



Pam Fortenberry-Slate
Global Sr. National Sales Director

Fortenberry-Slate National Area

2013 November Director Promotion Packet

This area is on

FIRE!



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NEW WEBSITE!! www.pamslate@qtooffice.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 ~ 2 Months

*Designs May Vary



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

If you debut:	You must achieve:
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

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: July—Nov.
To be recognized at Fall Retreat!!

Second Line:
 (note same as above)

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



2013 Contest July - October



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**

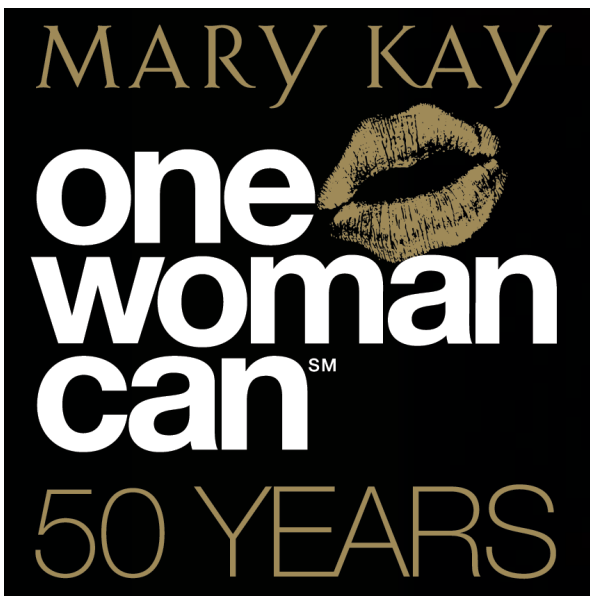
**When your Unit has 50
or more Members**

**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

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

	Sapphire:5 Stars	\$300 Bonus	
	Ruby:10 Stars	\$400 Bonus	
	Diamond:15 Stars	\$500 Bonus	
	Emerald:20 Stars	\$600 Bonus	

Area Consultant Seminar 2013 Totals July 1st, 2012- October 31st, 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
1. Brenda Lab	S Lamb Unit	\$8,770.00
2. Kimberly Lowry	S Lamb Unit	\$8,203.00
3. Joanne Devine	Julie Metz Unit	\$7,618.50
4. Theresa Dennis	S Lenard Unit	\$6,995.50
5. Cynthia Collings	S Lamb Unit	\$6,825.50
6. Guadalupe	S Lamb Unit	\$6,366.50
7. Lauri Wootton	P Fortenberry-Slate Unit	\$6,183.00
8. Kristin Henson	S Lenard Unit	\$6,006.00
9. Melissa Davis	L Warrington Unit	\$5,906.00
10. Courtnei	M Ramirez Unit	\$5,523.00

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
1. Allison Bulifant	S Lenard Unit	\$1,218.04	6
2. Brenda Lab	Shawn Lamb Unit	\$619.85	3
3. Kylie Rush	S Lenard Unit	\$179.74	3
4. Kristin Henson	S Lenard Unit	\$122.42	3
5. Audrey Gross	Shawn Lamb Unit	\$120.21	2
6. Cristalinda Conklin	Shawn Lamb Unit	\$112.43	2
7. Dorothy Nunberg	M Ramirez Unit	\$80.99	1
8. Lindsey Jones	S Lenard Unit	\$79.68	1
9. Lauren Turssline	M Elliott Unit	\$79.33	1
10 Cynthia Collings	Shawn Lamb Unit	\$78.18	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: (pamsassistant@ec.rr.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	

Please send in your completed Inner Circle Forms each month.

Email to ~ pamsassistant@ec.rr.com

Complete on-line at www.pamslate.com

These forms must be received to be awarded the prize.