



# Vivian's VisionAires



A Cadillac winning National Area - Inner Circle bound

## DIRECTORS IN THE TOP 4



Fraidel Klein  
\$17,567.00



Jennifer Levitt  
\$14,043.50

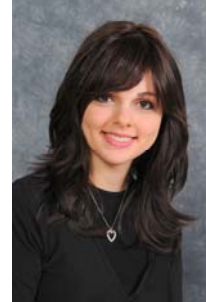


Mali Nakdimen  
\$12,001.75



Meredith Taylor  
\$11,193.00

## Top 10 Year to day



1. Mali Nakdimen \$231,318
2. Jennifer Levitt \$225,429
3. Chaya Suri Klein \$202,622
4. Fraidel Klein \$197,979
5. Miryam Levovitz \$179,163
6. Kristina Pernfors \$160,176
7. Meredith Taylor \$158,318
8. Alejandra Alvarado \$113,519
9. Daria Rocco \$100,984
10. Kivian Diaz-Harris \$97,818

## Director's Spotlight Why I Love Being a Director



Being a director is the most rewarding position that everyone should strive for. It allows me the privilege of working with all types of fabulous women, and it gives me the power to make all their dreams a reality. Being a director has also helped me become the woman I am- it has given me more patience, and has made me a better mother and wife. I feel my life is very fulfilled, thank you Mary Kay!!!

Jennifer Levitt

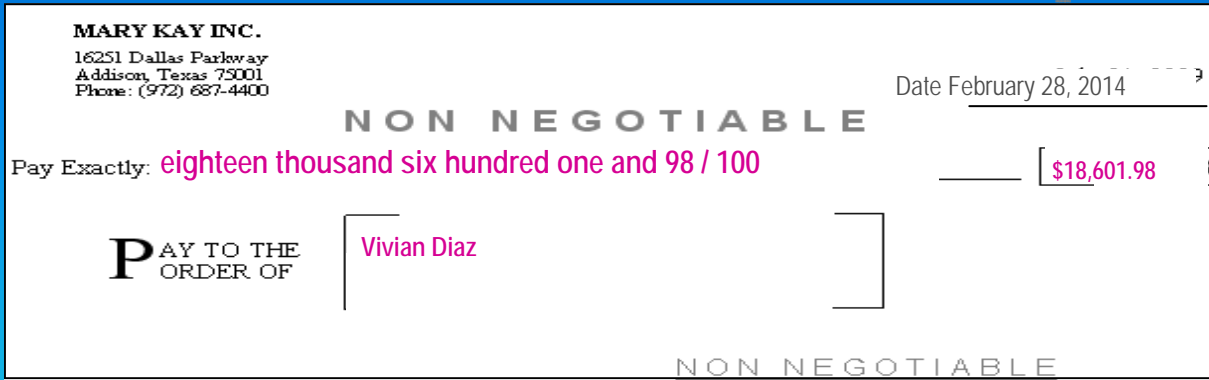
## Gold Medal Winners



Ester Barahona

# “MOVING ON UP TO NSD”

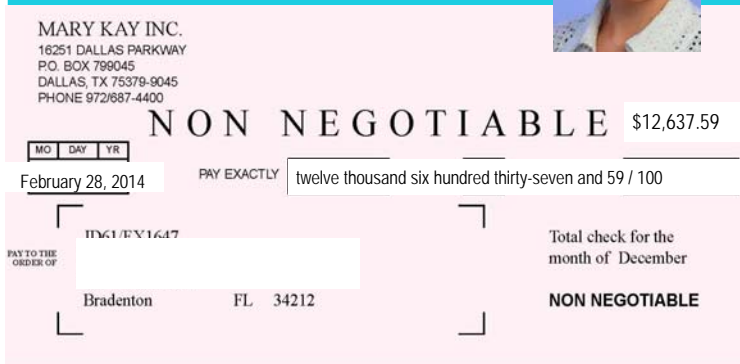
## “Directoras Moviendo para NSD”.



## NSD: Ruth Everhart



Executive Sr. Sales Director  
position available  
posición disponible



## Future Ex. Sr. Sales Director



**Ilana  
Prager  
3 Sales  
Director**

### Senior Sales Director :

- Daria Rocco** 2 Directors
- Jennifer Levitt** 2 Director
- Chaya Suri Klein** 1 Director
- Antonella Micarelli** 1 Director
- Mali Nakdimen** 1 Director
- Adelaide McKeever** 1 Director

Personal Recruiting Directors	
Ester Barahona	6
Antonella Miccarelli	3
Adelaide McKeever	3
Irma Nunez	2
Kristina Pernfors	2
Jennifer Levitt	2
Ingrid Hernandez	2
Fraidel Klein	2
Kivian Diaz-Harris	1





## YTD Adjusted Seminar Retail

FROM JULY 2013  
TO JULY 2014

CAMINO A LOS  
CLUBES DE UNIDAD

### Sales Director YTD Unit

Mali Nakdimen	\$231,318
Jennifer Levitt	\$225,429
Chaya Suri Klein	\$202,622
Fraidel Klein	\$197,979
Miryam Levovitz	\$179,163
Kristina Pernfors	\$160,176
Meredith Taylor	\$158,318
Alejandra Alvarado	\$113,519
Daria Rocco	\$100,984
Kivian Diaz-Harris	\$97,818
Adelaide McKeever	\$74,875
Antonella Miccarelli	\$69,360
Ilana Prager	\$68,810
Irma Nunez	\$67,917

"The only way of finding the limits of the possible is by going beyond them into the impossible."  
~Arthur C. Clarke

*Now that women are able to pursue fulfilling careers, we must figure out how to remain good wives and good mothers while triumphing in the workplace. To prosper in your career and spend sufficient time with your husband and children, you must prioritize. The challenge of juggling all our roles is a significant one, but one that brings with it many rewards.*

~Mary Kay Ash



**\$4,000+**

## Unit Wholesale!

### PRODUCCION DE UNIDAD DEL MES

Fraidel Klein	\$17,567.00
Jennifer Levitt	\$14,043.50
Mali Nakdimen	\$12,001.75
Meredith Taylor	\$11,193.00
Chaya Suri Klein	\$9,551.00
Miryam Levovitz	\$9,018.50
Kristina Pernfors	\$8,717.25
Antonella Miccarelli	\$7,869.75
Alejandra Alvarado	\$6,537.50
Kivian Diaz-Harris	\$5,809.75
Ilana Prager	\$5,246.00
Adelaide McKeever	\$5,012.50
Ester Barahona	\$5,005.50
Irma Nunez	\$5,001.25
Ingrid Hernandez	\$4,062.25
Daria Rocco	\$4,040.75
Karina Schulz	\$4,002.50

# Driving in Style

Manejando en Estilo

# CADILLAC



Jennifer Levitt



Chaya Suri Klein



Meredith Taylor



Fraidel Klein



Kristina Pernfors



Miryam Levovitz



Mali Nakdimen

## Premier Club Plus Winners



## Premier Club Winners Ganadoras del Club de Primera



Antonella Miccarelli, Ilana Prager, Daria Rocco

## Brazilian Directors - Diretoras Brasileiras



MYRLLA PINTO LIMA



PAULA MARCIA MENEZES DOS SANTOS



MEIRE GRAVATA PINTO DE SOUZA



RAQUEL SILVA XAVIER SANTANA

Unit Production	13,640	Unit Production	10,369	Unit Production	10,276	Unit Production	9,588
Personal Production	1,740	Personal Production	1,370	Personal Production	906	Personal Production	2,956
Unit team members	84	Unit team members	34	Unit team members	47	Unit team members	24
Unit Recruiting	5	Unit Recruiting	5	Unit Recruiting		Unit Recruiting	

# Personal business with great results

## Negocio Personal con resultados fantásticos



### 13% Club Checks

### Monthly Personal Wholesale

### YTD Unit Recruiting

### Monthly Director Commission

Build your team!

TOP

TOP

Qual Total

TOP

Jennifer Levitt	\$1,533
Fraidel Klein	\$1,143
Chaya Suri Klein	\$1,104
Antonella Miccarelli	\$622
Ilana Prager	\$576
Ester Barahona	\$546
Adelaide McKeever	\$490
Meredith Taylor	\$418
Irma Nunez	\$381
Ingrid Hernandez	\$368
Kristina Pernfors	\$338
Mali Nakdimen	\$279
Daria Rocco	\$271
Kivian Diaz-Harris	\$222
Karina Schulz	\$202

Karina Schulz	\$2,039
Kristina Pernfors	\$1,645
Chaya Suri Klein	\$1,350
Adelaide McKeever	\$1,243
Antonella Miccarelli	\$1,042
Ilana Prager	\$1,018
Meredith Taylor	\$1,016
Alejandra Alvarado	\$950
Ester Barahona	\$802
Ingrid Hernandez	\$758
Fraidel Klein	\$724
Kivian Diaz-Harris	\$659
Irma Nunez	\$636
Jennifer Levitt	\$609
Daria Rocco	\$601
Mali Nakdimen	\$600
Miryam Levovitz	\$269

Mali Nakdimen	33	60
Jennifer Levitt	26	45
Miryam Levovitz	23	33
Ester Barahona	19	24
Alejandra Alvarado	18	40
Chaya Suri Klein	18	24
Fraidel Klein	17	20
Irma Nunez	14	16
Adelaide McKeever	9	12
Kristina Pernfors	7	22
Antonella Miccarelli	7	18
Meredith Taylor	7	30
Kivian Diaz-Harris	6	12
Nancy Morabito	6	11
Daria Rocco	5	20
Karina Schulz	5	7
Ingrid Hernandez	4	16
Ilana Prager	3	7

Jennifer Levitt	\$6,214.55
Fraidel Klein	\$5,227.06
Mali Nakdimen	\$3,790.08
Chaya Suri Klein	\$3,725.99
Antonella Miccarelli	\$3,405.19
Meredith Taylor	\$3,273.04
Ester Barahona	\$2,697.18
Ilana Prager	\$2,519.96
Miryam Levovitz	\$2,485.05
Irma Nunez	\$2,431.22
Adelaide McKeever	\$2,376.88
Kristina Pernfors	\$2,370.92
Alejandra Alvarado	\$1,607.02
Kivian Diaz-Harris	\$1,477.54
Daria Rocco	\$1,201.08
Ingrid Hernandez	\$1,095.70





# EARN YOUR SPOT!!

## PJ & POOL PARTY

*At your Senior National Sales Director's Home!!*

Date & Time: Friday, April 11th at 6:00pm – Saturday, April 12th at 1:00pm



**SNSD**  
**Vivian Diaz**



**NSD**  
**Ruth Everhart**

**Who is Invited: ALL Sales Directors  
AND**

**Consultants who MOVE UP the Career Path to at least  
Star Team Builder\***

**LOCATION: Home of SNSD Vivian Diaz  
840 Sarina Terrace SW  
Vero Beach, FL 32968**

Come for FUN, RELAXATION, A DIP IN THE POOL & HOT TUB, FOOD, INSPIRATION  
& EDUCATION...maybe a little sleep too!

You become like the 5 people you hang around so come to be in the space of  
your Senior NSD Vivian Diaz and NSD Ruth Everhart and your Sales Directors!

\*Consultants must be at higher Career Path Level on April 11th than Jan. 30th

# Working with Passion, Focus & Energy! ¡ Trabajando con pasión, enfoque y energía !



## Unit Recruiting For last month

## Current Unit Size

## Unit Volume Bonus

Size is Key!! Work those numbers

Maximize your Income!

Meredith Taylor	9
Mali Nakdimen	9
Antonella Miccarelli	6
Ester Barahona	6
Miryam Levovitz	6
Jennifer Levitt	5
Alejandra Alvarado	3
Kristina Pernfors	3
Adelaide McKeever	3
Ingrid Hernandez	3
Irma Nunez	2
Kivian Diaz-Harris	2
Fraidel Klein	2
Nancy Morabito	1
Karina Schulz	1
Daria Rocco	1

Jennifer Levitt	72
Meredith Taylor	69
Mali Nakdimen	59
Alejandra Alvarado	53
Daria Rocco	53
Miryam Levovitz	51
Kristina Pernfors	44
Kivian Diaz-Harris	41
Ester Barahona	38
Irma Nunez	36
Fraidel Klein	35
Chaya Suri Klein	35
Antonella Miccarelli	33
Adelaide McKeever	26
Ilana Prager	25
Nancy Morabito	25
Ingrid Hernandez	24
Karina Schulz	17

Fraidel Klein	\$1,700.00
Jennifer Levitt	\$1,400.00
Mali Nakdimen	\$1,200.00
Meredith Taylor	\$1,100.00
Chaya Suri Klein	\$900.00
Miryam Levovitz	\$900.00
Kristina Pernfors	\$800.00
Antonella Miccarelli	\$700.00
Alejandra Alvarado	\$600.00
Kivian Diaz-Harris	\$500.00
Ilana Prager	\$500.00
Adelaide McKeever	\$500.00
Ester Barahona	\$500.00
Irma Nunez	\$500.00

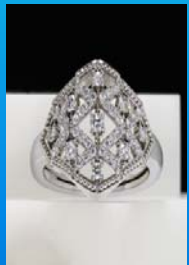


# Area Court of Sales Consultants — YTD

## CORTE DE VENTAS CONSULTORAS

YTD 1 de July 2013 — 30 June 2014

Consultant	Director	Retail	Wholesale
Esther Ginsberg	Chaya Suri Klein Unit	\$59,131	\$27,434
Tina Schaible	Kristina Pernfors Unit	\$32,608	\$15,073
Ruth Lebovits	Vivian Diaz Unit	\$27,949	\$12,214
Malkita Rosenfeld	Jennifer Levitt Unit	\$26,319	\$11,558
Rachel Jager	Jennifer Levitt Unit	\$21,047	\$9,185
Tina Amundson	Kristina Pernfors Unit	\$19,869	\$7,451
Chaya Knopf	Fraidel Klein Unit	\$18,577	\$7,734
Nechama Brilller	Fraidel Klein Unit	\$18,165	\$8,832
Judy Glucksman	Jennifer Levitt Unit	\$17,527	\$7,675
Zisi Reiner	Mali Nakdimen Unit	\$16,784	\$6,552
Rebecca Gettler	Jennifer Levitt Unit	\$16,555	\$7,505
Blimi Kaufman	Chaya Suri Klein Unit	\$15,509	\$7,200
Yitta Beck	Mali Nakdimen Unit	\$15,288	\$5,549
Darlene Lapham	Meredith Taylor Unit	\$13,850	\$6,124
Penina Sternfeld	Jennifer Levitt Unit	\$13,679	\$5,882
Jodi Rivett	Meredith Taylor Unit	\$13,519	\$6,259



*¡Reina de la Corte de Ventas!  
\$36,000 menudeo  
1 Julio, 2013—30 de Junio, 2014*

# Area Court of Sharing Directors— YTD

## CORTE DE RECLUTAMIENTO DIRECTORAS

YTD 1 de July 2013 — 30 June 2014

Consultant	Unit	Commission	Recruits
Ester Barahona	Unit Director	\$1,774	22
Miryam Levovitz	Unit Director	\$3,011	13
Irma Nunez	Unit Director	\$1,017	12
Chaya Suri Klein	Unit Director	\$2,385	10
Jennifer Levitt	Unit Director	\$2,530	9
Kristina Pernfors	Unit Director	\$803	8
Fraidel Klein	Unit Director	\$2,902	8
Adelaide McKeever	Unit Director	\$720	8
Karina Schulz	Unit Director	\$756	6
Antonella Miccarelli	Unit Director	\$883	6

# Area Court of Sales Directors — Top 10 CORTE DE VENTAS DIRECTORAS

Sales Director	Retail	Wholesale
Kristina Pernfors	\$32,137	\$14,186
Ingrid Hernandez	\$28,582	\$12,052
Chaya Suri Klein	\$27,418	\$12,213
Alejandra Alvarado	\$27,122	\$11,607
Meredith Taylor	\$21,461	\$9,038
Fraidel Klein	\$19,259	\$7,915
Daria Rocco	\$17,575	\$7,733
Jennifer Levitt	\$17,294	\$7,357
Miryam Levovitz	\$17,035	\$6,766





## "The Leadership Effect"

By Ann Vertel, [www.unitcoach.com](http://www.unitcoach.com)

**It's all about the effect.** Your talents and skills and gifts and abilities may serve you in many capacities, but they do not make you a good leader unless your people are affected.

You can give them what they need but they have to receive it. They have to take it aboard and make it their own.

There are three ways to motivate an individual. Each are effective, but only one will achieve the desired effect of sustained motivation.

The first is by appealing to her mind. When you explain the goal and lay out all the intellectual reasons for moving toward that goal, you appeal to her mind. Understanding the goal mentally provides direction, an action plan, and an intellectual reason for moving forward. This is cognitive motivation and will affect her motivation, but only part of the way.

The second, and most common, way in which leaders try to motivate is by appealing to emotions. Most leaders use this negatively through the use of fear. Some motivate by generating feelings of peace, love, compassion, serenity etc. This makes for a pleasant environment, a happy work place and less discomfort. When people feel good, they are apt to complain less and be satisfied more easily. Advertisers appeal to emotions. It causes people to take action, but it is not sustaining.

Exposing your team member's dream is what causes a profound shift. When she sees how she can make a difference, how she can contribute to something that will outlive her, how she can live beyond her current expectations, then you have touched her spirit. Leaders who touch the spirit dwell in the realm of purpose, vision, values, legacy, mission, contribution, and meaning.

Where the mind leaves off at reason, and emotions leave off at pleasure, the spirit awakens intrinsic motivation. When her spirit is engaged, she will work her business whether you're there or not. Not because she knows the reason or because it makes her feel good, but because she has tapped into the dream that drives her spirit.

Look at your own motivation - it doesn't come from the daily grind.

It comes from believing in a vision of an ideal future that is bigger than you and bigger than your current reality.

It comes from a desire to be more than you ever thought possible.

*Engage her spirit and watch her soar!!*

*Vivian*

*"Success is often achieved by those who don't know that failure is inevitable."*

*- Coco Chanel, fashion designer*



# New Director Tracking

## On The Move

\$15,000+ in adjusted unit wholesale

- Add 3+ personal qualified team members during the contest period

**By the end of the third month following your debut date:**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Gitta Pultman		\$14,933.00	3

## Fabulous 50s Club

- 50+ Unit Members
- \$30,000+ adjusted unit wholesale

**By the end of the sixth month following your debut date:**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Miryam Levovitz	5th	whs met	6
Gitta Pultman		\$29,933.00	26



## Honors Society

- \$60,000 Adjusted Unit Wholesale
- 50+ Unit Members

**At One Year from Debut Date**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Fraidel Klein	11th	whs met	15
Miryam Levovitz	5th	whs met	6
Gitta Pultman		\$59,933.00	26



# Area DIQs

## DIRECTORA EN CALIFICACION SENIOR

Inocensia Hernandez	Alejandra Alvarado
Nechama Briller	Fraidel Klein
Gitta Pultman	Mali Nakdimen
Jodi Rivett	Meredith Taylor

# April

## Happy Birthday

Fraidel Klein	5th
Ester Barahona	7th
Miryam Levovitz	12th

## iiiAnniversaries!!!

Fraidel Klein	1
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# PERSISTENCIA

Si vas a desarrollar solo una parte de tu personalidad que te garantizaría un éxito virtual yo te recomendaría que lo pongas primero en tu lista a la **PERSISTENCIA**.

Piensa. Si tomas un pequeño pase mental sobre todas las cosas que haz logrado en el pasado - grandes y pequeñas - estarás de acuerdo que la persistencia a tomado un lugar muy importante en tu éxito.

Napoleon Hill estudió el mundo de muchas personas famosas. El señalo la única cualidad que pudo encontrar en Henry Ford, Thomas Edison o algún anfitrión de un hecho notable todos tenían en común que eran persistentes. Lo que me resulto mas intrigante es que Hill hizo el comentario de que en efecto estos individuos fueron mal entendidos y catalogados como despiadados o de sangre fría y este mal entendido creció y creció, lo que los otros no entendían es que ellos hacían crecer el habito de la persistencia .

Es interesante y tristemente divertido , que como sociedad, nosotros criticaremos rápidamente a todos aquellos que son capaces de alcanzar lo inalcanzable y vencer todo obstáculo para lograrlo por que tiene un firma propósito y es el de vencer. ¡Este poder los va moviendo hasta puntos inalcanzables que les permite realizar y alcanzar todas sus metas!

Puedo contar y contar historias de individuos que se ha repuesto ante la adversidad una y otra vez, pero solo lo lograron al ser persistentes. Estas personas no son diferente de ti o de mi.

La persistencia se convierte en una forma de vida pero no es ahí donde comienza. Para desarrollar la fuerza mental - persistir - tu debes desear algo. Deberás **QUERER** algo tanto que llegue a ser un deseo intenso... una pasión en el vientre.

La persistencia es una fuerza mental extraordinaria; una fuerza que es esencial para poder combatir el poder violento de los rechazos repetidos y otros numerosos obstáculos que se sientan a esperar y son parte de un mundo rápido y siempre variable.

Se cree que generalmente la falta de persistencia es una consecuencia de una fuerza de voluntad débil. Eso no es verdad. Una persona podría tener una fuerza de voluntad sumamente evolucionada y carecer de la persistencia que requiere para mantenerse siempre adelante en la vida. En más casos si una persona carece de la persistencia, ellos no tienen una meta que es digna de ellos, una meta deseable que los emociona hasta lo mas profundo .

Aunque la fuerza de voluntad es importante en mover a una persona hacia su meta, si hay una guerra entre el hacer y la imaginación, la imaginación ganará siempre. Qué que significa esto: estás accionado por el deseo y abastecido de combustible por tu sueño . Una vez que empiezas a utilizar tu imaginación para ayudar a construir un retrato más grande de tu sueño, para definirlo y refinarlo hasta que consigas tenerlo perfectamente definido en tu mente, la emoción que provocada este deseo pesa más cualquier fuerza que pueda ser causada por obstáculos que nos impidan lograr alcanzar la realización de este.

La visión y el deseo deben de ser el foco de tu atención si vas a desarrollar la persistencia como la gran aliada en tu vida.

La persistencia es una expresión de la fuerza mental que es esencial en casi todas las profesiones, donde el rechazo y los obstáculos forman parte de una rutina diaria

En el fin, permíteme que te de cuatro pasos relativamente sencillos que te ayudarán a crear el habito de la persistencia . Estos pasos pueden ser seguidos por cualquiera.

1. Ten una meta clara y definida. Tu meta debe ser algo en lo que estés emocionalmente involucrada, algo que quieres muchísimo (Al comienzo, de repente pensaras que no lo vas a lograr – poco a poco veras que vas creyendo en ti.)
2. Ten un plan claro que puedas empezar a trabajarlo desde estos momentos. (Probablemente tu plan solo cubrirá la primera y quizás la segunda parte de la etapa para lograr el sueño. Mientras empiezas a trabajar en el plan, otros pasos que te ayudaran en la jornada aparecerán en el camino.)
3. Toma una decisión irrevocable para rechazar cualquiera y todas sugerencias negativas que vienen de amigos, los parientes, compañeros o los vecinos. No prestes atención consciente a condiciones ni circunstancias que parecen indicar que no podrás alcanzar tu meta.
4. Establece un grupo humano que te servirá de aliento , apoyo y asistencia cuantas veces lo necesites. (Tu DNV es un gran ejemplo)

¿Qué es lo que sueñas hacer con tu vida? Hazlo , empieza ahora mismo y nunca te rindas. Hay muchas cosas grandes en ti . Déjala salir. Se persistente.

by Bob  
Proctor

FOUR INNER CIRCLE NATIONAL SALES DIRECTORS

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!**



SNSD Suzanne Brothers



NSD Tammy Crayk



SNSD Vivian Diaz



SNSD Evelinda Diaz



NSD Crisette Ellis



SNSD Mary Estupian



NSD Ruth Everhart



Featuring 25 NSDs!



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



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 &amp; 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](http://www.gloucestertravel.com/groups)**

Look for Mary Kay—Gold Medal Cruise



# P E R S I S T E N C E

by Bob  
Proctor

If you were to choose just one part of your personality to develop that would virtually guarantee your success, I'd like to suggest that you place **PERSISTENCE** at the top of your list.

Think about it. If you took a quick mental walk down memory lane and reviewed some of your accomplishments in the past - large and small - you would have to agree that persistence played an important role in your success.

Napoleon Hill studied many of the world's most successful people. He pointed out the only quality he could find in Henry Ford, Thomas Edison or a host of other notable greats that he could not find in everyone else was persistence. What I found even more intriguing was the fact that Hill made comment of the fact that these individuals were often misunderstood to be ruthless or cold-blooded and that this misconception grew out of their habit of following through in all of their plans with persistence.

It's both interesting and sadly amusing to me that, as a society, we would be quick to criticize people for realizing they had an unshakeable power within them and were capable of overcoming any obstacle outside of them. This power would ultimately move them toward a greater chance of achieving any goal they set for themselves!

I can recount story after story about individuals who overcame obstacles so great, but only did so because they dared persist. These individuals are no different than you and I.

Ultimately persistence becomes a way of life, but that is not where it begins. To develop the mental strength - persistence - you must first want something. You have to WANT something so much that it becomes a heated desire... a passion in your belly.

Persistence is a unique mental strength; a strength that is essential to combat the fierce power of the repeated rejections and numerous other obstacles that sit in waiting and are all part of winning in a fast-moving, ever-changing world.

It is generally believed that a lack of persistence is a consequence of a weak willpower. That is not true. A person could have a highly evolved willpower and still lack the persistence required to keep moving forward in life. In more cases than not, if a person lacks persistence, they do not have a goal that is worthy of them, a desirable goal that excites them to their very core.

Though willpower is important in moving a person toward their goal, if there is ever a war between the will and the imagination, the imagination will win every time. What that means is: you're powered by desire and fuelled by the dream you hold. Once you start to use your imagination to help you build a bigger picture of your dream, to define and refine it until you get it just right in your mind, the emotion that is triggered by that desire far outweighs any force that may be caused by sheer will alone.

Vision and desire have to be the focus of your attention if you're going to develop persistence into the great ally it can become.

Persistence is an expression of the mental strength that is essential in almost every profession, where repeated rejection and obstacles are part of a daily routine.

In closing, let me give you four relatively simple steps that will help you to turn persistence into a habit. These steps can be followed by virtually anyone.

1. Have a clearly defined goal. The goal must be something you are emotionally involved with, something you want very much. (In the beginning, you may not even believe that you can accomplish it - the belief will come.)
2. Have a clearly established plan that you can begin working on immediately. (Your plan will very likely only cover the first and possibly the second stage of the journey to your goal. As you begin executing your plan, other steps required to complete your journey will be revealed at the right time.)
3. Make an irrevocable decision to reject any and all negative suggestions that come from friends, relatives, business associates or neighbors. Do not give any conscious attention to conditions or circumstances that appear to indicate the goal cannot be accomplished.
4. Establish a mastermind group of one or more people who will encourage, support and assist you wherever possible. (Your NSD is a great example!)

What do you dream of doing with your life? Do it. Begin right now and never quit. There is greatness in you. Let it out. Be persistent.



# Rookie of the Year

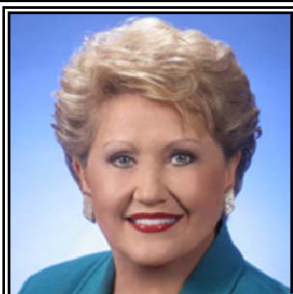


Rango	Nombre
1	Mali Nakdimen
2	Miryam Levovitz
3	Fraidel Klein
4	MEIRE GRAVATA PINTO DE SO
5	PAULA MARCIA MENEZES DOS

# Most Improved



Rango	Nombre	Cambio general
1	Alejandra Alvarado	476.10%
2	Nancy Morabito	160.00%
3	Kivian Diaz-Harris	38.30%
4	Ester M. Barahona	10.30%
5	MYRLLA PINTO LIMA	1.40%



## Building a Diverse Team

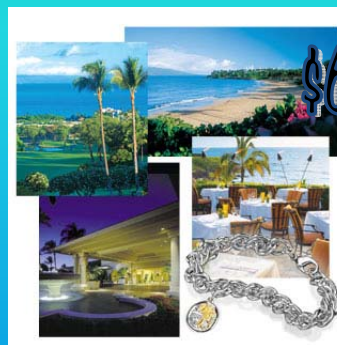


From ENSD Pat Fortenberry

Pat Fortenberry's tips for successful team building:

- All kinds of personalities may be successful with a Mary Kay business. That's why I like to invite a variety of Independent Sales Directors to my events to speak and appeal to a wide range of people.
- Mary Kay Ash always said, "Nothing happens until someone sells something." If you use and feel good about *Mary Kay*® products, you will attract people as customers and eventually, to your team.
- To identify the "sparkler" in your skin care class, focus on the people who have questions. They show interest and desire. Even if they only ask about *Mary Kay*® products and not the Mary Kay opportunity, they are showing a desire to improve themselves and perhaps, their lifestyles.

## 2014 Top Director Trips!!



\$650,000 Circle of Excellence  
Maui, Hawaii

\$800,000 Circle of Excellence  
San Francisco



## Independent Sales Director's Plan — Senior National Sales Director Barbara DeLorimiere

Focus on your weekly unit meeting and try to make it your best performance of the week.

- Make it dynamic even if only one or two people show up
- Provide an environment free of criticism.
- Promote individual and personal growth.
- Reward performance and effort.
  
- Hold two events per month besides unit meetings to promote recruiting in your unit.
- Try to hold 10 interviews a week. The first three should be your personal interviews and hold top priority.

Try this schedule:

- Fewer than 50 unit members – Spend one day as a Sales Director and four days as a Consultant.
- 50 to 100 unit members – Spend two days as a Sales Director and three days as a Consultant.
- 100 to 150 unit members – Spend three days as a Sales Director and two days as a Consultant.

Begin promoting the rewards of being an Sales Director:

- Increased avenues of income
- Attendance at special meetings for Sales Directors only
- Camaraderie among Sales Directors, spending time with leaders.

Start thinking about what you say. Do you talk about obstacles and problems, or solutions?  
Remember, you get what you talk about, and what you talk about you bring about.



### "Upcoming Events"

**Monday, March 31st** – Directors Meeting at the Best Western, 10am -1pm with Special Guest NSD Emeriti. You do not want to miss this!!!!!!  
Registration opens at 9:30AM. \$10 if prepaid through propay at [vdiaz3@comcast.net](mailto:vdiaz3@comcast.net) not later than March 28 and \$15 at the door  
Following.....

**Monday, March 31st** – Get Ready For Spring Monday Night Live at the Best Western, Nyack, NY. 7pm - 6:30 Registration consultants and directors \$10 if prepaid by propay at [vdiaz3@comcast.net](mailto:vdiaz3@comcast.net) not later than March 28th and \$15 at the door. Guests are all free. Trash Night for Guests showing all that is new For Spring. They can bring with them up to two old glamour items and trash it and get two new ones at a 30% off. Directors: If attending morning and at night -there will be a discount and both events will be \$15 if prepaid on propay at [vdiaz3@comcast.net](mailto:vdiaz3@comcast.net) or \$20 at the door. Please RSVP to me immediately by prepaying to me asap as. This event will get full real fast.

**VisionAire Directors connect with NSD on Mondays at  
10AM 605 4772100, CODE 933779#.**

- April 11 Directors meeting 11-2pm Vero Beach
- April 11 and 12 Slumber Party with your NSD's at Vivian's Home. 6pm on Friday till 1pm on Saturday.  
For Directors and their New Reds and New moving on up from Red to new levels
- April 28th Directors Meeting 9:30am-12:30pm and Guest Night from 6:30pm -9pm Best Western, Nyack, NY
- June 2nd Directors Meeting Best Western NY 10 - 1pm
- June 6 and 7 Ruth Everhart Debut in Bradenton, FL.
- July – Vero Beach
- August – Bradenton
- September – Vero Beach
- October – Retreat in Hilton Melbourne, Fl.
- November - Bradenton
- December – Holiday Gathering in Vero Beach



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