



Govin's Guidinglights Newsletter

April Newsletter with March Results

Seminar 2014 Unit Goals

- 30 STARS
- 100 Unit Members
- \$300,000 Unit Club

Share the LOVE
April Team-Building Promotion
\$75 STARTER KIT



Quarter 3 STARS



JoAnne Alvarez
Emerald



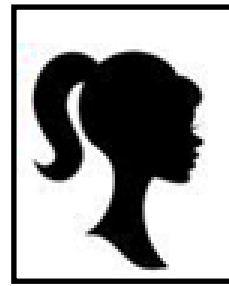
Janice Govin
Pearl

Queen of Wholesale



JULIE WIEGAND

Queen of Parties



JOANNE ALVAREZ

A Huge THANK YOU to these consultants who ordered in the last 6 months to help us achieve Premier Club

- | | | | |
|--------------------|-------------------|--------------------|---------------------|
| JoAnne Alvarez | Margaret Hossler | Eva Anzaldua | Sharon Miles |
| Christine Guzman | Janet Marek | Mary Baron | Rachel Molina |
| Ashly McCracken | Michelle Childers | Madonna Butler | Lizza Morales-Lewis |
| Gabby Caspar | Julie Malcom | Janice Cain | Lori Oberlin |
| Angela Heintzelman | Cindy Cantrell | Deb DeTray | Kelly Smith |
| Julie Wiegand | Joy Forbes | Teresa Erford | Sally Steffel |
| Bobbie DeTar | Stacie Whetstone | Kelly Gericke | Cynthia Stuckey |
| Christina Sutter | Sheila Counterman | Sandy Kenemore | Leslie Taylor |
| Deb Shockey | Jessica Till | Donna Kosta | Jessica Urbina |
| Shannon Gnau | Heidi Ochoa | Carolyn Linnemeier | Sara Valentine |
| Bethany Tran | Kim Harris | Angela McCoy | |

WINNER of the \$100 Cash Drawing

Julie Wiegand

Weekly Sales

- JoAnne Alvarez - \$99, \$129.50, \$352.17, \$261.50, \$105
- Eva Anzaldua - \$460
- Gabrielle Caspar - \$123
- Bobbie DeTar - \$65

Party with a Purpose

- JoAnne Alvarez - \$91.50, \$204.17, \$101
- Eva Anzaldua - \$310

Fantastic Facials

- JoAnne Alvarez - \$160.50, \$105

Radical Reorders

- Gabrielle Caspar - \$123
- JoAnne Alvarez - \$99, \$38, \$127
- Eva Anzaldua - \$150
- Bobbie DeTar - \$65

Skin Care Sets Sold

- JoAnne Alvarez - 2
- Eva Anzaldua - 2

March Promotion Winners Rocking Your Business

- 7 Shamrocks : Stephanie Martin - Section 2 Love Package
- 12 Shamrocks : Gina Wyatt - Starbucks Gift Card
- 13 Shamrocks : JoAnne Alvarez - Starbucks Gift Card
- 18 Shamrocks : Rosemary McAtee - Starbucks Gift Card & Retro Style Mug



May Celebrations



Happy Birthday

Happy MK Anniversary

Birthdays	Day	Anniversaries	Years
Kelly J. Smith	1	Janice Govin	20
Roberta M. DeTar	14	Deborah J. DeTray	11
Frances Diehl	14	Sara E. Valentine	10
Lisa Mast	14	Lori Oberlin	7
Sherry Wright	22	Donna L. Kosta	4
Leslie E. Taylor	29	Jami R. Jones	1

The most important mile in our business walk is the "extra mile," the one called service. It sometimes takes the time we don't think we have. But we always do. It sometimes means going out of our way. But helping someone else along the way, helps us on our journey to the top. (A Dream Come True)

Look who invested in their business

Name	Amount
Julie Wiegand	\$2,410.00
JoAnne Alvarez	\$908.00
Evangelina Anzaldua	\$605.50
Christine I. Guzman	\$362.25
Michelle A. Childers	\$359.50
Anne E. Saalfrank	\$336.50
Deborah Shockey	\$326.50
Shannon N. Gnau	\$298.00
Shannan M. Witte	\$277.00
Mary I. Baron	\$259.00
Angela D Heintzelman	\$253.50
Margaret R. Hossler	\$246.00
Janet Marek	\$235.50
Kelly M. Gericke	\$212.00
Roberta M. DeTar	\$112.75
Christina E. Sutter	\$81.50
Kim Harris	\$65.50
Gabrielle L. Caspar	\$35.00

March Checks from Mary Kay

13% Recruiter Commission Level	
Janice Govin	\$809.15
(Does not include unit bonuses and commissions)	
9% Recruiter Commission Level	
Deborah Shockey	\$51.35
4% Recruiter Commission Level	
Christina E. Sutter	\$16.43
JoAnne Alvarez	\$14.49

WELCOME New Business Owners

New Consultant
Julie Wiegand

From
FORT WAYNE, IN

Sponsored by
J. Govin

Bold in Gold
Celebrating 50 Years of Rich Rewards



On Target STAR Consultants

March 16 to June 15, 2014

Name	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
JULIE WIEGAND	\$2,410.00	*****	STAR	\$590.00	\$1,190.00	\$2,390.00
JOANNE ALVAREZ	\$480.00	\$1,320.00	\$1,920.00	\$2,520.00	\$3,120.00	\$4,320.00
JANICE GOVIN	\$2,505.00	*****	STAR	\$495.00	\$1,095.00	\$2,295.00

Shooting for the Stars

TOP 10 in Retail Sales

Company Court of Sales



JOANNE
ALVAREZ



MICHELLE
CHILDERS



DEBORAH
SHOCKEY

Consultant

	Consultant	Retail	YTD PCP	YTD Retail
1	JoAnne Alvarez	\$10,418.00	\$120.00	\$10,538.00
2	Michelle A. Childers	\$6,084.00	\$610.00	\$6,694.00
3	Deborah Shockey	\$6,130.50	\$322.00	\$6,452.50
4	Julie Wiegand	\$5,524.00	\$20.00	\$5,544.00
5	Sheila A. Counterman	\$3,487.00	\$318.00	\$3,805.00
6	Roberta M. DeTar	\$3,316.00	\$382.00	\$3,698.00
7	Kelly M. Gericke	\$3,406.50	\$241.00	\$3,647.50
8	Christina E. Sutter	\$3,453.00	\$126.00	\$3,579.00
9	Shannan M. Witte	\$2,864.00	\$20.00	\$2,884.00
10	Shannon N. Gnau	\$2,620.50	\$214.00	\$2,834.50

TOP Team Builders

Company Court of Sharing

We are looking for women to be in the
Unit Court of Sharing.
Share this Career Opportunity with everyone
you facial!

Court of Sales

National: \$36,000 Retail/18,000 whsl
Area: \$18,000 Retail/9,000 whsl
Unit: \$9,000 Retail/ 4500 whsl



Court of Sharing

National: 24 Qualified Recruits
Area: 12 Qualified Recruits
Unit: 6 Qualified Recruits



discover what you
LOVE Seminar 2014

- Priority Registration
April 7 -30
- Registration Open to ALL
May 1, 2014

SEMINAR DATES

RUBY July 16-19
SAPPHIRE July 20-23
EMERALD July 23-26
PEARL July 27-30
DIAMOND July 30-August 2

Spotlight on Team Builders



Sales Directors!

Janice Govin

Rewards

- * 9% or 13% unit commissions!
- * Unit volume bonus up to \$5,000!
- * 9% or 13% personal recruiting team commissions!
- * Personal recruiting bonus doubles: \$100



Earn 13% Commissions

When you place a minimum \$600 wholesale Section 1 order in the same month that at least five personal team members place a minimum \$200 wholesale Section 1 order.

Earn 9% Commissions

When you have a minimum five active personal team members, you can receive a 9% commission on their combined wholesale Section 1 orders in any calendar month.

Earn 4% Commissions

When you have one active personal team member and you are active, you will receive a 4% monthly commission on their combined wholesale Section 1 orders in any calendar month.

Team Building Bonus

A \$50 bonus will be paid to Red Jackets and above beginning with their fourth personal, for each new qualified recruit whose initial \$600 wholesale Section 1 order is received in the same or following calendar month as her Beauty Agreement.

Director In Qualification

Rewards

- * Can begin qualifying for Cadillac!
- * Special classes at Career Conference and Seminar!

Future Director - eight active

Deborah Shockey

Rewards - Same as Team Leader plus:

- * Future Director Pin!
- * Eligible to submit to be DIQ!



Win a Chevy Cruz! - 14 or more active

Rewards

- * Free Chevy Cruz
- * 9% or 13% recruiting comm.!
- * Team building bonus - \$50!
- * Team Manager pin



Team Leader - five or more active

Rewards

- * 9% or 13% commissions!
- * Team building bonus - \$50!
- * Team Leader pin
- * Eligible to go On Target



Star Team Builder - three to four active

Christina Sutter

Rewards

- * 4% commissions!
- * Team building bonus - \$50!
- * Star Team Builder pin
- * \$50 Jacket Rebate on 3rd recruit
- * *Challenger* newsletter



Senior Recruiters - one to two active

Joanne Alvarez

Stacie Whetstone

Rewards

- * 4% commissions!
- * Red Jacket Pin (2 active)
- * Eligible to order Jacket (2 active)
- * *Advance* brochure



Upcoming Events

April 15th - PCP enrollment deadline - Sign your customers up for the Summer Look Book

April 15th - Bronzed and Beautiful for guest models - training on Effectively Closing Appointments

April 22nd - Trash to Treasure night guest models to get facials - see invitations attached - training Dress for Success/ Attitude determines your Altitude

April 29th - FWA Beauty Bar \$8 RSVP by April 25th @ Holiday Inn Express on Coliseum

May 6th - New product Preview/ New Colors, guest models for facials - training Financial Abundance and Planning

May 13th - Luscious Lips with new True Dimensions lip colors, full facials for guest models, training Building Strong Customer Relationships and the Preferred Customer Program

May 17th - Makeup artist Lori Hogg 9-5:30, \$52 - Holiday Inn Express - **Sign up today to make sure you get a seat, See attachment for more info**

May 20th - Hot Summer Looks for guest models - training Investing Your Time Wisely

May 27th - Quick & Simple Hot Summer Looks for guests/ models - training Technology In Your Business



PCP Enrollment



Did you know...

...Preferred Customer Program Participants enjoy a 30% boost in their business on average?

- **Enroll March 16 – April 15**
- **Mails May 16⁺**
- **Only 70¢ per name***

A Note from Janice

WOW! We have great momentum going into the last 3 months of the Seminar Year! Are you thinking with ABUNDANCE for April? Abundance means “fullness to overflowing, affluence; wealth”. God did not create us to be “small thinkers”. Do you have a goal for April; an Audacious Abundant goal?

When we think BIG, we do BIG! When we do BIG we see BIG results! Where do you want to be by June 30th? Where do you see yourself in 5 years from now? Is what you are doing now going to help make your dreams come true? Do you need to make changes so you can reach your goals?

Stretch yourself and work outside your comfort area! That may mean calling new leads on the phone, sharing the opportunity with a customer or asking someone to hold a party. The more you do an activity, the easier it becomes; and the easier it becomes, the more confident you will be.

Take advantage of these upcoming months, there are many Gift Giving opportunities and ways to build your customer base:

- Teacher Appreciation
- Administrative Day/ Week
- National Nurses Week
- Mother’s Day
- Graduations
- Father’s Day

You can send them an ecard or an eCatatlog, visit offices with goodie bags and offer little pampering sessions at their work places. .

Remember, BIG Activity produces BIG Results! Fill your April with Abundant thinking and activity!

“You cannot plough a field by turning it over in your mind.”

With Love and Belief,

Janice

Check out this month's
Power Class.

Your Best Skin Care Class!

Mary Kay always taught that foundation of the business is the skin care class. Are you ready to have your very BEST skin care class yet? Listen as Elite Executive Senior Sales Director Tawnya Kremoges and Senior Sales Director Connie Ackroyd discuss the critical steps!

Sharing Success
Marketing the
Opportunity

Be Bold, Confident
and Courageous

Watch other great
consultant trainings

POWERFUL POSITIVE GOAL DRIVEN
WOMEN

Join Us For the

Fort Wayne Area
Guest Night
Beauty Bar

Tuesday,
April 29th
6:30-8:30pm

Holiday Inn Express
Coliseum Blvd
\$8 prepaid to your Director
By Friday April 25th
Or \$10 cash at the door

Directors RSVP to Janice Govin
janicegovin@gmail.com
260-704-1319

Bring Guests

- *To see our entire product line*
 - *To win FREE product*
 - *For a MK Foundation Compact mirror*
 - *To hear how Mary Kay impacts our community through giving back*
 - *For the opportunity to join your team*
 - *For an evening out with powerful, positive women of Excellence*
 - *To be inspired by Laura Poling*
 - Senior Sales Director enthusiastically working toward NSD
 - # 1 in the State of Ohio 2 times
 - 11 career cars including 8 Pink Cadillacs
 - 15 times in the Circle of Achievement
 - 4 times in the 1/2 million \$ unit club
 - 3 times in the Circle of Excellence trips to Spain, Sweden and Italy
- Raffle for the Mary Kay Foundation**



Govin's Guiding Lights

APRIL TRACKING SHEET TO SUCCESS!

Choose your PACE and Track your PACE this month!

STARTER PACE

10 Faces
3 Sharing Calls
\$250 whsl

PERFECT PACE

15 Faces
5 Sharing Calls
\$450 whsl

POWER PACE

30 Faces
10 Sharing Calls
\$650 whsl

NAME	SALES	SC
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NAME	SALES	SC
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STARTER PACE

Love Package filled with samples



PERFECT PACE

Starbucks gift card & Love Package



POWER PACE

Sunglasses, Starbucks Card & Love Package



Name: _____ Month: _____ Level Completed: _____

MY RESULTS

New Faces: _____ Wholesale Order: _____
Total Faces: _____ New Team Members: _____
Sharing Calls: _____

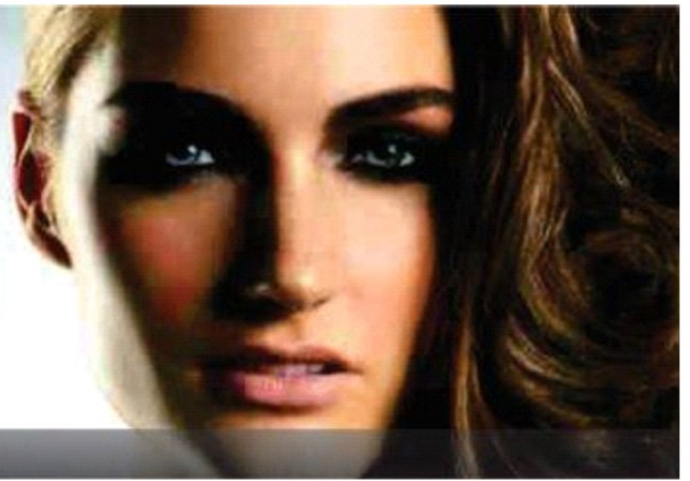
PRIZES

Please submit your sheet to me by May 6th to receive your PRIZE! Earn prizes according to the level completed!



Lori Hogg

New York Makeup Artist & Hair Design



Artistry of Makeup

Lori is a celebrated Makeup Artist/Hair Stylist whose work has attracted the world's leading agencies, including Ford, Trump, Models, Elite, IMG, Art House Management, Jump and Julian Watson.

Lori's work has been viewed in several successive NYC Fashion Weeks, worked exclusively for the world's top fashion houses, been sent on location shoots with the industry's leading photographers and represented the most influential cosmetic brands such as Make up Forever, MAC, Obsessive Compulsive Cosmetics. She was stylist for Garnier for two years, was singled out to work alongside the spokes person of L'Oreal (Rudi Lewis) and Sebastian (Cory Manundo).

Her experience, talent and skills in HD and airbrushing also attracted the major TV Networks (incl. HBO, MTV, VH1, Bravo, CNN, Bloomberg News, Disney Channel and the Food Network) and top broadcasters where she was chosen to work for the leading anchors.

See and experience Lori unleashing the industry's Best-Kept-Secrets along with new styles and techniques. The Artistry of Makeup Workshop will equip you with not only the knowledge, but the confidence to build your business to new levels!

May 17, 2014 @ 9-5:30

Holiday Inn at IPFW & Coliseum
4111 Paul Shaffer Dr, Fort Wayne, IN 46825

\$52 til May 10th \$60 after May 10th

Transferable but non-refundable

Lunch 12:30-2 at nearby restaurants

Register and get supply list online at emilyhower.unitwise.com

Go to "Lori Hogg Event" at the lower right

Limited space available

call 260-409-2899 or emilyhoffice@gmail.com Emily Hower with questions

Weekly Recognition

TRACK YOUR SUCCESS

Queen of Bookings - 5 _____
Queen of Faces - 5 _____
Queen of New Contacts - 8 _____
Queen of Skin Care Sets - 3 _____
Queen of Sharing - 3 _____
Queen of Parties - 2 _____

Name:

Week of :

(Wednesday to Tuesday)



You are Invited to a Mary Kay Trash to Treasure Night!!

Spring clean and bring your old makeup, skin care and or body care/sun products of other brands to trash and replace with Mary Kay products at a discount. For example, when you bring in 2 eye colors and a body lotion of another brand then you can replace them with 2 Mary Kay Eye Colors and a body lotion at 25% off.

Maximum is 6 items to trash and get 6 items at 25% off.

You will also be pampered with a facial and an opportunity to see and try new products

When: Tuesday, April 22nd at 6:30 p.m

Where: 10407 Cinnamon Tree Place, FW, IN 46804

Please RSVP by April 21st

Your Mary Kay Skin Care &Color Consultant,

Share the Love!

We love giving women the opportunity to build their dreams, which is why you can start your Mary Kay business for only \$75 in April!



Mary Kay®
STARTER KIT
~~\$100~~ \$75
 Plus shipping, handling and tax.



More to Love!

Are you ready to stretch yourself and help other women realize their potential? When you start your business in April and share the Mary Kay opportunity, **you can offer these same great incentives** to anyone who also may want to start a Mary Kay business in April or May. With new team members, you can start earning commissions and potential team-building bonuses that can help get your new Mary Kay business off to a fabulous start!

Ask me, your Independent Beauty Consultant, how to get started today!

When you start your business April 1–30 and place your first product order* by May 31, 2014, you can **get these exciting incentives:**

GET ALL THIS:



- \$1,800 wholesale product inventory (\$3,600 suggested retail value)
- \$100 credit on your first product order**
- FREE shipping on your first product order***
- Up to \$125 in BizBuilder Bucks credit
- FREE custom color look†† (\$118 suggested retail value)
- FREE product bonus bundles†† (up to \$642 suggested retail value)

\$1,800+
wholesale

TOTAL SUGGESTED
RETAIL VALUE:
\$4,072 +

GET ALL THIS:



- \$600 wholesale product inventory (\$1,200 suggested retail value)
- Up to \$35 in BizBuilder Bucks credit
- FREE shipping on your first product order***
- FREE custom color look†† (\$118 suggested retail value)
- FREE product bonus bundles†† (up to \$223 suggested retail value)

\$600-\$1,799
wholesale

TOTAL SUGGESTED
RETAIL VALUE:
\$1,435 +

GET ALL THIS:



- \$400 wholesale product inventory (\$800 suggested retail value)
- \$10 in BizBuilder Bucks credit

\$400-\$599
wholesale

TOTAL SUGGESTED
RETAIL VALUE:
\$800 +

MARY KAY®

discover what you LOVE™

* Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.

** To qualify for the \$100 credit off your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your first wholesale Section 1 product order must equal \$1,800 or more (excluding sales tax) and must be received and accepted by the Company by May 31, 2014.

*** To qualify for free shipping on your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your first wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014.

† The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 Section 1 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant is still in active status. An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months. The credit will expire upon the expiration of the Independent Beauty Consultant's active status.

†† To qualify for a free custom color look, a minimum wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift.

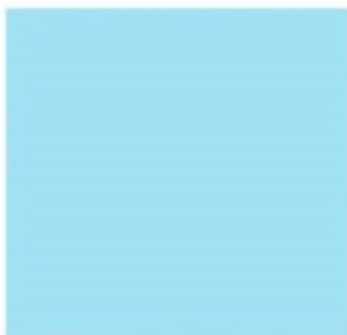
††† To receive a free product bonus bundle, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your initial wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Refer to the Ready, Set, Sell! brochure for complete details and more information on the free product bonus bundles.

Welcome to Your

HELLO, SUNSHINE!

Hub

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 *Mary Kay*® products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials. Check back in a couple of weeks for the full story. But for now, the party ideas below can get you started on the road to success!



Help Your Customers Take a Vacation From the Ordinary.

- Throw a travel-themed party with Polaroid cameras or Instagram available so each of your customers can capture her unique *Mary Kay*® look with a retro filter.
 - Plan your own road trip with your friends, and bring your favorite *Mary Kay*® products for the perfect party in an exciting and wondrous new place.
- Take pictures of all of your and your friends' new experiences to post on Facebook and Twitter, and be sure to post which *Mary Kay*® products were used to get your fun new looks.
- Challenge yourself and your customers to try new looks for different activities that you do on your adventures.



Administrative Professionals Day

April 23rd

MARY KAY
*America's
Best-Selling Brand



**"Our Office Survives
because of YOU!"**

Relief for tired feet and legs, plus hands

\$20



**"You deserve a trip
to the spa!"**

A Spa Treatment for hands

\$34



Other options:

"Our business blossoms because of you!" \$20

Satin Lip Balm and Hand Cream

"A little cream with your latte?" \$15

Hand Cream with latte packs





Janice Govin

10407 Cinnamon Tree Pl
Ft. Wayne, IN 46804
(260)432-9223
Www.janicegovin.com

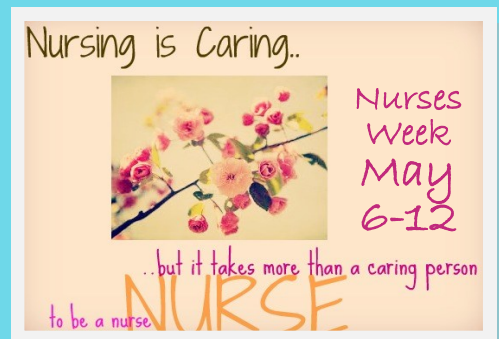
Dates to Remember:

April 7: Seminar 2014 Priority Registration Begins

April 15: PCP Enrollment Deadline for Summer Look Book

April 18: GOOD FRIDAY - All branches closed

April 30: Last day to place on-line orders with the company for April orders
Last day for Priority Registration



SCRIPITS FOR TEACHER'S WEEK AND NURSE'S WEEK

Hello, I would like to speak with the person in charge of teacher's/ nurse's week activities.

Hi, my name is _____, Independent Beauty Consultant with Mary Kay Cosmetics and I would like to help you pamper your _____ during _____ week. First, I have put together a beautiful spa basket that your teachers/ nurses can enter to win. While they are entering to win the spa basket valued at \$40, I will be handing them a gift certificate for a complimentary facial, glamour make-over and \$10 in free product at their private pamper session. I also will be pampering them with a Satin Hand Treatment on the day that they enter to win their basket. Your people will receive the royal treatment and this service is FREE OF CHARGE!

SCRIPTS FOR RESTAURANTS DURING MOTHER'S DAY

Hi, my name is _____, Independent Beauty Consultant with Mary Kay Cosmetics, and as a service to your customers, I would like to set up a small table and hand all the Mother's a beautiful rose and a pampering gift certificate for a complimentary facial, glamour make-over and satin hand treatment. I also would like them to enter to win a beautiful Spa basket for Mother's Day. This service is FREE OF CHARGE to you and it provides an extra touch of class while your clients are waiting to be seated.