



Pam Fortenberry-Slate  
Global Sr. National Sales Director

# Fortenberry-Slate National Area

## 2013 December Director Promotion Packet

This area is on

**FIRE!**



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NEW WEBSITE!! [www.pamslate.com](http://www.pamslate.com)

# **Fortenberry-Slate National Area 2013-2014 Inner Circle Goals**

**Inner Circle National Area  
5 New National Sales Directors  
10 Executive Senior Sales Directors  
30 Senior Sales Directors  
50 New Sales Directors  
200 Area Sales Directors  
25 Pink Car Drivers  
10 Circle of Excellence Achievers  
20 Circle of Achievement Achievers  
50 Director Court of Sales Achievers  
50 Director Court of Sharing Achievers  
100% of Sales Directors  
as 4 QTR Star Consultants**

**Fortunate 500 - Area Wide Seminar Court Slots Filled!**

# Earn your Beautiful Swarovski Crystallized Compact!!

When your Unit Completes  
\$10,000 Unit Production  
4 of 6 Months  
July—December 2013



**Achiever!**  
**Stephanie ~ 4 Months**  
**On-target**  
**Shawn ~ 3 Months**

\*Designs May Vary

# Earn your 50th Anniversary MK Watch!!



Future Sales Directors  
&  
Director in Qualification

When you are a Future Sales Director or DIQ  
AND  
You attend LEADERSHIP Conference  
In New Orleans, LA  
Receive this Fabulous Anniversary Watch  
From you NSD at  
The Fortenberry-Slate Power Hour.

\*Designs May Vary



# "50 Shades of Gold"

Wednesday, January 15th, 2014 "Day 0"

2:30-4:30 PM Hilton Riverside, New Orleans

"Day 0"  
Wednesday  
Jan. 15th



For ALL  
Directors  
& DIOs

Celebrate with the Stars of Mary Kay: *National Sales Directors*

Somer Fortenberry    Scarlett Walker-Simpson    Donna Meixsell    Rhonda Fraczkowski    Pam Fortenberry-Slate    Kelly McCarroll    Kimberly Copeland    Cheryl Fulcher

## Awards & Recognition

"50 Shades of Gold" Achievements  
*July-December 2013*

\$10,000 Club

Stairway to the Stars

New Sales Directors

FSDs & DIOs

Top Unit Production

Top Unit Recruiting

Top Personal Recruiting

Featuring  
Special  
Guest



Elite ESNSD Emeritus  
*Pat Fortenberry*

Featuring  
Special  
Guest



To Be Announced





**Grow your unit and earn great rewards plus extra recognition at Leadership 2014.**

Independent Sales Directors will be rewarded at **Leadership 2014** for increasing the size of their units by **thirteen percent** each month during the challenge period.\* A minimum of 24 unit members will be required to achieve the *Watch Me Grow* goal.



**Rewards and Recognition**

Each Independent Sales Director who completes her *Watch Me Grow* goal at least **five** of the **six** months from **July 1 to Dec. 31, 2013**, will receive a name badge ribbon and standing recognition at Leadership 2014. Plus, she'll receive an invitation to the coveted Prize Party at Leadership 2014, where she will receive a dazzling necklace to match her beautiful 2013-2014 Independent Sales Director suit.

**Know Your Goals!**

New goals will be calculated each month and tracked by each Independent Sales Director on Mary Kay InTouch®. The thirteen percent monthly unit goal will be calculated based on nonterminated unit members as of the beginning of each month.\*\* Please note that the monthly goal should be rounded to the nearest whole number

<b>If you debut:</b>	<b>You must achieve:</b>
Aug. 1, 2013	4 out of 5 months
Sept. 1, 2013	3 out of 4 months
Oct. 1, 2013	2 out of 3 months
Nov. 1, 2013	1 out of 2 months
Dec. 1, 2013	1 out of 1 month

For **NEW Independent Sales Directors** who debut during the contest period, their first month's goals will be based on their debuting units' size. **Plus, new Independent Sales Directors** will be required to meet their goals the following number of months in order to qualify for the above recognition.

\*In order to count toward the goal, a new team member's Independent Beauty Consultant Agreement and minimum \$200 Section 1 wholesale order must be submitted and accepted by the Company in the same calendar month within the contest period.

\*\*If there is a new offspring unit, the original unit size will be reset once the new offspring has been debuted. The new Independent Sales Director will receive her own unit goal. This will happen by the 10th of the month in which the debut takes place.

To receive an award, an Independent Sales Director must retain her Sales Director status through Jan. 31, 2014, and be in good standing with the Company at the time the award is presented.

# Leadership Conference 2014

January 15-18, 2014  
RUBY, Sapphire, Canada



## Mardi Gras VIP Pre-Party Reception

- \* On target for \$500,000 & above — \$250,000 Retail
- \* On-Target for Double-Star or Triple-Star

## Mardi Gras Party

### "On-Target Unit Circles and Seminar Courts"

### UNIT PRODUCTION

\$300,000 Circle & Above (\$150,000 Retail Production)  
(6 months of approx. \$11,000)

	WHOLESALE	RETAIL
July	_____	_____
August	_____	_____
September	_____	_____
October	_____	_____
November	_____	_____
December	_____	_____
Total Retail Unit Production July 1—Dec. 31 _____		

### ON-TARGET COURT OF SHARING

12 Qualified Personal Team Members

1. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
2. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
3. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
4. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
5. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
6. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
7. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
8. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
9. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
10. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
11. \_\_\_\_\_ Date Qualified: \_\_\_\_\_
12. \_\_\_\_\_ Date Qualified: \_\_\_\_\_

Total Personal Qualified July 1—December 31: \_\_\_\_\_

### ON-TARGET COURT OF SALES

Minimum \$18,000 personal retail

	WHOLESALE	RETAIL
July	_____	_____
August	_____	_____
September	_____	_____
October	_____	_____
November	_____	_____
December	_____	_____
Total Personal Retail July 1—December 31: _____		

### Option #2

New Directors achieve one of the following:

- New Independent Sales Director Programs.
- Achieve Honors Society or Triple Crown (Jan. 1, 2013—Jan. 1, 2014).
- Achieve On The Move or Fabulous 50s (July 1, 2013—Jan. 1, 2014).



**watch me grow!**  
July 1 – Dec. 31, 2013

Grow your Unit Size by 13% each month during challenge period.

	Goal from Company	Actual Unit Size	Goal Met
July			
August			
September			
October			
November			
December			

### MK Masquerade Ball Day 2

#### Qualifications:

- ⌚ Sales Directors with **at least 13 Unit Star Consultants** in the combined quarters of June 16—Sept. 15, 2013 and Sept. 16—Dec. 15, 2013 who are also **Star Consultants in both quarters**, will qualify to attend.
- ⌚ New Sales Directors who debut Oct. 1—Dec. 1, 2013 can qualify to attend when they have **at least 6 Unit Stars** in the quarter Sept. 16—Dec. 15, 2013, and who are **also Star Consultants in that quarter**.

Color in STARS as they are completed.



# Monthly Power Plan Sheet



Name: \_\_\_\_\_  
 Month of: \_\_\_\_\_  
 Unit Production Goal: \_\_\_\_\_  
 Unit recruiting Goal: \_\_\_\_\_  
 Interview Goal: \_\_\_\_\_  
 Personal Sales Goal: \_\_\_\_\_  
 Personal Recruiting Goal: \_\_\_\_\_  
 Number of Faces Goal: \_\_\_\_\_

**5 People to Move up this month:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Monthly Recruiting events Planned**

<u>Date</u>	<u>Event</u>	<u>Date</u>	<u>Event</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Form Now Available to complete online  
 at [www.pamslate.com](http://www.pamslate.com)

**Prizes I am promoting this month:**

Why listen to Marketing? \_\_\_\_\_  
 Why come to event? \_\_\_\_\_  
 Why sign on the spot? \_\_\_\_\_  
 Why order? \_\_\_\_\_  
 Why bring guests? \_\_\_\_\_

**My Area First Line Directors,  
 DIQ's and Director Intenders:**  
 (please note (D), (DIQ), or (DI))

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Complete and turn in your Monthly Plan**

**Sheet by the 5th of each month for  
 recognition from your NSD !**

**Contest Dates: Nov—Jan.**

**To be recognized at Leadership!!**

**Second Line:**

(note same as above)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.





# 2013 Contest

## November - December

**Turn in your Monthly Totals for Recognition!  
Start the New Year with Great Guest Events!**

**When your Unit has 50  
or fewer Members**

**Focus on 30 Interviews  
each month**

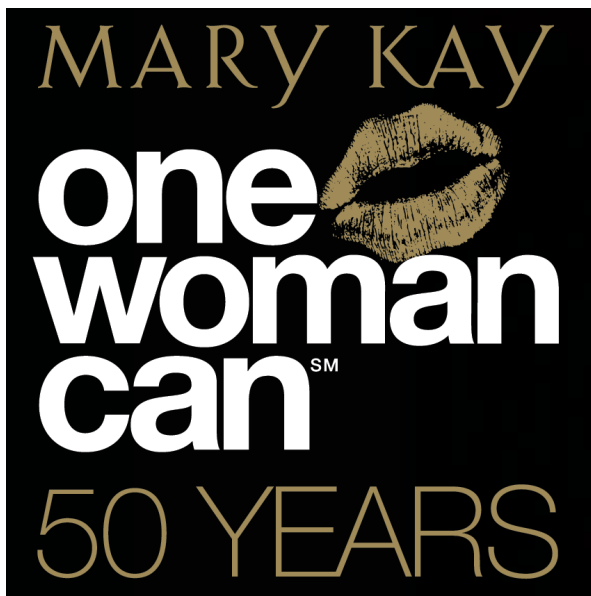
**When your Unit has 50  
or more Members**

**Focus on 50 Interviews  
each month**

1. _____	16. _____		
2. _____	17. _____		
3. _____	18. _____		
4. _____	19. _____	31. _____	41. _____
5. _____	20. _____	32. _____	42. _____
6. _____	21. _____	33. _____	43. _____
7. _____	22. _____	34. _____	44. _____
8. _____	23. _____	35. _____	45. _____
9. _____	24. _____	36. _____	46. _____
10. _____	25. _____	37. _____	47. _____
11. _____	26. _____	38. _____	48. _____
12. _____	27. _____	39. _____	49. _____
13. _____	28. _____	40. _____	50. _____
14. _____	29. _____		
15. _____	30. _____		

Form Now Available to complete online  
at [www.pamslate.com](http://www.pamslate.com)

# Win a Fabulous Prize from Pam!



**Send this information by the 5th of the month and NSD Pam Fortenberry-Slate will send a motivational message to your consultants. When your unit size is under 50 , you can send 3. Over 50, you can send 6.**

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

IBC Name: \_\_\_\_\_  
E-mail id: \_\_\_\_\_  
Mobile #: \_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# The Year of the Star!

**QTR I~  
Star Sales Directors**



**Stephanie  
Lenard**  
19 Stars  
Diamond  
Level



**Shawn Lamb**  
8 Stars  
Sapphire  
Level

**On-Target  
Year of the  
Star Sales Directors**



**Stephanie Lenard**  
19 Stars  
OT Sapphire Star  
Director



**Shawn Lamb**  
8 Stars  
OT Sapphire Star  
Director

## Quarter II Ending December 15, 2013

**Emerald** →

### 80 Star Consultants

Win Free Registration to: Leadership Conference, Career Conference, Seminar and \$500 air travel to each event.

60 Star Consultants  
Win Free Registration to:  
Leadership Conference,  
Career Conference, Seminar

← **Diamond**

★ → **Ruby**

40 Star Consultants  
Win Free Registration to:  
Leadership Conference,  
Career Conference

20 Star Consultants  
Win: Trophy

← **Sapphire**

## Be a Star Sales Director This Quarter

★	<b>Sapphire:5 Stars</b>	<b>\$300 Bonus</b>	★
★	<b>Ruby:10 Stars</b>	<b>\$400 Bonus</b>	★
★	<b>Diamond:15 Stars</b>	<b>\$500 Bonus</b>	★
★	<b>Emerald:20 Stars</b>	<b>\$600 Bonus</b>	★



# Area Consultant Seminar 2013 Totals July 1st, 2012- November 30th, 2013

**The Top 5 in each category are recognized at our Area Night during Seminar!  
Congratulations!!!**

## Consultant Court of Personal Retail Sales

Company Court \$36,000  
Princess Area Court: \$18,000 Retail or Top 3  
(\$11,000 converted wholesale)

Name		YTD Retail
<b>1. Brenda Lab</b>	S Lamb Unit	<b>\$13,230.00</b>
2. Janet Vater	C Breslin Unit	\$11,028.00
3. Joanne Devine	Julie Metz Unit	\$10,494.00
4. Anne Pickering	S Lenard Unit	\$10,356.00
5. Lauri Wootton	P Fortenberry-Slate Unit	\$9,802.00
6. Amber Meyers	S Lamb Unit	\$9,423.00
7. Nancy Mills	S Lamb Unit	\$8,974.00
8. Jenifer McClain	S Lenard Unit	\$8,763.00
9. Lindsey Jones	S Lenard Unit	\$8,391.00
10. Melissa Davis	L Warrington Unit	\$8,261.00

## Director & Consultant Court of Sharing

Company Court: 24 Qualified Recruits  
Princess Area Court: 6 qualified (\$600) Recruits or Top 3

Name	Parent Unit Name	Seminar Commission	QTM
<b>1. Allison Bulifant</b>	S Lenard Unit	<b>\$1,249.00</b>	<b>6</b>
2. Brenda Lab	Shawn Lamb Unit	\$800.00	3
3. Kylie Rush	S Lenard Unit	\$232.00	3
4. Kristin Henson	S Lenard Unit	\$214.00	3
5. Cristalinda Conklin	Shawn Lamb Unit	\$211.00	3
6. Theresa Davis	S Lenard Unit	\$128.00	2
7. Lauren Turssline	M Elliott Unit	\$128.00	1
8. Audrey Gross	Shawn Lamb Unit	\$120.00	2
9. Linsey Anderson	M Elliott Unit	\$101.00	1
10. Lindsey Jones	S Lenard Unit	\$89.00	1



Pam Fortenberry-Slate  
Global Sr. National Sales Director



Dear Fortenberry-Slate Area,

*Your commitment to your business entitles you to participate in our AREA INNER CIRCLE Program. I have found that the best and the worst part of Mary Kay is the fact that you are not accountable to anyone!!! I love not having a boss—— However, on the other hand I tend to do my best when I know someone is watching!!! This is the reason we designed our Inner Circle Program!!!! I will be watching each and everyone of you as you climb the Mary Kay Career Path!!!!*

*Our Goal is to have 150 D.J.Q.'s and Directors by Seminar! When becoming a Director is your goal and you are willing to be accountable to me, I would like to work with you!!!*

Please return the information sheet so you can be included in our New program.

Dates: Nov—Feb. (complete 3 of 4 months)

Cost: \$10.00 or Free when you've **completed** the last Inner Circle

**ELITE INNER CIRCLE**

**100% ATTENDANCE**  
(MEETINGS, ETC.)

**5-5-5 PER WEEK**

5 SELLING APPTS.  
5 INTERVIEWS  
\$500 RETAIL  
ORDER \$800.00

**UPPER INNER CIRCLE**

**100% ATTENDANCE**  
(MEETINGS, ETC.)

**3-3-3 PER WEEK**

3 SELLING APPTS.  
3 INTERVIEWS  
\$300 RETAIL  
ORDER \$600.00

**INNER CIRCLE**

**100% ATTENDANCE**  
(MEETINGS, ETC.)

**2-2-2 PER WEEK**

2 SELLING APPTS.  
2 INTERVIEWS  
\$200 RETAIL  
ORDER \$400.00

Graduates Will Receive: (Consultants & Directors)

\*Career Conference Recognition

\*Inner Circle Pin or Charm, (when you already have a pin) presented to you at Career Conference by your Sales Director.

**I cannot wait to celebrate your success!!!!**

Love & Belief,

*Pam*

To complete your assignment this month you must return this sheet by the 6th. of the next month.  
 (E-mail: (pamnsdoffice@gmail.com), Fax: (866-334-5342) or Mail: 7503 Jonquil Court Wilmington, NC. 28409)

# Inner Circle Form

**Elite:** 5 Appts, 5 Interviews, \$500 Retail Sales weekly, \$800 Wholesale a month  
**Upper:** 3 Appts, 3 Interviews, \$300 Retail Sales weekly, \$600 Wholesale a month  
**Inner:** 2 Appts, 2 Interviews, \$200 Retail Sales weekly, \$400 Wholesale a month

## Success Meeting Attendance

Name: \_\_\_\_\_

Date:	# of Guests
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

Directors Name: \_\_\_\_\_

## Selling Appointments

### **Week One**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Two**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Three**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Four**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

## Interviews

### **Week One**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Two**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Three**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

### **Week Four**

Name & Telephone #  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

## **Retail Sales:**

Week One: \_\_\_\_\_

Week Two: \_\_\_\_\_

Week Three: \_\_\_\_\_

Week Four: \_\_\_\_\_

## **Totals For Month:**

**Retail Sales** \_\_\_\_\_ (minimum \$800)

**Selling Appts.** \_\_\_\_\_ (minimum 8)

**Interviews** \_\_\_\_\_ (minimum 8)

**Wholesale Order** \_\_\_\_\_ (minimum \$400)

**New Recruits** \_\_\_\_\_

**Appt. on Books** \_\_\_\_\_





# Inner Circle Participants

## November - February Contest

Name	Prize Goal	Months Completed
Julie Metz	Upper	
Joanne Devine	Upper	
Denelle Vitous	Inner	
Lisa Zimmerman	Elite	
Karyz Figueroa	Elite	
Zaskia Bonano	Upper	
Cathy Breslin	Elite	
Janet Vater	Elite	
Wendy Werner	Inner	
Dorothy Nunberg	Inner	
Dayna Nunberg	Inner	
Patsy Matthews	Upper	
Susan Grice	Elite	
Lynda Polinski	Elite	
Stephanie Lenard	Elite	
Tamara Thomas	Upper	
Lisa Warrington	Elite	
Melissa Davis	Elite	
Jenifer McClain	Inner	
Kristin Henson	Inner	
Emily Dykstra	Inner	
Lupe Dominguez	Inner	
Cindy Jaye	Inner	
Dawn Gross	Inner	
Lauren Moore	Upper	
Michelle Coper	Upper	
Tamara Thomas	Upper	
Cristalinda Conklin	Inner	
Ashley Neelis	Upper	
Nancy Mills	Inner	
Leah Schaberg	Inner	
Chelsea Dick	Inner	
Sindy Santure	Inner	
Nichole Hawkins	Elite	
Brenda Lab	Upper	

**Registrations are being  
Accepted through Dec to be  
an Achiever at Career Conference.  
Be sure to email them in!  
pamnsdoffice@gmail.com**

**Please send in your completed Inner Circle Forms each month.**

**Email to ~ [pamnsdoffice@gmail.com](mailto:pamnsdoffice@gmail.com)**

**Complete on-line at [www.pamslate.com](http://www.pamslate.com)**

**These forms must be received to be awarded the prize.**