

LC 2013 LOS ANGELES, CA
 LOS ANGELES CONVENTION CENTER
 SCHEDULE AT A GLANCE

LC I – (Emerald, Pearl & Ruby – Jan 9 – 12)

Day 0 Wednesday, January 9, 2013 (Emerald, Pearl & Ruby)

Morning	NSD Area Meetings	
10:00 a.m. – 6:00 p.m.	Registration	South Hall J
	Packet Pickup/Information	
	Headset Booth	
	Recognition Booth	
10:00 a.m. – 6:00 p.m.	MK Expo	South Hall K
10:00 a.m. – 2:00 p.m.	Class of 2013 Mingle	South Hall K
Afternoon	NSD Area Meetings	
5:00 p.m. – 10:00 p.m.	Universal Studios Party*	Universal Studios

Day 1 Thursday, January 10, 2013 (Emerald, Pearl & Ruby)

Morning	NSD Area Meetings	
8:00 a.m. – 10:00 a.m.	U.S. Go Give Meeting	West Hall B
9:00 a.m. – 4:30 p.m.	Registration	South Hall J
	Packet Pickup/Information	
	Headset Booth	
	Recognition Booth	
9:00 a.m. – 4:30 p.m.	MK Expo	South Hall K
10:00 a.m. – 10:45 a.m.	U.S. Cookies & Cadillacs' Go-Give Mingle*	West Hall B
10:45 a.m. – 11:30 a.m.	Optional Classes	See Class Schedule
10:45 a.m. – 11:45 a.m.	Spanish Speaking Sales Directors Class	See Class Schedule
10:45 a.m. – 12:30 p.m.	NSD Meeting/Luncheon	Concourse Hall 152/153
1:30 p.m. – 4:00 p.m.	Opening General Session	South Hall GH
Evening	NSD Area Meetings	

Day 2 Friday, January 11, 2013 (Emerald, Pearl & Ruby)

7:15 a.m. – 8:00 a.m.	General Breakfast	West Hall A
8:00 a.m. – 5:00 p.m.	Registration	South Hall J
	Packet Pickup/Information	
	Headset Booth	
	Recognition Booth	
8:00 a.m. – 5:00 p.m.	MK Expo	South Hall K
9:00 a.m. – 10:00 a.m.	General Session	South Hall GH
10:15 a.m. – 11:15 p.m.	Career Development Classes	See Class Schedule
12:00 p.m. – 1:15 p.m.	General Luncheon	West Hall A
1:45 p.m. – 4:00 p.m.	General Session	South Hall GH
6:30 p.m. – 10:00 p.m.	A Red Carpet Affair Banquet*	Millennium Biltmore Hotel
7:30 p.m. – 9:00p.m.	Evening of Networking	West Hall B

Day 3 Saturday, January 12, 2013 (Emerald, Pearl & Ruby)

7:00 a.m. – 1:00 p.m.	Luggage Storage	South Lobby
8:00 a.m. – 8:45 a.m.	General Breakfast	West Hall A
8:30 a.m. – 12:30 p.m.	Registration/Headset Booth	South Hall J
8:30 a.m. – 12:30 p.m.	MK Expo	South Hall K
9:30 a.m. – 12:00 Noon	Closing General Session	South Hall GH

*By Invitation Only

Leadership Conference
Los Angeles, California
January 9th — January 12th, 2013
Fortenberry-Slate &
Meixsell Area's

Mid-Year Awards And Directors Meeting

Thursday, January 10th, 2013

Marriott

6:30-10:00pm

Room TBA

RECOGNIZING:

Power Plan Achievers

Interview Contest Winners

New Directors

Star Sales Directors

Top 3 YTD Directors Unit Retail

Top 3 YTD Directors Unit Recruiting

Top 3 YTD Directors Personal Retail

Top 3 YTD Directors Personal Recruiting

Cadillac Directors

State Contest Highest and Most Improved

Party and Luncheon Winners

On-Target National Courts



Set your goals!
Track your progress!
And, party with us at
One Woman Can Leadership 2013!



DAY 1

Universal Studios Party

Race for the Gold!

Qualify to attend the party!

Directors who ADD 10 NEW QUALIFIED UNIT MEMBERS from July 1 to November 30, 2012.

You can also earn VIP EARLY ENTRANCE!

Directors who ADD 15+ NEW QUALIFIED UNIT MEMBERS from July 1 to November 30, 2012.



PARTY!

VIP!

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	★ 10 _____

11 _____
12 _____
13 _____
14 _____
★ 15 _____

DAY 2

Red Carpet Affair at Biltmore Hotel

Here is how you earn an invitation:

Directors with 13+ UNIT STAR CONSULTANTS in the combined quarters from June 16 to September 15, 2012 and September 16 to December 15, 2012.

Director must also be a Star Consultant in both quarters to qualify.

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____

11 _____
12 _____
★ 13 _____



"One Woman Can" Leadership "Leaderboard!"

Day 0

Universal Studios Party!

Here is how YOU earn an invitation to the Party:

New Director Programs - must achieve 1 of the following:

- Achieve Honor's Society or Triple Crown from Feb. 1 - Dec. 1, 2012
- Achieve On The Move or Fabulous 50s from July 1 - Dec. 1, 2012
- Debut as a Director by Oct. 1st 2011 and be on-target with \$10,000 in unit whis production by Nov. 30, 2012
- Debut as a Director by Nov. 1st 2011 and be on-target with \$5,000 in unit whis production by Nov. 30th

Class of 2013 - must achieve:

- Directors who debut Aug. 1 - Dec. 1 2012 are invited **AND** so it their Senior Sales Director!
- Race for the Gold Unit-Building Challenge**
Directors who add 10 new qualified* Unit Members from July 1 - Nov. 30, 2012

You can also earn "VIP EARLY ENTRANCE"!!

Directors earn **EARLY ENTRANCE** when they add 15+ New Qualified Unit Members in the *Race for the Gold Unit-Building Challenge* (July 1 - Nov. 30, 2012)

15 Qualified Team Mbrs



Yahoo! You Earned The VIP Entrance!



You Earned The Party at Universal!

10 Qualified



Go!



Director



My Stars



You earned The Red Carpet Carpet Affair!

New Director



My Star



You earned The Red Carpet Carpet Affair!

Day 2 Red Carpet Affair at Biltmore Hotel!



Here is how YOU earn an invitation:

- Directors with at 13+ Unit Star Consultants in the combined quarters from June 16, 2012 - Sept. 15, 2012 and Sept. 16, 2012 - Dec. 15, 2012. Director must also be a Star Consultant in both quarters to qualify.
- New Directors who debut Oct. 1, 2012 - Dec. 1, 2012 can qualify to attend when they have 6+ Unit Star Consultants in the Quarter Sept. 16 - Dec. 15, 2012. New Director must also be a Star Consultant in that quarter.

Seminar 2013 Mary Kay Goals!



I will be a . . .

CAREER LEVEL

_____ by Aug. 1st
 _____ by Sep. 1st
 _____ by Oct. 1st
 _____ by Nov. 1st
 _____ by Dec. 1st
 _____ by Jan. 1st

Career Level Active Team Members

Senior Consultant	1
Star Team Builder	3
Team Leader	5
Future Sales Director	8
DIQ	10 by 1st of month
On-Target Car	5+ \$5000 Team w/s
Grand Achiever	14 Active + \$20,000 Team Wholesale Production in 1-4 months

- Team Member is ACTIVE in the month a \$200+ Wholesale order goes in and 2 months following the order

Leadership Conference- Los Angeles 2013

OTHER GOALS:

Monthly Retail Goal: \$ _____
 Number of Monthly Selling Appt. _____
 Monthly Wholesale goal: # _____

Quarterly Wholesale goals:

Jun 16 - Sept 15 _____
 Sept 16 - Dec 15 _____

Monthly Team Building Appointments: _____
 Number of New Team Members per month: _____

Queen's Court of Personal Sales - \$30,000 RETAIL production July 1, 2012- June 30, 2013

Queen's Court of Sharing - Minimum 24 new qualified* personal team members July 1, 2012 - June 30, 2013 (Agreement & total \$600+ wholesale orders must be received 7/1/2012 - 6/30/2013)

Other Goals _____



Sapphire	\$1800
Ruby	\$2400
Diamond	\$3000
Emerald	\$3600
PEARL	\$4800

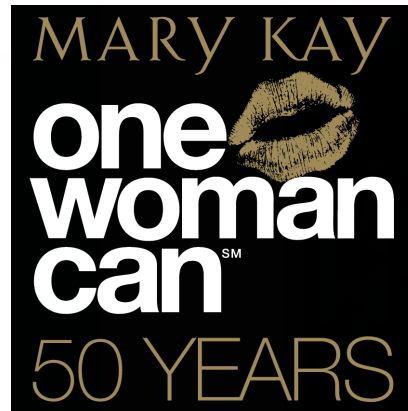


Celebrate Mary Kay's 50th Anniversary with the National Sales Director's on the 2013 Top Sales Director Trip Beijing & Shanghai China

**\$800,000 + Prestige Trip ~
Shanghai, China Sept. 18-22, 2013**
**\$650,000 + Top Sales Director Trip ~
Beijing, China Sept. 11-18, 2013**

北京

Beijing



上海

Shanghai



"THE GOLD RUSH" Future National Workshop Leadership Gold

"Lessons we've learned from
A Lifetime of Leading!"



Linda McBroom
Sr. NSD
Emeritus



Pat Fortenberry
Elite Executive NSD
Emeritus



Karlee Isenhardt
Executive NSD

Where: Stonebriar Country Club
Room Block: Westin Stonebriar in
Frisco, Texas

When: May 2-4, 2013

Event will end at 1pm on Saturday.

Plan for a flight to leave after 3pm!!



Michelle Sudeth
Sr. NSD



Scarlett Simpson
Sr. NSD

Thursday May 2nd -Future Executive
Directors will be treated to dinner at SNSD
Scarlett Simpson's home.



Dacia Wiegandt
Sr. NSD

*How: 2 Offspring Directors or 1
Offspring Director and 1 DIQ or 2 DIQs
or 75 Unit Members*

Gold Rush Future National Workshop Cost: \$210



Kimberly Copeland
NSD



New NSD's
Roxanne McInroe
Somerset Fortenberry



Pam Fortenberry-
Slate
Sr. NSD



Vicky Fuselier
NSD



Gena Gass
NSD



Donna Meixsell
NSD



Kelly McCarroll
NSD



Rhonda Frackowski
NSD



Spotlight on You
Aug. 1, 2012 – July 1, 2013

Mary Kay Independent Sales Director: If it's in the works, you're in the bag!

Congratulations, Class of 2013! Your yearlong hard work deserves to be rewarded with fabulous perks and spectacular recognition, especially during the Mary Kay 50th Anniversary. **All Independent Sales Directors who debut from Aug. 1, 2012 – July 1, 2013**, will receive several fantastic rewards:

- A gorgeous **Class of 2013 ring*** to match their 2012-2013 Independent Sales Director suit
- A shimmery **Kate Spade handbag***
- A **\$500 check†**
- A sleek **wallet*** to complement the handbag when they debut with 50 or more unit members!

And there's more! Once you become an Independent Sales Director, you'll get a \$100 bonus for each additional Independent Sales Director offspring who debuts in the contest year. Pick up your awards at **Leadership Conference** if you debut **Aug. 1 – Dec. 1, 2012**, or at **Seminar** if you debut **Jan. 1 – July 1, 2013**.

Your Independent Senior Sales Director Will Reap Rich Rewards Too!

Going above and beyond means extra-special prizes for Independent Senior Sales Directors too! An Independent Senior Sales Director who debuts an offspring Independent Sales Director during the contest year will receive these ultra-exclusive prizes:

- A stunning **Class of 2013 ring*** to match her 2012-2013 Independent Sales Director suit
- A fabulous **Kate Spade handbag***
- A classy **wallet*** to complement the handbag for any offspring Sales Directors who debut with 50 or more unit members!



Once the Kate Spade handbag is earned, an Independent Senior Sales Director will also receive a \$100 bonus for each additional offspring debuted during the contest period.

Step Up to Success. It's Your Time to Shine!

*Limit one ring, one handbag and one wallet per achiever

To receive an award, an Independent Sales Director must maintain her Sales Director status through Sept. 1, 2013, and be in good standing with the Company at the time the award is presented.

†A qualifying Independent Sales Director and Independent Senior Sales Director must attend either Leadership or Seminar to receive the \$500 check.

What Can Make Me A Million Dollar Director

By: Pam Fortenberry-Slate

Are you doing what Top Directors do? Directors... give yourself 5 points for each thing that you consistently do...

1. Set a production and recruiting goal for each month (or at the end of the previous month for the month coming up).
2. Plan promotions so that the consultants know in a timely manner.
3. Send a monthly newsletter to your consultants, your Sr. Director and your National Sales Director.
4. Each month, include a recruiting promotion, not just a selling or wholesale promotion. The growth of your unit is most important to your success. No less than 10 a month.
5. Set a goal for the number of people you want to move up to Sr. Consultant, Star Recruiter, etc... and work with your Top 5 consultants for each month. They will change from month to month.
6. Have a hot selling, booking or recruiting tip for your consultants when you talk to them.
7. Plan an exciting and fun meeting involving your people, to groom them for Directorship.
8. Send Birthday and Anniversary cards to your unit members.
9. Personally hold 3 skin care classes a week until your unit size over 100-125.
10. Personally recruit 1-3 each month and promote your unit to do Queens Court of Recruiting.
11. Always work based on the Golden Rule, respecting Mary Kay's rules and always do right by the company, Sister Directors and consultants.
12. Consistently be a Star Consultant each quarter.
13. Know that the people you hang around with the most will affect your success. Seek out those who are in the positions you want to be in.
14. Ask for support, training and mentoring; it is a sign of success not weakness.
15. Top Directors make decisions, not excuses.
16. Top Directors have current goal posters all over the house and they tell everyone their goals knowing that talking about it is a commitment and an affirmation.
17. Top Directors speak and write into existence what they want.
18. Top Directors are "hands on" with their consultants, knowing that they will? Mentor them into a position of strength.
19. Top Directors work with a weekly plan sheet, an organizer and know the dates and rules of contests.
20. Top Directors delegate housekeeping, errands and other things that are not important to be done by them.
21. Top Directors spend 45% of time with superstars, 45% with new people and 10% with the rest of the unit.
22. Top Directors use the 6 Most Important Things list.
23. Top Directors listen to motivational CD's and read motivational books daily.
24. Top Directors send 3-5 postcards of encouragement each day.
25. Top Directors have a welcome packet, in hand, for all new consultants.
26. Top Directors do the Marketing Plan at each Success Meeting and every event.
27. Top Directors are in the 13% Club each month.
28. Top Directors have the Unit Goal Poster at the meeting and talk to their units about Top Achievements, Cadillac, Top Trip, National Area, etc.
29. Top Directors paint the picture for consultants.
30. Top Directors work 40+ hours a week, knowing they can work hard for a short time and be rewarded for the rest of their life.

Join the Fortenberry National Family



Pat Fortenberry
EENSND Emeritus

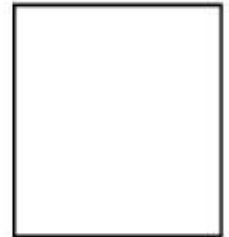
as we grow to
5 NSD's by Mary Kay's
50th Anniversary



Pam Fortenberry-Slate
SNSD



Rhonda Fraczkowski
NSD



Everything that Glitters
is GOLD!!

I am a

National Sales Director by:

Month: _____

Year: _____



Bee One of the Fortenberry-Slate Area's Fortunate 500!!



**Our Area Goal is to have
500 National Court Achievers at
Mary Kay's 2013
50th Anniversary Seminar
Celebration!**

*Commit NOW to One, Two or Three Courts on the
National Seminar Stage!*