



Sales Director  
Danielle  
Isenberg

**2013-2014  
GOALS:**  
Pink Cadillac

5 Offspring Directors

\$650,000 in wholesale  
production to attend  
Top Director Trip

1 Consultant on  
Court of Sharing

1 Consultant on  
Court of Sales

**PERSONAL  
GOALS:**  
Court of Sharing  
Court of Sales

**JULY  
GOALS:**

\$12,000 wholesale

5 new team members

# *Pink Ladies Newsletter*

July 2013 ~ June and Seminar 2013 Results

Cell ~ 270-404-6735

d.isenberg@marykay.com ~ www.danielleisenberg.com

## *Seminar 2013 Queens*



*Laura Burks*  
*Queen  
of Sales*



*Kathina Doyle*  
*Queen  
of Sharing*



*Kathina Doyle*  
*Miss Go-Give*

# Check out what Danielle has to say about our 2013 Seminar Winners...

## Laura Burks (Queen of Sales)

Laura proves that consistency is the key to this business! Laura never fails to place at least active order every month because she stays in front of new customers and takes care of her reorder customers. Her customers love her for her excitement and her passion about Mary Kay. I can think of no one more deserving of this prestigious title!

## Kathina Doyle (Queen of Recruiting)

Kathina is the most steady person I know! She has a loving and infectious personality that causes women to want to be around her. There's no surprise that she is our year end Queen of Sharing. She consistently is in front of women and shares the opportunity. I look to see many women added to our unit due to Kathina's consistency and cannot wait to see how their lives are transformed and their dreams are determined due to one person taking the time to tell them about Mary Kay!

## Kathina Doyle (Miss Go Give)

Being named the unit Miss Go-Give is the highest honor. The Go-Give spirit is all about encompassing a not-giving-up, leaving-no-person-behind attitude and a true passion for people. Kathina has a kind spirit and such a fun personality. Those things combined, she's easily respected and naturally takes on the role as a nurturer. The best thing about it is, I bet she didn't even know she was all those things!

# August Celebrations

## Birthdays

Danielle Isenberg	1
Chassity Barbour	3
Valorie Williams	6
Carrie Adams	16
Sherry Lundy	17
Heather Proffitt	21
Thu Do	27
Ashley Arney	31

## Anniversaries

Brittany Jackson	1
Haley Johnson	1
Lindsey Tester	1
Lashelle Ennis	1
Shauna Davis	1



# Year End Awards Night!

**Friday, August 2nd**

**6:00-8:30 CST**

**PRIZES!**

**FOOD!**

**AWARDS!**

**GAMES!**

**FUN!**

**Beaver Creek Park**

**115 Beaver Trail**

**Glasgow, KY 42141**

**Bring your family!**

**Casual dress!**

**Please bring a dessert to share.**

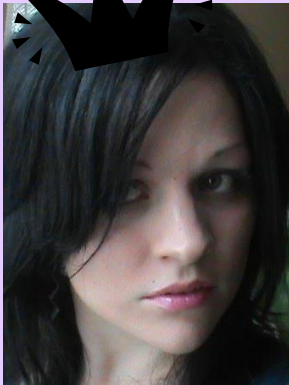
**Hamburgers, Hotdogs & drinks provided.**

**EVERY consultant will be recognized & presented a gift.**

**Cornhole tournament. Horseshoes. Games for kids!**



# June Royalty



*Queen of Retail*

*Carissa Guerrero*



*Queen of Sharing*

*Cathi Kerr*

## *Check out what Danielle has to say...*

“ Carissa is such a special person! I'm getting to know her as a very determined woman with a fun attitude. Anyone who wants to take on Mary Kay as a mother of four kids full time is an impressive person! I cannot wait to see what she does with this business.”

“ Cathi Kerr showed up to work about two months ago and is turning heads in our unit! The thing that I have to point out about her is that she'd been a consultant for two years before deciding to have her very first skin care class! She recruits Carissa from her first class and Ashley just weeks after!! She's proof that you never know what you'll decide to do with your MK business and it's NEVER too late to make it an income decision when it's been personal use only! I anticipate we'll see really big things from her over the next few months.”

## *Welcome to our NEW Team Members!!*

New Team Member



Ashley Arney from Roann, IN

Recruited By



Cathi Kerr



# FAST & FURIOUS

Building the HELTSLEY NATIONAL AREA

## RACING TO RED

Promote yourself to RED Jacket by August 1st -  
pick from the 3 NEWLY DESIGNED RED JACKETS!!!

**Promote yourself to DIQ by September 1st -  
Abby will pay for 1/2 your brand NEW  
RED JACKET!!!**



Promote your self to DIRECTOR by January 1st,  
get an EXCLUSIVE CARIBBEAN CRUISE invitation!!!!

Top TWO new directors between now and  
January 1st in DIQ production and Recruiting -  
in the 1st line or second line - GET THEIR cruise trip  
PAID FOR!!!!

**Every Monday in August following our Glasgow weekly success event,  
Red Jackets will have exclusive training with Sr. Cadillac Director  
Abby Heltsley at Plum Yum Frozen Yogurt! Yogurt on Abby!**

Weekly Success Event: Plum Yum Frozen Yogurt & Cafe  
Ralphie's Fun Center 348 N L Rogers Wells Blvd  
702 Happy Valley Rd. Glasgow, KY 42141  
Glasgow, KY 42141



**August 2013**

***Chasing down the Top Director Trip!***  
***Hawaii Here We Come!!!***

***When you place a wholesale order in August of \$250 or more, you will earn the below prizes! AND you will complete one month of Consistency Club!!***

**\$250 Wholesale**  
Mary Kay  
Business Card Holder



**\$450 Wholesale**  
Mary Kay  
Checkbook Cover



**\$650 Wholesale**  
Mary Kay  
Money Bag



**\$850 Wholesale**  
Mary Kay  
Black Jeweled Calculator



**\$1,250+ Wholesale**  
Mary Kay  
Sunglasses



**3 New Team Members**  
Mary Kay  
Tote Bag



***When you reach \$1,800+  
you will earn ALL the prizes!!!***

**Everybody's a Winner!!! Update your business supplies with the NEW 2013/2014 fun colors and trendy supplies. Each order counts and you will be helping our unit have a record-breaking year!!**

# POOL LA LA PARTY



Earn your invitation to  
“The Pool La La Party”  
with the Sales Directors

on August 29th when you add

**3 Active Team Members**

**And place \$400 in wholesale orders  
between July 1st and August 15th**

Date: Thursday, August 29th

6:30pm till 8:30pm

Come and enjoy an evening of fun  
and inspirations with the Top Sales  
Directors and hear all of their secrets  
for success!

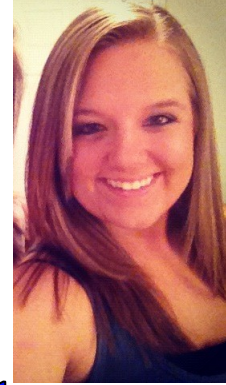
Location: 200 Whippoorwill Dr.  
Glasgow, KY 42141

**Prizes, food, music  
and beverages**

**Participating Sales Directors:**

**Abby Heltsley  
Sharna Acree  
Danielle Isenberg**

Congrats to our 4th Quarter Sapphire Stars!!

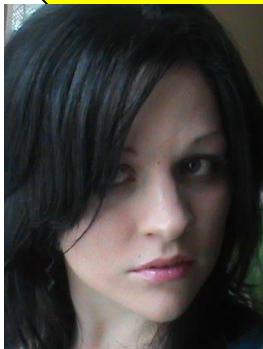


Jessica Wells

Kathina Doyle



Laura Burks



Carissa Guerrero



Danielle Isenberg



Alicia McIver



# So Proud Of Our 1st Quarter On-Target Stars!!

Information as of July 31, 2013 ~ Contest ends September 15, 2013 ~ Our Goal is 10



Consultant Name	Total Contest Credit	Contest Credit Needed				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Williams, Valorie	438	1362	1962	2562	3162	4362
Rutledge, Penny	428	1372	1972	2572	3172	4372
Rushing, Courtney	401	1399	1999	2599	3199	4399
Burks, Laura	290	1510	2110	2710	3310	4510
Wright, Jennifer	284	1516	2116	2716	3316	4516
Usalis, Stephanie	268	1532	2132	2732	3332	4532
Barger, Becki	216	1584	2184	2784	3384	4584
Stockton, Kimberly	211	1589	2189	2789	3389	4589
Dillard, Kasandra	204	1596	2196	2796	3396	4596
Cowan, Kimberly	201	1599	2199	2799	3399	4599
Kenyon, Jamie	200	1600	2200	2800	3400	4600

Be a STAR Consultant this quarter to be a  
**4 Quarter Star!**

When you are a Star Consultant each quarter during the seminar year you will earn this beautiful key charm with either Sapphire, Ruby, Diamond, Emerald, or Pearl stones. Your total wholesale for the year will determine which level you will earn. PLUS, there is normally an All-Star Luncheon that you will be invited to at Seminar 2014!!





# New Year Consistency Club

## Living Locket by Origami Owl

Tell your I-story as you earn your living locket by working your business consistently during the 2013/2014 Mary Kay year.



When you complete your first quarter of \$250 or higher Consistency Club, you will earn this Ball Station Chain that is beautifully plated in 925 sterling silver. It is an 18" necklace created in a classic curb pattern, and accented with small ball links spaced evenly throughout to make a beautiful statement when paired with your Living Locket!



When you complete your second quarter of \$250 or higher Consistency Club, you will earn this Large Silver Living Locket. It holds 7-12 charms and is composed of solid jewelry-grade stainless steel. You will also earn your first charm!!!



For each quarter after, you will earn these artisan designed charms that allow you to showcase your Mary Kay journey.

\*Orders must be \$250 minimum wholesale during a month.  
A total of \$750 or more must be ordered during a 3 month consecutive period.

### Examples on how to earn:

\$650—3 charms		\$450—2 charms		\$250—1 charm	
July	\$1300	July	\$800	July	\$250
August	250	August	250	August	250
September	400	September	300	September	250
<b>Total</b>	<b>\$1950</b>	<b>Total</b>	<b>\$1350</b>	<b>Total</b>	<b>\$750</b>

