



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!

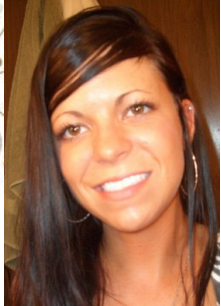


April 2014 Recognition & Results

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 6/15/14

Star Achieved	Name	WS Needed for Next Star
Ruby	Alicia Moder	\$588.00
Sapphire	Penelope Mason	\$559.00
	William Kahl	\$1,192.00
	Kristin Salisbury	\$1,456.00
	Michele Nutter	\$1,478.00
	Carrie Stueck	\$1,497.00
	Amanda Polenz	\$1,509.00
	Heather Wunderlich	\$1,528.00
	Elizabeth Kunze	\$1,563.00
	Betty Schaefer	\$1,570.00
	Jessica Hooyman	\$1,705.00
	Kathy Schneiderwendt	\$1,726.00



Alicia Moder
Queen of Wholesale



Lisa Sorenson
Queen of Sharing



Penelope Mason
Top Love Check

Welcome New Consultants

Name:

Megan Kahl
Amanda Polenz
Alicia Moder
William Kahl
Tina Jones
Beth Fietzer
Rachel Bachand
Melissa Mason
Vicky Weyland

Sponsored By:

William Kahl
Sandy Stare
Sandy Stare
Sandy Stare
Sandy Stare
Sandy Stare
Sandy Stare
Penelope Mason
Lisa Sorenson

Did you know that over **10,000 people retire a day?**

(taken from Prudential's website).

Teachers are almost out for the summer too! Who do you know that is looking for something fun to do with their extra time?



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

Dear WOW Women,

I am so excited to be finishing up this seminar year with such strength and determination! We are on our way to achieving some amazing goals and dreams together. May is a wonderful month to push yourself just a little bit harder. May 12th was Mary Kay Ash's birthday, and I like to challenge myself to honor her in some way this month. She was a tremendous example of hope and dedication to excellence and hard work. Will you have your own Grand Week (or two)? Will you challenge yourself to build Wall to Wall and start the journey towards a unit of your own?

Eleanor Roosevelt said, "Do one thing a day that scares you." I think Mary Kay would have liked that. I heard a wonderful story about putting your fears into perspective. Consider spending an evening camping out in the woods with a flashlight and a Stephen King novel. Imagine just how big the squirrels will be! The next morning, walking out of the woods, you'll laugh at your updated perspective on things. What we have to remember is fear is always like that! It is a fact that 84% of what we are afraid of never comes true; 14% of our fears we have control over and can change the outcome; only 4% of our fearful future is out of our control, and yet most of these things never become reality either. I encourage you to confront just one of your fears this month. Do one thing a day to work towards mastering that fear, and you'll never regret it.

For example- summer sales can quickly lead to summer team members. We all need more time. If you are anything like me, your schedule fills up twice as fast this time of year. Add that we are trying to do more with less, and Mary Kay is the perfect fit for so many women. It can be added into your life just about any time or anywhere. When sharing the opportunity and holding classes, listening is key. We've all heard about listening for the need and filling it. This principle applies to everything from makeup tips to hostess credit for free product to scheduling time interviews. If you can find the need, you can usually provide a solution with Mary Kay. Instead of thinking about overcoming objections, think of the opportunity as a service just like our great products. The best part is if you shared the opportunity with anyone in April (or took advantage of it yourself and are a new consultant), you can offer these same great incentives to potential new team members in May! Make sure to check out Intouch daily for inspiration, motivation and some great ideas! I can't wait to celebrate your success this summer. If you need help, I'm only a phone call away!

Love and Belief, Sandy



It's the 100th anniversary of Mother's Day!

The American Mother's Day was created by Anna Jarvis in 1908 and became an official U.S. holiday started by President Woodrow Wilson in 1914. The notion of a Mother's Day was initially a fairly radical idea and even led towards things like women's rights and equality in the 1860s and '70s. In the years before the Civil War (1861-65), Ann Reeves Jarvis of West Virginia helped start "Mothers' Day Work Clubs" to teach local women how to properly care for their children. In 1870, Howe wrote the "Mother's Day Proclamation," a call to action that asked mothers to unite in promoting world peace. Together, women can do anything! What special way will you choose to honor mothers everywhere this month?



GRADUATION GIFT IDEAS

- ◆ **Tribute to the Graduate** - Tribute Cologne for Men
- ◆ **As You Begin Life's Journey** - Journey Eau de Parfum
- ◆ **With an "Eye" on the Future** - Eye Shadows, Eye Liner, Mascara, Concealer & Eye Primer
- ◆ **You Deserve a Hand** - Satin Hands Set
- ◆ **Summer Survival Kit** - Lemon Parfait Pedicure Collection including Foot Gel & Foot Fizzie, pk. of 10
- ◆ **Your Future Looks Bright** - Tinted Moisturizer with SPF 20 or Subtle Tanning Lotion, Sunscreen SPF 30, & Lip Protector

Our Top 5 Wholesale Orders For April

MARY KAY
one woman canSM
 50 YEARS



Alicia Moder Penelope Mason



Please Email Me Your Photo!

William Kahl



Carrie Stueck



Elizabeth Kunze

Year To Date Court of Personal Sales

1	Penelope Mason	\$10,428.00
2	Jessica Hooyman	\$8,791.00
3	Lisa Sorenson	\$7,912.00
4	Alicia Moder	\$5,554.00
5	Carrie Stueck	\$2,656.00
6	Emily Herzfeldt	\$1,933.50
7	Debra Hennessy	\$1,898.00
8	Heather R Wunderlich	\$1,831.00
9	William Kahl	\$1,481.00
10	Raelyn Leach	\$1,383.00
11	Kimberly O'Brien	\$1,318.00
12	Sarah Hegner	\$1,256.00
13	Bridget Cartwright	\$1,060.00
14	Jeanine Lindeke	\$1,055.00
15	Michele Nutter	\$1,050.00
16	Nikki Folger	\$899.00
17	Lisa Seymour	\$834.50
18	K. Schneiderwendt	\$805.00
19	Pamela Mompier	\$756.00
20	Billie Miller	\$747.00



Thank You Consultants Who Invested in Their Business in April

- Alicia Moder
- Penelope Mason
- William Kahl
- Carrie Stueck
- Elizabeth Kunze
- Amanda Polenz
- Jessica Hooyman
- Michele Nutter

PCP Participants:

- Lisa Sorenson
- Penelope Mason
- Sandy Stare



Welcome Back Consultants

Elizabeth Kunze

Limited-Edition Journey of Dreams Eau de Toilette, \$25

Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent. In the United States, from May 16- Aug. 15, \$2.50 will be donated from each

sale of *Journey of Dreams*.





Recruiters and Their Teams

Senior Consultants

Penelope Mason

Elizabeth Kunze

* Jonathan Mason

* Laura Kennedy

* Melissa Mason

Sarah Hegner

Michele Nutter

Your End of The Year Moving On Up Checklist

- Decide on the goal. Put a date on it.
- Post affirmations around the house. Attain motivational growth through books, audio and coaching. If you need more positive affirmation information—do a search on Intouch.
- Make 2 new goal posters and put them in your kitchen and office.
- Decide how many personal classes and interviews it will take to reach your goal. (If you're not sure, call your director for guidance.)
- Fill out a weekly plan & menus a week in advance and shop for everything you need.
- Get support systems organized: a) Child care b) An office assistant—can even be one of your children 12-14 years old; 3 hours/week to put together looks, hostess packets, trays, recruiting packets c) Organize a filing system—brain book
- Book 10 selling appointments for the next 2 weeks.
- Book 10 interviews for the next 2 weeks (may invite them to an event).
- Set up coaching time with your director 2 times a week.
- Hand out no less than 10 recruiting packets a week!!!



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

Penelope Mason

Sarah Hegner

June Birthdays

Cathy Verhagen	6
Betty Schaefer	8

June Anniversaries

Sarah Hegner	8
Betty Schaefer	2

We can choose to be our best selves and to become all we're capable of becoming. When we dedicate ourselves to the practice of the good life, we approach our challenges with greater equilibrium and have a more positive, constructive attitude as we pursue excellence. By: Alexandra Stoddard



*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.

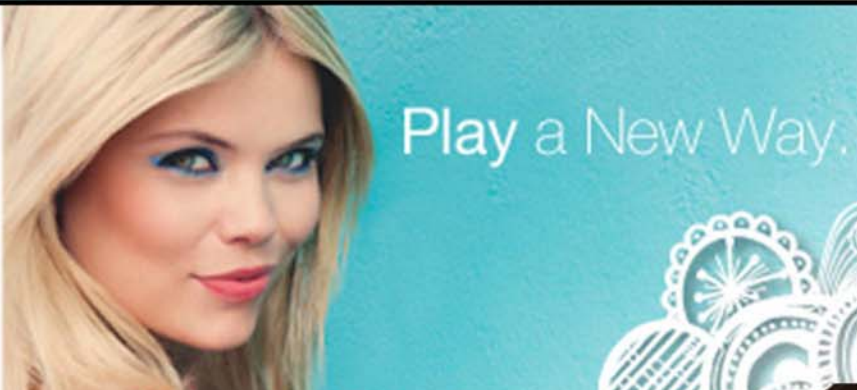
I can't wait to see what the future holds for you!! You are in charge!! Make it the best ever...each prize and goal you strive to reach puts you closer to your dreams. I know you can do it. I believe in you!!! ... Mary

* 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 *



From May 16- August 15, \$2.50 will be donated from each sale. Mary Kay is committed to bringing an end to domestic violence. Your purchase supports The Mary Kay Foundation grant program for women's shelters, helping survivors of abuse begin a journey of recovery.

Spritz on the *limited-edition* Beauty that Counts! Journey of Dreams Eau de Toilette, and feel good about doing good! It's crisp floral scent expresses a spirit of caring. **Dreams:** They provide the power to overcome obstacles, achieve the impossible and transform today into a beautiful new future. **That's the inspiration behind this year's inspiring fragrance.** \$25



Mary Kay At Play, NEW Products

Create statement eyes and lavish lips.

Bold Fluid Eyeliner, \$10

Triple Layer Tinted Balm, \$10
Atomic Red, In the Plum, Orange You Lovely, Pink Again



Blue My Mind, Gold Metal, Hello Violet & The Real Deal



NEW Mineral Eye Color Shades, \$7 Driftwood, Ballerina Pink, Rosegold, Stone and French Roast.

This long-lasting, fade-resistant, mineral-based formula delivers weightless, high-impact color in one swipe with a natural, luminous finish that looks gorgeous on any skin tone.

New True Dimensions Lipstick Shades!

Intensely moisturizing. Exquisitely smoothing. It's like a color-infused fountain of youth for your lips.



Glide on 10 new shades with confidence: Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate. \$18, each

Limited-Edition Honeydew Satin Hands Pampering Set, \$35 Delight in sweet summer scents.



PCP Gift With Purchase You can get a FREE Mini Microdermabrasion Set & Indulge Soothing Eye Gel in a black mesh bag when you purchase \$40+ in MK products.

DARE TO DREAM!



Building
WALL
to**WALL**
Leaders



14
Class of 2014



Mary Kay Dates to Remember:

- **May 12:** Monday Night Success Night @ Pink Link Training Studio. 611 N. Lynndale Dr. lower level Suite L
- **May 19:** Girls Night Out, Players Pizza and Pub, Oshkosh WI. 6:30-8:30pm
- **May 26:** No meeting - Happy Memorial Day!
- **May 30:** Money Due for Lisa Madson Event and deadline for Red Jacket Luncheon count.
- **June 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **June 7:** Red Jacket Luncheon, Mayville Wisconsin 9:00-11:00 am. \$15
- **June 10:** PCP summer 2014 mailing of month 2 mailer begins.
- **June 12:** Lisa Madson Workshop and Guest Night Radisson Paper Valley Hotel. Workshop for Directors and Consultants 2:00-5:00pm Cost is \$10 in advance. Guest Event 7:00-9:00 Cost is \$11 in advance.
- **June 15:** Postmark deadline for Quarter 4 Star Consultant Quarterly Contest. Happy Father's Day!
- **June 16:** Quarter 1 Star Consultant quarterly contest begins. PCP fall 2014 online enrollment and Month 2 mailer begins.
- **June 20:** Online prize selection for Quarter 4 Star Consultant quarterly contest.
- **June 27:** Last day of the month for Consultants to place telephone orders (until 10pm CST).
- **June 30:** Seminar 2014 contest period ends. Last business day of the month. Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Last day for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.
- **Monday Night Success Nights in June:** June 2, 9, 16, 23, 30 @ Pink Link Training Studio



Value of Thinking About "Why": It Clarifies Focus

When you land on the real purpose for anything you're doing, it makes things clearer. Just taking two minutes and writing out your primary reason for doing something invariably creates an increased sharpness of vision, much like bringing a telescope into focus. Frequently, projects and situations that have begun to feel scattered and blurred grow clearer when someone brings it back home by asking, "What are we really trying to accomplish here?"

Whereas purpose provides the juice and the direction, principles define the parameters of action and the criteria for excellence of behavior.

This kind of grounded, reality-based thinking, combined with clarification of the desired outcome, forms the critical component of knowledgeable work. In my experience, creating a list of what your real projects are and consistently managing your next action for each one will constitute 90 percent of what is generally thought of as project planning. This "runway level" approach will make you "honest" about all kinds of things: Are you really serious about doing this? Who's responsible? Have you thought things through enough?



SANDY STARE
 INDEPENDENT SALES DIRECTOR OF
 THE WOW UNIT

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 Appleton, WI 54913
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 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

Building
WALL
 to**WALL**
 Leaders

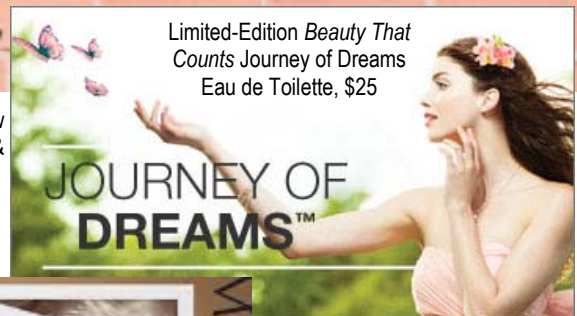
There's so much to be involved in this month! Choose your passion to pursue!

Join the Movement.
 Build Wall to Wall Leaders.



Explore what's NEW on
 myCustomers!

Great new
 services &
 products,
 so check
 out
 Intouch!



Happy Birthday to Mary Kay!
 Enriching Women's Lives

