, of course, it's always fun to get an unexpected perk, right? See all the details on InTouch





# Star Team Builder



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Shannon Armstrong**  
Tina Parker



**Amelia Belden**  
Stephanie Mitas



**Alicia Bjorklund**  
Melanie White



**Susan Blake**  
Denise Crosby



**Katherine Bowers**  
Epsie Elmer



**Traci Bowers**  
Laura Poling



**Julie Brown**  
Elizabeth Webb



**Linda Burtzner**  
Cheryl Warfield



**Heather Cearbaugh**  
Brandy Nusbaum



**Shannon Christiansen**  
Tonya Sorrell



**Melissa Cox**  
Penny Jackson



**Machel Davidson**  
Jenan Wood



**Chellie Dietsch**  
Jodi Bland



**Shawnta Fleming**  
Denise Crosby



**Nora Fowles**  
Renee Brooks



**Tiffany Frisch**  
Shannon Kadlec



**Nancy Gettinger**  
Jenan Wood



**June Grundy**  
Nadine Marino



**Debbie Harned**  
Linda Rowsey



**Rebecca Hasenbeck**  
Laura Poling



**Sharon Hawkins**  
Laura Poling



**Patti Hebert**  
Ashley Kelly



**Linda Johnson**  
Debra Bishop



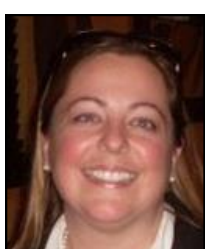
**Denise Kelly**  
Rhonda Valley



**Lisa Kerkof**  
Shannon Kadlec



**Diana Kessler**  
Wendy Johnsen



**Elena Knollinger**  
Debra Bishop



**Angie Kuhn**  
Renee Brooks



**Reba Lay**  
Linda Rowsey



**Marcia LeBlanc**  
Geraldene Champion



# Star Team Builder continued



**Consultant  
Director Unit**

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Geneva Leek**  
Gloria Leek-  
Tannenbaum



**Cathleen Meyer-Butler**  
Epsie Elmer



**Theresa Moore**  
Irish Dickerson



**Catherine Nemmers**  
Denise Crosby



**JoAnn Nestor**  
Penny Jackson



**Jessica Olds**  
Brandy Nusbaum



**Tina Parker**  
Wendy Johnsen



**Carolyn Proctor**  
Linda Rowsey



**Regina Raney**  
Denise Crosby



**Jade Renz**  
Denise Crosby



**Kitty Rodriguez**  
Linda Rowsey



**Rebecca Ruiz**  
Leticia Velasco



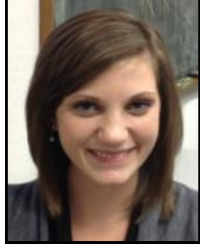
**Jodi Rupp**  
Epsie Elmer



**Janet Sairs**  
Joyce Bruder



**Kelley Sillaway**  
Epsie Elmer



**Trishelle Smith**  
Laura Poling



**Anne Spry**  
Jenan Wood



**Linda Stawski**  
Joyce Bruder



**Christine Tarchala**  
Denise Crosby



**Betty Thompson**  
Lana Gaydon



**Joanne Tysor**  
Lana Gaydon



**Katie Van Hammen**  
Wendy Johnsen



**Erin Vance Brown**  
Melissa Smyre



**Barbara Vaughn**  
Lillian Yocum



**Diane Walker-Saunders**  
Connie Naiman



**Michelle Webster**  
Epsie Elmer



**Jessica Whittington**  
Annette Johnson



**Eddie Wiggs**  
Debra Bishop

## Satin Hands Pampering Set Increase

The *Mary Kay® Satin Hands® Pampering Set* (Peach and Fragrance-Free) will increase slightly from \$34 to \$35 suggested retail beginning with the **May 16, 2014**, Consultant order form. As a customer favorite.. this is still a great value!





Featuring Executive National Sales  
Director, Cheryl Warfield  
and National Sales  
Director, Sylvia  
Kalicak



STAR  
EXPLOSION

May 2-3  
2014

Orlando  
Florida

Only \$32

Register Now online before April 28 at [www.SylviaNSD.com](http://www.SylviaNSD.com) pw: specialk \*Events

## STAR EXPLOSION

**Friday May 2nd** : Team Leaders & up and Directors

- 5-6pm Registration and Mingle and H'dorderves
- 6-8pm Power Meeting
- then Eating on own and Fun Night: Team Leaders & up with their Directors.

**Saturday, May 3rd**: Red Jackets & up, Directors and 4th Qtr Star Consultants

- 9am Registration
- 10am—5pm POWER DAY
- Lunch included

### **Location:**

Hilton Orlando/Altamonte Springs  
350 Northlake Blvd.  
Altamonte Springs, FL 32701  
407-830-1985  
(Good Neighbor Rate \$114/night)

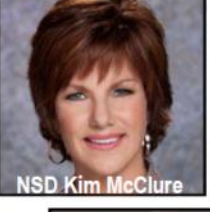








THREE INNER CIRCLE NATIONAL SALES DIRECTORS



# COME ABOARD OUR GOLD MEDAL CRUISE!

*For Consultants & Directors*

Contest dates to earn Gold Medals:

January 2014 - June 2014

- **Be a Gold Medal Winner and you get to join us on the Mary Kay GOLD MEDAL cruise!**
- **Get 2 Gold Medals and you can bring your family & spouse/spice!**
- **Get 3 Gold Medals and you can join the NSDs for a special luncheon on the cruise!**
- **Get 4 Gold Medals and you get to have a special dinner at the Captain's Table!**



Featuring 25 NSDs!

*September 5-8, 2014*

*Prices of Cruise & Details are on back of flier*







*Royal Caribbean's  
Enchantment of the Seas*

*Among some of the standout innovations brought on board are an expanded pool deck that juts out over the ocean, 151 additional staterooms, four bungee trampolines, two suspension bridges topped by awe-inspiring arches, and an incredible interactive Splash Deck for kids. Ship updated in 2005*



**Don't forget-you will need your Passport!**

There are 61 shore excursions to choose from in Nassau, CocoCay (Royal Caribbean's private island) and Port Canaveral. Please remember you have up to 4 days prior to your sail date to purchase your Royal Caribbean International **Shore Excursions** online. If you are within the 4 days, you will then need to purchase your Shore Excursions on board; land excursions would need to be purchased directly through your tour director on the land portion of your Cruise Tour. Also, be sure to sign up for the **Crown & Anchor Society** through their website. Membership entitles you to many exclusive benefits - from special savings on cruise vacations to exciting onboard offers on spa services, casino visits, and much more. Our members get extra amenities, cruise planning benefits and onboard events. Plus, the more you cruise, the more benefits you'll receive.



**September 5-8, 2014**

**From Port Canaveral, FL to Nassau & Cococay, Bahamas!**

**4 Days—3 Nights**

**Consultants & Directors may attend with a  
Personal Gold Medal Jan—June 2014**

<u>Room Category</u> <i>(based on double occupancy)</i>	<u>Group Fare</u> <i>(per person- includes Taxes &amp; Port Fees)</i>	<u>Gratuities</u>	<u>Insurance</u> <i>(optional)</i>	<u>Total per person</u>
Junior Suite	\$622.63	\$36	\$59	\$717.63
OV Balcony (D2)	\$452.63	\$36	\$29	\$517.63
Ocean View (H)	\$382.63	\$36	\$29	\$447.63
Interior	\$372.63	\$36	\$29	\$437.63



Register for the Gold Medal Cruise through:

**Gloucester Travel & Cruise**

Bob Booth is our Travel Agent

**856-742-8010**

**[www.gloucestertravel.com/groups](http://www.gloucestertravel.com/groups)**

Look for Mary Kay—Gold Medal Cruise





**Special Inner Circle Dinner hosted by:  
Your ENSD Cheryl Warfield**

***At El Fenix—Downtown Dallas  
Saturday, July 26, 2014 at 7pm***

**For ALL Circle of Achievement, Circle of  
Excellence, National Court of Sharing &  
National Court of Personal Sales Winners &  
their husbands who attend Seminar 2014!**

*Mary Kay Ash's favorite restaurant!*  
*Dallas-Downtown location*  
*1601 McKinney*  
*Dallas, TX 75202*



**THE ORIGINAL TEX-MEX**

*Dinner will be  
compliments of  
Rob & Cheryl Warfield*



Priority Registration: April 7 - 30, 2014

Registration open to ALL: May 1, 2014

## Onstage Recognition

### **Cadillac Sales Directors**

New and re-qualified since Seminar 2013 will receive a name badge ribbon & a keychain.

### **Grand Achievers**

New and re-qualified since Seminar 2013 will receive a name badge ribbon & a keychain.

### **Premier Club & Premier PLUS Sales Directors**

New or re-qualified since Seminar 2013 will receive a name badge ribbon & a keychain.

### **Class of 2014**

New Independent Sales Directors who debut Aug. 1, 2013, through July 1, 2014, will be introduced onstage with her Senior Sales Director.

### **Executive Senior and Elite Executive Senior Sales Directors**

as of July 1, 2014

### **Million Dollar Units**

## Add'l Recognition

### **ALL-Star**

Independent Beauty Consultants or Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2013, through June 15, 2014, and achieve any of the following categories each will receive a name badge ribbon, standing recognition plus an invitation to All-Star Prize area where they will have a chance to win an additional year-end prize.

### **Star Sales Directors**

Independent Sales Directors who achieve Star Sales Director status will receive a name badge ribbon and standing recognition.

### **Teachers**

Each Independent Sales Directors or National Sales Directors who teaches a class at Seminar will receive a name badge ribbon and standing recognition.

### **Wall to Wall Leaders**

Independent Sales Directors who debut Sept. 1, 2013, through July 1, 2014, and their Senior Sales Directors will each receive a name badge ribbon and standing recognition.

## Special Functions

**All Star Party** - Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2013, through June 15, 2014, will receive an invitation to the All Star Party area where they will have an opportunity to win an additional year-end prize.

**All Star Luncheon** - Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2013, through June 15, 2014, with at least 14,400 or more in total year-end contest credit will be invited to this special luncheon. Independent Sales Directors who achieve Star Sales Director status from June 16, 2013, through June 15, 2014, with at least 60 Star Consultants in their units also will be invited.

**Class of 2014 Mingle** - New Independent Sales Directors who debut from Feb. 1 to July 1, 2014, and their Independent Senior Sales Directors each will receive an invitation to the Ice Cream Social where they will pick up the following prizes: The Class of 2014 Ring and fabulous Badgley Mischka handbag. Senior Sales Directors also will receive these additional prizes if they had: 2 offspring ISDs during the contest period: Badgley Mischka Wallet 3 or more offspring ISDs during the contest period: \$100 for each additional offspring.

**Royalty Reception** - Independent Beauty Consultants and Independent Sales Directors who achieve any of the Courts or Unit Circles and the Go-Give® Award nominees are invited to attend this special reception.

**Top Sales Director Trip Mingle** - Independent Sales Directors who qualified to attend the 2014 Top Sales Director Trip to Maui and/or San Francisco are invited to attend and learn more about this fabulous trip!

**Special Cadillac Unit Dining Area** - Independent Sales Directors who qualify for the use of a pink Cadillac as of June 30, 2014, and their unit members will be invited to dine in a special dining area during all luncheons.

**Wall to Wall Leaders** - Independent Sales Directors who debut from Sept. 1, 2013, through July 1, 2014, and their Senior Sales Directors will receive an invitation to the Ice Cream Social where they will pick up their Wall to Wall Leaders Bracelet(s).

## Awards Ceremony

**Queen's Court of Personal Sales** - Independent Beauty Consultants and Independent Sales Directors who achieve at least \$36,000 in estimated personal retail production.

**Queen's Court of Sharing** - Independent Beauty Consultants and Independent Sales Directors with at least 24 qualified new personal team members.

**Circles of Achievement** - Independent Sales Directors with at least \$300,000 or more in estimated unit retail production

**Circles of Excellence** - Independent Sales Directors with at least \$650,000 or more in estimated unit retail production.

**Double Star Achievement** - Independent Beauty Consultants who achieve the Queen's Courts of Personal Sales and Sharing and Independent Sales Directors who achieve two of the following: Queen's Court of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Excellence.

**Triple Star Achievement** - Independent Sales Directors who achieve the Queens' Courts of Personal Sales and Sharing and the Circle of Achievement or Excellence.



# Warfield Area—Save the Dates

## PEARL SEMINAR 2014

**Saturday, July 26**  
(Directors & DIQs Arrive)

**Sunday, July 27**  
(Consultants Arrive)

Through

**Wednesday, July 30, 2014**

**DALLAS, TEXAS**

\*\*\*\*\*

**SHERATON DALLAS HOTEL**

**NEW**—You will now register for your hotel room through Mary Kay when you register for Seminar—look for Warfield Area block details

### **WARFIELD AREA SCHEDULE:**

#### **Saturday—7/26**

- 3-6pm—Director & DIQ's Meeting at Sheraton
- 7pm—Inner Circle Dinner at El Fenix for ALL Court & Circle Winners

#### **Sunday—7/27**

- Consultants Arrive, Packet Pick-up & Tours
- 3-6pm—Red Rally at Sheraton
- 7pm—Unit Awards Night Dinner Parties
- \*Photo Button for 4th Qtr Stars

#### **Monday—7/28**

- 7am Breakfast at the DCC
- 8:30-11:30am—General Session at DCC
- 11am-2pm—Prize Party for All-Stars & Class of 2014 Mingle at DCC
- 1:45—4pm—General Session at DCC
- 6:30pm—Warfield Area Awards Dinner Night

#### **Tuesday—7/29**

- 7am Breakfast at the DCC
- 8am General Session & Classes at DCC
- 2:30pm Limo for Directors w/ 10+ Red Jackets
- 3-4pm Royalty Reception
- 4-8pm Mary Kay's Awards Night

#### **Wednesday—7/30**

- Hotel Check out & luggage storage
- 9:30am-12 noon—General Session Closing

**PRIORITY REGISTRATION  
BEGINS ON APRIL 1**

**AT 8:30AM CST**

\*\*\*\*\*

**REGISTRATION OPENS  
TO ALL INDEPENDENT  
SALES FORCE MEMBERS  
ON MAY 1, 2014**

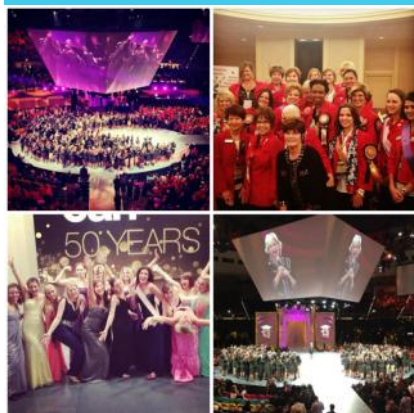
**AT MIDNIGHT CST**

\*\*\*\*\*

Be sure to register ASAP as Seminar sells out QUICKLY!!!

*Join us  
for the  
celebration  
of the year!*





# Trying to Decide... if you should attend Seminar? then read the below article!

**PEARL SEMINAR DATES: July 27– 30, 2014**

**Seminar is an investment in YOUR Career and YOUR Dreams!**  
You can't afford to miss the fun, education, sisterhood, celebrations and dreams that Seminar creates. Below are some possible reasons why you may decide that Seminar isn't for you this year. Then how you can overcome these objections!

**YOU SAY: "I went to Career Conference. Isn't that enough?"**

Career Conference is great, but it cannot compare to the joy and fun of Seminar! It is packed full of energy, excitement, food, girl time and GLAMOUR! Yes, I said GLAMOUR! Tell me, have you been aching to shop for a beautiful gown? Well, start shopping now!

**YOU SAY: "I don't have the money"**

That is one of the main reasons that you need to go. Start saving today, by holding an extra 1-2 skin care classes. Do some spring cleaning and clear out all the clutter in your home. Why not have a yard sale? Use the extra money that you earn to pay your way!

**YOU SAY: "My husband doesn't want me to go"**

As women, we want to ensure that our husbands are happy and it is important to listen to your husband's feelings. Why not set aside some time for you and him to discuss your feelings together? Speak from your heart, and as a couple, come to a rewarding decision.

**YOU SAY: "I can't leave my children"**

I am more than sure that you can find someone to help watch your children, while you attend a company event. We all love our children and that includes love enough to do what is in their best interests. If spending time away from your children for a short time can enrich your family's life, then why not?

**YOU SAY: "I didn't meet my goals, I don't deserve to go"**

It is impossible to fail at every goal that you set. It's just not possible. And if you truly feel down in the dumps, why not set a big goal (ATTENDING SEMINAR??) and meet it. You will end the Seminar year, full of passion and purpose. You will begin the new Seminar year, ready to roar! You can do it!

**YOU SAY: "I am a new consultant. I'll wait and go next year"**

Do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!







# SHARING THE *Love* MARY KAY OPPORTUNITY PROMOTION!

Mary Kay Ash created her Company, Mary Kay Cosmetics, with the mission of Enriching Women's Lives®, and now women around the world LOVE MARY KAY because of the rewarding opportunity that they have discovered. This April, I would like to invite **YOU to discover your potential, too!** And with this special Share the Love promotion, the opportunity is even sweeter!

**NOW! You can start your Mary Kay business for only ~~\$100~~ \$75!**

*Let's Get Started!*



For April only, \$75 gets you the Starter Kit! The starter kit contains everything that you need to start your business, including full retail-sized products (for classes or yourself!), training tools, videos, samples, books AND MORE!!!







# Fast, Fun Facts about the Mary Kay Business Opportunity

Design your own lifestyle! Write your own paycheck! Work at your own pace!

## How We Make Money in Mary Kay

50% discount - many average \$25-\$50 / hr.

Facials and Parties -Establish a customer base

Reorders - Consumable product - refill your customers several times every year.

Web Business - Have your own website!

Team Building- Cash, Prizes, Car Program

Leadership—earn \$30,000-\$100,000+ a year as a Sales Director

*Circle the ones that appeal to YOU!*

## Reasons Why Women Choose Start a Mary Kay business

1. Flexible work hours
2. Make money selling a product women love!
3. Be your own boss
4. Tax advantages—home business
5. No territories—travel/relocation is easy
6. No quotas! Do as much or little as you choose
7. Car Program!

*Circle the ones that appeal to YOU!*

## In Business for Yourself, but NOT by Yourself!

1. Women mentoring women with local training.
2. No competition-You are rewarded for your efforts and results.
3. Networking, relationship-building with other professional women.
4. FREE online training -study at your own pace.
5. Life balance: God 1st, family 2nd, career 3rd.
6. Gain new skills and confidence to improve your competitive edge in the business world.

*Circle the ones that appeal to YOU!*

## How You Get Started

Fill out an agreement (online or paper copy) and purchase your Starter Kit for \$100 plus tax and shipping (over \$300 value)

*Please circle your interest level below:*

- A. **Absolutely**---I want to give it a try!
  - B. **Buy** me a cup of coffee and let's discuss the possibility---I have questions.
  - C. **Check** with me at a later time---I have no interest at the present, but perhaps later.
- Definitely** not, I would rather remain a happy customer.

Name: \_\_\_\_\_



## Are You Having Successful Classes?? Coaching Tips on Pre-Profiling!

Thank you Kristi Nielsen!

Get a guest list 2 days AFTER you book the class... not 2 days before the class. If you don't get the entire list, call her again the next day and the next. "Ok, why don't you call your other friends tonight and I will give you a call tomorrow and see what you have come up with?" Call until you have a completed guest list.

**ALWAYS pre-profile your guests**--call them 2-3 days prior to the class. Cross profile--when you get the guest list, ask the hostess why her guest is coming (tired of current product, as a favor, interested in learning etc...)? Then when pre-profiling, refer to that.

**After pre-profiling**, call back your hostess and let her know who you have talked with and that they are enthused. (The most important part of pre-profiling is bonding with her over the phone and getting her excited about attending. I only ask about 3 questions... what type skin do you have, what are you using now on your skin and what would you like to change about your skin? Whatever she says, I say GREAT...I have just the product for you to try. Then I remind her to be on-time, I have products to take home that night but she's not obligated to purchase, and how much fun we will have)

**Arrive 30 minutes early to set up** - chat with your hostess while setting up and find out a little more about who's coming. (Honestly, the TimeWise...you only need to show up 15 min early...unless you have a lot to unpack... but if you are using the roll-up bag, then there is nothing to do for 30 min. I don't squirt anything into the tray until I see the class starts and then it usually goes in their hand...except the foundation, concealer, and powder which was done at the beginning of the class once they got there.)

**Choose foundations as the guests arrive** (IF they are straggling in - if they arrive all at once, just do it as a part of the class). Always begin with Satin Hands and then give your hostess the Satin Hands Sampler as a thank you gift. (You do the Satin Hands to bond with the guest.)

**Begin no more than 10 minutes late** and, if it is 7 min. past and you are missing 2 guests, have the hostess call them to make sure they are still coming. (Actually, you aren't starting late because the class began with the Satin Hands and checking foundation shades...once everyone has been done, then begin with the Look Book.)











# mother's day

## marketing ideas and tips

### Here's a great way to open a team building interview on and around Mother's Day:

(Consider making little cards to show at your classes or team building appointments. You may even choose to have your attendees hold cards up and spell out the name "Mother" then each attendee can read their letter at a time and you give the below after each letter is read):

**M** - for the MONEY! You can make extra money for your family through Classes, Facials, Reorders and Team-building commissions!

**O** - for the OPPORTUNITY to make new friends and advance in a company that was started by a Mother of 3 children designed to build women up in a positive way!

**T** - for the TAX advantages of owning your own business!

**H** - for the HOURS that are flexible around your families!

**E** - for the EXCITEMENT in winning prizes and awards doing something you LOVE!

**R** - for the Rich Rewards that come from changing women's lives for the better!



**DON'T FORGET  
YOUR MOTHER  
Sunday, May 11th**

## Great marketing ideas

1. This is one of the cutest ideas ....Wrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

## Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner.....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



**Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!**

Designed for clients of Director Only Services



# Spring Clean!

Winter's a vague memory. Start fresh this spring with tips to re-energize your Mary Kay business!

- 1. Whip your calendar into ship shape.**
  - ★ Create customer reports by birthday and anniversary. Make a call list by month.
  - ★ Who needs a gift? Between weddings, graduations, Mother's Day, proms, etc., you could fill your calendar with facials and parties!
- 2. Spruce up that customer list.**
  - ★ Update your Customer Profiles on myCustomers™ so you can deliver the most concise recommendations possible.
  - ★ Assess your inventory to ensure it fits your customer base.
- 3. Tidy your PCP.**
  - ★ Carve out time to enroll your customer leads into the Preferred Customer Program.
  - ★ Update your customer contacts in myCustomers™. Contact those who haven't ordered recently.
- 4. Clean the closet.**
  - ★ Host a Clean the Closet party and offer gifts with purchase for products you'd like off your shelves. They can include:  
Products nearing expiration or at end of shelf life.  
Past limited-edition items.  
Discontinued products.  
Excess inventory.



**IMPORTANT INVENTORY NOTES:** Beginning May 16 several Mary Kay® products are phasing out due to low sales or to make room for exciting new products and will move to the "Last Chance" section of the May 16, 2014, Consultant order form. The anticipation of phase-outs sometimes causes an upturn in orders, and the current inventory may be depleted sooner than anticipated, so you may want to stock up while supplies last.

**NOTE:** Mary Kay® *Creme Lipsticks* in Midnight Red and Merlot have already begun to run out at the branches.

## Section 1:

- **Mary Kay® Mineral Eye Colors:** Silky Caramel, Black Pearl, White Lily, Sienna, Cinnabar, Almond and Golden Vanilla
- **Mary Kay® Mineral Eye Color Bundles:** Beautiful Brown, Brilliant Blue, Gorgeous Green and Hypnotic Hazel
- **Mary Kay® Creme Lipsticks:** Sunny Citrus, Blaze, Sunlit Sand, Hot Mocha, Nutmeg, Amber Glow, Boysenberry, Midnight Red, Fuchsia, Icy Peach, Whisper, Copper Star, Bronzed and Merlot
- **Mary Kay® Medium-Coverage Foundations:** Ivory 105, Ivory 202, Beige 305 and Bronze 808 due to low sales. (Please refer to Product Central the Foundation Comparison Chart for recommended replacement shades.)
- **Mary Kay® Brow Tools**
- **Mary Kay® Brow Pencils:** Soft Black and Soft Auburn

## Section 2:

- **Mary Kay® Mineral Cheek Color Samplers** (sheet of 18): Bold Berry, Cherry Blossom, Cinnamon Stick, Citrus Bloom, Dark Cherry, Golden Copper, Shy Blush, Sparkling Cider, Strawberry Cream and Sunny Spice, due to low sales of the samplers. (Section 1 Mary Kay® Mineral Cheek Color will remain part of the regular line.)
- **Mary Kay® Color Cards (pk./5):** Neutrals and Chocolates due to Mary Kay® Mineral Eye Color shades contained in these looks being discontinued this quarter. Be assured that we will continue to offer Mary Kay® Color Cards (pk./5) in Berries. (Color shade charts will be updated May 16 with Mineral Eye Color combinations and application instructions to help you create your own sampling bundles.)
- **Velocity® Eau de Parfum and Velocity® for Him Sampler Towelettes**
- **Thinking of You® Eau de Parfum Sampler Towelettes**, due to repackaging in vials scheduled to launch Aug. 16.

For the latest inventory updates, please check the "Out of Stock" page on Product Inventory Updates site.



Thanks Director Gail Scott

# Administrative Professional's WEEK

April 20 - April 26



The Administrative Assistant is a very important person in every business. Take time to think of every one you know and make sure she gets pampered! But wait... what about the ones you haven't met yet? Be sure to make a list of all the businesses that you can think of who have an assistant and call the manager or the owner to offer your services, using the following script:



"Hello, \_\_\_\_\_, my name is \_\_\_\_\_ and I am a professional Beauty Consultant with Mary Kay Cosmetics. Do you have a quick minute? GREAT! I'm calling to remind you that National Administrative Professional's Week is coming up April 20 - 26, and our goal is to be sure that all the administrative professionals in this area know just how much their time and talent is appreciated. How many assistants do you employ? What do you usually do for Administrative Professional's Week? (Whatever he says, agree that it is wonderful...then say) I know they would appreciate one of our special pampering sessions . . . we offer quick makeovers, at a time and place that's convenient to the company, as a FREE service to the businesses in our area. Is there any reason why you wouldn't want to pamper your secretaries this year with one of our FREE pampering sessions?"

## Another Great Idea

Take a 6-inch diameter flower pot. Add some clear or green shredded paper. Place a lotion inside, add a packet of flower seeds, and wrap it in flower-covered cellophane gift wrap. Tie purple, yellow and green ribbons around the top of the pot and tightly wrap it around the product. Complete your wrapping task with a quick fluff of both the cellophane wrap and ribbon at the top of the package. Next, attach a cute gift label with the following words, "Our business blooms every day because of you! You are appreciated!" Visit banks and local offices and show them this great idea. Don't forget to include your business card and a free makeover/manicure coupon Remember, the key is to follow up with everyone!

## Don't forget the following ideas



- Offer to come in and give the gals a pampering session. Spa treatment, Satin Hands and Feet, Mini Makeovers, etc. Of course, you can suggest that the boss purchase a gift certificate for them to spend during the pampering session. You could even bring in a pizza for lunch. Everyone goes out to lunch on this day... why not a relaxation session?
- Offer to wrap and deliver anything that they might want to give. Add balloons and make it beautiful!
- Call the wives of the men who have assistants. We all know that they do the shopping anyway! Don't forget your husband's office. I send different things to the ladies for holidays. Don't forget those ladies at the school! Call the principal to treat them! And you treat them to something, too!
- Offer gift certificates that could be given out at their luncheon and used for anything that they like!
- During Administrative Professional's Week, visit local offices with single stem flowers and attach certificates for a makeover and \$5-10 in free products at the time of the makeover. Make sure this is okay with the management of the office.

## How many administrative professionals do you know who are not truly appreciated?

Share the Mary Kay Opportunity with them today! Don't forget that National Sales Director Lisa Madson was a part-time administrative assistant before she started selling Mary Kay!





# WARFIELD FAMILY NSDs

**Cheryl Warfield**  
Executive Senior  
National Sales  
Director



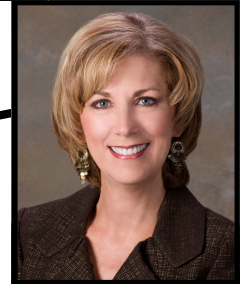
**Sylvia  
Kalicak**  
National Sales  
Director



**Glinda  
McGuire**  
Senior  
National Sales  
Director



**Beth  
Piland**  
National Sales  
Director



**Cathy  
Littlejohn**  
National Sales  
Director



**Kristin  
Myers**  
National Sales  
Director



## Warfield Area Executive Senior Directors



**Renee Brooks**  
5



**Joyce Bruder**  
5



**Denise Crosby**  
4



**Penny Jackson**  
3



**Donna Doyle**  
3



**Lana Gaydon**  
3

## Warfield Area Future Executive Senior Directors

## Warfield Area Senior Sales Directors



**Epsie  
Elmer** 2



**Wendy  
Johnsen** 2



**Gerri** 2  
**Champion**



**Debra  
Bishop** 2



**Gloria  
Leek** 1



**Laura  
Poling** 1



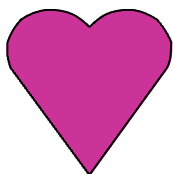
**Jodi Bland**  
1



**Lilly  
Yocum** 1



**Linda  
Rowsey** 1



**Leticia  
Velasco** 1



**Irish  
Dickerson** 1



**Brandy  
Nusbaum** 1



**Julie  
Draulans** 1



**Shirley  
Talley** 1



**Dana Gattis**  
1



# WARFIELD AREA

Color & Size based on availability

## New Director & Sr. Director CONTEST



Golden Fox

Black Feather Fox



Ebony Fox - Teal Fox - Magenta Fox

Both the  
New Director  
& Senior Director

**WIN**  
your choice from  
Cheryl!

Sizes XS—XL



Tipped Fox

**Become a New Director**

Debut by June 30th

**AND**

**Complete *On The Move***

By September 30th

**& You will WIN your  
Choice of one of these  
Fabulous Faux Fur Shrugs!**

\*\*\*\*\*

Current New Directors who  
complete their New Director  
Challenge & their Senior Director  
can win too!

Elizabeth Webb—Honors Society WINNER!  
Barbara Drabek—On The Move WINNER!  
Jennifer Converse—Honors Society by 4/30

You will LOVE wearing this at Awards Night at Seminar—The Arena is always so cold!  
Then, later you can wear it with jeans =)





**Consultant  
Court of Sales**  
TOP YTD 7/01/13—6/30/14

**#1 Kristine  
Pruitt**

Name	Unit	YTD Retail
1 Kristine Pruitt**	Laura Poling Unit	\$21,825.50
2 Stephanie Lelo**	Lisa Woodke Unit	\$21,304.00
3 Cindy Loomis**	Denise Crosby Unit	\$21,041.00
4 Teresa Lennon**	Penny Jackson Unit	\$19,935.00
5 Tami Johnson**	Epsie Elmer Unit	\$18,413.00
6 Marie Quick*	Cheryl Warfield Unit	\$17,943.50
7 Cindy Watkins*	Brandy Nusbaum Unit	\$17,616.00
8 Suzanne Kelliher*	Tonya Sorrell Unit	\$17,464.50
9 Sue Campana*	Jennifer Converse Unit	\$17,449.00
10 Anne Hammond-Pariso*	Linda Rowsey Unit	\$16,727.50
11 Linda Hayes*	Donna Doyle Unit	\$16,482.00
12 Nancy Bigley*	Jennifer Converse Unit	\$16,382.00
13 Karen Gehringer*	Jennifer Converse Unit	\$16,273.00
14 Heather Cearbaugh*	Brandy Nusbaum Unit	\$16,188.50
15 Marie Witer*	Laura Poling Unit	\$15,915.50
16 Tretta McNeill*	Lana Gaydon Unit	\$15,746.00
17 Shelly Mortorff*	Brandy Nusbaum Unit	\$15,510.00
18 Shannon Christiansen*	Tonya Sorrell Unit	\$15,119.00
19 Jade Renz*	Denise Crosby Unit	\$15,100.00
20 Diane Darling*	Debra Bishop Unit	\$14,896.00
21 Tara Stopinski*	Melanie White Unit	\$14,858.50
22 Sara Hable*	Sandra Forsyth Unit	\$14,823.00
23 Mary DeMaagd*	Linda Rowsey Unit	\$14,246.00
24 Barbara Tsagaris*	Penny Jackson Unit	\$14,101.50
25 Kelley Sillaway*	Epsie Elmer Unit	\$14,008.00

**Queen's Court of Sharing**



**Area  
Court of Sharing**  
TOP YTD 7/01/13—6/30/14

**#1 Angeles  
Vilchis**

Name	Unit	Sem Comm	Qual Rcrts
<b>1 Angeles Vilchis***</b>	<b>Unit Director</b>	<b>\$1,815.38</b>	<b>27</b>
2 Connie Diest**	Unit Director	\$801.68	17
3 Casandra Webb*	Unit Director	\$1,530.14	10
4 Lisa Taylor*	Denise Crosby Unit	\$988.40	10
5 Myra Leslie-Johnson*	Unit Director	\$1,060.10	9
6 Barb Drabek*	Unit Director	\$1,025.81	9
7 Emily Kohler*	Laura Poling Unit	\$1,332.31	7
8 Shirley Talley*	Unit Director	\$944.97	7
9 Stephanie Mitas*	Unit Director	\$873.90	6
10 Dawn Durocher*	Unit Director	\$848.69	6
11 Cindy Watkins	Brandy Nusbaum Unit	\$945.07	5
12 Teresa Lennon	Penny Jackson Unit	\$776.09	5
13 Stephanie Lelo	Lisa Woodke Unit	\$775.74	5
14 Stacey Price	Unit Director	\$717.05	5
15 Melissa Smyre	Unit Director	\$666.09	5
16 Snowe Saxman	Unit Director	\$547.77	5
17 Nancy Bigley	Jennifer Converse Unit	\$513.13	5
18 Shannon Christiansen	Tonya Sorrell Unit	\$178.76	5
19 Jessica Olds	Brandy Nusbaum Unit	\$994.72	4
20 Tonya Sorrell	Unit Director	\$913.71	4
21 Toni Cook	Laura Poling Unit	\$819.00	4
22 Elizabeth Webb	Unit Director	\$743.17	4
23 Sandra Forsyth	Unit Director	\$378.88	4
24 Lillian Yocum	Unit Director	\$363.72	4
25 Sharron Tevanian	Tonya Sorrell Unit	\$299.97	4

**Retail Sales Courts:**

- \*\*\* \$36,000 Retail Sales = Company Award
- \*\* \$18,000 Retail Sales = Warfield Area Award
- \* \$9,000 Retail Sales = Unit Court Award



**Sharing Courts:**

- \*\*\* 24 Qual. TM = Company Award
- \*\* 12 Qual. TM = Warfield Area Award
- \* 6 Qua. TM = Unit Court Award



**Top achievers deserve great perks, unlimited recognition and sparkling rewards. Reap the sweet benefits from your hard work by earning one or more of many dazzling Seminar prizes. Make Seminar the place where all your dreams come true.**

**YOU DESERVE IT!!**

