



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

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**™

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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 when you have completed both parts OR
- Complete "I've Earned a Prize!" on our Area website www.pamslate.com

MARY KAY[®]
discover what you LOVE[™]

*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!!

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



National Sales Director

Rhonda Fraczkowski



Senior National Sales Director

Scarlett Walker-Simpson



Senior National Sales Director

Pam Fortenberry-Slate



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

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

Fortenberry-Slate Area Director's Monthly Challenge!

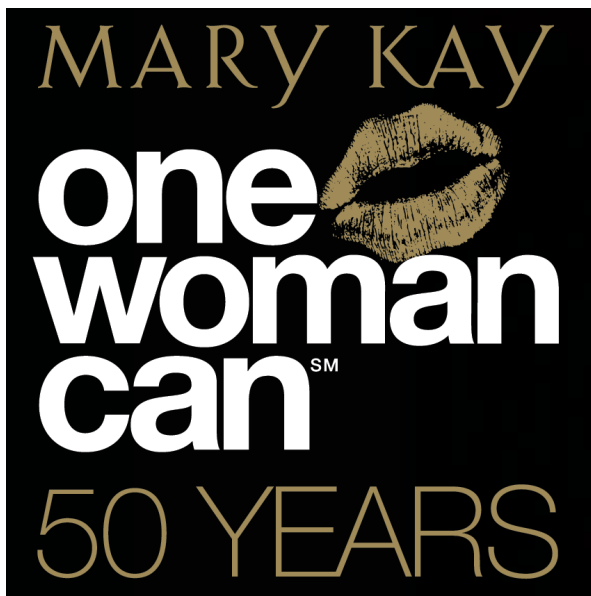
Earn a Fabulous Gift

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- 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 | \$15,199.00 |
| 4. Janet Vater | Cornell Unit | \$14,700.00 |
| 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. Joanne Devine | J Metz 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 |

Updates Coming!



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
