



The *WOW* Unit Newsletter

Women Of Worth

Building women's awareness of their own worth by supporting them and teaching them to believe and see their value. Because YOU are worth it. Celebrating WINS!



January 2014 Recognition & Results

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

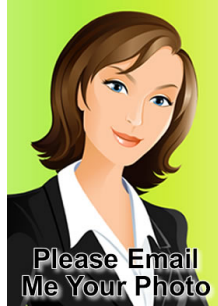
| Star Achieved | Name | WS Needed for Next Star |
|---------------|----------------------|-------------------------|
| | Lisa Sorenson | \$1,352.00 |
| | Carrie Stueck | \$1,354.00 |
| | Heather Wunderlich | \$1,374.00 |
| | Bridget Cartwright | \$1,470.00 |
| | Kathy Schneiderwendt | \$1,471.00 |
| | Sarah Hegner | \$1,475.00 |
| | Trisha Pape | \$1,481.00 |
| | Jeanine Lindeke | \$1,556.00 |
| | Britt Schuldes | \$1,557.00 |
| | Amy Stedjee | \$1,557.00 |
| | Kimberly O'Brien | \$1,561.00 |
| | Ann Menke | \$1,577.00 |
| | Billie Miller | \$1,592.00 |
| | Jessica Hooyman | \$1,595.00 |
| | Emily Herzfeldt | \$1,596.00 |
| | Cathy Verhagen | \$1,597.00 |
| | Rose Ibraimi | \$1,597.00 |
| | Holly Nehring | \$1,795.00 |



Lisa Sorenson
Queen of Wholesale



Sandy Stare
Queen of Sharing



Jeanine Lindeke
Top Love Check

Welcome New Consultants

Kristi Skubis

Sponsored By:

Sandy Stare

Are you in the Red Zone?

Now is the perfect time to recruit! Women are always looking for some extra cash, and they want a career that's meaningful! By focusing on providing opportunities for others, you'll see doors open for you! You can move on up this month by sharing the opportunity and getting in the RED ZONE! Stay focused, accept the challenge, and Career Conference will hold a red jacket and lots of green cash, too!

Have you made a commitment to move your business forward? You'll look so great in your new red jacket or director's suit! Will you choose to climb the career path for Career Conference?



Celebrating 50 years: Mary Kay Ash taught us how—go live your dream!
One Woman Can!

Dear WOW Women,

I'm so excited about this month. It's time to register for Career Conference, get excited about our new products, and share our incredible opportunity with those around us. We're lucky enough to have a company that holds conferences all around the nation to make it easy for us to attend. I hope you'll join us! This is such an exciting time to be a part of such an amazing company. It's hard to believe it's been 50 years since Mary Kay began Mary Kay, Inc., and I'm so grateful to her for her insight into women. I love that this company encourages us to share ideas, dare to dream big, and to encourage each other along the way. It's easy to understand why our conferences are so amazing and an energizing part of my career each year.

We all know February is centered around sharing love. While the focus is sharing love for our spouse and children, that feeling permeates our lives this month. It's one we share with our friends, family and everyone around us. It makes the cold days warmer and happier. I've begun to feel the same way about warm chattering. At first it can be a little challenging talking to a stranger, but then I began to realize- we do it all the time. We help someone pick up something she's dropped or compliment her outfit or tell her how adorably cute her child is. Warm chattering is just taking the next step to offer her an opportunity as well. I encourage you to reach out and talk with the woman next to you in line, at the store, or wherever. Even if you don't take the next step to offer her your card, take a moment to encourage her and make her feel special today. That gesture will never be a bad thing, and it will make you feel great too.

I am so ready for spring to be here. I know you are too! Our new products are the perfect way to jump start this season. It's time to say goodbye winter blues and "Hello, Sunshine Collection!" I cannot even tell you how excited I am about our Complexion Corrector Cream Sunscreens, not to mention the eyeliner, pedicure set, and new @ Play products. It's time to spring into action now and have something to be excited about at Career Conference.

There are a lot of great sayings out there. Dream Big. Trust Yourself. Keep Trying. No Regrets. Enjoy Life. We see them and we are inspired, but how often do we truly make a plan to apply them to our lives? We all know they're true. We know that we should live in the moment, quit beating ourselves up, and dream of a life bigger than the one we have now. Will you join me in making those dreams a reality this year? Will you take an action step each day towards that dream? Just one small step per day can be the difference between regret and success. I encourage you to stop and think, "What's the next action I can take towards my goal?" It may be cleaning up your office so you can get on the phone tomorrow. Hopefully it will be dusting off your profiles and calling customers to check in and book classes, interviews, and more. Whatever your next step is, email or text me so I can encourage you along the way. We can make our dreams come true- one day at a time!

Love and Belief, Sandy

Use the winter weather to your advantage! When it's this cold, you just want to stay inside, and so do your customers. This is the perfect time to follow up with prospects, make PCP calls, and reach out. It's also the perfect time to share info on our great new products and schedule appointments! Make this winter weather count, and you'll be ready to

Spring Into
ACTION!



Love Letters to Live By:

Valentines are love letters with simple statements of affection. I would like to give you a valentine to explain as fundamentally as possible what love really is. One basic definition of love, as a verb, is "to value." Love should be a verb, not a noun or adverb. Love is an active emotion. It is not static. Love is one of the few experiences in life that we can best keep by giving it away. Love is the act of demonstrating value for and looking for the good in another person.

- **L- is for Listen.** To love someone is to listen unconditionally to his values and needs without prejudice.
- **O-is for Overlook.** To love someone is to overlook the flaws and the faults in favor of looking for the good.
- **V-is for Voice.** To love someone is to voice your approval of him on a regular basis. There is no substitute for honest encouragement, positive "strokes," and praise.
- **E-is for Effort.** To love someone is to make a constant effort to spend the time, to make the sacrifice, to go the extra mile to show your interest.

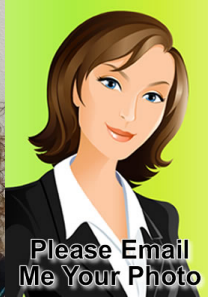
Taken from: Seeds of Greatness by Denis Waitley

Our Top 5 Wholesale Orders For January

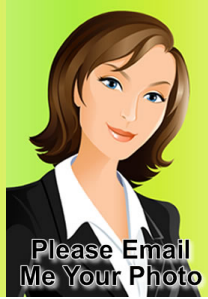
MARY KAY
one woman canSM
 50 YEARS



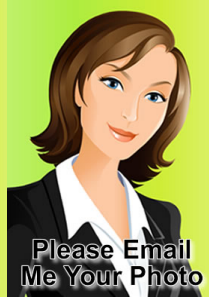
Lisa Sorenson



K. Schneiderwendt



Carrie Stueck



Jeanine Lindeke



Emily Herzfeldt

Year To Date Court of Personal Sales

| | | |
|----|----------------------|------------|
| 1 | Jessica Hooyman | \$8,171.00 |
| 2 | Lisa Sorenson | \$7,391.00 |
| 3 | Penelope Mason | \$2,779.00 |
| 4 | Holly Nehring | \$2,060.00 |
| 5 | Emily Herzfeldt | \$1,933.50 |
| 6 | Debra Hennessy | \$1,898.00 |
| 7 | Carrie Stueck | \$1,654.00 |
| 8 | Heather R Wunderlich | \$1,288.00 |
| 9 | Jeanine Lindeke | \$1,055.00 |
| 10 | Kimberly O'Brien | \$840.00 |
| 11 | Lisa Seymour | \$834.50 |
| 12 | Michael Currie | \$820.00 |
| 13 | Pamela Mompier | \$756.00 |
| 14 | Jonathan Mason | \$711.00 |
| 15 | K. Schneiderwendt | \$657.00 |
| 16 | Sarah Hegner | \$587.00 |
| 17 | Carla Schuh | \$540.00 |
| 18 | Lynn Davidson | \$506.00 |
| 19 | Britt Schuldes | \$500.00 |
| 20 | Ann Ruleau | \$477.00 |



Thank You Consultants Who Invested in Their Business in January

- Lisa Sorenson
- K. Schneiderwendt
- Carrie Stueck
- Jeanine Lindeke
- Emily Herzfeldt
- Cathy Verhagen
- Rose Ibraimi
- Britt Schuldes

PCP Participants:

- Lisa Sorenson
- Penelope Mason
- Sandy Stare



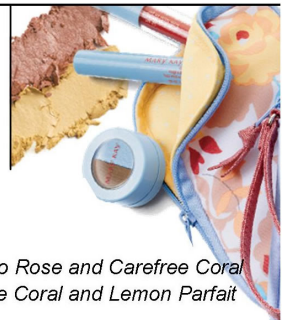
Welcome Back Consultants

- Emily Herzfeldt
- Kathy Schneiderwe
- Cathy Verhagen

Limited Edition Hello, Sunshine Collection

Purchase-With-Purchase Offer: You can get the Sunshine Wristlet for only \$5 with the purchase of at least \$40 of any Hello, Sunshine Collection items. These include:

- Lip Gel, \$16, *Cherry Twist*
- Springy Eye Duo, \$16 each, *Summer Sunset and Stonewashed*
- Creamy Lip Color, \$16 each, *Retro Rose and Carefree Coral*
- Nail Lacquer, \$9.50 each, *Carefree Coral and Lemon Parfait*





Recruiters and Their Teams

Senior Consultants

Jeanine Lindeke

Britt Schuldes

Lisa Sorenson

Bethany DeHart

Billie Miller

* Carla Schuh

* Danielle Sorenson

* Holly Nehring

* Jennifer Bauer

Penelope Mason

Jonathan Mason

* Elizabeth Kunze

* Laura Kennedy



It's time to Share Your Love of our Opportunity and Move On Up for Career Conference!

When you add **two qualified** new personal team members from December 1 to February 28, you'll be invited to a special **Career Conference Luncheon** held in your honor!!

Qualified **new** Consultants who add **one** new qualified team member from Dec. 1-Feb. 28 will also be invited to attend the luncheon.

When you achieve and maintain a new step on the career path of **Team Leader, Future Director, or DIQ by Feb 28, you'll receive a name badge ribbon and onstage recognition!!**

See Intouch For Details & More Info.



Qualified Year to Date Sharing Court

Lisa Sorenson

1 Qualified



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!



Love Checks: Sharing the Opportunity

4% Recruiter Commission

Jeanine Lindeke

March Birthdays

| | |
|-------------------|----|
| Theresa Fehring | 10 |
| Kristin Salisbury | 14 |
| Mina Syvang | 18 |
| Greta Ploch | 23 |
| Lisa Seymour | 31 |

March Anniversaries

| | |
|--------------------|----|
| Pamela Mompier | 12 |
| Nikki Folger | 11 |
| Ann Ruleau | 2 |
| Bridget Cartwright | 2 |
| Stephanie Light | 2 |

"The knowledge that we consider knowledge proves itself in action. What we now mean by knowledge is information in action, information focused on results."

—Peter F. Drucker



From the desk of...
Senior NSD Mary Diem



Diem Area Star Consultant Quarterly Contest!



When you become a star consultant, you are on your way to reaching your goals. And because you are "making it happen" you will earn this gorgeous conversation piece - star pin from your Director. Earn the pin the first time you reach star status this year and then add a sparkling star to your pin for each quarter to follow.

I can't wait to see what the future holds for you!! You are in charge!! Make it the best ever...each prize and goal you strive to reach puts you closer to your dreams. I know you can do it. I believe in you!!! ... Mary

* My name is _____ Yippee, I did it!! I am a star consultant! *
* I have reached _____ Sapphire _____ Ruby _____ Diamond _____ Emerald _____ Pearl level. *
* _____ I have earned my Star pin _____ I have earned a star to add to my pin *

LIMITED EDITION
HELLO,
SUNSHINE!
COLLECTION

Purchase-With-Purchase Offer:
You can get the Sunshine Wristlet
for only \$5 with the purchase of at
least \$40 of any Hello, Sunshine
Collection items. These include:

Lip Gel, \$16, Cherry Twist
Springy Eye Duo, \$16 each,
Summer Sunset and Stonewashed
Creamy Lip Color, \$16 each, Retro Rose & Carefree Coral
Nail Lacquer, \$9.50 each, Carefree Coral & Lemon Parfait



Delivers eight benefits
in one step

**COMPLEXION
CORRECTION CREAM
SUNSCREEN BROAD
SPECTRUM SPF 15:**

Available in Very Light, Light-to-Medium,
Medium-to-Deep, Deep. \$20, each

BRONZING POWDER:

Sweep on a sun-kissed glow!
Available in Light-Medium
and Medium-Dark, \$18



MARY KAY @ PLAY NEW SHADES:

Eye Crayon, \$10 Teal Me More, Over the Taupe
Baked Eye Trio, \$10 Electric Spring, Sunset Beach
Lip Crayon, \$10 Purple Punch, Coral Me Crazy
Jelly Lip Gloss, \$10 Violet Vixen, Poppy Love



GEL EYELINER

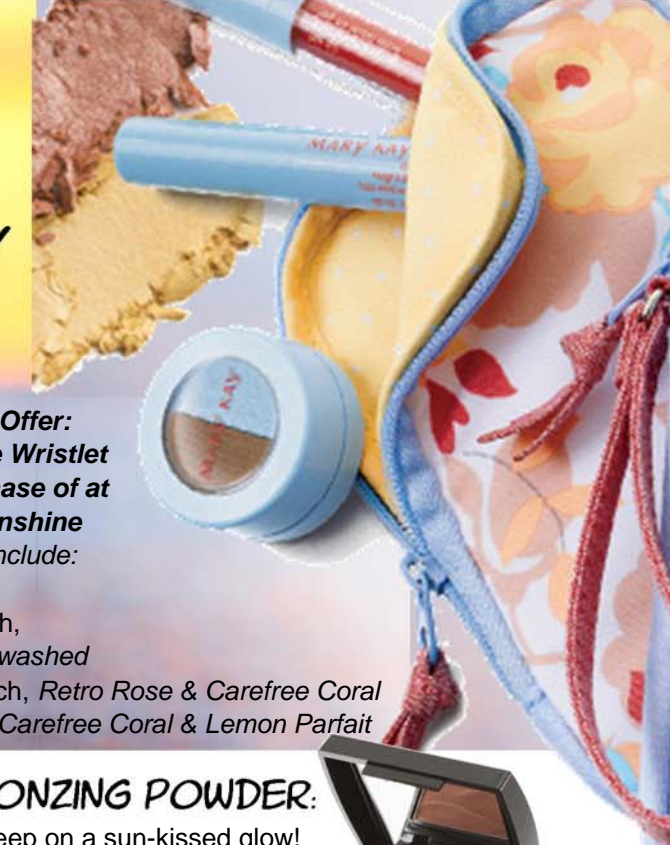
WITH EXPANDABLE
BRUSH APPLICATOR:

Jet Black, \$18

Pencil precise. Liquid
intense. Gel smooth.

**LIMITED EDITION LEMON PARFAIT
PEDICURE COLLECTION:**

Includes: Lemon Parfait Foot Gel, Pumice
Stone, Emery Board, Toe Separators and
Lemon Parfait Foot Fizzies in a Gift Bag, \$28



DARE TO DREAM!



MARY KAY®
MAKEOVER DAY
March 8, 2014

Mary Kay Dates to Remember:

- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 4:** Mardi Gras
- **March 5:** Ash Wednesday
- **March 8:** Mary Kay Makeover Day! International Women's Day!
- **March 9:** Daylight Saving Time begins.
- **March 15:** End of the Quarter! Quarter 3 star contest ends.
- **March 16:** Quarter 4 Star Consultant quarterly contest begins. PCP Summer online enrollment for The Look & Month 2 mailer begins.
- **March 17:** St. Patrick's Day
- **March 20:** First day of spring!
- **March 21:** Week 1 of Career Conference 2014 begins.
- **March 28:** Week 2 of Career Conference begins. Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders (until 9pm CST). Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production. Online agreements accepted until midnight CST.

Building
WALL
toWALL
Leaders



Class of 2014



MAKE IT YOUR CHOICE -- Ralph Marston

Whatever there is to be done, make it your choice to do it. Rather than resenting that you must do it, or feeling guilty about the fact that you should do it, simply choose to do it.

From all the available possibilities, choose what you know is right. Choose, and put the power and commitment of your intention behind your actions. Choose to do it, and you make yourself vastly more effective. Choose to do it, and be in positive control of your own destiny.

Feeling that you're forced to do it, or obligated to do it, or that you have no choice, will only weigh you down. So choose to do it and free yourself from those useless burdens.

Choose to do it not because you must, not because you should, but because you know it is best. In every moment, in every situation, make it your choice to do what is best. Make it your choice, and you'll make it great.



SANDY STARE
INDEPENDENT SALES DIRECTOR OF
THE WOW UNIT

4315 Skyway Lane
Appleton, WI 54913
Phone: (920) 993-9516
sandystare@new.rr.com

Return Service Requested

**WHO WILL HELP US MEET OUR
SEMINAR 2013 UNIT GOALS?**

5 Offspring Sales Directors

10 Red Jackets

5 Car Drivers

\$650,000 Unit Club

Place Your Orders Today! Don't forget:
Mary Kay will raise the minimum active status
order amount from **\$200 to \$225** in Section 1
orders effective **March 1**, so stock up on your
favorites this month at a great rate!



Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay* makeup trends that complement the looks. The *MK Trend Report & Look* are your go-to resources for showing your customers how to pair MK makeup with spring fashions.

It's where you'll find everything you need to spring into action and help re-energize your Mary Kay business. The trend this quarter is all about taking off or just kicking back. It's time to play, explore and discover. So beauty is carefree and effortless. And the products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials.



Effective Feb. 16, 2014, shipping and handling charges will increase as follows:

- **Customer Delivery Service orders shipping and handling charges will increase to \$5.75.**
- **Mainland U.S. product orders & Starter Kits will increase to \$9.35.**