



# Carmela's Cadillac Producers

Director Carmela Irwin

March Newsletter with 3rd Quarter Results

## Court of Sales



	NAME	YTD TOTAL
1	Wanda C. Ryan	\$14,229.50
2	Kelly Kulju	\$13,642.50
3	Jessica M. Anderson	\$5,491.00
4	Tracy R. Carvillano	\$2,850.00
5	Debora A. Davis	\$2,533.00
6	Michelle Shumiloff	\$2,394.00
7	Dorothy L. Warner	\$2,332.00
8	Leslie J. Darrah	\$2,193.00
9	Christine M. Shroyer	\$1,958.00
10	Robin Wright	\$1,927.50

Crazy for Cadillac!



### Unit GOALS

Seminar 2013

- 100 Strong by June 30
- Cadillac!!

## Court of Sharing



	NAME	SEMINAR QUALIFIED
1	Kelly Kulju	4 \$1,020.71
2	Carmela J. Irwin	2 \$169.73



Always being able to look forward to something special is one of life's greatest pleasures. The dream itself may be what makes the journey most interesting. As Kahlil Gibran said, "The significance of a man is not what he attains but rather what he longs to attain." So go ahead and dream - and as you attain those dreams, keep right on raising your sights, striving for even greater heights.

Court of Recruiting is ranked based on commissions earned. However, in order to be recognized you MUST reach the minimum of 12 qualified team members for Area Court or 24 qualified team members for National Court.

## *From the Director's Chair*

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Welcome to March Madness!

As we enter our final quarter of the 50th anniversary year, lets all plan for additional "Madness" to March! By that I mean – lots of leads, bookings, sales and new team members!

So let's begin by planning your success. How? By doing several proven activities. The first is your weekly plan sheet. The more we plan the less time it will take to achieve our plan. What do we include on our weekly plan? Our job, kid's activities, church activities and other set appointments need to be recorded. Then establish when you can work your Mary Kay business! Plan on attending our weekly meetings . Then also set aside time to hold your own classes. Don't have any classes? No problem! Set aside some time for lead generation and booking those classes. You still have to start with time on your plan sheet to hold them as well as designate time to book, sell and recruit! When you have planned your week, its time to plan your day! The six most important things to do the next day keep you on track. If its booking, list several names with phone numbers to contact. Don't forget the makeover contest that begins March 8th and the global makeover day on the 8th as well.

Who wants a free red jacket? This month the company is raining red! Simply bring in three qualified new team members from March 1 through June 30 and you will receive a brand new FREE red jacket.

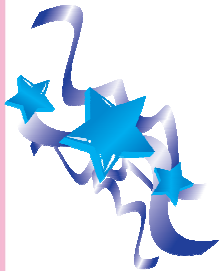
Huge Hugs,

*Carmela*

I also went to recognize all the consultants that went to **Career Conference**. Congratulations to Kelly, Wanda, Dottie, Debbie, Christy, Michelle, Elizabeth, Tracy, and Cella! We won the highest percentage of unit members registered for Career Conference and the girls that went each received a beautiful necklace and earrings set, as well as \$150 for the unit to use towards a pizza party and early entry!!

# You're a *Star!*

3rd Quarter Stars  
Dec 16th - March 15th 2013



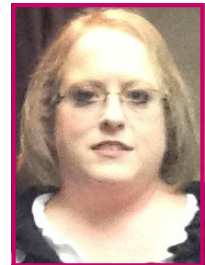
KELLY KULJU  
Sapphire Star



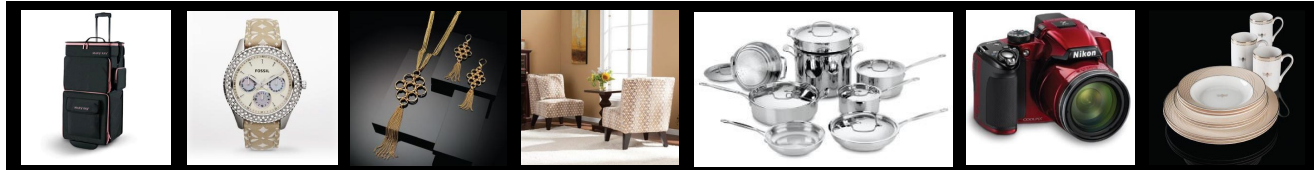
MARCELA REDIGOLO  
Sapphire Star



CARMELA IRWIN  
Sapphire Star



WANDA RYAN  
Sapphire Star



## One woman Can **MAKEOVER CONTEST**

PHOTO UPLOAD DATES: MARCH 8, 2013-MAY 10, 2013

START HOLDING APPOINTMENTS NOW!



In honor of Mary Kay's 50th Anniversary,  
One Woman Can™ really make a difference!

WHEN YOU GET A NEW LOOK, YOU ALSO GET THE OPPORTUNITY TO WIN AN INTERNATIONAL VACATION VALUED AT \$5,000 AND A \$5,000 DONATION TO YOUR FAVORITE CHARITY\* BENEFITING WOMEN AND CHILDREN. THIS IS MORE THAN A MAKEOVER. THIS IS A WAY TO IMPACT YOUR COMMUNITY AND THE WORLD. TOGETHER, WE CAN INSPIRE CHANGE, INSIDE AND OUT.

*Call me today to make your appointment!*



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# Cadillac Producers Career Ladder

## FOLLOW THE STEPS TO SUCCESS!

### 1 Senior Consultant

(1-2 active Team Members)  
4% Commission

### 2 Star Recruiter RED JACKET

(3+ active Team Members)  
Senior Consultant benefits  
plus Red Jacket Rebate  
Eligible for \$50 Bonuses

### 3 Team Leader

(5+ active Team Members)  
All the previous benefits  
plus 9-13% Commission  
Team Leader pin

### 4 On-Target For Car!

(5+ actives & \$5,000 wholesales growing to 14 actives and \$20,000 in 4 months or less)  
Eligible to earn use of Career Car  
Or \$375 cash monthly for 2 years  
Plus all benefits of previous levels

### 5 Director in Qualification

-10 active personals building to 24 in 1-4 months  
-\$18,000 wholesale with \$1,800 from DIQ  
-10 of 24 must have \$600+ during qual.  
Production during DIQ counts towards car!  
Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

### Movin' on UP!

Elite Executive Sales Director 8+ offspring  
Executive Sales Director 5-7 offspring  
Future Executive Sales Director 3-4 offspring  
Senior Sales Director 1-2 offspring



**Carmela Irwin**  
Independent Sales Director

### OFFSPRING DIRECTORS

#### First Line Directors



Name Here



Name Here

#### Second Line Directors



Name Here



Name Here

### FUTURE DIRECTORS

#### Recruiter :Kelly Kulju

Jessica M. Anderson  
Cassidi D. Berry  
Rebecca L. Besten  
Tracy R. Carvillano  
Lisa Cox  
Leslie J. Darrah  
Linda J. Greathouse  
Wanda C. Ryan  
Dorothy L. Warner  
Robin Wright  
\* Angela D. Harr  
Tyler L. Poling



### SENIOR CONSULTANTS

**Recruiter :Jessica M. Anderson**  
Kimberlee A Anderson

**Recruiter :Wendy L. Cottrill**  
Lora B. Spagnuolo

**Recruiter :Christine M. Shroyer**  
Francie L. Robinson  
Elizabeth K. Shroyer  
\* Marissa D. Hardman

### STAR RECRUITERS

## YOUR NAME HERE!

You need 3 active team members!



There's always room for more!

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

# Welcome New Consultants!

Consultants who joined us in December, January, & February

<b>New Consultant</b>	<b>From</b>	<b>Sponsored by</b>
Carrie J. Abruzzino	SHINNSTON, WV	Trish Moore
Tyler L. Poling	FAIRMONT, WV	Kelly Kulju
Linda J. Greathouse	BRIDGEPORT, WV	Kelly Kulju
Marcela Redigolo	MORGANTOWN, WV	Carmella Irwin
Lisha D. Shields	CLARKSBURG, WV	Debora Davis

Welcome to the fabulous world of Mary Kay Cosmetics! We are proud to have YOU as a part of our TEAM! As your Director, it is my pleasure to welcome you to our unit. I know you will be a great asset to our unit. I must also congratulate you on your decision to become an independent business woman and welcome you as an associate to the company where the highest paid women in the United States work! It is my hope that you will find the realization of your dreams-whether it be money, making new friends, finding new opportunities, or taking challenges and achieving them. I am ready and eager to assist you to make your career both profitable and fun.

## Build your business with Pins & Pearls!



To achieve a Perfect Start, you'll want to facial 15 customers within your first 2 weeks.



To achieve the Pearls of Sharing Bracelet, you'll want to share the opportunity with 6 women within your first month. Earrings + 3 more.



To achieve a Power Start, you'll want to facial 30 customers within 30 days.



To achieve the Pearls of Sharing Necklace, you'll want to add one new personal team member who places a minimum \$600 wholesale order.



To achieve the Pearls of Sharing Earrings, you'll want to share the opportunity with 3 women within your first 2 weeks.



To achieve the Power Start Plus Pin, you'll want to complete your Power Start and 6 sharing appointments.

**Income Producing Activities** not only help you do the activities that will produce income, they also help you to earn High Flyer Bonus Bucks from me. Those bucks are also earned for consistency club and new consultant prize challenges. Be sure to find out more about this great incentive program to help you build the skills that build YOUR business! I'm here to help you grow your skills!!

- Be sure to submit your accomplishment sheets each week, online for recognition in our High Flyer Monthly!
- Also, be sure to e-mail your HIGH FLYER monthly tracking sheet, (pg 6), by the 5th of each month to receive your bonus bucks.

# Charm Couture

## OUR MONTHLY CHARM PROMOTION



**Congratulations!** I'm so proud of you!  
 Keep it up and you will have your  
 Charm Couture Bracelet full of charms!  
 Love, Carmela Irwin

### START EARNING!

Earn Charms by achieving :  
 \$300 wholesale order  
 \$600 wholesale order

Sponsoring a New Qualified Recruit  
 Earning Star Consultant Status!

Earn your Charmed Couture Bracelet  
 with your 1st \$300 or \$600 w/s.

## FEBRUARY WINNERS!

### \$300 W/S

Debbie Taylor - B  
 Kelly Kulju - C  
 Tammie Earnest - B  
 Jessica Anderson - B



or

### \$600 W/S

Wanda Ryan - C



or

### Qualified Recruit

*You could be here!*



### Star Consultants

*Let's have  
 lots of Stars  
 this quarter!*

## NEXT MONTHS CHARMS!

It's time to add some glamour to your bracelet! These rhinestone beads are full of shimmer and sparkle! You're going to love it!  
 Larger Rhinestone Charm = \$600 w/s  
 Smaller Rhinestone Charm = \$300 w/s





# IT'S RAINING RED!



CONTEST PERIOD: MARCH 1-JUNE 30, 2013

The "It's Raining Red Team-Building Challenge" Is On, and the Rewards Are Red-Hot! During the contest period add three or more new qualified\* personal team members to earn your reward for FREE! Plus, attend exciting events at Seminar to get even more great prizes.

## INDEPENDENT BEAUTY CONSULTANTS:



Add three new qualified\* personal team members and receive:

- A free red jacket of your choice.
- An invitation to the It's Raining Red Mingle at Seminar 2013.
- A name badge ribbon.



Add four new qualified\* personal team members and receive:

- All prizes from the previous category, plus
- The Tiger-Print Scarf from the Independent Sales Director Suit Collection.

Add five new qualified\* personal team members and receive:

- All prizes from the previous two categories, plus
- Black chandelier earrings.

## WHAT WILL YOU BE WEARING AT SEMINAR 2013?

When you add at least three new qualified\* personal team members during this team-building challenge period, you'll be wearing a brand-new red jacket of your choice! The "It's Raining Red Challenge" offers you three fabulous new red jackets to choose from.

### THE CLASSIC

A sophisticated single-breasted jacket with two zipper pockets



### THE CROPPED

A fashion forward cropped jacket with three quarter length sleeves and a three-button front



### THE TRENCH

A hip double breasted trench with angled pockets and a stylish belt.



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# MARY KAY NEW SPRING PRODUCTS!

## NEW MARY KAY MAKEUP FINISHING SPRAY BY SKINDINÄVIA

- Gives your makeup up to 16 hours of staying power
- Feels completely breathable and works on any skin type, even oily skin.
- Works as a refresher any time of the day to keep your face feeling cool.



\$18

\*Free gift with purchase!

## MINI MARY KAY LASH LOVE MASCARA AND MINI OIL-FREE EYE MAKEUP REMOVER

This set is FREE to preferred customers when you purchase \$40 suggested retail (excluding sales tax) or more in Mary Kay® products.



Free Gift!

\$13



## NEW LIMITED EDITION MARY KAY AFTER-SUN REPLENISHING GEL

It's back just in time for sunny days! This ultralight, cool blue gel contains soothing botanical extracts to replenish vital moisture to sun-kissed skin.

*\*Does not protect against sunburn*

\$14



## MARY KAY MAKEUP CREAM EYE COLOR

Swirl, glide and go! That's all it takes to add creamy, gorgeous color to your eyes. Now in four new shades.

- Violet Storm
- Meadow Grass
- Coastal Blue
- Metallic Taupe

## ZEN IN BLOOM COLLECTION



With the purchase of at least \$40 of any Mary Kay® Zen in Bloom Collection items, you can purchase the Mary Kay® Obi Clutch for \$5.

Limited-Edition Mary Kay® Mineral Eye Color, \$20  
• Garden Sky

Limited-Edition Mary Kay® Lip Lacquer With Mini Retractable Brush, \$16 each  
• Pink Pagoda  
• Chai Latte

Limited-Edition Mary Kay® Nail Lacquer, \$9 each  
• Pink Bamboo  
• Blue Lotus



\$16

\$9

\$20

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