



Pam Fortenberry-Slate  
Global Sr. National Sales Director

# Fortenberry-Slate National Area

## 2014 May Director Promotion Packet



Hear our ROAR!  
Reaching Over & Above Reality

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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**

*Fortenberry-Slate Area lets ROAR!*



# HOW TO HAVE A GRAND WEEK IN MAY!

Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in suggested retail sales in a week!



To help you do that, here are some great tips from **Independent Future Executive Senior Sales Director Lisa Stengel**, who also wants you to know that there's always a grand reason to have a grand week: May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang! *Lisa Stengel believes that if you follow all of these tips, you're sure to have a week that's Grand!*

## GRAND TIPS FROM THE TOP

1. **Skin Care Parties.** Skin care will always be the foundation of our business, so you've got to hold skin care parties. Consider holding three of them this week.

2. **The Look Party.** Ask an existing customer to bring a copy of *The Look* to a gathering and pass it around. It's a casual way to create interest in the *Mary Kay*® products. And don't forget to attach your Company-approved business card to *The Look* so people can reach you to place an order or to ask for your advice!

3. **Virtual Makeover Party.** Invite customers to use the Virtual Makeover tool on your *Mary Kay*® Personal Web Site. Once they order and receive the products they love, you can follow up by encouraging them to post selfies of their new looks on Facebook®.

4. **Time of Day Party.** You can pick a day during your Grand Week in May to offer incentives to your customers via text or email. And here's the kicker – you choose a different incentive for different times of the day. For example, from 7 to 9 a.m., your customers could get a discount on their purchases. From 9 to 10 a.m., you could offer a bonus with purchase. From 10 a.m. to noon, there's a different discount offer, and so on. The time frames and the incentives are totally up to you.

5. **Facebook® Party.** You can post the challenge on your Facebook® page for your *Mary Kay* business. Then send a link to your *Mary Kay*® Personal Web Site to 10 people. Ask them to place an order and then to share the link with 10 more people.

## WIN A GRAND!

Simply submit your tips\* on our "**Let's Talk**" blog post, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, or share your success stories (also on the "Let's Talk" blog post) once you've completed the challenge!

When you do so, you will have your name entered into a **drawing\* of all eligible posts** submitted that week for a chance at winning **\$1,000 in American Express gift cards!** There will be **three winners each week**, and the winners' posts will be featured on the Company's "Let's Talk" blog.

MARY KAY  
discover what you **LOVE**™

\*Read the official contest rules on *Mary Kay InTouch*® for more information. Facebook® is a registered trademark of Facebook Inc.

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# HOW TO HAVE A GRAND WEEK IN MAY!

*And... in the  
Fortenberry-Slate Area!*

Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash!  
So to honor the Founder, sell \$1,000 in suggested retail sales in a week!



I am so excited to join in the GRAND WEEK Challenge! May is really the perfect occasion to meet this Challenge. Spring has arrived and the Spring & Summer products are fabulous! It is also a great opportunity to check with your customers and confirm they are using the best products to meet their needs. Get more when you have a GRAND WEEK!

Post your Tips & Success on the Fortenberry-Slate National Area Facebook page!

**Sell \$1, 000.00 Retail Product\***  
**Order \$400 wholesale by May 31st, 2014**

## EARN A GRAND PRIZE!

*From your National Sales Director*

*Pam Fortenberry-Slate!*

**\*How to claim your Prize!!**

- Sell \$1,000 retail product in any 1 week of May 2014
- Place a \$400 wholesale order with the company by May 31, 2014
- Email [pamnsdoffice@gmail.com](mailto:pamnsdoffice@gmail.com) when you have completed both parts OR
- Complete "I've Earned a Prize!" on our Area website [www.pamslate.com](http://www.pamslate.com)

MARY KAY<sup>®</sup>  
discover what you **LOVE**<sup>™</sup>

\*Read the official contest rules on *Mary Kay InTouch!* for more information.  
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# 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

## May and June

### 10 & 10

## Director Promotion



*Authentic  
Ray Ban  
Sunglasses!!*

When your unit  
completes  
**\$10,000 W/S &**  
Has **10 New Recruits**  
In May AND June!!



**Earn your  
Authentic  
Ray Ban  
Sunglasses!!**



*\*\*\*styles may vary, no cash value\*\*\**

# 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](http://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. _____	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. _____		

Win a Fabulous Prize from Pam!

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



# **Fortenberry-Slate Area Director's Monthly Challenge!**

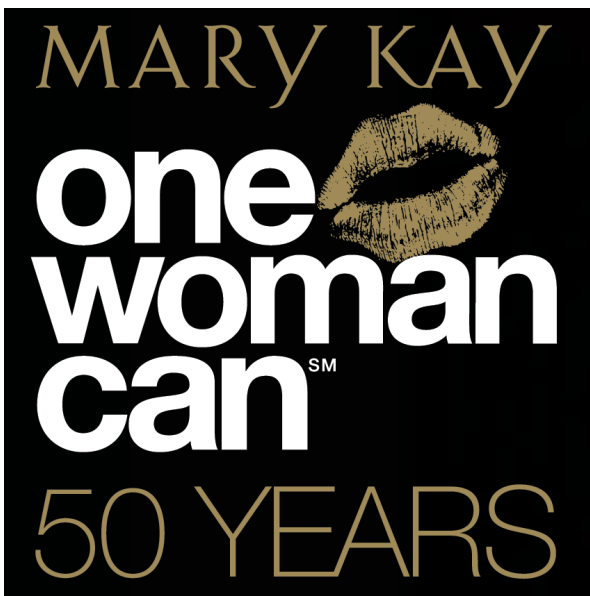
**Earn a Fabulous Gift**

**from Pam!!**

**When your unit completes \$5,000**

**or has 3 New Recruits**

**by May 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  
Star Sales Directors**



**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- April 30, 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. Lauri Wootton	P Fortenberry-Slate Unit	\$17,375.00
2. Brenda Lab	S Lamb Unit	\$16,980.00
3. Joanne Devine	J Metz Unit	\$16,635.50
4. Janet Vater	C Breslin Unit	\$15,649.00
5. Kylie Rush	S Lenard Unit	\$15,057.00
6. Dawn Gross	S Lamb Unit	\$13,724.00
7. Melissa Davis	L Warrington Unit	\$13,550.50
8. Cristalinda Conklin	S Lamb Unit	\$13,488.00
9. Katy Caudell	S Lamb Unit	\$13,345.50
10. Lindsey Jones	S Lenard Unit	\$13,331.50
11. Lisa Lott	S Lamb Unit	\$12,902.00
12. Sindy Santure	S Lenard Unit	\$12,200.50
13. Denelle Vitous	J Metz Unit	\$11,763.00
14. Anne Pickering	S Lenard Unit	\$11,569.00
15. Lynda Polinski	P Matthews Unit	\$11,222.00

## 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. Alexandria Pratt	L Zimmerman Unit	\$1,331.76	7
2. Brenda Lab	S Lamb Unit	\$1,254.34	3
3. Kylie Rush	S Lenard Unit	\$1,240.28	6
4. Cristalinda Conklin	S Lamb Unit	\$683.92	5
5. Courtney McWilliams	M Ramirez Unit	\$330.97	3
6. Kristin Henson	S Lenard Unit	\$284.34	3
7. Audrey Gross	S Lamb Unit	\$210.49	3
8. Leah Shaull	L Zimmerman Unit	\$203.20	3
9. Cindy Jaye	S Lamb Unit	\$197.49	2
10. Joanne Devine	J Metz Unit	\$187.46	3
11. Linsey Anderson	M Elliott Unit	\$176.09	1
12. Ashley Neelis	S Lenard Unit	\$168.04	2
13. Chelsea Warrington	L Warrington Unit	\$165.59	1
14. Theresa Dennis	S Lenard Unit	\$163.46	2
15. Lauren Turssline	M Elliott Unit	\$154.94	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

\_\_\_\_\_

