

Director Michelle Hendrickson

CONFERENCE Coming to a city

near you! Register online by February 28th! You don't want to miss this career-changing event!

Wholesale Queen



Jacque M. Norton \$670.25

Sharing Queen



M. Evelyn Corn

Fabulous ALL STARS

Mid Year Award Winners

Queen of Sales & Hotshot



Monica Eisenberg

Queen of Team Building



Donna Losasso

Rookie of the Year



Renee Dellaccio
Miss Go Give





Christi Kurtz



Heather Hernandez

A note from your Director . . .

WOW gals!!! We are soooooooo close to our 80s party and Julia attending! Crank out those 80s hair styles! Whoop whoop! WE moved up TWO consultants to the coveted Senior consultant spot! Congrats to Evelyn Corn and Monica Eisenberg! WE rocked out to over \$11,000 wholesale! WOW! Blow it up ladies! Amazing! Now lets' start off the month of love with thinking of what YOU love about your MK! I LOVE getting to empower women to make a change and not let fear hold them back! I LOVE getting to work when I want and how I want! I love a company that FINDS A WAY TO GIVE BONUSES!!!! THIS month as a director I get to earn an EXTRA \$500 bonus!!!!! SHUT UP!!! I KNOW YA'LL ARE DYING!!! Like can this get any better!? If your boss told you that if you could grow by 13% over last year at this same time and you would get \$500 extra, would you get excited? I KNOW!!! And everyone is a part to make this work!!! I HAVE A SUPER COOL CONTEST WHERE YOU COULD WIN!!!! See the flyer for details!!! COACH MINI WRISTLET, MK ROLLING TOTE, SAMPLE ORGANIZER OR \$100 VISA GIFT CARD are the options that you can choose from!

BEE on the look out for a SLAMMING new website to use! Should be up by the 8th!!! and Extra coaching time each week for us to power up together, not pity down!!! Know I will be contacting YOU to see what YOU are wanting THIS month as we are building 5 new REDS!!! WHO will be the FIRST!!???

Some awesome contests to spur you on! The charm bracelet contest is still on with \$300 or \$600 wholesale, you get FABULOUS CHARMS to wear!!! Oooo! See inside the newsletter!!

BACK by popular demand....The MK @ Play sharpeners with a \$400 w/s order!

AND this just in!!!! YOUR \$650 for the month of February is the EVER popular SPA DATE! The more you do the more you get for free! \$1k = 1 appendage free, \$18K or \$650 & 1 Q T = 2 appendages free, \$18K or \$650 + 2 Q T = 3 free.. SEE INSIDE FOR DETAILS!!

Julia has a RED JACKET RETREAT on Feb 15th... 12:30 to 3:30 for you reds!! so WHAT ARE YOU WAITING FOR?! 15 full circle faces can be the way!!!

Here is a sneak peek at the rest of the month:

Tuesday, the 4th – product preview! Amazing new stuff

Tuesday the 11th- RUTBUSTING! Be sure your vision is in place!

Tuesday the 18th –GNO – MONTH of LOVE. Learn GREAT customer appreciation ideas as well as tracking, the how tos, and whys!

Tuesday the 25th – Casual Nite! Rutbusting!

All are great guest opportunities because we have a skin care class at each!

Let's work together to go over, under and through any obstacle that is in your way!! We ARE better together! I believe in each of you and U can achieve your dreams if you are wiling to do something different to have something different!

Love you bunches, Michelle, your future pink caddy leader



Spotlight on Team Builders!

Standings are updated as of January 31st — this will not reflect February orders or new team members.

Team Leaders

Recruiter :Terre M. Workman Melissa A. Johnston Jessica G. McCoy Michelle A. Mersmann Karen M. Mitchell Kay L. Morgan Maureen Wilkerson Ramona Woodrum * Terri W. Bantau

Recruiter :Christi L. Kurtz M. Evelyn Corn Trudy A. Thomason Jennifer L. Wright

Recruiter :Lori Ready Lori A. Greenhaw Tuyet Hoang Michelle R. Lindsey

Recruiter : Patricia R. Grones Jamie L. Hennessey

Recruiter : Tuyet Hoang Philip P. Ngo

Recruiter :Jenna L. Hotz Emily R. Pose

Recruiter :Gabrielle L. Jewison Kelli Parker

Recruiter :Gabriella J. Jones Melissa D. Balsiger

Recruiter : Cynthia A. Kohn Christina M. Bartha

Recruiter :Donna M. LoSasso Monica A. Eisenberg * Samantha Cather

Star Team Builders

Recruiter :Carrie A. Birmingham Renee Dell'Accio Lisa J. Harding Kimi A. Miller * Jennifer Corn

Recruiter :Jennifer Corn Michelle L. Chadwick Lori Ready Eleanor Tumminello

Senior Consultants

Recruiter :Christina M. Bartha Michelle A. Ezell Bethany B. Hudgeons

Recruiter :M. Evelyn Corn Evelyn I. Alyatim

Recruiter :Sherry A. Dissinger Rune Scott

Recruiter :Monica A. Eisenberg Christina F. Ullrich Angela Weinbrenner

* Inactive Member (N1,N2,N3,I1,I2,I3)
To become ACTIVE you must place a \$200 wholesale order.

Follow the Steps to Success!











Senior Consultant

(1-2 active team members)

4% Commission

Star Team Builder RED JACKET (3+ actives)

Sr. Consultant benefits plus Red Jacket Rebate

Eligible for \$50 Bonuses

Team Leader

(5+ actives)

All the previous benefits plus 9-13% Commission

Team Leader pin

On-Target for Car!

(5+ actives and \$5,000 wholesale growing to 14 actives and \$20,000 in 4 months or less)

Eligible to earn use of Career Car or \$375 cash monthly for 2 years PLUS all Benefits of previous levels

Director in Qualification

Effective Jan. 1, 2010 (10+ actives growing to 24 in 4 months and be a star consultant!)

Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

Spring 2014 New Product

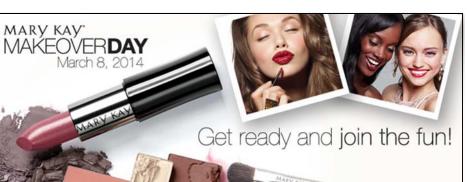
Spring 2014 New Products are available February 15th!

(or February 10th, for Star Consultants who qualified during the September 16-December 15, 2013 quarter, or if you enrolled in the Spring 2014 Preferred Customer Program)



Spring into action this quarter and help re-energize your Mary Kay business!

- Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15
- Mary Kay® Bronzing Powder
- Mary Kay® Gel Eyeliner with Expandable Brush Applicator
- Limited-Edition Lemon Parfait Pedicure Collection
- Mary Kay at Play® New Shades
- Limited-Edition Mary Kay® Hello, Sunshine Collection
- Free Gift with Purchase Mini Lash Love® Mascara and Oil-Free Eye Makeup Remover



On March 8, International Women's Day, you'll once again have the opportunity to help Mary Kay break the record for conducting the most makeovers in one day. That means you'll want to start now by booking parties and makeovers to be held on March 8.

Here's what you need to know:

- On March 8, from 12:01 a.m. through 11:50 p.m., in your time zone, the challenge is on. The goal is to beat last year's record of 44,250 makeovers.
- To make sure your numbers count, you'll want to opt in for text alerts from Mary Kay first – and it's a snap. Just go to Mary Kay InTouch® > Texting Preferences and complete your opt-in with the simple two-step process.
- You can text us each time you complete a makeover on March 8, and your numbers will be added to the total.

While you are conducting makeovers on March 8 in your hometown, a "live" makeover event will be happening at The Mary Kay Building in Dallas. Watch this video to get excited about what the Mary Kay® Makeover Day can do for you!



Visit www.MaryKayIntouch.com

for more information.

January - December 2014

Buckle your seatbelt for some very exciting news! Premier Plus qualifiers now have the opportunity to earn the use of a sleek black BMW 320i. Learn how you can earn the use of this spectacular dream machine by going to MaryKayInTouch.com!



Welcome New Business Owners!

(These new unit members signed Consultant agreements January 1-31.)

New Consultant

From

Sponsored by

Evelyn I. Alyatim

LUCAS, TX

M. Corn

"Don't let the negatives of life control you. Rise above them. Use them as your stepping stones to go higher than you ever dreamed possible. Place your eyes on your goal and don't move them." — Mary Kay Ash

\$73.76

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level	
M. Hendrickson \$493.5	1

9% Recruiter Commission Level
Terre M. Workman

4% Recruiter Commission Level

M. Evelyn Corn \$26.00Monica A. Eisenberg \$22.54Carrie A. Birmingham \$15.18

"Success is adding value to yourself.
Significance is adding value to others."
- John C. Maxwell

Team Building Tip of the Month!

10 Commandments of a Successful Recruiter!

- 1. Always lead by example!
- 2. Attend all unit meetings—see that she is there with you.
- 3. Call, write, email or text her daily for the first 3-4 weeks.
- 4. Keep a friendly business relationship.
- 5. Always talk about profit level.
- Always let her learn while you earn—take her with you to shows and classes.
- 7. Keep a 100% positive attitude.
- 8. Call your director if you need help to answer her questions.
- 9. Help her sponsor her first recruit.
- Just as you never take credit for her successes, never take responsibility for her failures.



Let's BEAT OUR BEST in February 2014!!

When we increase our wholesale production by 13% over Feb. 2013...I will have a special drawing and *ONE* of these *HOT GIFTS* will be given awarded!!

Each Consultant who places a wholesale order of \$250 or more in February will have their name entered into a special drawing.

(We MUST achieve our 13% goal for the drawing to be held)



COACH Mini Wristlet



Mary Kay Rolling Tote & Show-n-Go



Mary Kay Business Organizer & Sample Organizer



\$100 Visa Gift Card

EARN MORE ENTRIES for each addt'I \$200+ Section 1 wholesale order you place in February! (orders can be cumulative)



example: Order \$250 = Earn 1 Entry \$450 = Earn 2 Entries \$650 = Earn 4 Entries \$850 = Earn 8 Entries \$1050 = Earn 16 Entries!!!

We Invested in Product Last Month!

Kay L. Morgan \$205.00 Gina Talley \$204.00 Christina M. Bartha \$203.50 Kassie M. Musick \$203.50 Melissa A. Johnston \$203.00 Susan Watkins \$202.50 Sharyn L. Helm \$200.50 Chri M. Mount \$200.50 Renee Dell'Accio \$158.00 Kristen M. Crow \$141.00 Kristen L. Anderson \$125.00 Heather M. Hernandez \$123.00 Jamie L. Hennessev \$100.50 \$54.50 Jessie Rohlmeier Jessica G. McCoy \$42.00 Eileen M. Rians \$38.50 Christi L. Kurtz \$34.50 Gabriella J. Jones \$27.00 M. Hendrickson \$2,582,75



LOVE is in the air! Share the Mary Kay® Bridal eCatalog with your NEW brides-to-be.





Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

	Consultant	YTD Retail	Bonus & PCP	<u>Total</u>
1	Monica A. Eisenberg	\$12,256.50	\$618.00	\$12,874.50
2	Maureen Wilkerson	\$6,587.50	\$1,327.00	\$7,914.50
3	Donna M. LoSasso	\$7,591.50	\$20.00	\$7,611.50
4	Renee Dell'Accio	\$4,682.00	\$786.00	\$5,468.00
5	Joyce Swift	\$4,419.50	\$801.00	\$5,220.50
6	Lori Ready	\$4,762.50	\$292.00	\$5,054.50
7	Heather M. Hernandez	\$4,304.00	\$539.00	\$4,843.00
8	Jacque M. Norton	\$4,224.00	\$100.00	\$4,324.00
9	Sherry A. Dissinger	\$3,366.00	\$605.00	\$3,971.00
10	Jessie Rohlmeier	\$3,518.50	\$265.00	\$3,783.50

Tops in Team Building

	Recruiter	New Team Mbrs	YTD Comm
1	Donna M. LoSasso	1	\$225.03
2	Renee Dell'Accio	2	\$36.40
3	Monica A. Eisenberg	1	\$35.87
4	Lori Ready	1	\$33.24
5	M. Evelyn Corn	1	\$26.00





This month when you order \$650 (or more) OR have 1 qualified Team Member you get to have... Spa Pedi time with Michelle!!

The more you do the more you get for free!

\$1k + 1 appendage free

\$18K or \$650 & 1 Q TM + 2 appendages free

 $$18K \text{ or } $650 + 2QTM \neq 3 \text{ free appendages}$

The more you do the more you win!











On-Target Star Consultants!

December 16, 2013 - March 15, 2014



Congrats 2nd Quarter STARS!

PEARL

Michelle Hendrickson

Monica A. Eisenberg

DIAMOND

Donna M. LoSasso



Consultant Name	Current		—Wholesale	Production Ne	eded for Star—	
	Wholesale	Sapphire	Ruby	Diamond	Emerald	Pearl
	Production	\$1,800	\$2,400	\$3,000	\$3,600	\$4,800
MICHELLE HENDRICKSON	I \$4,153.25	****	****	****	STAR	\$646.75
MONICA EISENBERG	\$1,091.00	\$709.00	\$1,309.00	\$1,909.00	\$2,509.00	\$3,709.00
ANGELA WEINBRENNER	\$896.75	\$903.25	\$1,503.25	\$2,103.25	\$2,703.25	\$3,903.25
JACQUE NORTON	\$785.75	\$1,014.25	\$1,614.25	\$2,214.25	\$2,814.25	\$4,014.25
EVELYN ALYATIM	\$650.00	\$1,150.00	\$1,750.00	\$2,350.00	\$2,950.00	\$4,150.00
DEBORAH LUETKENHOEL	TER\$514.2	25\$1,285.75	\$1,885.75	\$2,485.75	\$3,085.75	\$4,285.75
PHILIP NGO	\$411.00	\$1,389.00	\$1,989.00	\$2,589.00	\$3,189.00	\$4,389.00
SHERRY DISSINGER	\$407.00	\$1,393.00	\$1,993.00	\$2,593.00	\$3,193.00	\$4,393.00

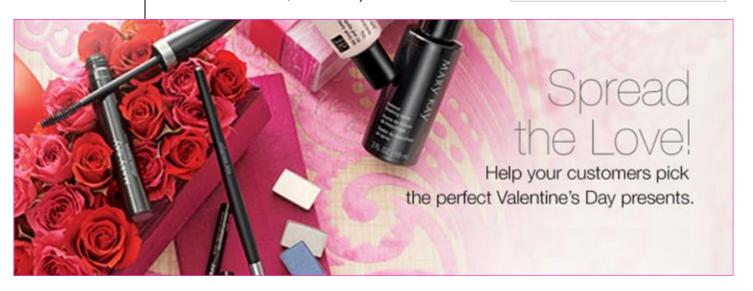


Stars Drive Cars!! Which Car is in Your Future?!

A simple way to stay on track for Star Consultant:

Sapphire = Sell \$300 Retail per week
Ruby = Sell \$400 Retail per week
Diamond = Sell \$500 Retail per week
Emerald = Sell \$600 Retail per week
Pearl = Sell \$800 Retail per week

Also—remember that you earn 600 extra "star" points for each qualified team member you add during the quarter.





Working with Accountability!



Faces

Kristen Crow	8
Melissa Balsiger	3
Kay Morgan	2

Skin Care Sets Sold
Joyce Swift

1

Top Team Builders
Evelyn Corn



Welcome to Evelyn Alyatim!



Queen of Wholesale Top 5

Michelle Norton	\$670.25
Evelyn	\$650.00
Monica	\$478.00
Sherry	\$407.00
Maureen	\$369.50

Queen of Retail Top 3

Joyce Swift	\$210.00
Kristen Crow	\$199.00
Dixe Jesko	\$193.00

* SEND IN YOUR WEEKLY ACCOMPLISHMENTS SO YOU CAN BE RECOGNIZED HERE* ** If you don't report it, it didn't happen!!



"People fail forward to success." ~ Mary Kay Ash

Promotions!

Winners of \$650 Date from Jan was Bling ring and new free product!

Congrats to Evelyn Alytim and Michelle (Jaque) Norton

THIS month it is \$650 or 1 q TEAM member gets u in to the SPA pedi time!

The more you do the more you get for free! \$1k = 1 appendage free,

\$18K or \$650 & 1 Q T = 2 free, \$18K or \$650 + 2 Q T = 3 free..

The more you do the more you win!

Earners of the 3 MK @ Play and brow pencil sharpeners were: Sherry, Monica, Evelyn A and Michelle N!!!!!

Power and perfect start party GETS AN UPDATE!!
GET a PS, PS plus CHARM when u do the work!
Last month winners were:
Space available!!

New CONTEST FOR charms!!!!

\$300 charm winners are: Joyce, Maureen, Sherry and Monica \$600 winners were: Evelyn A and Michelle N Qualified charm: Evelyn Corn CHECK out the 5 +5+5
prizes!!! HOT HOT!
Pick a different one each
week! Do your \$500,
5 appointments and 5
interviews in a week and
pick a prize!! Bee AWARE!!
THE pink money bag is
sold OUT!



GAREER GAR PROGRAM

Get on the road to success!



Grand Achiever

Qualifications:

- \$20,000 combined personal team
 wholesale Section 1 production
 -14 active personal team members
- You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \$20,000 requirement.
- Your team must contribute a minimum of \$15,000 wholesale Section 1 production toward the total \$20,000 requirement.

 You must have a minimum of \$5,000 combined
- You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining five or more active personal team members.
 - You must be active.

Premier Club

Qualifications:

\$54,000 net adjusted unit wholesale production within two consecutive calendar quarters.

 \$600 car program credit counts toward required production.

Cash Compensation of up to \$500 per month.

Premier Plus

January 2014 - December 2014

Qualifications:

\$75,000 net adjusted unit wholesale production within two consecutive calendar quarters.

 \$600 car program credit counts toward required production.

Cash Compensation of up to \$500 per month.





BMW 320i

Cadillac

Qualifications:

\$96,000 net adjusted unit wholesale production within two consecutive calendar quarters.

\$600 car program credit counts toward required production.

Cash Compensation of up to \$900 per month.







Sun

Mon

Prayer call

712-432-0926

code 735223#

Prayer call

code 735223#

Prayer call

712-432-0926

code 735223#

Tue

Wed

Thu

Fri

Sat

CONFEREN

Don't delay!! Registration ends

February 28th!

Muffins and Makeovers at 10 am at my home studio

3

GNO 7 to 9pm

New consultant conf call 8 to 8:30pm 712-432-0926

code 1081791#

New consultant conf call 8 to 8:30pm

712-432-0926

code 1081791#

Mary Kay® Makeover

Muffins and Makeovers at 10 am at my home studio

Daylight Savings Time Begins

1()

712-432-0926

11

GNO 7 to 9pm

13

20

27

14

Last Day of Quarter: Be a Star for Seminar **Priority Registration!**

Muffins and Makeovers at 10 am at my home studio

16

18

GNO 7 to 9pm 19

New consultant conf call 8 to 8:30pm 712-432-0926 code 1081791#

21

22

23

24

Prayer call 712-432-0926 code 735223# 25

GNO 7 to 9pm 26

New consultant conf call 8 to 8:30pm 712-432-0926 code 1081791#

Midnight CST cutoff for Consultants to 29 place phone orders.

30

Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.

Prayer call 712-432-0926 code 735223# Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world. ~Harriet Tubman



Birthdays	Day	Anniversaries	Years
Christi L. Kurtz	8	Melissa A. Johnston	8
Amy M. Dance	9	Robin A. Melton	8
Karen E. Goins	12	Jamie L. Hennessey	8
Jessica R. Clark	14	Danielle K. Hasting	6
Terre M. Workman	16	Jacque M. Norton	3
Michelle A. Mersmann	17	Judith K. Ibe	2
Christina M. Bartha	29	Joyce Swift	1
Celebrate!		Jessie Rohlmeier	1

Michelle Hendrickson

Sales Director 2301 Cimmaron Dr Plano, TX 75025

Phone: 214-417-7286

Email: mhendrickson19@marykay.com



To the Fabulous ...

Career Conference

How Important is it?

Someone once said, "It only takes a spark - to get a fire going." How true! And that spark has been found hundreds of times at Career Conference. Perhaps you are thinking, "I can't afford to go." From long experience, I believe you can't afford NOT to attend, for at Career Conference you will discover the BIG

PICTURE of what your Mary Kay career can be for YO(1! Make your plans now. Use the profit from a few extra classes to pay your way.

~ Mary Kay Ash

Schedule At-A-Glance

Day 1-March 21, 23, 28 & 30

Registration (if space is available) $2 - 9 \, pm$

Packet Pickup (must have driver's license,

other picture I.D.)

3:30 - 5 pmIndependent Sales Director Workshop

3:30 - 5 pmEmerging Leadership Workshop (Star Team Builders, Team Leaders, Future Directors, &

7 – 10 pm Opening General Session (all attendees)

Day 2—March 22, 24, 29 & 31

8 am – 4:30 pm **Registration** (if space is available)

Packet Pickup (must have driver's license,

other picture I.D.)

9 - 10 amMorning General Session (all attendees) 10:15 – 11 am Independent Beauty Consultant and Independent Sales Director Classes

11:15 – 12:50 pm Career Conference Luncheon (invitation only)

Independent Beauty Consultant and 1:15 - 2 pm

Independent Sales Director Classes 2:15 - 4:30 pm Closing General Session (all attendees)