



DAWN'S DIAMOND DIVAS NEWS

OUR THEME: THE YEAR OF THE DREAM
MAKE YOUR DREAM COME TRUE THIS YEAR!



January 2014 Recognition & Results



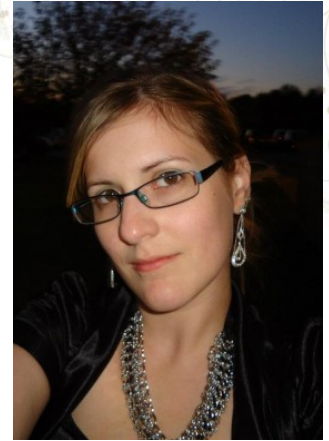
Top Love Check
**Erica
Kent**



Sharing Queen
**Dawn
Durocher**



YTD Sharing Queen
**Laura
Morrison**



YTD Retail Queen
**Alicia
Healey**

Congrats Top Wholesale Orders For January



Luann Hill



Leslie Wood



Laura Morrison

Dear Fabulous Divas,

I'm so excited about this month. It's time to register for Career Conference, get excited about our new products, and share our incredible opportunity with those around us. We're lucky enough to have a company that holds conferences all around the nation to make it easy for us to attend. I hope you'll join us! This is such an exciting time to be a part of such an amazing company. It's hard to believe it's been 50 years since Mary Kay began Mary Kay, Inc., and I'm so grateful to her for her insight into women. I love that this company encourages us to share ideas, dare to dream big, and to encourage each other along the way. It's easy to understand why our conferences are so amazing and an energizing part of my career each year.

We all know February is centered around sharing love. While the focus is sharing love for our spouse and children, that feeling permeates our lives this month. It's one we share with our friends, family and everyone around us. It makes the cold days warmer and happier especially in NH LOL. Mary Kay is a Company of Heart who's Mission is to Enrich Woman's Lives! I ask you to join me in sharing this company of heart. By sharing the opportunity this company offers you are going to make your dreams come true. One of the things I love is you can't have your dreams come true without helping someone else make theirs come true!! With the Gold Medal Cruise coming up, the Medals contest and Spring Fever there is NO better time to share your business with others so who can you get to watch Leah's or Vicki's story or sit with and listen and then finding a way this company can fit into someone's life.

I am so ready for spring to be here. I know you are too! Our new products are the perfect way to jump start this season. It's time to say goodbye winter blues and "Hello, Sunshine Collection!" I cannot even tell you how excited I am about our Complexion Corrector Cream Sunscreens, not to mention the eyeliner, pedicure set, and new @ Play products. It's time to spring into action now and have something to be excited about at Career Conference.

There are a lot of great sayings out there. Dream Big. Trust Yourself. Keep Trying. No Regrets. Enjoy Life. We see them and we are inspired, but how often do we truly make a plan to apply them to our lives? We all know they're true. We know that we should live in the moment, quit beating ourselves up, and dream of a life bigger than the one we have now. Will you join me in making those dreams a reality this year? Will you take an action step each day towards that dream? Just one small step per day can be the difference between regret and success. I encourage you to stop and think, "What's the next action I can take towards my goal?" It may be cleaning up your office so you can get on the phone tomorrow. Hopefully it will be dusting off your profiles and calling customers to check in and book classes, interviews, and more. Whatever your next step is, email or text me so I can encourage you along the way. We can make our dreams come true one day at a time!

Pink Hugs, Dawn

Use the winter weather to your advantage! When it's this cold, you just want to stay inside, and so do your customers. This is the perfect time to follow up with prospects, make PCP calls, and reach out. It's also the perfect time to share info on our great new products and schedule appointments! Make this winter weather count, and you'll be ready to

Spring Into ACTION!



Love Letters to Live By:

Valentines are love letters with simple statements of affection. I would like to give you a valentine to explain as fundamentally as possible what love really is. One basic definition of love, as a verb, is "to value." Love should be a verb, not a noun or adverb. Love is an active emotion. It is not static. Love is one of the few experiences in life that we can best keep by giving it away. Love is the act of demonstrating value for and looking for the good in another person.

- **L- is for Listen.** To love someone is to listen unconditionally to his values and needs without prejudice.
- **O-is for Overlook.** To love someone is to overlook the flaws and the faults in favor of looking for the good.
- **V-is for Voice.** To love someone is to voice your approval of him on a regular basis. There is no substitute for honest encouragement, positive "strokes," and praise.
- **E-is for Effort.** To love someone is to make a constant effort to spend the time, to make the sacrifice, to go the extra mile to show your interest.

Taken from: Seeds of Greatness by Denis Waitley



Recruiters and Their Teams

Senior Consultants

Erica Kent

Alicia Healey

Leslie Wood

Luann Hill

Heidi Thayer

* Caryn Leighton



It's time to Share Your Love of our Opportunity and Move On Up for Career Conference!

When you add **two** qualified new personal team members from December 1 to February 28, you'll be invited to a special **Career Conference Luncheon** held in your honor!!

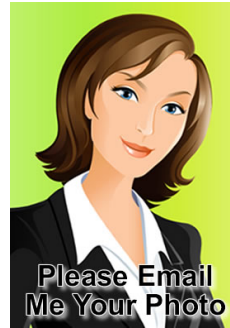
Qualified **new** Consultants who add **one** new qualified team member from Dec. 1-Feb. 28 will also be invited to attend the luncheon.

When you achieve and maintain a new step on the career path of **Team Leader, Future Director, or DIQ** by Feb 28, you'll receive a **name badge ribbon and onstage recognition!!**

See Intouch For Details & More Info.



Top Love Checks



This Could Be You

Earn Your Own Love Check

**1-4 Active Team Members:
4% Commission**

**5+ Active Team Members:
9% Commission**

**5+ Active Team Members +
your personal \$600 order:
13% Commission**



Welcome New Consultants

Name:

Deborah Spencer

Michelle Radloff

Stefanie Mckuhen

Sponsored By:

Dawn Durocher

Dawn Durocher

Dawn Durocher

Thinking is the very essence of and the most difficult thing to do in business and in life. Empire builders spend hour-after-hour on mental work... while others party. If you're not consciously aware of putting forth the effort to exert self guided integrated thinking... then you're giving in to laziness and no longer control your life -David Kekich



PCP Participants:

Laura Morrison
Mary LaRoche
Luann Hill
Alicia Healey
Dawn Durocher



Are you in the Red Zone?



Now is the perfect time to recruit!

Women are always looking for some extra cash, and they want a career that's meaningful! By focusing on providing opportunities for others, you'll see doors open for you! You can move on up this month by sharing the opportunity and getting in the RED ZONE! Stay focused, accept the challenge, and Career Conference will hold a red jacket and lots of green cash, too!

Have you made a commitment to move your business forward? You'll look so great in your new red jacket or director's suit! Will you choose to climb the career path for Career Conference?

Decide on the goal. Put a date on it.
Decide how many personal classes and interviews it will take to reach your goal.
Book selling & sharing appointments for the next 2 weeks. Get support systems organized and ask your family for help!
Make a goal poster and post it in your office. Practice your positive affirmations.

I know you can do it!



March Birthdays

Mary LaRoche	10
Kristine Tripp	20

March Anniversaries

Barbara Murphy	1
Caryn Leighton	1
Xenia Mapp	1

"The knowledge that we consider knowledge proves itself in action. What we now mean by knowledge is information in action, information focused on results."

—Peter F. Drucker

MARY KAY
one woman canSM
50 YEARS



Self-confidence is all-important...believe that you can do whatever you set out to do. Any idea that you firmly fix in your subconscious mind by repeated affirmation automatically becomes a plan or a blueprint which an unseen power uses in directing your efforts toward the attainment of the objects named in your plan. Daily you must have a formula which you will use that will help you to acquire this self-confidence you need to attain success. First, know that you have the ability to achieve the object of your definite purpose -- your goal. And demand persistent and aggressive and continuous action toward its attainment. Second, realize that the dominating thoughts of your mind eventually reproduce themselves in outward bodily action and gradually transform themselves into physical reality. Therefore, you must concentrate for a certain number of minutes each day on the task of thinking of the person you intend to be; creating a mental picture of this person and transforming that person into reality through practical service. And third, remember that any desire that you persistently hold in your mind will eventually seek expression through some means of realizing it. Therefore devote a few minutes daily to development of the following factors...a habit of saving-initiative and leadership-imagination-self-control-the habit of doing more than you are paid for-and of developing a pleasing personality.

Join Us! Do it for you!



Coming to a City Near You

Mar. 28 – 29, Providence, RI

Dates to Remember

- **February 4:** Registration for the first week of Career Conference (March 21-22 & 23-24) begins at midnight CST.
- **February 7:** Registration for the 2nd week (March 28-29 & 30-31) begins at 12am CST.
- **February 28:** Registration deadline



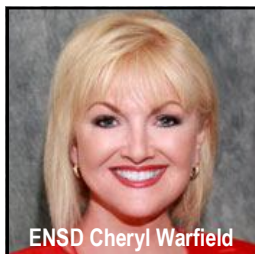
**You can Register on InTouch:
Click Events/Special Events
2014/ Career Conference 2014**

Registration Fee:

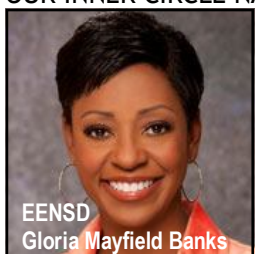
**\$90 and you'll receive a
product giveaway.**

50
YEARS | **one woman can**
MARY KAY

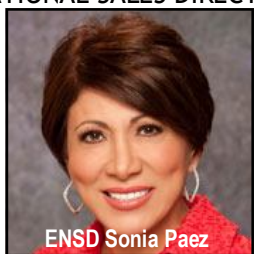
Hosted by
ENSD Cheryl
Warfield



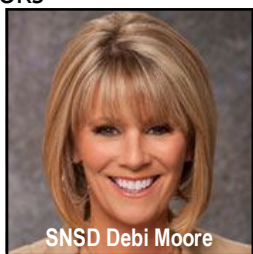
ENSD Cheryl Warfield



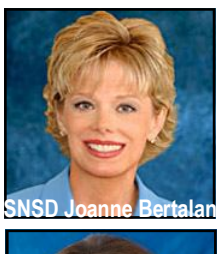
EENS Gloria Mayfield Banks



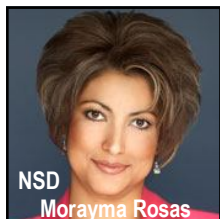
ENSD Sonia Paez



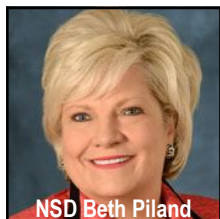
SNSD Debi Moore



SNSD Joanne Bertalan



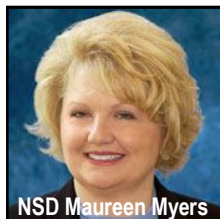
NSD Morayma Rosas



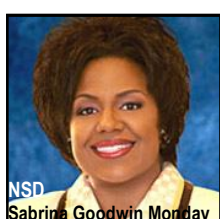
NSD Beth Piland



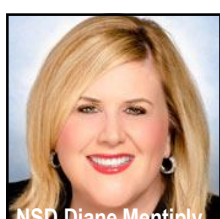
NSD Andrea Newman



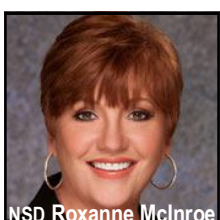
NSD Maureen Myers



NSD Sabrina Goodwin Monday



NSD Diane Mentiply



NSD Roxanne McInroe

COME ABOARD OUR GOLD MEDAL CRUISE!

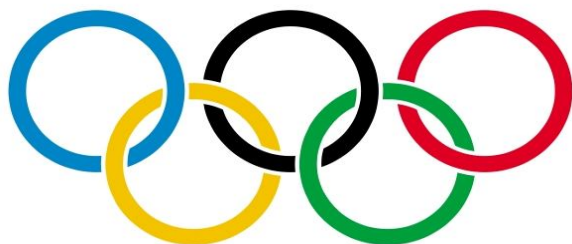


For Consultants & Directors

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!

Prices, Dates of Cruise & Details are on back of flier



SNSD Suzanne Brothers



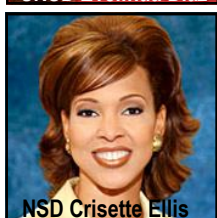
NSD Tammy Crayk



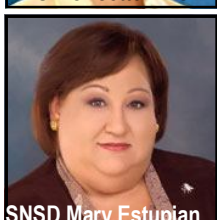
SNSD Vivian Diaz



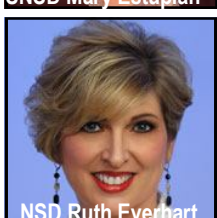
SNSD Evelinda Diaz



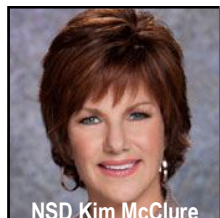
NSD Crisette Ellis



SNSD Mary Estupian



NSD Ruth Everhart



NSD Kim McClure



NSD Cathy Littlejohn



NSD Maureen Ledda



NSD Connie Kittson



NSD Sylvia Kalicak



NSD Cecilia James



SNSD Lynda Jack-



*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, Co-coCay (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 & 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

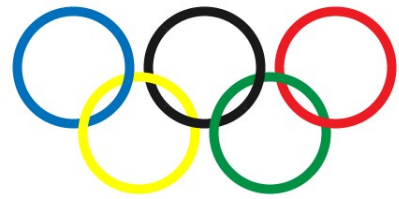
Bob Booth is our Travel Agent

856-742-8010

www.gloucestertravel.com/groups

Look for Mary Kay—Gold Medal Cruise

Feb YOUary



The Month to Medal!

Receive a relaxing treat from your Director when you earn a Team Building Medal in February!

BRONZE MEDAL (3 New Team Members)

Receive a Manicure!

SILVER MEDAL (4 New Team Members)

Receive a Pedicure!

GOLD MEDAL (5+ New Team Members)

Receive a Manicure & Pedicure!



Easy 3-Step Organization for Mary Kay Consultants

Independent Senior National Sales Director Emeritus Jeanne Rowland

MARY KAY WEEKLY ACCOMPLISHMENT SHEET

First, track your progress with a Weekly Accomplishment Sheet every week. Available online at MaryKayIntouch.com in your personal InTouch Community and under "Business Tools." After recording your results **each week**, make a hard copy for both your Director and yourself. This is how you determine your profit and results. It is a constant reality check! At year's end, add all 52 weeks and determine your gross profit from sales, etc.



Second, ongoing learning is a cinch with a training notebook!

Purchase an 8 X 11 loose-leaf notebook and 2 sets of subject dividers. Label them:

- Booking
- Recruiting
- Coaching/Kitchen Coaching
- Hostess Ideas
- Closing the Sale
- Follow Up
- Money Management
- Goal Setting
- Customer Service
- Glamour Tips
- Time Management
- Holiday / Special Promotional Ideas

At all Mary Kay events, including weekly conference calls, take notes in appropriate sections. Also, use a hole punch to insert training from newsletters, etc. You will then be able to troubleshoot your business when you need a boost!

Third, track and separate tax deductions in 8 X 11 manila envelopes for each year. Record date and amount of all receipts on a loose-leaf paper you have stapled to each envelope. File receipts in appropriate envelopes. At year's end, just add up the totals.

- Weekly Accomplishment Sheets
- Postage
- Business Aids (including Section 2)
- Travel and Hotel
- Prizes/Promotional Gifts
- Meals/Entertainment
- Personal Use Product
- Car Expenses
- Gas
- (And any other appropriate category. You will soon figure out your own category system)

Don't forget to take an itemized product inventory on December 31 for tax prep. A Consultant Order Sheet works great.

Use these 3 simple organizational tools to help your Mary Kay



business stay easy and profitable! Teach your Team Members how to keep their business simple, too!

DARE TO DREAM!



MARY KAY®
MAKEOVER DAY
March 8, 2014

Mary Kay Dates to Remember:

- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 4:** Mardi Gras
- **March 5:** Ash Wednesday
- **March 8:** Mary Kay Makeover Day! International Women's Day!
- **March 9:** Daylight Saving Time begins.
- **March 15:** End of the Quarter! Quarter 3 star contest ends.
- **March 16:** Quarter 4 Star Consultant quarterly contest begins. PCP Summer online enrollment for The Look & Month 2 mailer begins.
- **March 17:** St. Patrick's Day
- **March 20:** First day of spring!
- **March 21:** Week 1 of Career Conference 2014 begins.
- **March 28:** Week 2 of Career Conference begins. Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders (until 9pm CST). Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production. Online agreements accepted until midnight CST.

Building
WALL
to**WALL**
Leaders



Class of 2014



MAKE IT YOUR CHOICE -- Ralph Marston

Whatever there is to be done, make it your choice to do it. Rather than resenting that you must do it, or feeling guilty about the fact that you should do it, simply choose to do it.

From all the available possibilities, choose what you know is right. Choose, and put the power and commitment of your intention behind your actions. Choose to do it, and you make yourself vastly more effective. Choose to do it, and be in positive control of your own destiny.

Feeling that you're forced to do it, or obligated to do it, or that you have no choice, will only weigh you down. So choose to do it and free yourself from those useless burdens.

Choose to do it not because you must, not because you should, but because you know it is best. In every moment, in every situation, make it your choice to do what is best. Make it your choice, and you'll make it great.



DAWN DUROCHER
 INDEPENDENT SALES DIRECTOR OF
 DAWN'S DIAMOND DIVAS

15 Second St
 Rochester, NH 03867
 Phone: (603) 817-0388
 ddurocher@marykay.com

Return Service Requested

**WHO WILL HELP US MEET OUR
 SEMINAR 2014 UNIT GOALS?**

- Fabulous 50 New Team Members
- Premier Car Driving Unit
- 2 Offspring
- 3 DIQ
- 5 Red Jackets

Place Your Orders Today! Don't forget:
 Mary Kay will raise the minimum active status
 order amount from **\$200 to \$225** in Section 1
 orders effective **March 1**, so stock up on your
 favorites this month at a great rate!



Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay* makeup trends that complement the looks. The *MK Trend Report & Look* are your go-to resources for showing your customers how to pair MK makeup with spring fashions.

It's where you'll find everything you need to spring into action and help re-energize your Mary Kay business. The trend this quarter is all about taking off or just kicking back. It's time to play, explore and discover. So beauty is carefree and effortless. And the products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials.



Effective Feb. 16, 2014, shipping and handling charges will increase as follows:

- **Customer Delivery Service orders shipping and handling charges will increase to \$5.75.**
- **Mainland U.S. product orders & Starter Kits will increase to \$9.35.**