



THE OVERFLOW UNIT NEWS

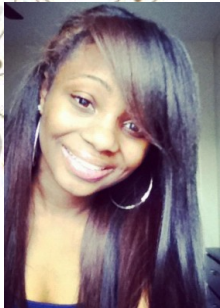


January 2014 Recognition & Results

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
	Courtney Halstead	\$1,195.00
	Lawanda Pittman	\$1,199.00
	Doris Kirby	\$1,200.00
	Marcy Kent	\$1,200.00
	Tamara Moore	\$1,408.00
	Kimberly Barnes	\$1,453.00
	Lisa Carter	\$1,464.00
	Taisha Wright	\$1,590.00
	Tasha Wright-Knox	\$1,593.00
	Jason Smith	\$1,598.00
	Anna Fairley	\$1,599.00
	Sarah Melendez	\$1,600.00
	Vivian Melendez	\$1,600.00
	Victoria Jumper	\$1,600.00
	Kim Reid	\$1,709.00
	Tanika Green	\$1,761.00
	Wanshienda Tatum	\$1,780.00
	Qiana Davis	\$1,785.00



Courtney Halstead
Queen of Wholesale



Tamara Moore
Queen of Sharing



This Could Be You
Top Love Check

Welcome New Consultants

Davina Hopkins

Sponsored By:

Tamara Moore

Lawanda Pittman

Sponsored By:

LaKeshia Chisholm

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 Ladies of Legacy,

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, La'Keshia

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

MARY KAY
one woman canSM
 50 YEARS



Focus on the basics this month!

**Book
 Coach
 Sell
 Share**

They can take you anywhere you want to go!



Year To Date Court of Personal Sales

1 Anna Fairley	\$7,445.00
2 Courtney Halstead	\$5,411.00
3 Wanshienda Tatum	\$4,089.50
4 Jonathan Bryson	\$3,935.00
5 Candy Lofton	\$3,625.00
6 Kimberly Barnes	\$2,850.00
7 Tamara Moore	\$2,558.00
8 Andrea Blanding	\$2,300.50
9 Tasha Wright-Knox	\$2,277.50
10 Tanika Green	\$2,270.00
11 Lisa Carter	\$2,249.00
12 Miehis Zahorski	\$1,749.00
13 Rakiha Graves	\$1,469.00
14 Lawanda Pittman	\$1,467.00
15 Uniqua Kelly	\$1,465.00
16 Debbie Taylor	\$1,465.00
17 Yolanda Bell	\$1,465.00
18 Nicole Doren	\$1,465.00
19 Sydnee Woolford	\$1,465.00
20 Charisse Brown	\$1,465.00
21 Kevin Gardner	\$1,465.00
22 Doris Kirby	\$1,347.00
23 Marcy Kent	\$1,347.00
24 William Tatum Sr.	\$1,244.00
25 Kim Reid	\$1,016.50
26 Lynette Ampadu	\$947.50
27 Wanda Tatum	\$822.00
28 Brandy Robinson	\$822.00
29 Annie Thorpe	\$810.00
30 Wilma Howard	\$804.00



Thank You Consultants Who Invested in Their Business in January

- Courtney Halstead
- Lawanda Pittman
- Doris Kirby
- Marcy Kent
- Lisa Carter
- Tasha Wright-Knox
- Jason Smith
- Anna Fairley
- Tamara Moore
- Kimberly Barnes
- Wanshienda Tatum

PCP Participants:

Tasha Wright-Knox



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*



Thinking is the very essence of and the most difficult thing to do in business and in life. Empire builders spend hour-after-hour on mental work... while others party. If you're not consciously aware of putting forth the effort to exert self guided integrated thinking... then you're giving in to laziness and no longer control your life -David Kekich



Recruiters and Their Teams

Senior Consultants

Andrea Blanding

Wanshienda Tatum

- * Beverly Glover
- * Branden Burns
- * Caressa Spann
- * Chetarra Godfrey
- * Clarissa Glover
- * Dashina Cofield
- * K. Addison-Coleman
- * Kimberly Colon
- * Nakeya Shaw
- * Richard Dileonardo
- * Schanda Dileonardo
- * Shaquail Mckethan
- * Stephanie Buchanan
- * Tanikquan Henry
- * Teya Humphries
- * Tiffany Brown
- * Timothy Coleman
- * Valerie Thompson
- * Zachary Blanding

Candy Lofton

Lynette Ampadu

- * Brandy Robinson
- * Kilei Green-Luafulu
- * Mary Swanner
- * MiOshi Sweet
- * Sophia Jeudy

Samantha Smith

Jason Smith

Wanshienda Tatum

William Tatum Sr.

- * Alicia Blount
- * Charda Silver
- * Cynthia McNeill
- * James Hargrove
- * Jasmine Parker
- * Javarzeiya Walker
- * Miqueta Carter
- * Quenna McDonald
- * Sherifa Talley
- * Tammy McDougald
- * Tyeshia Evans
- * Wanda Tatum
- * Wilma Howard



Qualified Year to Date Sharing Court

Wanshienda Tatum

1 Qualified

\$63.99



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

Earn Your Own Love Check

**1-4 Active Team Members:
4% Commission**

**5+ Active Team Members:
9% Commission**

**5+ Active Team Members +
your personal \$600 order:
13% Commission**

<u>March Birthdays</u>			
Jonathan Spann	3	Regina Ball	1
James Hargrove	4	Myeshia Palmer	1
Yolanda Bell	4	Mary Mack	1
Shree Elliott	8	Luis Pantojaloquez	1
Caressa Spann	14	Keytahna Kelly	1
Leona Garrett-Moore	14	Frederick Fencher	1
Tanika Green	20	Frances Johnson	1
MiOshi Sweet	25	Desriette D Anderson	1
Kimberly Spann	28	Caressa Spann	1
Lisa Carter	28	Branden Burns	1
Mazie Simmons	29		
Andrea Blanding	31		

<u>March Anniversaries</u>	
Cristina Rye	2
Zachary Blanding	1
Timothy Coleman	1
Shari Moore	1
Richard Dileonardo	1

"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

Join Us! Do it for you!



Coming to a City Near You

Mar. 30 – 31, Charlotte, NC II

Dates to Remember

- **February 4:** Registration for the first week of Career Conference (March 21-22 & 23-24) begins at midnight CST.
- **February 7:** Registration for the 2nd week (March 28-29 & 30-31) begins at 12am CST.
- **February 28:** Registration deadline



**You can Register on InTouch:
Click Events/Special Events
2014/ Career Conference 2014**

Registration Fee:

\$90 and you'll receive a
product giveaway.

50
YEARS | **one woman can**
MARY KAY

Every Gold Medalist will receive a full color autographed page of Gloria's Ebony Magazine article!

EBONY

Feel the

Love

FEBRUARY



We are going for \$100,000 in February!

When we hit it Gloria will have a special drawing and TWO of the HOT GIFTS below will be awarded
Each consultant who places a wholesale order of \$250 will be entered into a special drawing

(We must hit \$100,000 wholesale for the drawing to take place)

MK SHOW N GO



COACH MINI WRISTLET
**Styles may vary*



MK BUSINESS ORGANIZER



MK ROLLING TOTE



\$100 VISA GIFT CARD



Your \$400 wholesale order gets you the Famous MAGIC Umbrella!!



MK SAMPLE ORGANIZER

Your \$600 wholesale order gets you the Gorgeous Watch Me Bracelet!!



ROCKIN' RED!



La'Keshia M. Chisholm
Sales Director

Are you in a **Red Jacket?**

If not, you Should Be!

Offer your family, friends and loyal customers
the opportunity to own a Mary Kay Business
of their own! The MK Opportunity is a Great Gift!

FREE Red Jackets This month!

Add at least 3 active team members and earn
the \$50 MK rebate for your Jacket
PLUS a \$35 Visa Gift Card
from your director to cover the rest!

WOO HOO!!!



Dream CALLS

Earn a chance to win a **\$100 GIFT CARD** from VICTORIA'S SECRET in Jan. & Feb. Your name is entered for each Dream Call or Sharing Appointment.

One lucky Consultant and One lucky Customer will WIN!

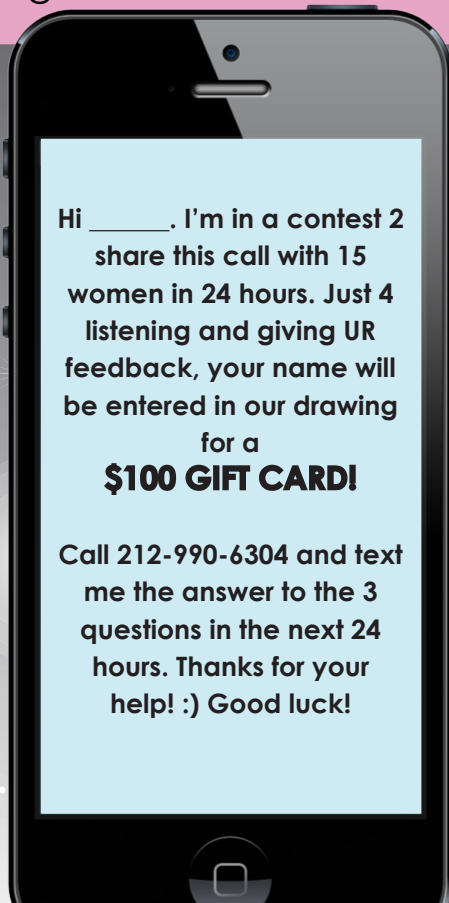
* A qualified team member places a minimum \$600 wholesale order in January or February. All entries must include their level of interest number and their phone number.

* December 1, 2013 through February 28, 2014, add two qualified and earn the special luncheon held in your honor at Career Conference.



Win a \$100 Gift Card

When your customer becomes a consultant, she gets **10 BONUS** entries. If she joins "**qualified**" (\$600 w/s order) you **BOTH** get another **10 BONUS** entries! Also, get **10 BONUS** entries for **every 10 Dream Calls or Sharing Appointments!** Wow!



Drawing will be held on Monday, March 3, 2014

* Local consultants must be present to win.

Have your customers text you the answer to the 3 questions on the call and have a quick follow-up call with me to be entered to win!



Ind. Sales Director La'Keshia Chisholm
Future Overflow Area

December 16, 2013 - March 15, 2014

3RD QUARTER



La'Keshia M. Chisholm
Sales Director

Star Gazer

3rd Quarter Star Consultants can earn some wonderful rewards!
Choose Your Favorite Prize Below!



PARTY TOTE



CAREER CONFERENCE
HOTEL ACCOMODATIONS



DATEBOOK COVER



DIGITAL TABLET CASE



Pearl Stars

SPECIAL BONUS

ALL EXPENSE PAID BAHAMAS CRUISE!

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

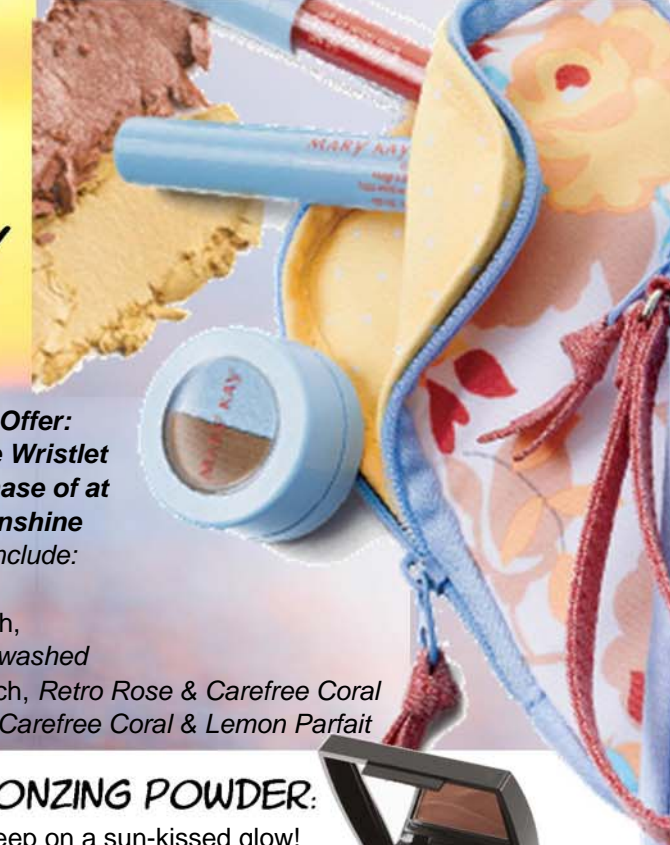
WITH EXPANDABLE
BRUSH APPLICATOR:

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





You're Invited!

To Mary Kay's Makeover Day

Help us Honor Women Everywhere.
March 8 is International Women's Day.
A day to celebrate YOU!

Last year's Makeover Day was SO much fun, we have to do it again! Circle this date on your calendar and join us in celebrating women everywhere!

March 8, 2014 (Saturday)
I know we can beat the record for conducting the most makeovers in one day!
44,250 set in 2013

Bring a friend and receive a wonderful hostess gift for helping us reach our goal!

Go to www.marykay.com/makeoverday, where you can learn more and help me celebrate 2014 Makeover Day and International Women's Day!



Earn a free gift with a \$40+ order.

discover what you
LOVE

Try our great new looks by Mary Kay
Celebrity Makeup Artists:
Delicate Details by Virginia Linzee or
Pretty Pastels by: Mariela Bagnato

A is for "AWARDS" (and recognition)

We recognize and reward everything you do in your business, with a strong belief in "praising women to success." Mary Kay always prided herself on giving prizes that women simply would not justify going out and buying for themselves!
When was the last time you were given a prize or a round of applause, just for doing your job?

Could you get motivated by gifts, including elegant diamond rings and fabulous trips?
() YES () NO

How would you feel if you never had to make another car payment? _____

T is for "TAX ADVANTAGES" (small business)

As a small business owner, you may take advantage of many in-home tax deductions. In Mary Kay, there are no sales quotas or territory rules to follow. This is truly a "no pressure" business. You may be eligible to write off a portion of your mortgage, utilities, telephone, office expenses, travel, car expenses. etc.

Could you get excited about the benefits for you and your family if you were able to reduce your income tax payable each year? () YES () NO

Approximately how much do you feel that you spend on your family's cosmetic items each year? \$ _____

E is for "ESTEEM" (personal growth)

In Mary Kay, we build up your self-esteem through step-by-step education and support which gives you the confidence you need to grow a profitable business. Our personal growth program is truly priceless and the most precious gift that Mary Kay has given me.

Would you be interested in receiving education that is equal to college level courses in marketing, communications, and small business management? () YES () NO

Would you be inspired to "earn while you learn?" () YES () NO

CHOCOLATE

- ◆ Which letter is YOUR favorite? _____
- ◆ Why? _____
- ◆ On a scale of 1 to 10, with 1 being not interested and 10 being very interested in what you read today, where would your interest level be relative to choosing Mary Kay as a part-time position for yourself? Please do not choose 5; it is an "on the fence" answer ...
- ◆ If you chose 6 or higher, could we get together over coffee, or could I have my Director call you to more thoroughly explain the Mary Kay Marketing Plan and answer any questions you may have, with absolutely no obligation to you?

Scale 1 2 3 4 5 6 7 8 9 10

(please circle one of the numbers, representing your interest level)

Name _____

Address _____

City _____ ST _____ ZIP _____

Phone H# _____

Phone W# _____

Best time to contact you _____

E-mail _____

Your Consultant's Name _____



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
to**WALL**
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.



LA'KESHIA CHISHOLM
INDEPENDENT SALES DIRECTOR OF
THE OVERFLOW UNIT

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Fayetteville, NC 28306
Phone: (910) 853-1672
awesomeachiever@gmail.com
www.team-chisholm.com
Password: awesome

Return Service Requested

**WHO WILL HELP US MEET OUR
SEMINAR 2014 GOALS?**

350,000 Wholesale

30 Star Consultants

10 Red Jackets

3 Offspring Sales Director

TO THE AWESOME:

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.**