



Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of Dec. 2013

DIQs-Directors-In-Qualification



Emily Kohler
Laura Poling



Barbara Tsagaris
Penny Jackson



Cindy Watkins
Brandy Nusbaum



Casandra Webb
Dana Gattis

Building
WALL
to**WALL**
Leaders

WARFIELD AREA UPCOMING CONTESTS!

Join us on our
Mary Kay
GOLD MEDAL



Cruise!
see flier
on page
#14!



Become a New Director
by June 30th &
complete On The Move
by Sept 30th for you &
your Sr. Director to
WIN A FAUX FUR
JACKET!!

from
Cheryl

(see page
#3 for
complete
details)



Cheryl is a Host NSD at
Mobile, AL March 21-22,
and a Guest NSD at
Indianapolis, IN March 28-29

**FRONT ROW SEAT
CONTEST!!**

Mobile & Indianapolis CC
Since Cheryl is a Host NSD at
Mobile & Guest NSD at
Indianapolis, she has been given
14 seats, so we will be running a
contest *from Jan 1-Feb 28, 2014*
for Warfield Family Consultants
& Directors to earn these seats!

The Top 14 in **personal**
wholesale (amount of Section 1
product ordered from the company)
combined with their new recruit's
(Jan & Feb) personal wholesale,
will determine who sits in
these amazing seats.
Good luck ladies!

Top 10 Ranking NSDs

Seminar 2014 Year-to-Date as of December 2013

Includes all NSD U.S. commissions on monthly wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for December 2013, NSD Area Leadership Development bonuses and NSD commissions earned on all foreign countries for November 2013.



Anita Mallory Garrett-Roe
\$479,068
Diamond



Carol Anton
\$310,838
Ruby



Gloria Mayfield Banks
\$296,080
Emerald



Jan Harris
\$286,923
Pearl



Karen Piro
\$271,319
Sapphire



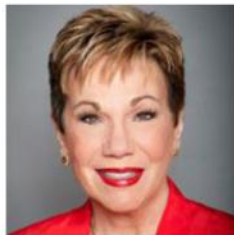
Lisa Madson
\$263,712
Diamond



Kathy Helou
\$258,134
Emerald



Gloria Castaño
\$245,461
Diamond



Pat Danforth
\$208,349
Ruby

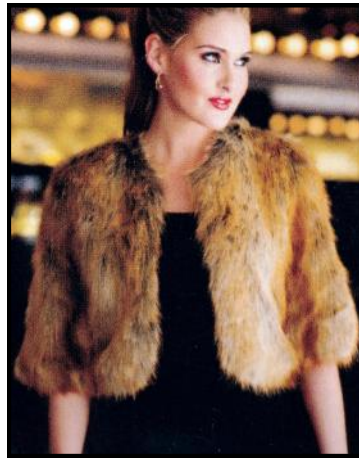


Cheryl Warfield
\$204,626
Pearl

WARFIELD AREA

Color & Size based on availability

New Director & Sr. Director CONTEST



Golden Fox



Black Feather 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!



Ebony Fox - Teal Fox - Magenta Fox

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

- Elizabeth Webb—Honors Society by 1/31
- Snowe Saxman—Fabulous 50s by 1/31
- Annette Johnson—Fabulous 50s by 1/31
- Lisa Woodkey—Fabulous 50s by 1/31
- Barbara Drabek—On The Move by 1/31
- Meme Johnson—On The Move by 2/28
- Heather Dawson—Fabulous 50s by 3/31
- Jennifer Converse—Honors Society by 4/30

Both the
New Director
& Senior Director

WIN
your choice from
Cheryl!

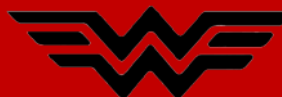
Sizes XS—XL



Tipped Fox

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

Future Directors



Consultant
Director Unit

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



Nancy Bigley
Jennifer Converse



Jeanne Bordelon
Penny Jackson



Julie Gerdeman
Laura Poling



Randi Ginder
Cheryl Warfield



Cheri Howard
Linda Rowsey



Ruth Kato
Rhonda Valley



Stephanie Lelo
Lisa Woodke



Lisa Lute
Joyce Bruder



Latasha Patterson
Nadine Marino



Amy Postma
Epsie Elmer



Kristine Pruitt
Laura Poling



Marie Quick
Cheryl Warfield



Dana Rollins
Debra Bishop



Elizabeth Sevier
Penny Jackson



Linda Stawski
Joyce Bruder



Teresa Taylor
Kathy McGinnis

Power Class News >>>

Through the **Power Class program**, you can learn about timely topics through live chats with esteemed faculty as well as feeds on "Let's Talk," plus exclusive videos specifically for Power Class participants.

Available on demand 24/7 on www.marykayintouch.com under the Education tab



January 2014—Guest Speaker Elite Executive Senior National Sales Director Anita Garrett-Roe focuses on the fundamentals

Debut as an Independent Sales Director from Aug 1, 2013 to July 1, 2014 and you will receive

INCREDIBLE REWARDS!

#1 A gorgeous *Class of 2014 Ring*



#2 A stunning *Badgley Mischka Handbag*
(when you attend Leadership Conference 2014 or Seminar 2014)

#3 A sleek *Badgley Mischka Wallet* to complement the handbag when you debut with 50 or more unit members!

#4 From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her *name on the Wall of Leaders* at the Mary Kay world headquarters in Dallas!

Plus those who debut Feb 1—July 1, 2014 will receive FREE registration to Seminar 2014!!



Create the Look



that suits YOU!

Director Only Services

Team Leaders



Consultant
Director Unit

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



Gina Barfield
Julie Draulans



Barbara Bloom
Penny Jackson



Jamie Boylan
Jodi Bland



Bernice Bush
Epsie Elmer



Barbara Crosley
Shannon Kadlec



Gabriella D'Elia
Penny Jackson



Cleyone Fowler
Jenau Wood



June Grundy
Nadine Marino



Karen Hillstead
Penny Jackson



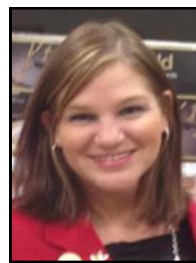
Sydney Laxton
Lillian Yocum



Teresa Lennon
Penny Jackson



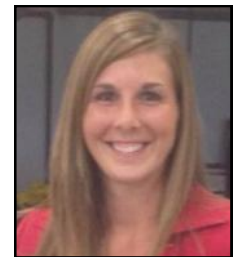
Tretta McNeill
Lana Gaydon



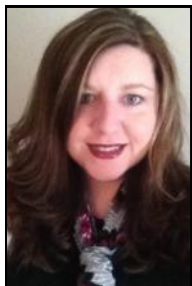
Elizabeth Miller
Brandy Nusbaum



Theresa Moore
Irish Dickerson



Jessica Olds
Brandy Nusbaum



Tina Parker
Wendy Johnsen



Victoria Peasley
Penny Jackson



Lynnette Perez
Snowe Saxman



Barbara Ribelin
Denise Crosby



Janet Sairs
Joyce Bruder



Anne Spry
Jenau Wood



Sarah Stuckey-Diaw
Jodi Bland



Joanne Tysor
Lana Gaydon



Stephanie Vanasco
Penny Jackson



Erin Vance Brown
Melissa Smyre



ENSD Cheryl Warfield



NSD Cathy Littlejohn



Elite ENSD Emeritus
Pat Fortenberry



NSD Emeritus
Virginia Robirds

Leadership Luncheon

with
Special
Guests!



Five Inspiring & Successful Women coming together for Training & Recognition in Sarasota, Florida

Saturday, Feb 1
\$28 pp online
or \$32pp at door
Limited space available

Join Us! Register Online at:
www.WarfieldWonderWomen.com/indexfiles/Events

Mary Kay Meeting for Red Jackets & up!

Elevate your Business, Your Confidence & Your Mentality!

AGENDA

9:30-10am—Registration
10-12:30—Training & Recognition
12:30-1:30—Lunch

ATTIRE

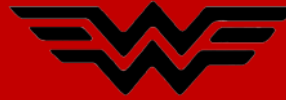
Mary Kay Career Business Attire

LOCATION

TPC Prestancia—Clubhouse
4409 Tournament Players Club Dr.
Sarasota, FL 34238

Open to All National Areas!

Star Team Builder



Consultant
Director Unit

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



Judy Allen
Jean Batts



Alicia Bjorklund
Melanie White



Susan Blake
Denise Crosby



Traci Bowers
Laura Poling



Linda Burtzner
Cheryl Warfield



Sue Campana
Jennifer Converse



Heather Cearbaugh
Brandy Nusbaum



Valerie Corder
Myra Leslie-Johnson



Machel Davidon
Jenan Wood



Sherri Dickens
Jenan Wood



Jennifer Edmond
Myra Leslie-Johnson



Karen Evans
Renee Brooks



Shawnta Fleming
Denise Crosby



Nora Fowles
Renee Brooks



Tabatha Gaskill
Laura Poling



Nancy Gettinger
Jenan Wood



Rachael Hall
Brandy Nusbaum



M. Kathryn Harris
Lana Gaydon



Rebecca Hasenbeck
Laura Poling



Rhonda Jenkins
Joyce Bruder



Ashley Kelly
Rhonda Valley



Diana Kessler
Wendy Johnsen



Tami Klingenberg
Rhonda Valley



Elena Knollinger
Debra Bishop



Angie Kuhn
Renee Brooks



Marcia LeBlanc
Geraldine Champion



Eleanor Leech
Cheryl Warfield



Carrie Lero
Laura Poling



Angela Little
Elizabeth Webb



Lee Anne Loek
Joyce Bruder

Star Team Builder continued



Consultant
Director Unit

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



Susan McGuigan
Penny Jackson



Francine McLoughlin
Margaret Quilty



Brenda Mikels
Joyce Bruder



Barbara Miner
Renee Brooks



**Rachel
Morales Lopez**
Linda Rowsey



Jahaida Pabon
Leticia Velasco



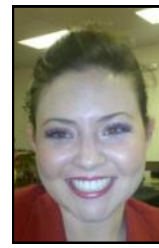
Sharron Palow
Joyce Bruder



Jaci Prance
Denise Crosby



Regina Raney
Denise Crosby



Hannah Rardain
Snowe Saxman



Jade Renz
Denise Crosby



Darcy Richardson
Epsie Elmer



**Jennifer
Riegelsberger**
Jenan Wood



Vicki Robertson
Lillian Yocum



Mary Sanderson
Laura Poling



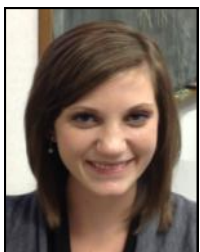
Trina Siebenaler
Rhonda Valley



Helen Simmons
Lana Gaydon



Valerie Simpson
Debra Bishop



Trishelle Smith
Laura Poling



Nancy Strand
Denise Crosby



Cheryl Sturmer
Tonya Sorrell



Betty Thompson
Lana Gaydon



Darlene Underwood
Jenan Wood



Katie Van Hammen
Wendy Johnsen



Barbara Vaughn
Lillian Yocum



Nancy Werner
Jenan Wood



**Penelope
Wesselhoff**
Lillian Yocum



Jessica Whittington
Annette Johnson



Eddie Wiggs
Debra Bishop



Janet Youtzy
Barb Drabek

LEADERSHIP 2014

Diamond, Emerald and Pearl: Jan. 12 - 15 · Ruby, Sapphire and Canada: Jan. 15 - 18

New Orleans



Prize Party Winners!



**Exec Sr
Director
Joyce Bruder**



Future Exec Sr Directors



Senior Directors



WARFIELD FAMILY NSDs

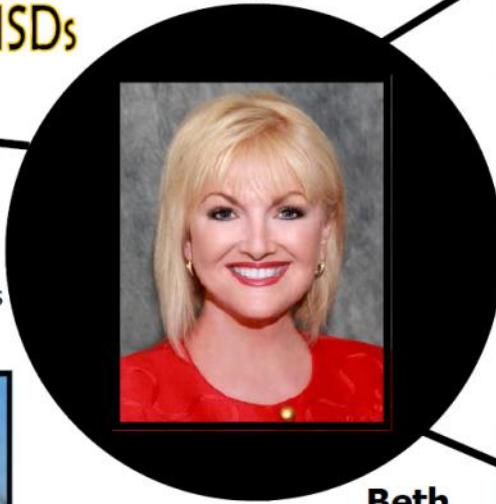
Cheryl Warfield
Executive Senior
National Sales
Director



**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

Warfield Area Future Executive Senior Directors



Denise Crosby
4

Penny Jackson
3

Donna Doyle
3

Lana Gaydon
3

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**

**Think BIG!
There's Room
for YOU at the
TOP too!!!**



**Leticia
Velasco 1**

**Irish
Dickerson 1**

**Brandy
Nusbaum 1**

**Sandy
Forsyth 1**

**Julie
Draulans 1**

**Shirley
Talley 1**

How to Become a Mary Kay Sales Director

Working 9-1/2 Hours per week or less
Holding 2 full-circle TimeWise Classes & 4 Interviews per week

DELEGATE

- Housework/laundry
- Routine office tasks (restocking, cleaning mirrors, filing, banking, bill paying, etc. This is necessary as a Consultant & Mandatory for a Director!)

PLAN

- Meals in advance & grocery shopping
- All appointments for Wednesdays (dentist, vet, doctor, nails, haircuts, etc.) -- less to remember that way & greater control over your time
- Special time for you & your husband & friends & family
- Your life on paper, using a weekly plan sheet, a week at a time & discipline yourself to stick to the plan.
- Tomorrow's tasks & phone calls tonight. (Write your '6 most important things to do' list every night before bed & review it in the morning; delegate routine tasks, complete highest priorities first, cross things off as you go.)

HONOR

God first, Family Second, Career Third

ENJOY

The peace of mind you get from living a disciplined life & the self-satisfaction of advancing rapidly in your Mary Kay Career!

6 Months or Less to Directorship guaranteed when you consistently use this plan!

Step up to Leadership

Love the Rewards

Your Weekly Plan

Sunday 7-9 pm (2 hours)

telephone work:
follow up on interviews
profile guest
confirm guests to meeting
coach hostesses
call reorders
pack car/mail correspondence

Monday 1/2 hour

meet 3-5 people
make 3-5 phone calls

Tuesday 7-9 pm (2 hours)

attend sales meeting
complete summary
bring 2 guests
interview on the way home

Wednesday 1/2 hour same as Monday

Thursday 7-9 pm (2 hours)

hold a Skin Care Class
book 2 new classes
book 2 interviews
complete sales summary
have recruit prospect
observe class; interview on the way home

Friday 1/2 hour same as Monday

Saturday 2 hours same as Thursday

Total Hours: 9-1/2. Advancement to Sales Director **Guaranteed** in 6 months of consistent activity. Could be worked around a full-time job!

6 Ways to Win ENSD Cheryl Warfield at your New Director Debut!

1. Have 3 Red Jackets at the end of DIQ.
2. Have 50 Unit Members at the end of DIQ.
3. Earn your Premiere Club Car during DIQ.
4. Be On-Target Cadillac during DIQ.
5. Be the first Warfield Director in your state.
6. Be a 'One Month Normal'! (Finish DIQ in 1 month.)



COME ABOARD OUR MARY KAY GOLD MEDAL CRUISE!



Hosted by ENSD
Cheryl
Warfield



*Join these NSDs on this Royal Caribbean cruise—
Enchantment of the Seas!*

Cheryl Warfield, Gloria Mayfield Banks, Sonia Paez, Diane Mentiply, Kim McClure, Andrea Newman, Maureen Myers Amy Allgood, Maureen Ledda, Cathy Littlejohn, Beth Piland, Sylvia Kalicak, Vivian Diaz, Ruth Everhart, Lynda Jackson, Sabrina Goodwin Monday, Joanne Bertalan, Cecilia James, Connie Kittson, SuzAnne Brothers, Debi Moore, Crisette Ellis and possibly more National Areas!

**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!**



*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. Updated in 2005

Tentative Dates: September 19-22, 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

Ocean View \$382.63	Ocean View Balcony \$492.63
Interior Room \$362.63	Junior Suite \$622.63

Registration information Coming Soon! *These are tentative dates & prices.*
(Price does not include: Gratuities \$36 & Optional Insurance \$29)

AIM FOR RED &

you will be wearing **Bronze, Silver or Gold!**

*You can earn bronze, silver or gold medals for team building.
All you need to do is share the opportunity and you will be rewarded for your efforts.*



Step 1: Make a conscious decision to build your team. You need to actually make a decision to start recruiting. It won't happen unless you decide to make it happen.

Step 2: Define your mission. Why did you choose Mary Kay? What excites you the most? Once you define your reasons for accepting the Mary Kay opportunity, you'll be better prepared to share it with others.

Step 3: Decide who to approach. You want to recruit competent people, but don't exclude anyone. Be open-minded and listen for clues:

- Does she like the product?
- Does she like people?
- Is she tired of her job?
- Does she need extra money?

Look for the need and ask your hostesses who they think would be appropriate for the Mary Kay career. Make a list of "hot" and "cool" prospects. Concentrate on the "hot" ones – those who have a strong need for the career and show interest.

Step 4: Gather and share stories. Tell your I-story and share others' stories. For example, a prospective team member may want to explore this career but her responsibilities at home are holding her back. If you haven't had that particular experience, tell her about someone who has. She needs to relate to someone's experience. As you meet people in Mary Kay, learn their stories and share them.

Step 5: Always be sincere. Women know when you are not sincere. Say something encouraging and be honest: "I really do think you would be good doing what I do and I'd like to work with you." Follow up with a note the next day. Let her know you are interested in her.

Step 6: Call her at work if possible. At work, she is already in a business frame of mind and ready to talk seriously. At home, she might be busy with the family and less likely to make a business decision.

Step 7: Ask her to help you out. For example, "Lisa, I'm working to build my team. I need to talk to five people. Would you please help me out? If you give me the opportunity to talk to you, you can choose a complimentary eye color of your choice."

Step 8: Invite concerns. Ask her if she has any concerns. The most common response will be "I don't have enough time." Break down the time it takes to do this career. Show her how much time it takes for a facial, skin care party, business management and Unit meetings. If she says she doesn't know anyone, help her compile a list of potential customers. Overcome her concerns with concrete solutions.

Step 9: Don't keep her where she doesn't want to be. If she's not interested in accepting the Mary Kay opportunity, put her back where she wants to be – a customer, a hostess or a referral source. Move her to your "cool" list and let her know you appreciate and value her as customer/hostess/ referral source.

Step 10: You can't "lose" someone. If you lose someone, you didn't have them in the first place! Don't think of your prospective team members as someone to "get" or "lose". Remember, that every time you share the Mary Kay opportunity you're-recruit yourself and that's important too.



Recruiter Responsibility Checklist

As a recruiter you have demonstrated the quality of unselfishness by sharing an opportunity to which your new recruit may never have been exposed. If it weren't for you recognizing something special in her, she may have never known about our company. To help her get off to a great start, please do the following:

1. Make sure you are familiar with all of the information in this binder and the training materials that she received from the company. Her Starter Kit will probably be delivered to you. Set up a time to give it to her and explain the contents.
2. Send her a welcome note.
3. Make sure your new recruit is **on the basic** and has any color cosmetic items she needs. Give her samples until her order arrives.
4. **Purchase and present her with her Mary Kay pin** at next meeting. (You can purchase the pins on the consultant order sheet, but if you don't have one, see your Director and purchase one from her.) Introduce her to the other consultants and help her to feel comfortable. Give her the dates of meetings and events for the next 4 weeks.
5. **Attend all training classes and meetings with her** (in some cases you will be her trainer). Watch videos and listen to tapes with her if you haven't seen or heard them. Make sure she has adequate phone numbers of top consultants to call to observe classes.

6. Make sure you receive a list of her first 8 hostesses. Please call to confirm them. Thank them and re-coach if necessary.

This is the telephone approach you as her recruiter should use when confirming your new recruit's first five classes: *"Hello, is this Sarah Johnson? This is Peggy Jones calling. I sponsored Linda into Mary Kay Cosmetics, and I'm calling to personally thank you for being one of her first eight hostesses during her training. She told me why she selected you and that is quite a compliment to you. Now, let's see if the time and date are correct. Your class is scheduled for April 12, at 7:30 P.M."* The recruiter should coach her by asking if Linda told her about hostess credits or certificates- and did she understand? The conversation should be short and end as follows, *"Once again, let me thank you. I know you and all of your friends will thoroughly enjoy the presentation. It was nice talking to you, and I hope to meet you soon."* (Also invite them to the meeting for her.)

Instead of calling, you may want to write her first hostesses a thank you note or email the following hostess letter :

Dear _____,

Thank you for helping _____ to get off to a good start in her career by hostessing one of her first classes on _____. As her sponsor, I can assure you that her first several classes are of the utmost importance to her training. Thank you for your cooperation and support. I'm sure that your friends are going to be forever grateful to you for showing them the way to a lovelier looking skin and the personal service available through Mary Kay. Your friends are in for a real treat when they attend your class on _____ date and time _____.

Sincerely,

7. Have her make two lists: (this is actually part of her homework) a. one of possible classes/facials b. possible recruits
8. Make sure **you don't dump negativity on your new recruit**. That's not fair to her.
9. **Encourage her** and support her.
10. It's a good idea to meet with your new recruit at her home and help her get organized. It's best to do this after she has taken inventory of her first order and has it labeled and put away. Check her hostess packets and other papers. Help her to pack for her first class.
11. **Don't ever borrow products from (or trade products with) your new recruit or any other consultant.**
12. Encourage her to win her **all of the prizes available to her. (Let me know as she wins each.)**
13. Talk to her after each of her first appointments. It's so important that she starts out by developing correct habits for selling basics and booking second facials. Let your Director know how she is doing.
14. Help her to complete her first few weekly accomplishment sheets. Help her to make out her second order and to manage her money correctly.
15. **Most importantly**, be someone she can respect!! Be someone she can model after. She will follow your example.

The 4 KEY Questions

via Sean Key, May 5, 2012

Prospective's Info	Name:		Date:	_____
	Telephone #:			<input type="checkbox"/> Su <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa
	Email Address:	@	Time:	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> a.m. <input type="checkbox"/> p.m.

Agenda for Call: Introduction, 4 KEY Questions, Close

Introduction:

- I have four basic questions for you.
- There is no right answer – just the honest one.
- And, know that I will love you regardless.

1. Tell me a little more about yourself (i.e., family, job, hobbies, etc.)

NOTE TO CONSULTANT: Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.

2. What puts a smile on your face?

3. Tell me about a time when you felt successful. What did you like most about that?

4. Fast-forward a year -- what unfulfilled dream would you like to have come true that you're not living now? Where are you with achieving that goal?

NOTE TO CONSULTANT:

- Listen MORE, talk LESS. Remember: **W.A.I.T.** (Why Am I Talking?)
- Relate the above responses to **some** aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections, flip-it & focus on 'selling' the prospective team member **her own** dream – that she has communicated to you during this interview.

Lets get excited!

CAREER CONFERENCE|14



save
the
date

Career Conference Dates:

Week 1: March 21-22 and March 23-24, 2014

Week 2: March 28-29 and March 30-31, 2014

Career Conference 2014 will be here before you know it and now is the time to start focusing on moving up the career ladder. Plus, when you do, there is recognition in store for you at Career Conference 2014!

What's in store for you?

- Great education
- Fun, bonding time
- Valuable idea sharing
- Sneak peeks at upcoming products
- Dazzling celebrations
- Terrific recognition
- Plus, a surprise or two!

Celebrating the First Year in My Mary Kay Business:

Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



The Big Picture

"Career Conference was my first 'big' Mary Kay event.

It definitely helps paint the picture of what a Mary Kay business can be. I watched in awe as women were recognized onstage and realized I wanted that too!

It was great to be surrounded by wonderful and inspiring mentors from whom I could watch and learn. I set my first goal in my Mary Kay business at Career Conference, and I've been happy and successful setting and meeting goals ever since. Some goals aren't met right away, but I never give up!" **Mary Fernandez, Independent Sales Director in Dallas, Texas**

Career Conference 2014...Coming to a city near you.

WEEK 1 : MARCH 21 – 22, 2014

Des Moines, IA Iowa Events Center
 Galveston, TX** Galveston Convention Center
 Louisville, KY Louisville Convention Center
 Madison, WI Monona Terrace
 Mobile, AL Arthur R. Outlaw Mobile Convention Center
 Novi, MI Suburban Collection Showplace
 Ontario, CA I* Ontario Convention Center
 Orlando, FL Orange County Convention Center
 Pittsburgh, PA David L. Lawrence Convention Center
 Richmond, VA Greater Richmond Convention Center
 Riverside, CA Riverside Convention Center
 Schaumburg, IL** Renaissance Schaumburg Convention Center
 St. Charles, MO St. Charles Convention Center
 Tacoma, WA** Tacoma Convention Center

WEEK 1: MARCH 23 – 24, 2014

Ontario, CA II Ontario Convention Center

WEEK 2 : MARCH 28 – 29, 2014

Atlantic City, NJ I Atlantic City Convention Center
 Boise, ID Boise Center
 Charlotte, NC I Charlotte Convention Center
 Dallas, TX** Dallas Convention Center
 Denver, CO** Colorado Convention Center
 Duluth, GA Gwinnett Center
 Glendale, AZ** Renaissance Glendale Hotel & Spa
 Indianapolis, IN Indiana Convention Center
 Lancaster, PA Lancaster Convention Center
 Miami, FL I James L. Knight Convention Center
 Minneapolis, MN Minneapolis Convention Center
 Oakland, CA** Oakland Marriott & Convention Center
 Palm Springs, CA Palm Springs Convention Center
 Providence, RI** Rhode Island Convention Center
 Rochester, NY Rochester Riverside Convention Center
 San Antonio, TX ** San Antonio Convention Center

MARCH 30 – 31, 2014

Atlantic City, NJ II* Atlantic City Convention Center
 Charlotte, NC II** Charlotte Convention Center
 Miami, FL II* James L. Knight Convention Center

Career Conference 2014...Coming to a city near you.

CAREER CONFERENCE|14

Lets get excited!



Career Conference Dates:

Week 1: March 21-22 and March 23-24, 2014

Week 2: March 28-29 and March 30-31, 2014

Earn Special Recognition at Career Conference!



Movin' on Up Challenge!

Independent Beauty Consultants who from Nov. 30, 2013—Feb. 28, 2014, achieve and maintain a new step on the career path of **Star Team Builder, Team Leader, Future Sales Director or Director-in-Qualification** will receive a name badge ribbon and onstage recognition.



Class of 2014

Independent Sales Directors who debut from Aug. 1, 2013, through March 1, 2014, will receive a name badge ribbon and onstage recognition.

Celebrating the First Year in My Mary Kay Business

Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



I'm a Star!

Independent Beauty Consultants who achieve Star Consultant status from Dec. 16, 2013, to Feb. 28, 2014, will receive a name badge ribbon.

On-Target All-Star Consistency Challenge

Independent Beauty Consultants and Independent Sales Directors who achieve three quarters of consistent Star Consultant status from June 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.



On-Target Seminar 2014 Courts & Double Star Achievement

Independent Beauty Consultants who achieve at least one of the following:

- At least \$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition.
- At least 16 new personal team members from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition. *New team members need not be qualified at this time.*



Independent Beauty Consultants who achieve on-target status for the Queens' Courts of Personal Sales and Sharing from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon, onstage recognition and a special gift.

Career Conference Special Luncheon

- Independent Beauty Consultants who from Dec. 1, 2013, through Feb. 28, 2014, **add two qualified* new personal team members** will be invited to this special luncheon held in their honor.
- Qualified* new Independent Beauty Consultants who **add one new qualified* team member** from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.



Career Conference 2014

will be here before you know it and now is the time to start focusing on moving up the career ladder. Plus, when you do, there is recognition in store for you at Career Conference 2014!

What's in store for you?

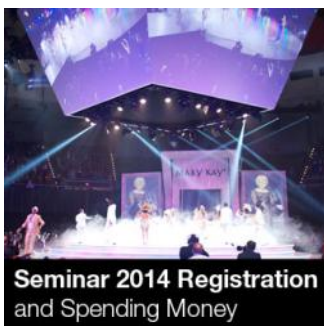
- Great education
- Fun, bonding time
- Valuable idea sharing
- Sneak peeks at upcoming products
- Dazzling celebrations
- Terrific recognition
- Plus, a surprise or two!

be a star consultant



WHAT ARE THE BENEFITS TO YOU WHEN YOU WORK AT THIS LEVEL?

- 1. Healthy Cash Flow** - When you're working consistently, you will have cash available for ordering, expenses and income.
- 2. Strong customer base and future team members** - Classes (Parties) are immediate income, but a healthy customer base is your future stability. When you build to 100 customers that you have on your Preferred Customer Program (PCP), you have a very solid, stable business that will not go away. When you are seeing 6-12-15 faces a week, each week--you are meeting enough people to build an awesome team and earn CARS and Directorship, should you choose! I know this to be a fact, for this is EXACTLY my action plan that I took every single week as a new consultant working into DIQ and completing directorship, and on target for the Caddy. My weekly accomplishment sheets reflect an average of 15 faces each week...was it worth it? YES!
- 3. Easy Booking** - It's no secret that booking from classes are more likely to hold--have larger sales--and take less time to acquire. When you hold appointments consistently, and book from them, the challenge is 'Where to fit them all in!' -- not how to find them!!
- 4. Consistent Income** - You and I are sitting on some of the best income potential in the working world right now, yet we don't take advantage of it. Use our incredible marketing plan! If you are going to call Mary Kay a job, be smart and make it provide income!
- 5. Satisfaction of Success** - We all want to know that feeling of reaching our goals...of having found our "place in the sun", of developing our gifts and talents to the degree that we can now affect the world in a positive way with them. Gang, the benefits of Mary Kay's Star Consultant Program are far broader than just a ladder with a star on it, and a beautiful prize. Mary Kay -- in her wisdom -- knew that we needed parameters and minimums in our business, and this is how she chose to provide them. Please work this program now, and I promise you that everything else will flow from it!



2014 is your time
to make choices
that will make you shine!

Credit	Ladder Pin
\$1,800	Sapphire
\$2,400	Ruby
\$3,000	Diamond
\$3,600	Emerald
\$4,800	Pearl

Welcome Back BONUS(es)

Former Independent Beauty Consultants who sign an Independent Beauty Consultant Agreement from Jan. 1 – 31, and purchase a \$25 Second Chance Starter Kit or \$100 Starter Kit, are eligible to receive:

- **ONE FREE TimeWise® Replenishing Serum +C** @product and a **\$25 credit on their first product order** of \$400 - 599 wholesale (excluding shipping, handling and tax) placed in the month of January or February. **OR**
- **TWO FREE TimeWise® Replenishing Serum +C**® products and a **\$50 credit on their first product order** of \$600 or more (excluding shipping, handling and tax) placed in the month of January or February. *The free product and credit will not apply to subsequent orders.*



Be VIP ready for Seminar 2014 with Priority Seminar Registration and seating.
Choose your path to Priority Seminar Registration:

SEMINAR 2014



- ∞ **Achieve Sapphire Star Consultant** status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2013, thru March 15, 2014
- ∞ **Be on-target for the Queen's Court of Personal Sales:** \$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014.
- ∞ **Be on-target for the Queen's Court of Sharing:** 16 total new personal team members from July 1, 2013, through Feb. 28, 2014. (New team members do not need to be qualified at that time.)
- ∞ **Be an Independent Sales Director** (including March 1, 2014, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to attend Seminar on a first-come, first-served basis.

Plus those who debut Feb 1—July 1, 2014 will receive FREE registration to Seminar 2014!!



Dreaming Dreams Worksheet

Your Dream...It must be something that is not related in any way to things you can earn from MK at any time. For example, "My dream is to take my family to Spain at a cost of \$5000." OR "My dream is to pay my child's \$10,000 private school tuition." Anything that you can earn from MK (like a car, star consultant prize, directorship...) is not a dream, it is simply the rewards of your work.

My dream to make come true by _____

is: _____

Total dollar amount needed to make my dream come true: \$ _____

Your Dream Number....Use the formula below to determine your Dream number:

Example: Your **Dream** is to have \$9000 profit in 12 months to remodel your kitchen.

\$9000 divided by 12 (months) = \$750

\$750 divided by .4 (60-40 split) = \$1875

\$1875 divided by 4 (weeks in a month) = \$468.75

Your **Dream Number** is \$468.75. That's what you need to sell each week to pay for your Dream and still be able to replenish your inventory.

\$ _____ divided by _____ months = \$ _____ (a)

\$ _____ (a) divided by .4 = \$ _____ (b)

\$ _____ (b) divided by 4 weeks = \$ _____ = your **Dream Number**

My Dream Number is \$ _____ **(Retail)!**

CAREER CAR PROGRAM

Get on the road to success!

Grand Achiever

Qualifications:

- \$20,000 combined personal team wholesale Section 1 production
- 14 active personal team members
- You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \$20,000 requirement.
- Your team must contribute a minimum of \$15,000 wholesale Section 1 production toward the total \$20,000 requirement.
- You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining five or more active personal team members.
- You must be active.

Chevy Cruze



Premier Club

Qualifications:

\$54,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation of up to \$500 per month.

Camry SE



Equinox 1LT

Premier Plus

January 2014 - December 2014

Qualifications:

\$75,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation of up to \$500 per month.

NEW!



BMW 320i

Cadillac

Qualifications:

\$96,000 net adjusted unit wholesale production within two consecutive calendar quarters.

- \$600 car program credit counts toward required production.

Cash Compensation of up to \$900 per month.



SRX

CTS



Mary Kay offers Consultants & Directors

EXCLUSIVE SAVINGS

Found on Mary Kay InTouch—under Ordering through MKConnections!



10% Off online or in-store for Office & School Supplies!
Print your Discount Card via InTouch

Special Rates through the T-Mobile Advantage Plan.
13% Discount on monthly wireless costs for every line you have in your account! No annual contract. No activation fee.



Order your Discount Card for in-store Discounts.
Enjoy discounts on copying, printing and more via Web link. \$0.025cents/BW copies, \$0.27 color copies, 25% off

Special Discounts on Items—Computers, Projectors, Printers, Cameras & more... Member ID: GS15144244
Free Shipping. Jan 2014 Coupons 20-25% off Laptops & Desktops!



18% Special Discount Off Wireless Voice and Data Plans & special equipment & accessory discounts!
Enrollment Fee \$36 waived. Use MK Account #3005972

Save 25% Off every day on all bouquets!
www.teleflora.com/mkconnections
Or call 855-456-4397



Mary Kay InTouch—Ordering—Career Apparel 2014



Print 50% Discount Coupon The regular price of all retail items!
Excludes Shoes and Everyday low price items.
Expires: 2/20/14—Show Mary Kay ID at time of purchase

Print 20% Discount Coupon
Expires: 2/20/14—Show Mary Kay ID at time of purchase



NEW YEAR | NEW YOU



ARE YOU READY FOR
A FRESH NEW LOOK?



By Reservation Only

WITH YOUR INDEPENDENT BEAUTY CONSULTANT

Book a makeover party with 3
or more friends and you can earn:
A FREE PRODUCT SHOPPING SPREE!!

As a hostess you can earn \$10, \$50,
\$100 or more in free products.

Try new looks before your party with the
virtual makeover tool on my website.

Save your New Look and we will share it
with your friends—LIVE at your party!



NEW YEAR | NEW YOU

Valentine's Day Selling Ideas



Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know: husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show FOR MEN! A men's gift show can turn out to be one of your most successful yearly events. Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services.

Tower of Love Gift Idea—Super Successful!

This is a great idea for Valentine's Day, it's similar to the 12 Days of Christmas idea. Each box includes a Mary Kay product gift that is wrapped. The gifts are placed on top of each other to form a tower. Call your customers' husbands to sell this romantic gift idea. Explain to him that each day his wife will get to unwrap a gift starting 5 to 12 days before Valentine's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

Basket of Love (like Tower of Love, but without the tower)

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell, "BE MY VALENTINE" or "BE MINE!" A card will be in the basket which will read: "You are my one and only! You make my life worthwhile! How empty my days and nights would be without your warm sweet smile! So open one gift each day, my dear, and think of what to say! So you can give me your answer on St. Valentine's Day!" Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!

Anyone can afford this idea:

Speak with men that you know or those that are husbands of your customers and offer them this affordable service of yours. On Valentine's day, you will deliver a beautiful rose (or a dozen if they want to spend a bit extra) to their wife. With the rose will be a card (sprayed with one of MK's scents) with a beautifully handwritten note and inside the card, will be a gift certificate anywhere from \$5-\$500+ to shop with you, the consultant, after Valentine's Day; also includes a gift certificate for a free facial and free personalized color services. You may also want to include add on gifts like chocolates, bottle of eau de parfum, sparkling grape juice, etc. etc. Be creative and most importantly, make sure that you are giving the wife/girlfriend exactly what she wants, while making the husband look awesome!



**Be creative, remember it is the eye that buys!
Valentine's Day is a HUGE selling holiday!! Say yes to success!**

The Beauty of Friendship

This is one of my favorite booking ideas. It's generous on your part, it's so sweet from the friend's part and the receiver is always thrilled and delighted. At every party I encourage each guest to think of one special friend that they would like me to present a pampering gift to on their behalf. I tell them it's totally complimentary and it's my way to share the beauty of friendship! I usually give a Preferred Customer Program gift wrapped beautifully, a one hour pampering session which includes skin care and color, plus the special note from her friend.

This is what I say when I call...

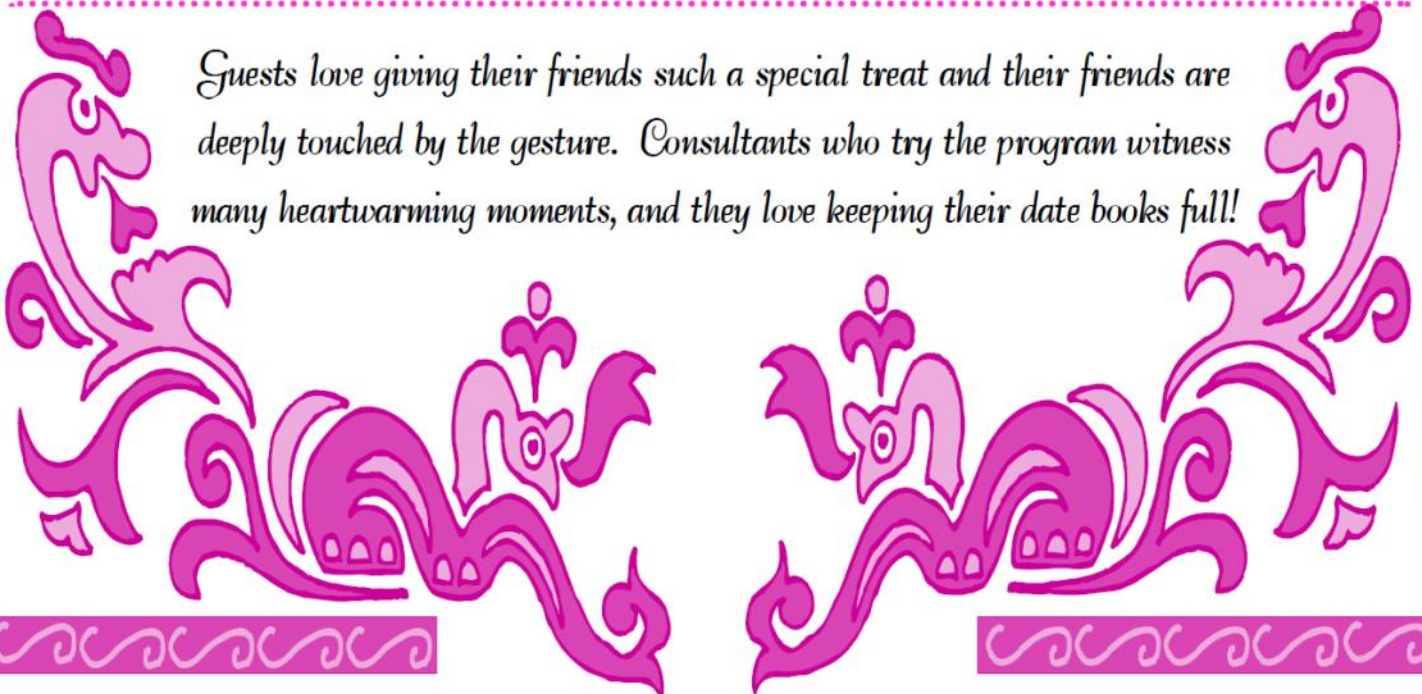
Hi Jane,

This is Vicki Auth with Mary Kay cosmetics. You don't know me, but we have a mutual friend, Susie Kerns, who was a guest at a recent Mary Kay party. She was encouraged to pick one special friend to honor with a gift, a pampering session, and a note she has handwritten to you! I can't wait to present all of this to you from your friend, Susie. When can we get together for your hour of pampering? Fabulous!

Now, Jane, I want this really to be about you, but if you feel more comfortable sharing this with a friend, that would be fine, too. All I need is your address so I know where I am going and your email address and cell phone number so I can give you my cell number. I'll send it right now.

I look so forward to meeting you.

Guests love giving their friends such a special treat and their friends are deeply touched by the gesture. Consultants who try the program witness many heartwarming moments, and they love keeping their date books full!



BEAUTY OF FRIENDSHIP







Please provide 9 names & numbers (or as many as you can) of women who you think would enjoy a FREE Mary Kay facial and/or glamour makeover. When any of these women book & hold their appointment YOU WILL WIN the prize in the box where you wrote her name & telephone number!

To say thank you, each referral will receive a \$10 gift certificate in your name!

Your Name:

Phone #:

<p>NAME: PHONE #:</p>  <p>Free Mascara!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free CHEEK COLOR OR BRONZING POWDER!</p>
<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>	<p>NAME: PHONE #:</p>  <p>Free LIP GLOSS!</p>	<p>NAME: PHONE #:</p>  <p>Free eye COLOR!</p>
<p>NAME: PHONE #:</p>  <p>Free eye PRIMER!</p>	<p>NAME: PHONE #:</p>  <p>Free LIPSTICK!</p>	<p>NAME: PHONE #:</p>  <p>Free EYELINER!</p>



BONUS:

EARN THE MK COMPACT FOR FREE when all 9 of your referrals book and hold their appointments!



**Warfield Area Wonder Woman,
Cheryl wants to SEE YOU ON-STAGE
at our NATIONAL AREA AWARDS EVENT
at Seminar 2014.**

**We want 100 National Court Winners
at Seminar 2014!**

Will you be one?



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

**#1 Kristine
Pruitt**



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

**#1 Angeles
Vilchis**

Name	Unit	YTD Retail
1 Kristine Pruitt	Laura Poling Unit	\$20,167.50
2 Stephanie Lelo	Lisa Woodke Unit	\$18,020.50
3 Casandra Webb	Dana Gattis Unit	\$16,451.00
4 Marie Witer	Laura Poling Unit	\$15,427.50
5 Shelly Mortorff	Brandy Nusbaum Unit	\$14,735.50
6 Tami Johnson	Epsie Elmer Unit	\$14,726.00
7 Karen Gehringer	Jennifer Converse Unit	\$14,561.00
8 Suzanne Kelliher	Tonya Sorrell Unit	\$13,273.50
9 Marie Quick	Cheryl Warfield Unit	\$12,895.50
10 Barbara Tsagaris	Penny Jackson Unit	\$12,746.50
11 Sue Campana	Jennifer Converse Unit	\$12,567.00
12 Sara Hable	Sandra Forsyth Unit	\$12,173.00
13 Heather Cearbaugh	Brandy Nusbaum Unit	\$11,601.50
14 Linda Hayes	Donna Doyle Unit	\$11,571.00
15 Cindy Watkins	Brandy Nusbaum Unit	\$11,428.00
16 Tretta McNeill	Lana Gaydon Unit	\$11,421.00
17 Nancy Bigley	Jennifer Converse Unit	\$11,348.00
18 Desiree Wagner	Brandy Nusbaum Unit	\$11,202.50
19 Teresa Lennon	Penny Jackson Unit	\$11,133.50
20 Brittany Heaton	Laura Poling Unit	\$10,908.50
21 Anne Hammond-	Linda Rowsey Unit	\$10,786.50
22 Tara Stopinski	Melanie White Unit	\$10,626.50
23 Hanna Baltosser	Laura Poling Unit	\$10,617.50
24 Diane Darling	Debra Bishop Unit	\$10,527.00
25 Francine McLoughlin	Margaret Quilty Unit	\$10,121.00

Name	Unit	Sem Comm	Qual Rcrts
1 Angeles Vilchis	Unit Director	\$1,189.92	19
2 Connie Diest	Unit Director	\$638.79	14
Myra Leslie-Johnson	Unit Director	\$737.75	7
3 Barb Drabek	Unit Director	\$730.66	7
4 Emily Kohler	Laura Poling Unit	\$869.66	6
5 Casandra Webb	Dana Gattis Unit	\$476.51	5
6 Shirley Talley	Unit Director	\$445.57	5
7 Toni Cook	Laura Poling Unit	\$968.40	4
8 Jessica Olds	Brandy Nusbaum Unit	\$965.60	4
9 Tonya Sorrell	Unit Director	\$631.34	4
10 Dawn Durocher	Unit Director	\$627.72	4
11 Nancy Bigley	Jennifer Converse Unit	\$381.45	4
12 Snowe Saxman	Unit Director	\$350.10	4
13 Sharron Tevanian	Tonya Sorrell Unit	\$290.83	4
14 Sandra Forsyth	Unit Director	\$269.06	4
15 Jennifer Converse	Unit Director	\$166.39	4
16 Lisa Taylor	Denise Crosby Unit	\$121.32	4
17 Brandy Nusbaum	Unit Director	\$726.61	3
18 Melanie White	Unit Director	\$500.07	3
19 Stacey Price	Unit Director	\$300.62	3
20 Lillian Yocum	Unit Director	\$248.81	3
21 Stephanie Mitas	Unit Director	\$199.17	3
22 Lisa Woodke	Unit Director	\$177.18	3
23 Jade Renz	Denise Crosby Unit	\$170.89	3
24 Lisa Kerkhof	Shannon Kadlec Unit	\$156.62	3

Retail Sales Courts:

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



Sharing Courts:

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

