



Bartsch Area

April 2014

Margaret
Bartsch
Independent National Sales Director

WILD
Women Into Living the Dream

Dream Team

LOOK WHO IS BUILDING A POWERHOUSE BUSINESS!



Lisa Zang is in her third month of Directorship Qualifications and is on target for her Chevy Cruz. She is married and has two children, a daughter in high school and a son in middle school. She stayed home for the last 13 years and is so excited that she could make the decision to start Mary Kay and move right into a management position even though she has been out of the work force for years. She loves all the Leadership Training as she sees the impact it is having on her family!



Tricia Melkonik has been in MK less than 8 months and saw the opportunity to build a great future right away for her family. She works as a teacher, is married and has two children under 5. She looks forward to her executive income to allow her husband to pursue his dreams of becoming an astronaut. She tracking her Chevy Equinox, will finish her Directorship qualifications within three short months, has a team member that starts Directorship qualifications on May 1st also and has already given her two weeks notice to do MK full time.



Lindsay Carmen has only been in MK a short time but just QUIT HER JOB April 14th to do MK full time. She is married to a professional Chef and says she is working MK to own her own company that will give her the flexibility to be home when her husband is home since his hours are crazy. She is in Mgmt with another company and says never has she felt so appreciated and received so many prizes just for doing your job. She is in Directorship Qualifications and earning her Chevy Cruz June 30th!



Tanya Guaray is the mother of 4 children ages from preschool all the way to high school, married and left her full time job in Accounting as she finishes her Directorship qualifications June 30th. She is so grateful to be in control of her schedule with 4 children and will be picking up her FREE Chevy Cruz in June! She says being your own boss, impacting women and making way more money is the only way to go!



Barbie Macias has been in MK for 90 days and will move into a Management position quickly. She is a single Mom of three and knows that this is her ticket to provide the lifestyle they have only dreamed about! She works full time and will be quitting her job by June 30th to do MK full time and earning her first free car! She says that this is just what she was looking for, an opportunity to write your own paycheck and move into a management position quickly. She looks forward to being a work from home executive with MK!



Rachel Kasprzyk is married with a 1 year old daughter. They just purchased their first new home and she is so excited to make a huge impact financially for their families budget. She is earning her first MK Chevy Cruz and is so excited to be finishing up her Directorship Qualifications in May! She is so ready to have the opportunity to earn a six figure income, a company car, impact many women and doing it around her family. She made the decision to move up into a management position in January and will reach her goal June 1st!

Look who invested in their business in March

Kristin R Northnagle	\$1,800.75
Teresa I. Miller	\$799.50
Ashley Bartsch	\$694.50
Julie A. Simons	\$642.50
Courtney A. James	\$604.50
Dawn Sterner	\$562.25
Lindsay A. Woods	\$485.50
Michelle A Zielinski	\$479.75
Dorothea S. Troutman	\$462.00
Martha Camp	\$443.75
Christine D. Lavazza	\$428.50
S. Winston-Edwards	\$366.00
Lisa Lauro Hoffman	\$354.00
Cathy A. Morris	\$343.00
Julie A. Gerstner	\$322.00
Julie E. Fromm	\$319.50
Cindi Pirrone	\$282.00
Cheryl E. Rickstad	\$267.50
Carol Zalek	\$251.00
Debra R. Ducharme	\$249.00
Chris Trout	\$248.00
Candice Klee	\$244.50
Linda Eldridge	\$238.50
Santos Welti	\$235.00
Monica D. Pomroy	\$232.50
Anne Marie Kramer	\$231.50
Yolinda Doss	\$229.75
Donna K. Merrifield	\$229.00
Linda M. Thomas	\$228.00
Terri-Ann Hinckley	\$228.00
Tracy W. Denman	\$228.00
Carole Francis	\$227.50
Elizabeth R. Krantz	\$227.00
Joanne M. Angle	\$226.00
Cindy L. Sims	\$226.00

Satin Hands Pampering Set Price Increase

The **Mary Kay® Satin Hands® Pampering Set** (Peach & Fragrance-Free) will increase slightly from **\$34 to \$35** sugg. retail beginning with the **May 16, 2014**, Consultant order form.

This is still a great value and a customer favorite product for every season!



Welcome New Beauty Consultants

New Consultant

Leyla E. Kadyrova
Alicia D. Lee
Paula Newman
Kristin Northnagle
Andrea L. Wozniak
Haley V. Wright
Kimberly V. Wright

From

CUMMING, GA
BALL GROUND, GA
ARDSLEY, NY
CUMMING, GA
WHITE LAKE, MI
CUMMING, GA
BALL GROUND, GA

Sponsored By

Margaret Bartsch
Margaret Bartsch
Melissaa Trumble
Margaret Bartsch
Elizabeth Baugh
K. Wright
Margaret Bartsch

Are You Ready to Share the LOVE?

It's time to take your next step in Mary Kay and share the career opportunity! You're doing such a great job of sharing the products with friends and family. Why not offer our career opportunity as well? Each person can make their own decision, but it would be a shame to miss out on helping someone change their life by not even offering them the chance! I'd love to help you in any way I can, and I can even hold your first interview for you if you feel like you need help. Call me and we'll map your next step together!

SHARING THE *Love*

MARY KAY OPPORTUNITY PROMOTION!

Mary Kay Ash created her Company, Mary Kay Cosmetics, with the mission of Enriching Women's Lives®, and now women around the world LOVE MARY KAY because of the rewarding opportunity that they have discovered. This April, I would like to invite **YOU to discover your potential, too!** And with this special Share the Love promotion, the opportunity is even sweeter!

NOW! You can start your Mary Kay business for only ~~\$100~~ \$75!

Let's Get Started!

For April only, \$75 gets you the Starter Kit! The starter kit contains everything that you need to start your business, including full retail-sized products (for classes or yourself!), training tools, videos, samples, books AND MORE!!!



Consistency 2014 Challenge

Jan - June

Order 2 Months In
A Row At The Same
Level & Earn A
FABULOUS PRIZE!

Exact prize shown
subject to availability

\$200 WHOLESALE
Earn one of these
Fashion Rings



(Pink Money Bag, Yellow Business Card Case, Teal Checkbook Cover)

\$400 WHOLESALE
Earn a HOT Business Essential

\$600 WHOLESALE
Earn a Trendy
Fashion Accessory



(Initial Necklace, Black Sequin Clutch, Bangle)



\$800 WHOLESALE
Earn these Sunglasses with
Orange Case or Infinity Scarf

\$1000 WHOLESALE
Earn this True Blue Watch
or Business Tote



\$1200 WHOLESALE
earn BOTH Business Tote & True Blue
Watch or Sunglasses & Infinity Scarf

CAREER CAR 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 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.

Chevy Cruze



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.

Camry SE



Equinox 1LT

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.

NEW!



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.



SRX

CTS

DIVA LEADERS & TEAM BUILDERS

Team Leader

5-7 Active Team Members



Recruiter: Dorothea Troutman

Lori A. Heltzel
Terri-Ann Hinckley
Ekamma A. Inyang
Lisa Lauro Hoffman
Linda M. Thomas
* Lauren B. Bowman

Star Team Builder

3+ Active Team Members



Recruiter: Elizabeth Baugh

Crystal L. Gause
Jodi M. Helvoigt
Maria E. Mcquilkin
Karen L. Miller
* Elisha Westrick
* Andrea L. Wozniak



Recruiter: Jodi Bare

Linda Eldridge
Julie E. Fromm
Stacy Rozwadowski
* Denise E. Russ
* Becky R. Sassak
* Jennifer E. Sitko



Recruiter: Suzette Rasmussen

Donna K. Merrifield
Cathy A. Morris
Kathleen Muder
* Julie E. Skei



Senior Consultants

1 or 2 Active Team Members



Recruiter: Alisha Sylvestri

Courtney A. James

Recruiter: Anet M. Stevens

Judy Drag
Christine D. Lavazza

Recruiter: Carol Zalek

Joanne M. Angle

Recruiter: Cindi Pirrone

Debra R. Ducharme
Julie A. Gerstner
* Jill E. Degroote
* Gail M. Mathieu

Recruiter: Elisha Westrick

Chelsea M. Standley

Recruiter: Jessica L. Wood

Alisha D. Flynn
Kaylyn N. Schemet
* Teresa A. Watts

Recruiter: Melissa J. Trumble

Destiny R. McCarrick
* Jordan E. Brill
* Kristen Collora
* Mariam Gates-Robin
* Beverly J. Kinney
* Paula Newman

How to Have a 10 Show Week!

Thank you to Carol Anton

1. Book 1 at a time
2. Keep Going – Don't stop
3. Stay Excited – let the No melt off
4. Keep visualizing a full datebook and what it feels like to have a full datebook
5. Don't ask them to have a party –offer them to have a show
6. Believe you have **THE** Best product (any doubt will show)
7. Keep going
8. Double Book (sell an appointment to your recruits) the deal is if I give you a show you must give me a show within a month.
9. Organize your family – get them involved and pre-make dinners if need to.
10. Memorize 3 things 1- Booking 2- Tentative Booking 3- 4 point recruiting plan, and hold 1 during the day that week.

If you have 10 shows in a week and the average show is \$300 in sales that is \$3,000 in sales and you give the hostess \$30 in product. You profit approx. \$120 per show that is \$1,200 for the week. (have you ever had a \$1,200 paycheck for 1 week?)

You will have an average of 2 bookings per show, giving you additional 20 shows for the rest of the month.

Then work with each hostess to have \$200.00 in outside orders. And also have a hostess of the Week Contest. The hostess with the highest sales gets a Great Prize.

Then invite all 10 hostesses to your weekly meeting, where you reveal the winner of the hostess of the Week Contest, and they must be present to win.

So if they come to your success meeting they will hear the opportunity and you could begin building your team!

Example Week:

Monday – sales meeting have show there
Tuesday-Friday - hold one show each night
Saturday – hold 4 appointments 9am, 12pm, 3pm, 7pm
Sunday – Family time

WHAT YOU DO
TODAY
CAN IMPROVE ALL
YOUR TOMORROWS

mother's day

marketing ideas and tips

Here's a great way to open a team building interview on and around Mother's Day:

(Consider making little cards to show at your classes or team building appointments. You may even choose to have your attendees hold cards up and spell out the name "Mother" then each attendee can read their letter at a time and you give the below after each letter is read):

M - for the MONEY! You can make extra money for your family through Classes, Facials, Reorders and Team-building commissions!

O - for the OPPORTUNITY to make new friends and advance in a company that was started by a Mother of 3 children designed to build women up in a positive way!

T - for the TAX advantages of owning your own business!

H - for the HOURS that are flexible around your families!

E - for the EXCITEMENT in winning prizes and awards doing something you LOVE!

R - for the Rich Rewards that come from changing women's lives for the better!



**DON'T FORGET
YOUR MOTHER
Sunday, May 11th**

Great marketing ideas

1. This is one of the cutest ideasWrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner.....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!

Designed for clients of Director Only Services



Quarter 4

On-Target Star Consultants
March 16—June 15, 2014

As a Star Consultant, you get to choose prizes for yourself – or your family. From totally indulgent to really practical, you get fabulous rewards just for working your business!

Consultant Name	Current	-- Wholesale Production Needed --					Qualified	Quarterly
	Whlse Prod for Star	Sapphire	Ruby	Diamond	Emerald	Pearl	Team Members	Contest Prize Total
KRISTIN NORTHNAGLE	\$1,836.75	STAR	\$563.25	\$1,163.25	\$1,763.25	\$2,963.25	0	\$1,836.75
DAWN STERNER	\$810.25	\$989.75	\$1,589.75	\$2,189.75	\$2,789.75	\$3,989.75	0	\$0.00
TERESA MILLER	\$799.50	\$1,000.50	\$1,600.50	\$2,200.50	\$2,800.50	\$4,000.50	0	\$0.00
JULIE SIMONS	\$642.50	\$1,157.50	\$1,757.50	\$2,357.50	\$2,957.50	\$4,157.50	0	\$0.00
ANDREA WOZNIAK	\$614.50	\$1,185.50	\$1,785.50	\$2,385.50	\$2,985.50	\$4,185.50	0	\$0.00
COURTNEY JAMES	\$604.50	\$1,195.50	\$1,795.50	\$2,395.50	\$2,995.50	\$4,195.50	0	\$0.00
SHARON WINSTON-EDWARDS	\$534.00	\$1,266.00	\$1,866.00	\$2,466.00	\$3,066.00	\$4,266.00	0	\$0.00
LINDSAY WOODS	\$485.50	\$1,314.50	\$1,914.50	\$2,514.50	\$3,114.50	\$4,314.50	0	\$0.00
DOROTHEA TROUTMAN	\$462.00	\$1,338.00	\$1,938.00	\$2,538.00	\$3,138.00	\$4,338.00	0	\$0.00
PATRICIA TROUTMAN	\$435.00	\$1,365.00	\$1,965.00	\$2,565.00	\$3,165.00	\$4,365.00	0	\$0.00
KAREN ADAMS	\$433.75	\$1,366.25	\$1,966.25	\$2,566.25	\$3,166.25	\$4,366.25	0	\$0.00
CHRISTINE LAVAZZA	\$428.50	\$1,371.50	\$1,971.50	\$2,571.50	\$3,171.50	\$4,371.50	0	\$0.00

IMPORTANT INVENTORY NOTES: Beginning May 16 several Mary Kay® products are phasing out due to low sales or to make room for exciting new products and will move to the “Last Chance” section of the May 16, 2014, Consultant order form. The anticipation of phase-outs sometimes causes an upturn in orders, and the current inventory may be depleted sooner than anticipated, so you may want to stock up while supplies last.

NOTE: *Mary Kay® Creme Lipsticks* in Midnight Red and Merlot have already begun to run out at the branches.

Section 1:

- **Mary Kay® Mineral Eye Colors:** Silky Caramel, Black Pearl, White Lily, Sienna, Cinnabar, Almond and Golden Vanilla
- **Mary Kay® Mineral Eye Color Bundles:** Beautiful Brown, Brilliant Blue, Gorgeous Green and Hypnotic Hazel
- **Mary Kay® Creme Lipsticks:** Sunny Citrus, Blaze, Sunlit Sand, Hot Mocha, Nutmeg, Amber Glow, Boysenberry, Midnight Red, Fuchsia, Icy Peach, Whisper, Copper Star, Bronzed and Merlot
- **Mary Kay® Medium-Coverage Foundations:** Ivory 105, Ivory 202, Beige 305 and Bronze 808 due to low sales. (Please refer to Product Central the Foundation Comparison Chart for recommended replacement shades.)
- **Mary Kay® Brow Tools**
- **Mary Kay® Brow Pencils:** Soft Black and Soft Auburn

Section 2:

- **Mary Kay® Mineral Cheek Color Samplers** (sheet of 18): Bold Berry, Cherry Blossom, Cinnamon Stick, Citrus Bloom, Dark Cherry, Golden Copper, Shy Blush, Sparkling Cider, Strawberry Cream and Sunny Spice, due to low sales of the samplers. (Section 1 Mary Kay® Mineral Cheek Color will remain part of the regular line.)
- **Mary Kay® Color Cards (pk./5):** Neutrals and Chocolates due to Mary Kay® Mineral Eye Color shades contained in these looks being discontinued this quarter. Be assured that we will continue to offer Mary Kay® Color Cards (pk./5) in Berries. (Color shade charts will be updated May 16 with Mineral Eye Color combinations and application instructions to help you create your own sampling bundles.)
- **Velocity® Eau de Parfum and Velocity® for Him Sampler Towelettes**
- **Thinking of You® Eau de Parfum Sampler Towelettes**, due to repackaging in vials scheduled to launch Aug. 16.

For the latest inventory updates, please check the “Out of Stock” page on Product Inventory Updates site.



Trying to Decide... if you should attend Seminar? then read the below article!

RUBY SEMINAR DATES: JULY 16-19, 2014

Seminar is an investment in YOUR Career and YOUR Dreams! You can't afford to miss the fun, education, sisterhood, celebrations and dreams that Seminar creates. Below are some possible reasons why you may decide that Seminar isn't for you this year. Then how you can overcome these objections!

YOU SAY: "I went to Career Conference. Isn't that enough?"

Career Conference is great, but it cannot compare to the joy and fun of Seminar! It is packed full of energy, excitement, food, girl time and GLAMOUR! Yes, I said GLAMOUR! Tell me, have you been aching to shop for a beautiful gown? Well, start shopping now!

YOU SAY: "I don't have the money"

That is one of the main reasons that you need to go. Start saving today, by holding an extra 1-2 skin care classes. Do some spring cleaning and clear out all the clutter in your home. Why not have a yard sale? Use the extra money that you earn to pay your way!

YOU SAY: "My husband doesn't want me to go"

As women, we want to ensure that our husbands are happy and it is important to listen to your husband's feelings. Why not set aside some time for you and him to discuss your feelings together? Speak from your heart, and as a couple, come to a rewarding decision.

YOU SAY: "I can't leave my children"

I am more than sure that you can find someone to help watch your children, while you attend a company event. We all love our children and that includes love enough to do what is in their best interests. If spending time away from your children for a short time can enrich your family's life, then why not?

YOU SAY: "I didn't meet my goals, I don't deserve to go"

It is impossible to fail at every goal that you set. It's just not possible. And if you truly feel down in the dumps, why not set a big goal (ATTENDING SEMINAR??) and meet it. You will end the Seminar year, full of passion and purpose. You will begin the new Seminar year, ready to roar! You can do it!

YOU SAY: "I am a new consultant. I'll wait and go next year"

Do you want to wait a whole year to make a lot of money and be very successful? Why postpone your success for a year? If you want an awesome rookie year, you have the best reason of all to go. Give yourself a head start!



Seminar Year 2014 | July 1, 2013 - June 30, 2014

Dazzling rewards are yours for the taking at Seminar 2014.

Top 5 Court of Sales



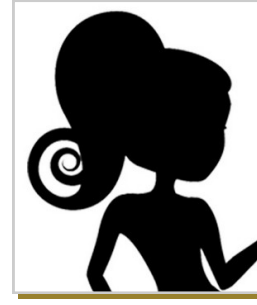
Jessica Wood



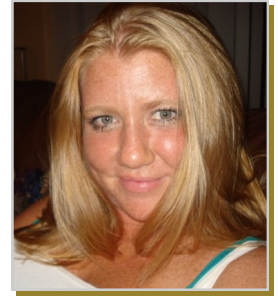
Teresa Watts



Dorothea Troutman



Lee Ann Girard



Melissa Trumble

Top 10 YTD Court Sales

1	Jessica L. Wood	\$9,828.50
2	Teresa A. Watts	\$9,221.50
3	Dorothea S. Troutman	\$8,167.50
4	Lee Ann L. Girard	\$5,973.00
5	Melissa J. Trumble	\$5,289.00
6	Sharon Winston-Edwards	\$5,153.50
7	Karen A. Adams	\$4,942.00
8	Anne Marie Kramer	\$4,363.00
9	Kristin R. Northnagle	\$4,217.50
10	Jill E. Degroote	\$4,175.00

Top achievers deserve great perks, unlimited recognition and sparkling rewards. Reap the sweet benefits from your hard work by earning one of many dazzling Seminar prizes. Make Seminar the place where all your dreams come true. You deserve it.



Retail Sales Courts:

- \$36,000 Retail Sales = Company Award
- \$18,000 Retail Sales = NSD Area Award
- \$9,000 Retail Sales = Bartsch Unit Award

Sharing Courts:

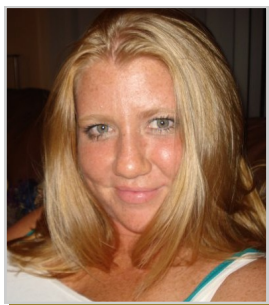
- 24 Qualified Team Members = the BEE!
- 12 Qualified Team Members = NSD Area Award
- 6 Qualified Team Members = Bartsch Unit Award



Court of Sharing



Jessica Wood



Melissa Trumble



Alisha Sylvestri



Elizabeth Baugh

Consultant	# Qual	Comm.
Jessica L. Wood	2	\$154.85
Melissa J. Trumble	2	\$67.70
Alisha Sylvestri	1	\$24.18
Elizabeth N. Baugh	1	\$0.00



The excitement from Career Conference continues with a special bonus!

NOW through June 30, 2014, Career Conference 2014 attendees who place a Section 1 wholesale order of \$225 or more will receive the Mary Kay Makeup Finishing Spray by Skindinavia as a bonus!

It's the perfect product to help prevent warm weather makeup meltdowns, and, of course, it's always fun to get an unexpected perk, right? See all the details on InTouch





Margaret Bartsch
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 Cumming, GA 30040
 678-794-3451



SHARE the LOVE!

April 1—30, 2014

Turn to page 2 for more information



Career Conference 2014 Highlights!!

