



Pam Fortenberry-Slate
Global Sr. National Sales Director

Fortenberry-Slate National Area

2014 April Director Promotion Packet



Hear our ROAR!
Reaching Over & Above Reality

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WEBSITE!! 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

Fortenberry-Slate Area lets ROAR!

WIN a Weekend Getaway With 4 NSDS at Myrtle Beach!!

Girlfriend Beach Getaway!

Gold Medal Achiever!!

Lisa Zimmerman

Weekend Achievers!!

Stephanie Lenard

Emily Dykstra~ L. Zimmerman Unit

Allie Pratt~ L. Zimmerman Unit

Kylie Rush~ S. Lenard Unit

Ashley Neelis~ S. Lenard Unit



Classes, Shopping & FUN!!!

SPECIAL GOLD MEDAL DINNER ON SATURDAY NIGHT
FOR THOSE WHO EARN THEIR GOLD MEDAL!



Pat Fortenberry
EENSDE



**Pamela
Fortenberry-Slate**
SNSD



Donna Meixsell
NSD



**Somer
Fortenberry**
NSD

Win A Trip to New York



National Sales Director

Somer Fortenberry

CONTEST PERIOD: OCTOBER 1, 2013-OCTOBER 1, 2014

Offspring 2 New Sales Directors during the contest period to WIN!

Current Future Executives, Executives and Elite Sales Directors must Offspring 2 NEW Directors during the contest period to WIN!



National Sales Director

Donna Meissell

Future Executives ~ WIN your Room and 2 dinners paid for!!

Executives - WIN your transportation, Room and 2 dinners!!

Elites - WIN your transportation, Room, 2 Dinners AND 2 Broadway shows!!

NEW NATIONALS!! - WIN transportation, Room, 2 dinners 2 Broadway shows and \$1000 shopping spree!!



National Sales Director

Rhonda Fraczkowski



Senior National Sales Director

Scarlett Walker-Simpson



Senior National Sales Director

Pam Fortenberry-Slate

All winners must be a current Director in good standing to attend



National Sales Director

Cheryl Fulcher

Fortenberry-Slate National Area

January 1st to June 30th 2014

Director Promotion

Earn your Swarovski Jewelry to match your New 2014 Director Suit!

Earn 1 piece of Jewelry for each item accomplished!

Ways to Achieve!

* Debut as a New Sales Director

* Earn a car ~ OR ~

Move Up a Car Level for Current
Car Earners

* Move up a Career Level

* Complete 1 of the Following 4 of 6
Months:

Unit size up to 50
~ \$5,000 W/S & 5 New Recruits

Unit size 51 and above
~ \$10,000 W/S & 10 New Recruits



Neiman Marcus



**Who wants to
be treated to
Lunch at Neiman Marcus in
Dallas, Texas by your NSD?**

Think a New Thought ~ We're Raising the Bar!



Join NSD Donna Meixsell and SNSD Pam Fortenberry-Slate and all our WINNERS on Day 0 at Seminar 2014! We'll have lunch and shop together at Neiman's! What FUN!!!

OT-TARGET ACHIEVERS!

**CATHY BRESLIN
SHAWN LAMB
STEPHANIE LENARD
JULIE METZ
LISA WARRINGTON
LISA ZIMMERMAN**

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>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Totals for Month just completed:

Personal Sales Total : _____
 Personal Recruiting Total : _____
 Unit Sales Total : _____
 Unit Recruiting Total New: _____
 Power Plan Sent in YES ___ / NO ___
 Interview Contest Total: _____

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 (D),
 DIQ's and Director Intenders (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: February—June

To be recognized at Seminar!!

Second Line:

(note same as above)

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

**Form Now Available to complete online
 at www.pamslate.com**

2014 Contest February - June

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. _____ |
| 5. _____ | 20. _____ |
| 6. _____ | 21. _____ |
| 7. _____ | 22. _____ |
| 8. _____ | 23. _____ |
| 9. _____ | 24. _____ |
| 10. _____ | 25. _____ |
| 11. _____ | 26. _____ |
| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |

- | | |
|------------------------|-----------|
| 31. _____ | 41. _____ |
| 32. _____ | 42. _____ |
| 33. _____ | 43. _____ |
| 34. _____ | 44. _____ |
| 35. _____ ³ | 45. _____ |
| 6. _____ | 46. _____ |
| 37. _____ | 47. _____ |
| 38. _____ | 48. _____ |
| 39. _____ | 49. _____ |
| 40. _____ | 50. _____ |

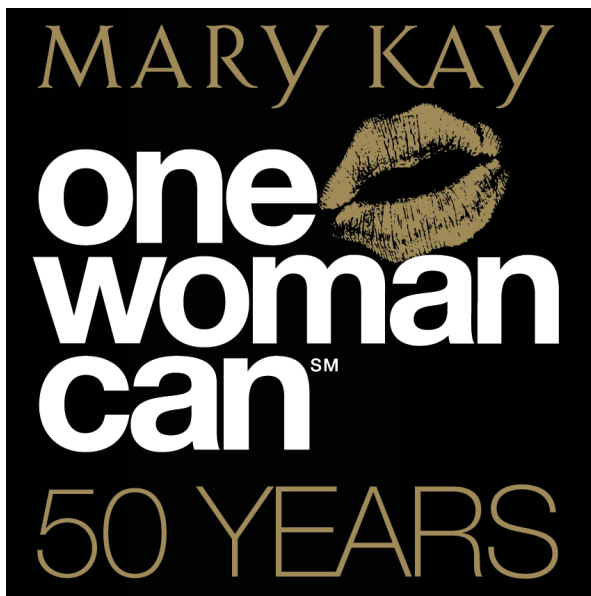
Win a Fabulous Prize from Pam!

Form Now Available to complete online
at www.pamslate.com

Fortenberry-Slate Area Director's Monthly Challenge!

**Earn a Fabulous Gift
from Pam!!**

**When your unit completes \$5,000
or has 3 New Recruits
by April 15th!**



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 III~
Star Sales Directors**



Stephanie Lenard
17 Stars/Diamond
Level

Shawn Lamb
13 Stars/Ruby Level

Lisa Zimmerman
7 Stars/Sapphire
Level

Julie Metz
5 Stars/Sapphire
Level

**On-Target
Year of the**



**Stephanie
Lenard**
50 Stars
OT Diamond Star
Director



Shawn Lamb
33 Stars
OT Ruby Star
Director



Lisa Zimmerman
12 Stars
OT Sapphire Star
Director

Quarter IV Ending June 15, 2014

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 2014 Totals July 1st, 2013- March 31, 2014

**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	\$16,980.00
2. Lauri Wootton	P Fortenberry-Slate Unit	\$15,936.00
3. Joanne Devine	J Metz Unit	\$15,129.00
4. Janet Vater	C Breslin Unit	\$14,720.00
5. Lindsey Jones	S Lenard Unit	\$13,241.50
6. Melissa Davis	L Warrington Unit	\$12,427.50
7. Cristalinda Conklin	S Lamb Unit	\$12,159.00
8. Katy Caudell	S Lamb Unit	\$11,983.00
9. Kylie Rush	S Lenard Unit	\$11,824.50
10. Anne Pickering	S Lenard Unit	\$11,569.00
11. Sindy Santure	S Lenard Unit	\$11,261.50
12. Amber Meyers	S Lamb Unit	\$11,095.00
13. Dawn Gross	S Lamb Unit	\$10,972.00
14. Denelle Vitous	J Metz Unit	\$10,795.00
15. Jenifer McClain	S Lenard Unit	\$10,535.00

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. Brenda Lab	S Lamb Unit	\$1,119.39	3
2. Kylie Rush	S Lenard Unit	\$1,097.16	6
3. Alexandria Pratt	L Zimmerman Unit	\$946.58	5
4. Cristalinda Conklin	S Lamb Unit	\$506.42	5
5. Kristin Henson	S Lenard Unit	\$284.34	3
6. Audrey Gross	S Lamb Unit	\$201.37	3
7. Courtney McWilliams	M Ramirez Unit	\$192.82	2
8. Joanne Devine	J Metz Unit	\$178.38	3
9. Linsey Anderson	M Elliott Unit	\$172.88	1
10. Theresa Dennis	S Lenard Unit	\$163.46	2
11. Chelsea Warrington	L Warrington Unit	\$160.58	1
12. Lauren Turssline	M Elliott Unit	\$154.94	1
13. Leah Shaull	L Zimmerman Unit	\$126.00	2
14. Tamara Thomas	S Lenard Unit	\$125.98	2
15. Mallory Hebert	S Lenard Unit	\$122.56	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: March—June. (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)

*Seminar Recognition

*Inner Circle Pin or Charm, (when you already have a pin) presented to you at Seminar by SNSD Pam Fortenberry-Slate

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 or On Line at www.pamslate.com

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

March - June Contest

Name	Elite/Upper	Months Completed					Name	Elite/Upper	Months Completed				
		Mar	Apr	May	Jun	Jul			Mar	Apr	May	Jun	Jul
Stephanie Lenard	Elite						Lisa Warrington	Elite					
Emily Breuer	Upper						Melissa Davis	Upper					
Liz Schuler	Elite						Michele Ramirez	Elite					
Lisa Zimmerman	Elite												
Julie Metz	Upper												
Aundrea LaVigre	Inner												
Alicia Hicks	Elite												
Carly Patel	Inner												
Megan Carty	Inner												
Katy Caudell	Inner												
Kate Weber	Inner												
Lindsey Jones	Inner												
Janet Sessink	Inner												
Bren Pruitt	Upper												
Dawn Gross	Upper	U											
Jennifer Reynolds	Elite												
Lauren Moore	Inner												
Kayla Seger	Inner												
Emily Dykstra	Inner												
Lisa Lott	Inner												
Nicole Hawkins	Inner												
Lupe Dominguez	Inner												
Cristalinda Conklin	Inner												
Cindy Jaye	Inner												
Ashley Neelis	Elite												
Ashley Cavender	Upper												
Stephanie Lelo	Upper												
Heather Hale	Inner												
Nannette Franklin	Inner												
Joanne Devine	Inner												
Jessica Parker	Inner												
Allie Pratt	Upper												
Kylie Rush	Elite												
Kelli Rau	Inner												
Denelle Vitous	Upper												
Tamara Thomas	Upper												

Please send in your completed Inner Circle Forms each month.

Email to ~ pamnsdoffice@gmail.com

Complete on-line at www.pamslate.com

These forms must be received to be awarded the prize.