



# Vivian's VisionAire

Cadillac winning National Area Inner Circle bound  
April 2013 Results



## Directors with Cadillac production

DIRECTORAS CON PRODUCCION DE CADILAC



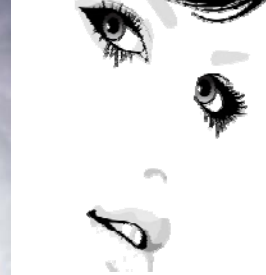
Chaya Suri Klein  
\$30,387.50



Ruth Everhart  
\$27,684.00



Jessica Anderson  
\$19,014.50



Fraidel Klein  
\$18,460.00

# \$10,000

# Club



Valerie Goldston  
\$15,336.75



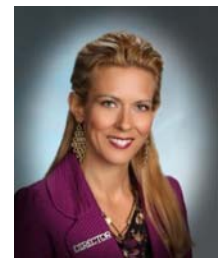
Orenda Hunniford  
\$15,287.75



Jennifer Levitt  
\$15,001.00



Daria Rocco  
\$13,112.75



Kristina Pernfors  
\$10,000.50

# Congratulations!!!



Fraidel Klein  
New Director



Jennifer Levitt  
Senior Sales Director

# "10 10 Win"



Continuing adding bees by having at least \$10,000 and 10 consultants in one month:

Ruth Everhart	Valerie Goldston
Jessica Anderson	Orenda Hunniford
Daria Rocco	Chaya Suri Klein

# “MOVING ON UP TO NSD”

## “Directoras Moviendo para NSD”.

MARY KAY INC.  
 16251 Dallas Parkway  
 Addison, Texas 75001  
 Phone: (972) 687-4400

Date April 30, 2013

**NON NEGOTIABLE**

Pay Exactly: **eighteen thousand seven hundred four and 61 / 100** **\$18,704.61**

**PAY TO THE ORDER OF** **Vivian Diaz**

**NON NEGOTIABLE**



Elite Executive Senior Sales Director :

Position available  
 posición disponible

Future Ex. Sr. Sales Director

NSD:  
 position available  
 posición disponible

Executive Sr. Sales Director



**Ruth Everhart**  
**7 Sales Director**



**Ilana Prager**  
**3 Sales Director**



**Claudia Polanco**  
**3 Sales Director**

### Senior Sales Director :

- Daria Rocco** 2 Directors
- Maggie Segneri** 2 Directors
- Orenda Hunniford** 2 Director
- Holly Dix** 2 directors
- Jessica Anderson** 2 Director
- Nancy Morabito** 1 Director
- Jennifer Levitt** 1 Director
- Chaya Suri Klein** 1 Director
- Antonella Miccarelli** 1 Director

### Personal Recruiting Directors



Hilda Noemi Caballero



Karla Shuman



Antonella Miccarelli



Irma Nunez



Chaya Suri Klein

- Hilda Noemi Caballer 12
- Karla Shuman 10
- Antonella Miccarelli 8
- Irma Nunez 6
- Chaya Suri Klein 5
- Lisa-Marie Hintze 4
- Meredith Taylor 4
- Marcia Szollosy 4
- Ester Barahona 3
- Myrna Gomez 3
- Orenda Hunniford 3
- Kristina Pernfors 3
- Adelaide McKeever 3
- Claudia Polanco 3
- Nalda Polanco 3
- Kivian Diaz-Harris 2
- Jennifer Levitt 2
- Wendy Coffey 2
- Valerie Goldston 2
- Fraidel Klein 2
- Daria Rocco 2
- Nancy Morabito 1
- Ruth Everhart 1
- Maggie Segneri 1
- Jessica Anderson 1
- Alejandra Alvarado 1
- Wanda Renee Winkfiel 1
- Brandy Harlan 1
- Ingrid Hernandez 1
- Isabel MacGloan 1
- Gina Tomlinson 1



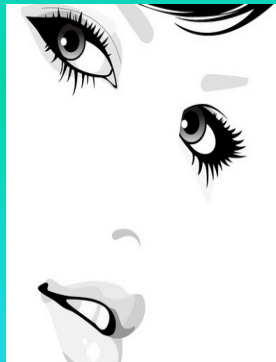
**YTD Adjusted Seminar Retail**  
**FROM JULY 2012**  
**TO JULY 2013**  
**CAMINO A LOS CLUBES DE UNIDAD**

Sales Director	YTD Unit
Jennifer Levitt	\$490,842
Jessica Anderson	\$458,065
Ruth Everhart	\$370,859
Chaya Suri Klein	\$358,205
Orenda Hunniford	\$314,242
Kristina Pernfors	\$228,268
Antonella Miccarelli	\$195,983
Meredith Taylor	\$188,692
Maggie Segneri	\$161,808
Holly Dix	\$157,864
Daria Rocco	\$145,343
Lisa-Marie Hintze	\$142,569
Hilda Noemi Caballero	\$132,672
Mali Nakdimen	\$129,547
Marcia Szollosy	\$117,445
Julie Hunniford	\$117,053
Adelaide McKeever	\$113,843
Wendy Coffey	\$103,844

**Highest Ever Retail**  
**\$10,000+**  
**PRODUCCION MAS ALTA EN SU CARRERA**



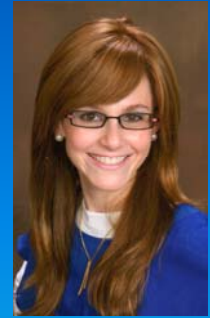
**Chaya Suri Klein**  
**\$63,374**



**Fraidel Klein**  
**\$40,472**



**Valerie Goldston**  
**\$33,633**



**\$4,000+**  
**Unit Wholesale!**  
**PRODUCCION DE UNIDAD DEL MES**

Chaya Suri Klein	\$30,387.50
Ruth Everhart	\$27,684.00
Jessica Anderson	\$19,014.50
Fraidel Klein	\$18,460.00
Valerie Goldston	\$15,336.75
Orenda Hunniford	\$15,287.75
Jennifer Levitt	\$15,001.00
Daria Rocco	\$13,112.75
Kristina Pernfors	\$10,000.50
Julie Hunniford	\$9,216.75
Irma Nunez	\$8,240.75
Meredith Taylor	\$8,074.00
Mali Nakdimen	\$7,630.00
Maggie Segneri	\$7,559.75
Lisa-Marie Hintze	\$6,453.75
Hilda Noemi Caballer	\$6,175.00
Antonella Miccarelli	\$6,018.50
Kivian Diaz-Harris	\$5,788.75
Tammy Benson	\$5,003.00
Emily Stalf	\$4,525.00
Isabel MacGloan	\$4,522.75
Alejandra Alvarado	\$4,268.00
Brandy Harlan	\$4,162.25
Wendy Coffey	\$4,103.75
Nalda Polanco	\$4,071.00
Myrna Gomez	\$4,069.75
Adelaide McKeever	\$4,037.50
Ingrid Hernandez	\$4,010.00
Marcia Szollosy	\$4,004.00
Ester Barahona	\$4,002.25
Claudia Polanco	\$4,002.25

# CADILLAC

# Driving in Style Manejando en Estilo



Ruth Everhart

Orenda Hunniford

Jessica Anderson

Jennifer Levitt

Chaya Suri Klein

## Premier Club Plus Winners



Lisa Hintze



Meredith Taylor

## Premier Club Winners Ganadoras del Club de Primera

Ilana Prager, Antonella Miccarelli,  
Meredith Taylor, Lisa-Marie Hintze,  
Kristina Pernfors, Ester Barahona,  
Maggie Segneri, Daria Rocco, Claudia Polanco  
Holly Dix, Julie Hunniford



# May

### Happy Birthday

Adelaide McKeever 5th

### iii Congratulations!!! iii Unit Aniversaries!!!

Maggie Segneri 4  
Kristina Pernfors 2  
Wendy Coffey 1

# Area DIQs

## DIQs del Area



### DIRECTOR IN QUALIFICATION      SENIOR

Niurka Angles	Ruth Everhart
Nina Galy	Valerie Goldston
Miriam Kibler	Orenda Hunniford
Malkita Rosenfeld	Jennifer Levitt
Hannah Brunner	Maggie Segneri

# 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

Chaya Suri Klein	\$3,013
Jennifer Levitt	\$1,679
Fraidel Klein	\$1,219
Jessica Anderson	\$880
Ruth Everhart	\$851
Valerie Goldston	\$839
Kristina Pernfors	\$626
Daria Rocco	\$526
Myrna Gomez	\$440
Irma Nunez	\$397
Mali Nakdimen	\$393
Hilda Caballero	\$384
Orenda Hunniford	\$374
Maggie Segneri	\$371
Lisa-Marie Hintze	\$359
Meredith Taylor	\$342
Antonella Miccarelli	\$316
Ester Barahona	\$303
Marcia Szollosy	\$246

Chaya Suri Klein	\$2,745
Jennifer Levitt	\$2,733
Lisa-Marie Hintze	\$1,735
Kristina Pernfors	\$1,631
Orenda Hunniford	\$1,433
Alejandra Alvarado	\$1,295
Fraidel Klein	\$1,274
Valerie Goldston	\$1,263
Marcia Szollosy	\$1,201
Meredith Taylor	\$1,092
Wendy Coffey	\$1,008
Ingrid Hernandez	\$933
Antonella Miccarelli	\$906
Julie Hunniford	\$796
Daria Rocco	\$790
Jessica Anderson	\$757
Isabel MacGloan	\$671
Emily Stalf	\$652
Ester Barahona	\$645
Maggie Segneri	\$624
Myrna Gomez	\$619
Ruth Everhart	\$613
Irma Nunez	\$604
Mali Nakdimen	\$603
Kivian Diaz-Harris	\$602
Nalda Polanco	\$600
Hilda Noemi Caballer	\$600

Jessica Anderson	65	165
Hilda Noemi Caballer	52	109
Ruth Everhart	46	143
Jennifer Levitt	45	83
Holly Dix	31	86
Chaya Suri Klein	29	50
Irma Nunez	27	45
Antonella Miccarelli	23	54
Ester Barahona	22	30
Mali Nakdimen	21	33
Orenda Hunniford	19	72
Emily Stalf	18	35
Nalda Polanco	18	21
Valerie Goldston	16	49
Ingrid Hernandez	16	25
Kristina Pernfors	15	27
Maggie Segneri	14	46
Daria Rocco	14	34
Wendy Coffey	11	26
Adelaide McKeever	11	25
Marcia Szollosy	11	49
Brandy Harlan	10	34
Meredith Taylor	8	40
Claudia Polanco	7	58
Karla Shuman	7	42
Kivian Diaz-Harris	6	21
Tammy Benson	6	19

Ruth Everhart	\$10,897.50
Chaya Suri Klein	\$10,844.66
Jennifer Levitt	\$7,671.79
Jessica Anderson	\$7,345.18
Fraidel Klein	\$6,118.88
Valerie Goldston	\$6,032.54
Orenda Hunniford	\$4,527.68
Daria Rocco	\$4,470.15
Maggie Segneri	\$3,274.40
Irma Nunez	\$3,068.35
Kristina Pernfors	\$3,025.96
Hilda Noemi Caballer	\$2,586.77
Antonella Miccarelli	\$2,244.70
Julie Hunniford	\$2,211.29
Meredith Taylor	\$2,191.23
Mali Nakdimen	\$2,084.47
Lisa-Marie Hintze	\$1,798.21
Marcia Szollosy	\$1,766.42
Nalda Polanco	\$1,511.30
Kivian Diaz-Harris	\$1,404.17
Adelaide McKeever	\$1,397.34
Tammy Benson	\$1,371.42
Ester Barahona	\$1,323.26
Claudia Polanco	\$1,178.78
Myrna Gomez	\$1,069.28



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



## Unit Recruiting For April

## Current Unit Size

## Unit Volume Bonus

Size is Key!! Work those numbers

Maximize your Income!

Ruth Everhart	38
Valerie Goldston	27
Jessica Anderson	23
Hilda Noemi Caballer	22
Irma Nunez	19
Claudia Polanco	19
Orenda Hunniford	16
Daria Rocco	14
Myrna Gomez	11
Maggie Segneri	11
Antonella Miccarelli	10
Chaya Suri Klein	10
Karla Shuman	10
Mali Nakdimen	9
Isabel MacGloan	9
Meredith Taylor	8
Kristina Pernfors	8
Tammy Benson	8
Adelaide McKeever	7
Brandy Harlan	7
Kivian Diaz-Harris	6
Marcia Szollosy	6
Ingrid Hernandez	6
Lisa-Marie Hintze	5
Alejandra Alvarado	5
Nalda Polanco	5
Fraidel Klein	5
Ester Barahona	4
Holly Dix	4
Jennifer Levitt	4
Wendy Coffey	4
Gina Tomlinson	4
Julie Hunniford	3
Emily Stalf	2
Nancy Morabito	1
Ilana Prager	1
Wanda Renee Winkfiel	1
Karina Schulz	1

Ruth Everhart	199
Jessica Anderson	147
Orenda Hunniford	133
Valerie Goldston	80
Meredith Taylor	79
Daria Rocco	76
Hilda Noemi Caballer	73
Lisa-Marie Hintze	68
Maggie Segneri	67
Jennifer Levitt	58
Irma Nunez	58
Claudia Polanco	58
Emily Stalf	51
Julie Hunniford	50
Brandy Harlan	50
Marcia Szollosy	50
Chaya Suri Klein	46
Kristina Pernfors	46
Tammy Benson	44
Antonella Miccarelli	41
Isabel MacGloan	41
Wendy Coffey	40

Chaya Suri Klein	\$3,000.00
Ruth Everhart	\$2,700.00
Jessica Anderson	\$1,900.00
Fraidel Klein	\$1,800.00
Valerie Goldston	\$1,500.00
Orenda Hunniford	\$1,500.00
Jennifer Levitt	\$1,500.00
Daria Rocco	\$1,300.00
Kristina Pernfors	\$1,000.00
Julie Hunniford	\$900.00
Irma Nunez	\$800.00
Meredith Taylor	\$800.00
Mali Nakdimen	\$700.00
Maggie Segneri	\$700.00
Lisa-Marie Hintze	\$600.00
Hilda Noemi Caballer	\$600.00
Antonella Miccarelli	\$600.00
Kivian Diaz-Harris	\$500.00
Tammy Benson	\$500.00

# Area Court of Sales Consultants — YTD

## CORTE DE VENTAS CONSULTORAS

YTD 1 de July 2011 — 30 June 2012

Consultant	Director	Retail	Wholesale
Esther Ginsberg	Chaya Suri Klein Unit	\$45,580	\$22,572
Tina Schaible	Kristina Pernfors Unit	\$43,951	\$20,743
Mark Silver	Chaya Suri Klein Unit	\$40,892	\$24,410
Malkita Rosenfeld	Jennifer Levitt Unit	\$33,740	\$16,039
Tina Amundson	Kristina Pernfors Unit	\$30,537	\$14,803
Ruth Lebovits	Vivian Diaz Unit	\$24,823	\$12,116
Hannah Brunner	Maggie Segneri Unit	\$22,751	\$11,116
Hendy Fried	Jennifer Levitt Unit	\$21,852	\$10,571
Roxanne Rich	Daria Rocco Unit	\$20,871	\$9,928
Chanie Weinberg	Chaya Suri Klein Unit	\$17,235	\$8,432
Lauri Nissen	Jennifer Levitt Unit	\$17,177	\$7,998
Rivka Alfih	Fraidel Klein Unit	\$17,168	\$8,169
Sima Neuhaus	Mali Nakdimen Unit	\$16,425	\$7,675
Jodi Rivett	Meredith Taylor Unit	\$16,244	\$7,912
Teresa Spenard	Orenda Hunniford Unit	\$16,140	\$7,466

# Area Court of Sharing Directors— YTD

## CORTE DE RECLUTAMIENTO DIRECTORAS

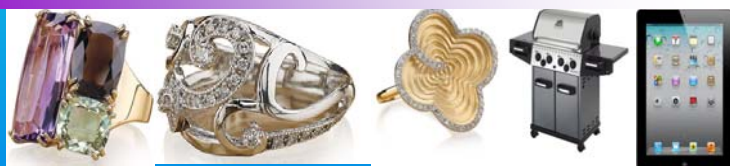
YTD 1 de July 2011 — 30 June 2012

Consultant	Unit	Commission	Recruits
Hilda Noemi Caballer	Unit Director	\$3,570	36
Jessica Anderson	Unit Director	\$4,538	18
Fraidel Klein	Unit Director	\$6,867	18
Irma Nunez	Unit Director	\$1,221	16
Mali Nakdimen	Unit Director	\$4,972	16
Ester Barahona	Unit Director	\$1,084	15
Valerie Goldston	Unit Director	\$4,402	15
Nalda Polanco	Unit Director	\$1,029	13
Ingrid Hernandez	Unit Director	\$1,536	11

## Area Court of Sales Directors — Top 10

### CORTE DE VENTAS DIRECTORAS

Sales Director	Retail	Wholesale
Lisa-Marie Hintze	\$40,736	\$19,288
Chaya Suri Klein	\$40,633	\$19,581
Kristina Pernfors	\$35,467	\$16,911
Orenda Hunniford	\$33,789	\$16,144
Wendy Coffey	\$26,689	\$12,717
Fraidel Klein	\$26,609	\$12,944
Meredith Taylor	\$25,214	\$12,104
Myrna Gomez	\$22,615	\$10,787
Jennifer Levitt	\$22,472	\$10,691
Nancy Morabito	\$22,113	\$10,654



*¡Reina de la Corte de Ventas!*  
**\$36,000 menudeo**  
 1 Julio, 2012—30 de Junio, 2013

*Queen's Court of Sales!*  
**\$36,000 retail**  
 July 1, 2012 — June 30, 2013  
 See website for more prizes!

# Rookie of the Year Overall Unit



Rank	Name	Overall Change
1	Maggie R. Segneri	273.90%
2	MYRLLA PINTO LIMA	240.20%
3	Kivian Diaz-Harris	165.50%
4	Jessica M. Anderson	156.00%
5	Daria A. Rocco	111.00%

# Most Improved Overall Unit



Rank	Name
1	Jennifer Levitt
2	Chaya Suri Klein
3	Valerie T. Goldston
4	Marcia H. Szollosy
5	Hilda Noemi Caballero



## Brazilian Directors

**Myrlla Lima**

**Paula Maricia Menezes**

### Skills to Succeed as a Sales Director

- ◇ Independent National Sales Director Sue Kirkpatrick shares the skills she feels are necessary to be the best Independent Sales Director you can be.
- ◇ The ability to relate to and work with people – to feel what they feel and to put their needs and feelings before your own.
- ◇ The ability to motivate yourself and to make yourself work. Be a self-starter.
- ◇ The ability to delegate the mundane and routing tasks. Concentrate on building people.
- ◇ The ability not to take rejection personally. You must recognize insecurities in people, make allowances and hold no grudges.
- ◇ The ability to communicate effectively in front of a group, being a speaker, an entertainer, and a teacher.
- ◇ The ability to command respect from your unit members. Be of good moral character so they personally and professionally hold you in esteem. It takes honesty and integrity to ensure their trust.
- ◇ The ability to look at life optimistically and positively. Have an attitude that all things work together for good.



## 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	Q Recruits Needed
Valerie Goldston	Final Totals	WINNER	WINNER
Fraidel Klein	2nd	whs met	1



## 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
Isabel MacGloan	5th	\$14,811.00	9
Tammy Benson	5th	\$12,188.50	11
Gina Tomlinson	5th	\$19,384.75	17
Karina Schulz	4th	\$23,552.25	23
Valerie Goldston	4th	whs met	mbrs met
Fraidel Klein	2nd	\$7,162.00	20



## Honors Society

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

**At One Year from Debut Date**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Marcia Szollosy	Final Totals	WINNER	WINNER
Wendy Coffey	12th	whs met	14
Chaya Suri Klein	11th	whs met	7
Karla Shuman	10th	\$35,317.05	25
Ingrid Hernandez	9th	\$26,943.35	17
Mali Nakdimen	9th	whs met	10
Emily Stalf	8th	\$17,947.35	2
Isabel MacGloan	5th	\$44,811.00	9
Tammy Benson	5th	\$42,188.50	11
Gina Tomlinson	5th	\$49,384.75	17
Karina Schulz	4th	\$53,552.25	23
Valerie Goldston	4th	\$14,171.75	mbrs met
Fraidel Klein	2nd	\$37,162.00	20





Future Ilana Prager, Jennifer Levitt, Malli Nakdimen and AdelaideqMckeeper areas



Area Family celebration

# PROXIMO TALLER MENSUAL **SABADO Junio 1**

Graduacion de Nuevas Consultoras

**Taller Poderoso con dos Nacionales:**

MAYULI ROLO



VIVIAN DIAZ



HOLLYWOOD

No te puedes perder el **ULTIMO** taller  
de este fabuloso año Mary Kay!

Va a estar lleno de  
Educacion, Motivacion, Enfoque y  
Celebraciones de Logros!

Centro de Belleza de 9:00 AM - 1:00 PM Costo: \$20

## PERSONAL RECRUITING

### Now for the message from NSD Kathy Helou's husband, Daniel:

Directors, I have been attending Seminar 20 years now . . . in fact, I attended one without Kathy ... as she gave birth to our daughter Jordan, so I took our fledgling Unit to the "big show" without her.

Every day of my Mary Kay life it seems, people would pull me off to the side and ask the same question... 'what's Kathy's secret?' "How did she "do" it?" To fully grasp the answer, you must clear your mind of distractions....  
focus on my written words...and once and for all time.... "get the message" .....**PERSONAL RECRUITING.**

I am certainly aware that Kathy has an electrifying personality, boundless energy, singleness of purpose, discipline to a fault, great smile, tender spirit, and a devout Christian heart. All of that is true....NOW. But in the beginning.....she had a great smile and a tender spirit. No, and I mean NO confidence. No singleness of purpose... no boundless energy...and she was a "baby" Christian.

But she went out to reach out...she reached up to go up....she worked through the false notion that recruiting others built competition for yourself...and made the "breakthrough" discovery that there is **HUGE** power in **DUPLICATING YOURSELF!** (sound familiar?)

When she really analyzed the benefits to the recruit -vs- the benefits to the recruiter...  
the **RECRUIT WINS EVERY TIME!**

So, Kathy went out...every day...to tell someone about Mary Kay. Every meeting...we had a guest or three. Every event, we invited people to attend, or we'd pick them up. Every day we'd pass out business cards and beauty books...because, as I've shared before, in 20 years - 20 years...NOT ONCE...did someone drive in our driveway, walk up to the door, knock, and say "I've heard you're selling Mary Kay products, and I'd love to purchase some - and while you're at it, perhaps you could recruit me and change the entire trajectory of my life!" Never happened, can you believe it? Sheeeesh! Hello.....you actually have to **GO TELL THE WORLD!**

**Look - it's no different than the Great Commission in Matthew.**

**"Go...and make disciples of all nations"** You want to get the job done you take it to the streets. Forget that Hollywood notion "if you build it, they will come." If you remember the movie, they were all dead ghosts. Nice Unit you're building there, honey! Remember....they disappeared as quickly as they appeared.

Sorry for the sarcasm today...but I've really been struggling since Mary Kay's passing - that we are "charged" with keeping her dream alive and growing. Every year...without fail....we ask "who will be on stage at Seminar in the Court of Recruiting?" and the hands fly upward ....diamond bumblebees could swarm around the room.  
Yet...

every year the Recruiting Court is just about the same size as the previous year...and the smallest of all the recognition events on the big night. It's beyond me.

I know you are the best and the brightest. You have incredible skills and a reliable leader. The scoreboard should be dominated by your names and your Unit's achievements. You can move mountains in the next 2 months.

You want a larger Unit? Personal Recruits.

You want a larger Paycheck? Personal Recruits

You want an offspring Director? Personally recruit a candidate.

You want to be on stage in Dallas, receiving a Diamond Bee pin? Personal Recruits.

You want to honor Mary Kay's memory...and preserve her legacy? Teach your personal recruits to recruit.

Remember...recruiting is not about you....it's about them. Yes, you will benefit and rightfully so.... but you could find a shy, introverted, insecure young woman...like the 1981 version of Kathy... and with this Company plan and product, combined with your leadership and love.... TRANSFORM her into a National Sales Director....giving her, quite literally, the WORLD.

Think about it. Think about what it will mean to HER. I already know what it will mean to you.

By, *Daniel Helou*



What lies  
behind us  
and what lies  
before us are  
tiny matters  
compared to  
what lies  
within us.  
-- Ralph  
Waldo  
Emerson

## "From Motivation to Motive-Action" by Dr. Denis Waitley

With the passing of every new year, each of us needs to understand the magnitude of social and economic change in the world. In the past, change in business and social life was incremental and a set of personal strategies for achieving excellence was not required. Today, in the knowledge-based world, where change is the rule, a set of personal strategies is essential for success, even survival. Never again will you be able to go to your place of business on autopilot, comfortable and secure that the organization, state or government will provide for and look after you.

You must look in the mirror when you ask who is responsible for your success or failure. You must become a lifelong learner and leader, for to be a follower is to fall hopelessly behind the pace of progress. The power brokers in the new global arena will be the knowledge facilitators. Ignorance will be even more the tyrant and enslaver than in the past. As you look in the mirror to see the 21st Century you, there will also be another image standing beside you. It is your competition.

Your competition, from now on, will be a hungry woman with a wireless, hand-held, digital assistant. Hungry for food, hungry for a home, for a new car, for security, for a college education. Hungry for knowledge. Smart, quick thinking, skilled and willing to do anything necessary to be competitive in the marketplace. Working long hours and Saturdays, staying up later, serving customers better and more cheerfully. To be a player in the 21st Century you have to be willing to give more in service than you receive in payment.

These are the new rules in the game of life. These are the actions you must take to be a leader and a winner in your personal and professional life. By mastering these profoundly simple action steps, you will be positioned to be a change master in the new century.

### Action Step Number One - Consider Yourself Self-Employed, But Be a Team Player.

What this means is that you are your own Chief Executive Officer of your future. Start thinking of yourself as a service company with a single employee (whether you work for someone else or yourself).

The first idea is resolving not to suffer the fate of those who lost their jobs and found their skills obsolete. The second is to begin immediately the process of protecting yourself against that possibility - by becoming proactive instead of reactive.

Ask yourself these questions:  
How vulnerable am I? What trends must I watch?  
What information must I gain?

What knowledge do I lack?

Again, think of yourself as a corporation. Set up a training department in your mind and make certain your top employee (you) is updating her skills. Make sure you have your own private pension plan, knowing that you are responsible for your own financial security.

Entrusting the government or an employer, other than yourself, with your retirement income is like hiring a compulsive gambler as your accountant.

You're the CEO of your daily life who must have the vision to set your goals and allocate your resources. The mindset of being responsible for your own future used to be crucial only to the self-employed, but it has become essential for us all. Today's typical employees are no longer one-career people. Most will have five separate careers in their lifetimes. Remember, your competition is a hungry woman with a laptop. Action Step Number One is to consider yourself to be self-employed, but be a team player.

### Action Step Number Two - Be Flexible in the Face of Daily Surprises.

We live in a time-starved, overstressed, violent society. Much of our over-reaction to what happens to us every day is a result of our self-indulgent value system, where we blame others for our problems, look to organizations or the government for our solutions, thirst for immediate sensual gratification and believe we should have privileges without responsibilities.

I have learned how to be flexible in the face of daily surprises, which is one of the most important action traits for a leader. I really haven't been angry for about 17 years. During that time, no one has tried to physically harm me or someone close to me. I've learned to adapt to stress in life and reserve my fear or anger for imminently physically dangerous situations. I

rarely, if ever, get upset with what people say, do or don't do, even if it inconveniences me. I do react emotionally when I see someone physically or emotionally abusing or victimizing another. But I've learned not to sweat the small stuff.

The Serenity Prayer, "Grant me the Serenity to accept the things I cannot change, the Courage to change the things I can, and the Wisdom to know the difference.", is a valuable measuring tool we can apply to our lives. Simple yet profound words to live by.

*I believe in YOU!*  
Vivian



Las personas  
que se  
elevan, son  
aquellas que  
se resisten a  
sentarse y no  
actuar sobre  
cosas que sí  
pueden  
cambiar.

Charles R.  
Swindoll

# "¡Tú te lo Mereces!"

por Ann Vertel, [www.UnitCoach.com](http://www.UnitCoach.com)

Tú te mereces ser súper exitosa.

No porque estés trabajando fuertemente, y estoy segura de que lo estás haciendo  
no porque seas hábil, y haz ido perfeccionadote a través del tiempo.

No porque el nivel de educación sea alto, o círculo social, o conexiones de negocios, o fuentes  
financieras, o por tu inteligencia, altura, peso, o talla de vestido  
y no porque Tú te lo ganaste.

Tú te mereces el éxito porque eso es lo que tu vales.

Y tú te lo vales por que eres exactamente quien eres.  
No lo que haces.

Quien **Eres**.

Tú eres fuerte, ponderosa, extraordinaria, una mujer con fe y esperanza. Tu estás aquí en este  
lugar, en este momento, por alguna razón. Tu estás exactamente donde se supone deberías de  
estar en este momento de la historia.

Y de alguna manera esta maravillosa oportunidad te llega a las manos. Justo allí. Justo,  
esperando que le pongas toda tu energía

Ahora tienes que tomar una decisión. Si, Tú. La decisión te pertenece solo a ti.

Tú puedes permitirles a las circunstancias, los detalles, las trivialidades, la mediocridad, y la  
oscuridad de tu vida continuar manejarte en la dirección que ellos escogen.

O puedes decir:

"No, gracias. No estoy dispuesta a permitirle a otros que decidan quien soy o como soy. Yo  
escojo manejar mi propio negocio, y si eso no le gusta a otras personas, entonces escojo  
trabajar en mi negocio de todos modos.

Si otros se ríen, me hacen sentir mal, me menosprecian, o no me dan permiso a mi y mis  
sueños de ser, nunca más les daré el poder que lo puedan hacer.

Si otros no me apoyan en mis metas - MIS metas - Entonces ellos han perdido el derecho  
de estar en mi círculo de la influencia. Sus opiniones son meramente eso. Opiniones.  
Simplemente porque ellos las tienen, no significa que estén en lo correcto."

Quizá tus padres están disgustados contigo por que haz tirado tus estudios universitarios a la  
basura por no trabajar un trabajo "real". Quizá tu hermana piensa que tu debes de poner tu  
cabeza en su sitio. Quizá tus amigos no entienden por qué demonios quieres hacer algo que  
parece que no es lo suficientemente bueno para ti. Quizá tu esposo te apoya en tu "pasatiempo"  
incondicionalmente, mientras no pierdas mucho dinero. Quizá las otras mamás del colegio de tu  
niño están hablando a tus espaldas espalda.

Con todas estas condiciones a tu alrededor, puede ser que empieces a dudar si es que estas  
haciendo lo correcto.

**Si lo es.**

Nadie posee el derecho de , determinar, destruir, pensar que son pequeños, o quitarte tus  
sueños. No los dejes. Son TUS sueños. Tómalos, corre hacia ellos tan rápido como puedas, y  
¡Simplemente Brilla! ¡Te lo mereces!

*Se que te lo mereces - déjame mostrarte como hacerlo*  
*Vivian*

# Celebrate the 50th with a \$500 Bonus in May!

You can receive a \$500 bonus added to your May 2013 month-end commission check (issued in June 2013) when you increase your May 2013 unit wholesale production by at least 13 percent over

your unit wholesale production from May 2012 (minimum of \$6,500 Section 1 unit wholesale).

Director's Name	Previous Year Monthly Wholesale	Minimum Goal to Reach this Month
Orenda Hunniford	\$24,621.25	\$27,822.01
Jennifer Levitt	\$24,609.25	\$27,808.45
Lisa-Marie Hintze	\$19,006.00	\$21,476.78
Ruth Everhart	\$16,017.75	\$18,100.06
Jessica Anderson	\$16,010.00	\$18,091.30
Antonella Miccarelli	\$10,563.50	\$11,936.76
Meredith Taylor	\$8,657.75	\$9,783.26
Wanda Renee Winkfield	\$8,126.75	\$9,183.23
Julie Hunniford	\$8,004.25	\$9,044.80
Adelaide McKeever	\$7,165.00	\$8,096.45
Kristina Pernfors	\$7,013.50	\$7,925.25
Holly Dix	\$6,683.75	\$7,552.64
Claudia Polanco	\$6,501.50	\$7,346.69
Irma Nunez	\$6,500.50	\$7,345.56
Myrna Gomez	\$5,352.00	\$6,500.00
Alejandra Alvarado	\$5,258.00	\$6,500.00
Kivian Diaz-Harris	\$4,696.00	\$6,500.00
Hilda Noemi Caballero	\$4,073.75	\$6,500.00
Daria Rocco	\$4,029.50	\$6,500.00
Ilana Prager	\$4,019.50	\$6,500.00
Brandy Harlan	\$4,002.25	\$6,500.00
Maggie Segneri	\$4,001.75	\$6,500.00
Marcia Szollosy	\$2,570.04	\$6,500.00
Ester Barahona	\$2,210.00	\$6,500.00
Nalda Polanco	\$1,855.50	\$6,500.00
Nancy Morabito	\$321.25	\$6,500.00
Tammy Benson	\$0.00	\$6,500.00
Wendy Coffey	\$0.00	\$6,500.00
Valerie Goldston	\$0.00	\$6,500.00
Ingrid Hernandez	\$0.00	\$6,500.00
Chaya Suri Klein	\$0.00	\$6,500.00
Fraidel Klein	\$0.00	\$6,500.00
Isabel MacGloan	\$0.00	\$6,500.00
Mali Nakdimen	\$0.00	\$6,500.00
Karina Schulz	\$0.00	\$6,500.00
Karla Shuman	\$0.00	\$6,500.00
Emily Stalf	\$0.00	\$6,500.00
Gina Tomlinson	\$0.00	\$6,500.00

## *How to Make Non-Productive Beauty Consultants More Productive by Dalene Allen*

There's an old adage that says **80% of the work is done by 20% of the people**. If that's true, then 80% of your monthly unit production is done by 20% of your Consultants. If you could find a way to make the 80% more productive, then your monthly unit production would increase, right? That's what Independent Executive Senior Sales Director Dalene Allen from Halifax, Nova Scotia, believes, and she's found a way to do it without spending a great deal of time doing it.

**Send Non-Productive Consultants A Product Brochure**-Dalene sends her non-productive Consultants a product brochure, such as a copy of the Look, every quarter. She even offers them a gift if they place an order. The gift is awarded only if the Consultant places a \$400 suggested retail order or more so that the Consultant benefits from the maximum 50% product discount. Dalene follows up each Consultant order with a phone call to see if she received everything, if she needs anything else and to help explain the benefits of the earned discount privilege.

**Give Away Product Samples as Prizes**-Dalene knows that a Consultant is more likely to sell a new product if she's tried it herself, so she gives away samples as prizes at her unit meeting. She makes goodie bags and includes one sample of each new product along with a brochure and offers these to Consultants who come to the unit meeting the night the products are launched. Consultants who bring guests win more samples. The benefits are three-fold: it helps increase attendance, Consultants are motivated to buy the products since they've sampled them, and guests are introduced to new products at the same time.

**Encourage Your Consultants to Use All the Products**-Dalene found that Consultants tend to sell only what they themselves use and that they don't use the product because they lack the product knowledge, so she started what she called an MBA in Mary Kay, which consists of three product knowledge classes. At the start of each session, Consultants are asked to make a list of all the products that they personally use. "I thought I taught great product knowledge, but I was absolutely amazed at how little most of them used. Those that used it sold it. Those that used a lot were Star Consultants."

**Offer a Frequent Purchasing Card**- Dalene promotes the use of a "frequent purchasing card" in her unit. For every ten dollars in product a customer buys, her card is punched. If she purchases \$200 within a six-month period, she receives a certain amount in free product. Dalene has found that this promotion gives customers a great reason to buy and Consultants a great reason to call their customers, especially when they are close to reaching the \$200 mark.

### **"Upcoming Events"**

**May 11 - at 3pm - VisionAires Area Family Day....all directors, consultants with their husbands and children can attend. Must rsvp to Vivian by not later than the 8th of April.**

**June 1st at 9:30am -1pm Mayuli Rolo Hollywood workshop in Miami**

**June 1st at 4-9pm Million \$\$ Mingle at with NSD Nationals in Miami Florida**  
(by invitation only)

### **Directors Meetings in Florida**

**June 7th 10am-1pm Vero Beach Pink studio**

**June 7th 7pm - 10pm Evening with the Future Everhart Area Celebration, Bradenton, Fl.**

**June 8th - 9:30 - 12:30pm Sarasota, Fl. with Cheryl Warfield.**

**July 12th - Pink Studio in Vero Beach, Fl. 11-2pm**

**August 2 - Bradenton, Fl. 11-2pm**

**September 6 - Pink studio in Vero Beach 11-2pm**

**October 4 - Bradenton, Fl. 11-2pm**

**November 1 - Pink Studio in Vero Beach**

**December 6 - Bradenton, Fl. 11-2pm**



**Vivian Diaz**  
**National Sales Director**

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