

# THE SPARKLER

**TNT ~ TODAY NOT TOMORROW**

## **DIXIE'S DYNAMITE UNIT**

**Newsletter: MARCH 2013**

**Results: FEBRUARY 2013**

# Welcome New Consultants

### New Consultant

Monica D. Pletcher

Danette Potter

Billie Serocki

Michelle Sloane

### From

FOREST CITY, IA

SAINT CLOUD, MN

CENTER MORICHES, NY

PINE ISLAND, MN

### Sponsored by

D. Gilbertson

S. Kerfeld

M. Skarpness

D. Gilbertson

Move on up to

4% -13%

Commissions

## Welcome Back Reinstated Consultants !!

Julie Boman

Gail Corey

Sara Erkeneff

Missy Flippin

Tiffany Francis

Roxann Gilbertson

Kim Grage

Carol Heisel

Deb Hyke

Ali McCormick

Laura Ortiz

Jill Rye

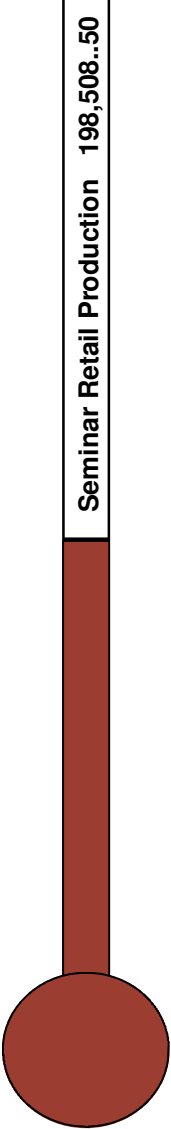
Carol Weber

# APRIL 2013

Birthdays	Day		
		Danette Potter	17
Gail R. Gouge	1	Machia L. Cates	23
Allyson Hagen	4	Amy S. Glassmaker	27
Cathy Snyder	4	Penny M. Miller	28
Diane Boomgaarden	8	Paula J. Bauer	29
Teresa A. Penning	8	Mary Ann Garvin	29
Daniele R. Olsen	12	Susan Kaiser	29
Vicki L. Wiseman	14	Jane M. Juenger	30

Anniversaries	Years		
		Penny M. Miller	7
Jill E. Thorson	22	Cathy Snyder	7
Mona Boomgaarden	17	Sheila M. Chose	6
Angela K. Thompson	15	Margaret Tibodeau	5
Davida Lackore	14	Sheila K. Lorimor	4
Amy S. Glassmaker	13	Cassandra A. Polzin	4
Michele F. Wanner	13	April M. Vogt	3
Jennifer Blomster	12	Jennifer L. Kylander	2
Sue K. Bredehoft	9	Ruth A. Oelkers	2
Amie J. Steenhard	8	Tara Felten	2
Kim M. Quelle	8	Roxann R. Gilbertson	2
Jodi M. Bergan	8	Twyla Quinn	1
Carol J. Olson	8	Vicki L. Wiseman	1
Cathy Sprau	7	Ashley L. Pugh	1
Karen J. Munsch	7		
Cindy Meyerhofer	7		

BASED ON CO. RETAIL SALES



1	Monica J. Anderson	\$4,481.50	\$120.00	\$4,601.50
2	Debbie L. Sanford	\$4,257.00	\$160.00	\$4,417.00
3	Machia L. Cates	\$4,146.00	\$0.00	\$4,146.00
4	Cathy Sprau	\$3,825.00	\$100.00	\$3,925.00
5	Bobbi Potter	\$3,666.00	\$60.00	\$3,726.00
6	Lori Bagley	\$3,197.50	\$20.00	\$3,217.50
7	Angela R. Krueger	\$3,005.00	\$20.00	\$3,025.00
8	Tara Felten	\$2,759.50	\$215.00	\$2,974.50
9	Judy E. Junkermeier	\$2,842.50	\$80.00	\$2,922.50
10	Alma J. Walker	\$2,840.50	\$20.00	\$2,860.50
11	Kaylene R. Kiewiet	\$2,359.00	\$205.00	\$2,564.00
12	Tonya B. Hansen	\$2,524.00	\$20.00	\$2,544.00
13	Jill E. Thorson	\$2,514.00	\$20.00	\$2,534.00
14	Lori J. Dontje	\$2,522.00	\$0.00	\$2,522.00
15	Joan Perrin	\$2,502.00	\$0.00	\$2,502.00
16	Janet E. Olson	\$2,500.00	\$0.00	\$2,500.00
17	Marian J. Brettmann	\$2,186.00	\$20.00	\$2,206.00
18	Melanie L. Grant	\$2,052.50	\$0.00	\$2,052.50
19	Lana Moeller	\$2,013.50	\$0.00	\$2,013.50
20	Nancy A. Wolverton	\$1,996.00	\$0.00	\$1,996.00
21	Angela K. Thompson	\$1,882.00	\$80.00	\$1,962.00
22	Susan J. Ugulini	\$1,774.50	\$60.00	\$1,834.50
23	Carol Lanich	\$1,751.60	\$40.00	\$1,791.60
24	Ali L. McCormick	\$1,719.50	\$60.00	\$1,779.50
25	Katherine Rausch	\$1,771.00	\$0.00	\$1,771.00
26	Jodi L. Cagle	\$1,771.00	\$0.00	\$1,771.00
27	Cassandra A. Polzin	\$1,753.00	\$0.00	\$1,753.00
28	Dawn M. Schroeder	\$1,711.50	\$20.00	\$1,731.50
29	Debra Cunningham	\$1,720.00	\$0.00	\$1,720.00
30	Lisa R. Davis	\$1,602.50	\$0.00	\$1,602.50



**MK Love Checks**

9% Recruiter Commission Level

Bobbi Potter	\$39.65
Dixie L. Gilbertson	\$490.68

4% Recruiter Commission Level

Kathy A. Upmeyer	\$14.76
Jill E. Thorson	\$13.52
Monica J. Anderson	\$13.36

Michelle Skarpness

\$12.09

Mona Boomgaarden

\$8.81

Angela K. Thompson

\$4.31

Cathy Sprau

\$1.70

NATIONAL	24
GARRET-ROE	12
AREA	6
UNIT	4
TEAM	2



**COURT OF SHARING—SEMINAR 2012-2013**

BASED ON NEW QUALIFIED ORDERS

1	Monica J. Anderson	2	\$118.72
2	Dixie L. Gilbertson	3	\$182.11



# On-Target Star Consultants

DIXIE GILBERTSON		\$1,874.25	STAR	\$525.75	\$1,125.75	\$1,725.75	\$2,925.75
LORI BAGLEY		\$1,001.75	\$798.25	\$1,398.25	\$1,998.25	\$2,598.25	\$3,798.25
BOBBI POTTER		\$718.50	\$1,081.50	\$1,681.50	\$2,281.50	\$2,881.50	\$4,081.50
TARA FELTEN		\$701.25	\$1,098.75	\$1,698.75	\$2,298.75	\$2,898.75	\$4,098.75
MICHELLE SLOANE		\$603.50	\$1,196.50	\$1,796.50	\$2,396.50	\$2,996.50	\$4,196.50
NANCY WOLVERTON		\$603.00	\$1,197.00	\$1,797.00	\$2,397.00	\$2,997.00	\$4,197.00
MONICA PLETCHER		\$601.75	\$1,198.25	\$1,798.25	\$2,398.25	\$2,998.25	\$4,198.25
REBEKAH BRYAN		\$517.50	\$1,282.50	\$1,882.50	\$2,482.50	\$3,082.50	\$4,282.50
JOY KIX		\$511.50	\$1,288.50	\$1,888.50	\$2,488.50	\$3,088.50	\$4,288.50
KATHY SCHULZ		\$476.00	\$1,324.00	\$1,924.00	\$2,524.00	\$3,124.00	\$4,324.00
SANDRA LEY		\$472.00	\$1,328.00	\$1,928.00	\$2,528.00	\$3,128.00	\$4,328.00
TONYA HANSEN		\$458.00	\$1,342.00	\$1,942.00	\$2,542.00	\$3,142.00	\$4,342.00
LANA MOELLER		\$457.75	\$1,342.25	\$1,942.25	\$2,542.25	\$3,142.25	\$4,342.25
KATHERINE RAUSCH		\$456.50	\$1,343.50	\$1,943.50	\$2,543.50	\$3,143.50	\$4,343.50

*Congratulations!*



By servicing your customers and restocking your shelves we are one step closer to achieving the **\$400,000.00 Unit Circle of Achievement Award**. Thank you for all that you do to make our unit great. Your participation and contribution is greatly appreciated. **UNI T**ogether will make this unit the most remarkable unit in the area.

Lori Bagley	\$573.25	Lisa R. Davis	\$233.25	Michelle Sloane	\$250.00
Tonya B. Hansen	\$458.00	Mona Boomgaarden	\$228.50	Monica D. Pletcher	\$256.00
Ali L. McCormick	\$433.50	Mary Amy	\$220.25	Cassandra A. Polzin	\$200.50
Tara Felten	\$422.75	Deb Hyke	\$216.00	Julie A. Boman	\$200.50
Joan Perrin	\$404.50	Monica J. Anderson	\$214.50	Margaret Tibodeau	\$200.00
Lori J. Dontje	\$402.25	Gail E. Cory	\$211.25	Angela R. Krueger	\$121.50
Nancy A. Wolverton	\$369.00	Bobbi Potter	\$208.25	Penny L. Lewer	\$119.00
Amy Scharberg	\$347.00	Sara L. Erkeneff	\$207.75	Jamie L. Isaacson	\$118.25
Kathy A. Upmeyer	\$338.00	Roxann R. Gilbertson	\$207.75	Amie J. Steenhard	\$107.75
Dawn L. Meyerhofer	\$334.00	Tia Shaffer	\$205.00	Veronica A. Litterer	\$97.50
Kimberly L. Grage	\$333.00	Jill E. Rye	\$204.75	Jill E. Thorson	\$88.00
Laura I. Ortiz	\$332.25	Carol Heisel	\$204.75	Kelly Becker	\$75.00
Shelley R. Volz	\$286.25	Carol A. Weber	\$204.00	Melody A. Lunning	\$42.50
Tiffany J. Francis	\$270.75	Ruth A. Oelkers	\$203.25	Amanda L. Nutter	\$24.00
Missy Flippin	\$250.00	Cindy K. Hodnefield	\$202.25	Jodi M. Bergan	\$23.50
Marian J. Brettmann	\$240.00	Alma J. Walker	\$201.50	Dixie L. Gilbertson	\$269.50

# TEAM BUILDERS AND THEIR TEAMS



## FUTURE DIRECTOR

### Recruiter :Kaylene R. Kiewiet

- Lonnie A. Arnevik
- Kelly Becker
- Heather L. Beenken
- Jennifer Blomster
- Gail E. Cory
- Paula Fraizer
- Tiffany J. Francis
- Nicole Fuerstenau
- Elizabeth A Jacobson
- Judy E. Junkermeier
- Sandra K. Ley
- Ali L. McCormick
- Kathleen A. Nelson
- Stacy A. Nielson
- Mary Olsen
- Chris M. Ryan
- Michelle Skarpness
- Margaret Tibodeau
- Shelley R. Volz
- Shirley M. Waite
- \* Lori Bertram
- \* Susan A. Bugge
- \* Cindy M. Burge
- \* Debra Cunningham
- \* Susie D. Diercks
- \* Julia L. Hatch
- \* Ruth Jenö
- \* Davida Lackore
- \* Janelle A. Murray
- # Melanne L. Bang
- # Meggon K. Jacobs
- # Diana L. Kiewiet
- # Kelly J. Kruse
- # Charlotte A. Larson
- # Carrie M. Snieder
- # April M. Vogt



## *Congratulations!*

### Added New Team Members

Sandra M. Kerfeld	1
Bobbi Potter	1
Monica J. Anderson	1
Dixie L. Gilbertson	2

## Team Leaders

### Recruiter :Bobbi Potter

- Katie L. Carney
- Melissa D. Goggin
- Deb Hyke
- Amanda L. Nutter
- Cassandra A. Polzin
- \* Pamela J. Forstner
- \* Cari M. Hoppe
- \* Emily K. Stephan
- # Leticia Azham
- # Ashley R. Huntley



## Star Team Builders

### Recruiter :Monica J. Anderson

- Cindy Meyerhofer
- Dawn L. Meyerhofer
- Janet E. Olson
- \* Machia L. Cates
- \* Penny M. Miller

## Senior Consultants

### Recruiter :Jodi M. Bergan

- Susan M. Strickler

### Recruiter :Mona Boomgaarden

- Mary Amy
- # Diane Boomgaarden

### Recruiter :Carla Church

- Julie A. Boman
- Susan J. Ugulini
- \* Beth W. Brightup

### Recruiter :Sara L. Erkeneff

- Sheila K. Lorimor
- \* Tina M. Smith

### Recruiter :Nicole Fuerstenau

- Katelyn D. Terhark

### Recruiter :Sandra M. Kerfeld

- Jennifer L. Kylander
- \* Tiffany A. Kerfeld
- \* Danette Potter
- \* Mederise E. Stanlake
- # Melissa M. Evans

### Recruiter :Cindy Meyerhofer

- Jode Bardwell

### Recruiter :Debbie L. Sanford

- Michele M. Boji

### Recruiter :Michelle Skarpness

- Carol Heisel
- Veronica A. Litterer
- \* Billie Serocki
- # Rebecca L. Bergan
- # Rachel A. Fields
- # Carol A. Johnson

### Recruiter :Cathy Sprau

- Melody A. Lunning
- # Jane M. Juenger

### Recruiter :Angela K. Thompson

- Lindy A. Cannady
- Amie J. Steenhard
- \* Melanie L. Gast
- # Cheryl Harris

### Recruiter :Jill E. Thorson

- Erin A. Boysen
- Kathy A. Upmeyer
- \* Jill M. Baker
- \* Jodi L. Cagle
- \* Colette R. Wyatt
- # Dorothy Arend
- # Amber J. Nuehring
- # Elaine A. Oimoen
- # Twyla Quinn
- # Doris M. Troll

### Recruiter :Kathy A. Upmeyer

- Nancy A. Wolverton
- \* Susan Steege

### Recruiter :Twylla Vickmark

- Carol A. Weber

### Recruiter :Karleen Vierkandt

- Christy Hodnefield



## Earn your red jacket

in time for Mary Kay's 50th anniversary celebration!

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 from March 1 – June 30, 2013, 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.

### **Build Your Team and Live Your Dream!**

\*For contest purposes a qualified new team member is one whose initial wholesale order with the Company is \$600 or more in wholesale Section 1 products and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Agreement is received and accepted by the Company.

### **The Classic**

The classic girl's closet is filled with basics that will stand the test of time. Your look is easy, chic and, well, classic! That's why you might love the Classic Notch Collar Jacket. Not only was it designed to flatter all body types, it will show off your sophisticated style with a true classic silhouette



### **The Cropped**

Designed for the gal on the go, this fashion-forward cropped jacket has three-quarter-length sleeves and a three-button front that can be worn open or closed. The trendy box grid fabric pattern adds playful texture that says, "Look out world!"



### **The Trench**

Look effortlessly chic in this hip-length trench jacket. It's double breasted with angled pockets and a stylish belt for that glamorous touch. The chic box grid fabric texture says you're on your way to the top, and you want to look fabulous getting there!







## PENNIES

Thanks to Julie Potts and Sharon Hale for sharing!!!



Are you in MK to make serious money or just fun money or just as a hobby for personal use? If you want to make fun money or serious money then you will want to keep reading.....

I'm sharing not to brag but inspire you to have the same.....the last 6 months my Director/Recruiting Check has been about \$6000. How much time would it take to profit \$6000 a month in sales only --think about it....\$13,000 at least in sales plus time for bagging, inventorying, delivering, holding appointments, ordering, etc! Ok, it can definitely be done but let's look at what it takes to be an effective Director---a good secretary who handles all the 'stuff' and you get to talk to women on the phone, have coffee with new friends/interviews, play make-up with other new friends/facials and classes, and then talk on the phone again.

Some of you aren't recruiting because you think that 50% is better than the 4,9,13% recruiting commission....but let me call this to your attention, again.....an average client orders \$50 in a quarter=\$25 profit a team member who is a STAR places a min \$1800 whsl=at 4% that's \$72 for and goes up if you are a Team Leader to 9 or 13%..... come on.....you can see the difference....\$72 is better than \$25.

So what happens and why aren't most of you recruiting???? Don't hold the pennies so close to your eyes that you can't see the \$100 bill in front of you!!!

Ask your clients these three questions to get their permission to talk more about MK to them .....this came from Sharon Hale and I love it....you can even ask the three questions during a reorder call, just adjust a bit.

Ask them at the end of the makeover to write these three words on the back of their profile and they are going to circle one of them.....

YES OK NO

Circle YES if you are curious about the MK business and would like more information. We could meet for coffee or I can just send some information home with you to look over.

Circle OK if you aren't interested in MK right now but you would be willing to help me with my training and do a 3-way interview with my Director and me....AND you can get any one item at half-price for helping me out.

Circle NO if you aren't interested in helping me out. You don't want to get one item at half-price and you don't want to learn anything about the Mary Kay business

Sharon has interviewed 24 clients in the last 2 months and she has recruited 6. She is only 2 active from DIQ on Aug 1st...and she'll get there. You have to have a

plan that works for you and you are comfortable in doing over and over again.

Many times I have recruited women that I would have never guessed would be interested but because I went through the motions....they said yes. So here are some of the motions....

Page 1 of the Beauty Book---tell them what you love about the great products, great people and great opportunity. Extend an invitation to them to take home more information about the MK Business....have some ready to hand out on the spot....I like the Chocolate surveys with a chocolate and a tape in a cellophane gift bag.

At the end of the class be sure to send everyone home with a tape or literature of some sort. I ask everyone if they'd consider doing what I do...I think she'd be great because\_\_\_\_. Be excited if someone shows interest.....act like you would really like her on your team.....most women want to be wanted! I love the YES -OK-NO questions too.

Follow-up with invitations to upcoming meetings and guest events. All clients should attend at least one event!!!! If nothing else it bounds you two closer and she'll be a better client until she does sign, even it's 7 years later like Crystal Solie. :) Or have her be a practice interview for your training with your Director doing a 3-way call or coffee, etc.

And lastly, remember that NO is just Not Now!!! Our lives are constantly changing and a no today could be a yes tomorrow because of a lay-off or other financial needs!!! Be sure to follow-up every 4 months or so.....ask, "so have you been dreaming pink lately?" I have had numerous say, "Funny you should ask....."

Go for the GOLD Medal !!!!! That's 5 agreements in one month!!! And see your name in the Applause!!!

MARCH 1, 2013 TO JUNE 30, 2013

**ADD 3 NEW Q TEAM MEMBERS AND RECEIVE THE NEW RED JACKET FREE!!!!**



# Make your life supreme in 2013!



## Join the Extreme Team Bracelet Program

*In one calendar month complete each of the following:*

Hold 10 Interviews

Hold 10 Parties\*

Place a minimum of \$600 Wholesale Order

*\*Qualified party has a minimum of 3 people in attendance and \$200 minimum retail sales.*

If you are working on becoming a Director, please make sure I know about it.

Becoming a Director is not that hard, but it is learning to be consistent in doing interviews. Please consider taking the 100 interview challenge this year!! If you will interview 100 women this year, you will be amazed at what will happen! You simply can't lose! Ask women to help you reach the 100 Interview Challenge! Some of them will realize what a good deal we have in Mary Kay!!

Who do you know you can ask to join Mary Kay today!



## PRE-QUALIFICATION TO ENTER INTO DIQ

In order to submit a commitment Form to the Company stating an intent to began Independent Sales Director-in Qualification (DIQ) and independent Beauty Consultant must have met the following requirements the month prior to entering the Qualification Program

- Must be a Star Consultant in either the previous quarter or have at least \$1800 in personal cumulative wholesale production during the current Star Consultant contest quarter
- Must be personally active the month before entering the DIQ program
- Must have 10 active personal team members .
- Submit a commitment form online between the 8th and 10th of the month you wish to enter qualifications

## ON-TARGET CAREER CAR OR CASH COMPENSATION REQUIREMENTS



- Five or more active personal team members
- \$5000 combined personal/team wholesale Section 1 production in a calendar month
- You must be active
- These requirements must be met each month to be considered on-target.

### QUALIFICATIONS

- You may qualify in one, two, three or four months, based on when you achieve :
  - ⇒ **\$20,000.00 combined personal/team wholesale Section 1 production**
  - ⇒ **14 Active personal team members.**
- You may contribute up to \$5000.00 in personal wholesale Section 1 production toward the total \$20,000.00, during the qualification period.
- You must have a minimum of \$5000 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

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YOU make the difference!

**Here is a brief overview of things you'll want to remember!**

- \* **PROMOTIONS FROM DIXIE**
- \* **Add at least ONE NEW QUALIFIED TEAM MEMBER & receive MK Bronze Cross body Tote from your Director.**  
**CONGRATULATIONS TO MONICA ANDERSON—ACHIEVED IN NOVEMBER!**
- ⇒ **Meet the EXTREME TEAM CHALLENGE and receive a beautiful bracelet from Anita Garret-Roe, NSD.**
- ⇒ **Seminar 2013 will be held July 21-24 in Dallas, TX.**
- ⇒ **Class of 2013 ... Ryan Rogers goal to have 3000 New Directors during Seminar 2013!**