

MARY KAY

# applause®

FEBRUARY 2013

## Valentine's Day Sales =

SWEET SUCCESS FOR YOU!

### Extra CREDIT

College coeds  
experience  
Mary Kay.

Taking the next  
step up the  
Mary Kay  
career path

Do you have  
what it takes?

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





**Q: What is Seminar credit, and how do I earn it?** **A:** Seminar credit is accumulated throughout the Seminar year, which runs July 1 – June 30. Your total Seminar credit determines your eligibility for programs like the Seminar Court of Personal Sales, Court of Sharing, Circle of Achievement and Circle of Excellence. You can receive credit based on your wholesale Section 1 production as well as your team-building activities. For more details on Seminar awards programs and qualification criteria, go to **Mary Kay InTouch® > Contests/Recognition > Contests > Seminar Awards.**

**Q: Can you please explain “active” status and the Earned Discount Privilege?** **A:** An Independent Beauty Consultant is considered “active” in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. An Independent Beauty Consultant who orders a minimum of \$400 suggested retail in any Section 1 products qualifies for the Earned Discount Privilege and receives a 50 percent discount on her entire Section 1 order. With the Earned Discount Privilege, she can receive a 50 percent discount on subsequent orders placed, regardless of the amount, through the end of two months after her order month. She is eligible for the Earned Discount Privilege as long as she maintains “active” status.

## february dates to remember

1 Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

Registration opens for the first week of Career Conference (March 15-16).

2

5 Registration opens for the second week of Career Conference (March 22-23 and March 24-25).

Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.

8

10 Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

Valentine's Day.

14

15 Last day to enroll online for the Spring 2013 Preferred Customer Program<sup>SM</sup> mailing of *The Look*, including exclusive samplers (while supplies last).

18 Presidents' Day.  
Postal holiday.

Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

27

28 ■ Deadline to register for Career Conference 2013.

■ Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).

■ Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

■ Online Independent Beauty Consultant Agreements accepted until midnight Central time.

### Mary Kay said it best

“Someone once said, ‘The secret to success is to give yourself away with love,’ and strangely enough, the more you give, the more you get. All you send into the lives of others does come back into your own.”

# InsideTHIS ISSUE

## LOVE IS IN THE AIR.

Now's a perfect time to show your customers all the hottest Mary Kay® lip and eye colors just in time for Valentine's Day! Plus, get great selling ideas to help you reach your customers.



# 2

## MARY KAY® FALL INTO YOUR BEAUTY WITH COSMOPOLITAN *seventeen*

## MAKING THE GRADE

Mary Kay arrives at college campuses with the latest products and application tips. The result? Mary Kay gets an A+ with coeds across the country!

# 6

# 2013



## GOOD BUSINESS SENSE

Career Conference is coming to a city near you! It's a "shock-and-awe" experience for first-timers, with opportunities to meet new friends, get sales and team-building tips, inspiration and motivation. If you've never attended or you've never missed, now's the time to say "Yes!" to Career Conference 2013.

# 16

find it online: check out Mary Kay InTouch® to see what's hot.



### ADVANCE BROCHURE

Climb the Mary Kay ladder to success! The Advance brochure is your road map to moving up the Mary Kay career path. Created to assist you with incentives, it will guide you every step of the way. So shoot for the stars; the sky is the limit!



### CAREER CAR PROGRAM

You can drive the car of your dreams and arrive in style when you earn the use of a Mary Kay Career Car. Get behind the wheel and let the symbol of your success get you where you want to go.



### PRODUCT CENTRAL

Check out Product Central for cool videos, quick facts and lots of helpful product information. Your customers will consider you their very own skin care and color expert with the freshest ideas to help them achieve the knockout looks they want.



### MEET YOUR NSDS

The Mary Kay Independent National Sales Directors are women like you with extraordinary determination. Let them inspire you to achieve the same success they enjoy. They each have a story to tell. Take a look!

Applause® Magazine Team: EDITOR-IN-CHIEF: LAURA RIVERA MANAGING EDITOR: ALESIA RITENOUR WRITER/EDITOR: ELIZABETH ARTTUS ART DIRECTOR: LIZ LEDESMA ACCOUNT MANAGERS: NICOLE WILLIAMS, ANITA HAYS SENIOR EDITOR: JUANITA ALVAREZ SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN JONES PRINT PRODUCER: KIM RIND CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS: RENÉE PEISER, PATTI CASAMASSIMA PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS



# LOVE your look!

Show your customers some love with great-looking color looks.



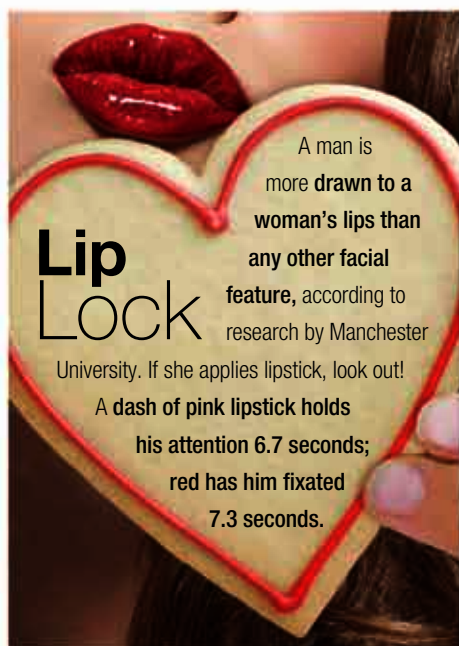
Mary Kay® Mineral Eye Color, \$6.50 each

## Sweetheart Stats

- U.S. consumers spend an average \$13 billion on Valentine's Day merchandise each year.
- The average amount spent per person is \$116.
- 62 percent of all U.S. consumers celebrate Valentine's Day.
- Two in ten will use the Web to make a Valentine's Day purchase.

## Party Cues

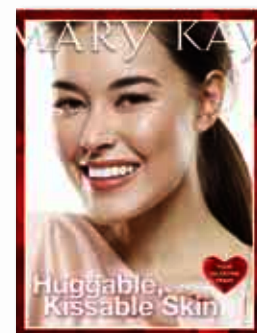
- Host a Valentine's *Date Night Glam* party. Use Color 101 looks found in *The Look*.
- If your customers need a little pampering, try a *Love Your Skin* party!



## Honey of an Idea!

Don't forget the guys. Include a separate area at your next party for "Valentine's Day Gifts for Him."

True Original™ Cologne Spray, \$36



Look for details on the Mary Kay® *One Woman Can™* Makeover Contest coming next month!

## Luscious Lips



Mary Kay® True Dimensions™  
Section 2 samplers are available Jan. 16.

## Make a Connection.

- The Mary Kay® *Love Your Skin for Life* Month 2 mailer should arrive the end of January. If you enrolled your customers to receive it, now may be a good time to follow up!
- The gift guide eCatalog is full of great Valentine's Day gift ideas for him or her! Email it to your customers today with a link back to your Mary Kay® Personal Web Site for their shopping ease!



**Patti Cornell**  
Independent Senior Sales  
Director, Omaha, Neb.

## Cupid's Helper!

"I start preparing for Valentine's Day soon after Christmas. I'll contact my customers' significant others about two to three weeks

before the big day to let them know I'm available to put gift baskets together. I try to use inventory that I didn't sell during Christmas. Typically, the guys are relieved to get my call! I'll also remind them everything comes with the Mary Kay® Satisfaction Guarantee, and I can deliver right to their doors! Many times, they'll want a gift for a daughter, mother or mother-in-law too. I always see a sales spike when I'm active and working my Mary Kay business!"

## Sealed With a Cause



Independent Senior Sales Director **Randi Gleason** mixed her philanthropic work with the Cystic Fibrosis Foundation and her Mary Kay business last February at the suggestion of her mom, Independent Sales Director **Tammy Schamerhorn**. Randy has cystic fibrosis so the concept had special meaning.

Independent Beauty Consultants from her unit donated \$5 from the sale of each Mary Kay® Nourishine Plus® Lip Gloss to the Cystic Fibrosis Foundation. Together they sold 1,000 lip glosses and raised \$5,000! Their customers helped



spread the word. "For every 10 lip glosses they helped us sell, we gave them a red-lip 'Kissing CF Goodbye' T-shirt," she says. Randy says her unit helped a worthy cause while raising awareness of the Mary Kay® brand. "We added great new

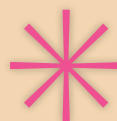
team members who want to be part of an organization with such heart, and our new customers love the fantastic Mary Kay® products," she says.

## How'd they do it?

- Decorated canisters/plastic bins using colorful lip gloss pages from *The Look*
- Filled the bins with Mary Kay® Nourishine Plus® Lip Gloss
- Spread the word! Email, Facebook, skin care/color parties
- Encouraged their customers to share

## Results

- Sold 1,000 lip glosses in two weeks
- Raised \$5,000 in donations
- Added new team members
- Added new customers previously unfamiliar with quality Mary Kay® products.



Your customers can try new color looks by using the **Virtual Makeover** on marykay.com or your Mary Kay® Personal Web Site. Now they can download the free **Mary Kay® Mobile Virtual Makeover App** for their smartphone or tablet!

# love yourSKIN.

## TimeWise Repair™ Advanced Age-Fighting Starts Here.

Go Back in Time and  
Lift Away the Years.

- Reduce the look of deep lines and wrinkles.
- Restore the appearance of lifted contours.
- Recapture youthful volume.

For best results, use  
the set twice daily.



### Ideal Customers

- Women with **advanced signs of aging**. Age can vary based on multiple factors. *Rule of thumb: If your customer uses the TimeWise® Miracle Set® along with multiple supplements and is no longer seeing the results she wants, she's a great candidate for TimeWise Repair™.*
- Women who want the **latest and greatest in skin care technology** and are willing to invest in their skin. *It's important these customers understand that the benefits may not be as dramatic if their skin is not showing advanced signs of aging.*



**Set  
\$199**

TimeWise Repair™  
Volu-Firm™  
**SAVE \$36** when  
you buy the set.



### Volu-Firm™ Foaming Cleanser, \$25

Moisture-rich foam  
**A** thoroughly  
cleanses and  
renews skin texture;  
leaves pores looking  
less noticeable.

### Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30,† \$50

**B** Formulated  
to help protect  
against future  
damage; helps  
existing damage  
be less noticeable.

### Volu-Firm™ Night Treatment With Retinol, \$50

**C** Formulated  
with retinol;  
helps restore skin's  
youthful cushion and  
helps jawline area  
appear more defined.

### Volu-Firm™ Eye Renewal Cream, \$40

**D** Targets deep  
lines, dark  
circles, sagging, bags  
and upper eyelid  
droop. One eye cream  
now does it all!

### Volu-Firm™ Lifting Serum, \$70

**E** Visibly helps  
firm and lift  
skin. Restores the  
look of youthful  
volume and vibrancy.

## YOU'VE **got** QUESTIONS? We've got answers!

**Q** What is the use-up rate for the Volu-Firm™ Lifting Serum?  
Also, how much and where do my customers apply?

**A:** The **use-up rate is one month** when applying one pump to the face and one pump to the neck twice daily. The Lifting Serum feels luxurious and is thick in consistency, which can impact the amount your customers use or how far one pump goes when applied. It absorbs nicely into the skin, so your **customers may naturally use more product simply because they enjoy its feel.** For your **customers who deplete their supplies faster than one month,** we recommend that you **remind them of the average use-up rate and application instructions.** They may be using more than needed per application.

**Q** If my customer does not show the advanced signs of aging, but still wants to use this regimen, can she use it to help signs of aging from appearing?

**A:** Yes. While it's designed for the customer who is experiencing the **advanced signs of aging,** it's great for anyone who **wants to go above and beyond what her skin may need now** or for a woman who always wants to be the **first to experience the latest and greatest in skin care advancements and technology.** It's important that these customers understand if their skin is not showing the advanced signs of aging, the benefits from using TimeWise Repair™ may not be as dramatic.

**Q** What is Volu-Firm™ Complex?

**A:** It's a unique **patent-pending blend of ingredients** including plant stem cells and peptides that help provide the catalyst behind the clinically proven benefits that TimeWise Repair™ delivers. The name Volu-Firm™ comes from "**volumizing**" and "**firming**" since **loss of skin volume and firmness are among the most visible signs of advanced skin aging.** The name was inspired by how this exclusive complex gives all five steps in the regimen a common bond and shared benefits.

**Q** Can I recycle the packaging for all of the TimeWise Repair™ products/boxes?

**A:** No. The packaging contains multiple materials which prevent them from being easily recyclable.

**Q** Do the TimeWise Repair™ products contain preservatives?  
Are these products paraben-free?

**A:** Yes, the TimeWise Repair™ products contain preservatives to protect the formula's integrity and to help ensure the product's safety. We select preservative ingredients that work most effectively for the overall formula and to target the needs of our consumers. **The TimeWise Repair™ products are paraben-free.**

**Q** What skin types are these products designed for?

**A:** Because one of the advanced signs of aging is that skin can become uncomfortably dry, TimeWise Repair™ was formulated to deliver aesthetic benefits to address dry skin. However, TimeWise Repair™ was tested and proven to be compatible with and work well on **all skin types that are experiencing the advanced signs of aging.**

## Regimen Spotlight

### get PERSONAL!

Mary Kay offers great ways for you to help your customers find the skin care regimen that's just right for them.

✓ **MK Regimen Advisor™ App.** Your customers can download this app to their iPhones. The free app is available at the App Store.

✓ **Customer Profile Card.** The card is in the Starter Kit and available for order on Section 2 of the Consultant order form.

### order OF APPLICATION

- 1 TimeWise Repair™ Volu-Firm™ Foaming Cleanser
- 2 TimeWise Repair™ Volu-Firm™ Lifting Serum
- 3 TimeWise Repair™ Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30+ OR TimeWise Repair™ Volu-Firm™ Night Treatment With Retinol
- 4 TimeWise Repair™ Volu-Firm™ Eye Renewal Cream



**HEAR WHAT OUR NSDs  
ARE SAYING ABOUT  
TIMEWISE REPAIR™.**  
Get the free mobile app  
at <http://gettag.mobi>

MARY KAY



# Fall Into Your Beauty TOUR 2013

## THE BUZZ ON CAMPUS

Thousands of eager college women got a treat last fall as Mary Kay teamed with *Seventeen* and *Cosmopolitan* magazines in the 2012 Mary Kay® *Fall Into Your Beauty* College Tour, visiting **10 college campuses** across the country.

This is the third year for the Mary Kay tour, which is designed to **generate greater awareness of the Mary Kay® brand among women 18–24** and create a **positive impression** with this influential and savvy group.

Mary Kay, *Seventeen* and *Cosmopolitan* staff, along with select Mary Kay independent sales force members serving as brand ambassadors, makeup artists and stylists were on hand to introduce Mary Kay® color and skin care products. Participants enjoyed **fun sampling opportunities** with Mary Kay® skin care and priming products, as well as **mini makeovers** using the **hottest Mary Kay® color products**, as they meandered through the different stations. At the end, guests could

snap a pic in the **Mary Kay photo booth** and post on their Facebook or Twitter page. They also can connect with a local Independent Beauty Consultant using the Consultant Locator. The added surprise was a **goodie bag filled with top-selling Mary Kay® products**. Social issues are big with this crowd, and they were all interested to learn more about Mary Kay's involvement with *Love Is Respect*, a dating violence-prevention program.



### COLLEGE TOUR:

Auburn University

Florida International University

Georgia State University

North Carolina State University

Ohio State University

University of California  
San Diego

University of Maryland

University of New Mexico

University of North Texas

University of Washington





From left, Sarah Benkowski and Future Executive Senior Sales Director Alison Jurek

## College Credit

Many college students today participate in internship programs to gain real-world experience and learn more about their chosen fields. After searching for the perfect internship during her senior year of college, **Sarah Benkowski** decided to start a Mary Kay business. Sarah, now an **Independent Senior Sales Director**, loves the flexibility her Mary Kay business allows.



**Gemma Imwalle**  
Independent Senior Sales Director, Wallace, N.C.

"I'm pleasantly surprised at how open-minded Gen Ys are toward Mary Kay® products and the opportunity. We should embrace these young women as customers and potential team members because we have been in their shoes, and we know what it's like to search for that perfect skin care line or ideal opportunity. They are open and eager, and we can fill their needs."

Building a Mary Kay business during college was a great opportunity for Sarah, and it can be a great opportunity for other Gen Y women. This generation craves independence, flexibility and immediate gratification, and the Mary Kay opportunity can fulfill these needs. Aside from gaining business skills and confidence, it is a great way to earn extra money. Sarah says, "Corporate Social Responsibility is another important aspect in any business venture, and I feel great about Mary Kay because it offers so much."

## Sarah's tips for success

1. When it comes to team-building, **create relationships** with sharp women who want professional careers and lifestyles.
2. **Perfect your skin care parties.** Keep fine-tuning your selling skills. Even top Independent Sales Directors have challenging skin care classes. The key is to never give up!
3. **Use your past experiences** to relate to your group. Your wisdom only can help build strong relationships.
4. Don't forget to **have fun!** Your enthusiasm and zest for life is contagious.

## Make a Connection!



**Gen Y** is made up of more than 40 million trend-loving women ages 15–34 with ultimate buying power. We've got some great ideas on how you can attract and approach this social group. What are you waiting for?

- **Digital Divas.** These women love the Internet, their smart-phones and all types of social media.



- **Socially Responsible.**

Mary Kay's Corporate Social Responsibility goes a long way with these ladies.



- **Instant Gratification.**

This group of gals doesn't like to wait. Take advantage of amenities like your Mary Kay® Personal Web Site and the Customer Delivery Service for their shopping convenience.



**For more ways to reach Gen Y, check out the Targeted Marketing module, part of The Silver Wings Scholar Program<sup>SM</sup> on Mary Kay InTouch® under Education!**



MARY KAY®

## Don't Look Away

Mary Kay is proud to be the lead sponsor of a "text for help" service initiative

at [www.LovelsRespect.org](http://www.LovelsRespect.org). The new texting program, Don't Look Away, is a safe, anonymous way for young people to text with a peer advocate about healthy relationships. Guests at each college campus on the Mary Kay® *Fall Into Your Beauty* College Tour were encouraged to sign a wall as a symbol of their pledge to not turn away from dating violence.



## U.S. Dating Violence Stats

- Each year, nearly 1.5 million high school students experience physical abuse from a dating partner.
- 33 percent of teens who were in violent relationships, told someone about the abuse.
- 81 percent of parents believe dating violence is not an issue or admit they don't know if it's an issue.
- Teen confusion about the law and their desire for confidentiality are two of the main barriers stopping abuse victims from seeking help.



**SEE HOW MARY KAY IS MAKING THE GRADE WITH COLLEGE STUDENTS.** Get the free mobile app at <http://gettag.mobi>

# Recognition

Congratulations to the winners for October 2012

## Top NSDs Year-to-Date

Pictured here are the top 10 NSDs year-to-date.



Barbara Sunden



Anita Mallory  
Garrett-Roe



Carol Anton



Karen Piro



Kathy Helou



Lisa Madson



Gloria Mayfield  
Banks



Jan Harris



Gloria Castaño



Pat Danforth

## On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for October 2012, and NSD commissions earned on all foreign countries for September 2012.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through Oct. 31, 2012.

### On-Target for \$1,050,000 Inner Circle

Barbara Sunden.....\$357,006.52

### On-Target for \$800,000 Inner Circle

Anita Mallory Garrett-Roe.....\$278,804.58

### On-Target for \$550,000 Inner Circle

Carol Anton.....\$189,758.02

### On-Target for \$500,000 Inner Circle

Karen Piro.....\$178,615.84  
Kathy Helou.....\$176,228.35  
Lisa Madson.....\$172,813.17  
Gloria Mayfield Banks.....\$167,579.13

### On-Target for \$450,000 Inner Circle

Jan Harris.....\$165,313.02  
Gloria Castaño.....\$156,080.89

### On-Target for \$350,000 Inner Circle

Pat Danforth.....\$131,740.14  
Cheryl Warfield.....\$130,489.18  
Stacy James.....\$118,272.21

### On-Target for \$325,000 Inner Circle

Sonia Pérez.....\$116,316.10

Cindy Williams.....\$112,905.33  
Lupita Ceballos.....\$109,283.10  
Patricia Turker.....\$108,702.88

### On-Target for \$300,000 Diamond Circle

Karlee Isenhart.....\$108,266.87  
Debi Moore.....\$107,037.42  
Sherry Windsor.....\$105,173.68

### On-Target for \$250,000 Diamond Circle

Halina Rygiel.....\$97,421.06  
Sue Kirkpatrick.....\$97,145.76  
Dacia Wiegandt.....\$96,959.09  
Pamela Waldrop Shaw.....\$93,088.27  
Dayana Polanco.....\$91,323.63  
Mary Diem.....\$90,900.11  
Jodie McCoy.....\$89,026.29  
Julianne Nagle.....\$84,504.69  
SuzAnne Brothers.....\$83,393.49

### On-Target for \$200,000 Diamond Circle

Linda Toupin.....\$82,225.55  
Kerry Buskirk.....\$80,060.59  
Diane Underwood.....\$79,782.03  
Mary Estupiñan.....\$79,381.27  
Sandy Valerio.....\$76,957.49

Anita Tripp Brewton.....\$76,437.35  
Pamela Fortenberry-Slate.....\$75,642.92  
Sandy Miller.....\$74,376.90  
Ronnie D'Esposito Klein.....\$73,102.03  
Julia Burnett.....\$71,631.10  
Shannon Andrews.....\$71,197.67  
Nancy Bonner.....\$71,070.15  
Sara Pedraza-Chacón.....\$70,543.46  
Jeanne Rowland.....\$70,513.68  
Cindy Fox.....\$70,281.86  
Julie Krebsbach.....\$67,940.42  
Cyndee Gress.....\$67,663.34  
Connie Kittson.....\$66,943.57

### On-Target for \$150,000 Gold Circle

Auri Hatheway.....\$65,920.51  
Lily Orellana.....\$65,849.59  
Dawn Dunn.....\$65,527.16  
Maureen Ledda.....\$64,932.29  
Dalene Hartshorn.....\$64,081.49  
Lisa Allison.....\$63,369.38  
Kay Elvrum.....\$62,196.26  
Vivian Diaz.....\$60,781.26  
Janet Tade.....\$60,110.00  
Yvonne Lemmon.....\$59,898.59  
Mária Monarrez.....\$59,852.46

Rebecca Evans.....\$59,665.84  
Tammy Crayk.....\$59,468.94  
Lise Clark.....\$58,415.48  
Judy Brack.....\$58,323.12  
Anabell Rocha.....\$58,067.01  
Elizabeth Fitzpatrick.....\$57,627.66  
Jamie Cruse-Vrinios.....\$57,460.30  
Kim McClure.....\$56,919.27  
Jan Thetford.....\$56,794.29  
Susan Hohlman.....\$56,030.23  
Pam Ross.....\$53,860.70  
Jeanie Martin.....\$53,155.96  
Mona Butters.....\$52,629.78  
Alia Head.....\$52,422.81  
Vicki Jo Auth.....\$52,221.32  
Davanne Moul.....\$51,988.30  
Candace Laurel Carlson.....\$50,768.16  
Valerie Bagnol.....\$50,316.40

### On-Target for \$125,000 Gold Circle

Consuelo Prieto.....\$48,870.02  
Juanita Gudíño.....\$48,689.84  
Bea Millsagle.....\$48,631.94  
Noelia Jaimes.....\$48,463.87  
Kate DeBlander.....\$48,188.11  
Cathy Bill.....\$48,138.40

Monique Todd Balboa.....\$47,751.55  
Janis Z. Moon.....\$46,525.89  
Shirley Oshiro.....\$46,397.38  
Pam Klickna-Powell.....\$46,027.58  
Gloria Báez.....\$45,940.51  
Kristin Myers.....\$45,850.29  
Roxanne McInroe Williams.....\$45,397.11  
Mayuli Rolo.....\$44,674.98  
Evalinda Diaz.....\$44,321.52  
Evalina Chávez.....\$43,980.24  
Scarlett Walker-Simpson.....\$43,945.03  
Maribel Barajas.....\$43,855.35  
Morayma Rosas.....\$43,103.12  
Paola Ramirez.....\$43,062.94  
Joanne Bertalan.....\$42,884.59  
Kathy Rodgers-Smith.....\$42,847.49  
Shelly Gladstein.....\$42,748.26  
Kimberly Copeland.....\$42,229.49  
Crisette Ellis.....\$42,190.80  
Bett Vernon.....\$41,974.54  
Margaret Bartsch.....\$41,950.11

## Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in October by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

### Diamond

1. Barbara Sunden\*\*\*.....\$87,912  
2. Anita Mallory Garrett-Roe\*\*\*.....\$72,016  
3. Lisa Madson.....\$53,754  
4. Gloria Castaño\*\*\*.....\$46,318  
5. Sonia Pérez\*\*.....\$36,824  
6. Patricia Turker\*\*.....\$33,693  
7. Linda C. Toupin.....\$28,227  
8. Diane Underwood.....\$24,884  
9. Mary Diem\*.....\$24,563  
10. Dayana Polanco\*.....\$23,535  
11. Connie A. Kittson.....\$22,406  
12. Dalene Hartshorn.....\$19,721  
13. María Monarrez.....\$19,030  
14. Susan M. Hohlman\*.....\$17,838  
15. Heidi Goelzer.....\$16,192  
16. Vivian Diaz.....\$15,968  
17. Noelia Jaimes\*.....\$15,642  
18. Elizabeth Muna-Mudsi.....\$15,470  
19. Evelinda Diaz\*.....\$14,876  
20. María Flores.....\$13,909  
21. Mayuli Rolo\*.....\$13,584  
22. Juanita Gudíño.....\$12,450  
23. Diana Heble.....\$12,253  
24. Rosibel Shahin\*.....\$12,229  
25. Ada García-Herrera.....\$10,662

5. Ronnie D'Esposito Klein\*.....\$27,010  
6. Vicki Jo Auth.....\$22,426  
7. Pamela A. Fortenberry-Slate\*.....\$20,253  
8. Bea Millsagle.....\$18,441  
9. Candace Laurel Carlson\*.....\$17,613  
10. Jeanne Rowland\*.....\$17,497  
11. Cyndee Gress.....\$17,384  
12. Pam Ross\*.....\$16,003  
13. Kate DeBlander.....\$14,560  
14. Kirk Gillespie.....\$14,553  
15. Terri Schafer.....\$14,022  
16. Michelle L. Sudeth\*.....\$13,371  
17. Janis Z. Moon.....\$13,120  
18. Rebecca Evans\*.....\$12,952  
19. Scarlett S. Walker-Simpson\*.....\$12,604  
20. Margaret M. Bartsch.....\$12,573  
21. Lynne G. Holliday.....\$12,126  
22. Sonner Fortenberry.....\$12,017  
23. Gena Rae Gass.....\$11,704  
24. Judy Kawiecki.....\$11,145  
25. Jo Anne Barnes.....\$10,553  
26. Cindy Towne.....\$10,281

### Sapphire

1. Karen Piro\*\*.....\$45,998  
2. Lupita Ceballos\*\*.....\$30,204  
3. Jodie McCoy\*.....\$23,883  
4. Dawn A. Dunn.....\$23,968  
5. Shannon C. Andrews\*.....\$23,606  
6. Julianne Nagle\*.....\$23,360  
7. Jan L. Thetford.....\$22,195  
8. Sara Pedraza-Chacón\*.....\$20,213  
9. Sandy Valerio\*.....\$18,949

10. Tammy Crayk.....\$17,899  
11. Pam L. Higgs.....\$16,179  
12. Davanne D. Moul\*.....\$15,263  
13. Sharon L. Buck.....\$14,936  
14. Diana Sumpter.....\$14,511  
15. Pam Klickna-Powell.....\$14,164  
16. Paola Ramirez.....\$14,134  
17. Tammy Ramage.....\$13,915  
18. Roxanne McInroe Williams.....\$13,672  
19. Lorraine B. Newton.....\$13,645  
20. Sherri L. Steinman.....\$12,892  
21. Jill Moore.....\$12,885  
22. Kimberly D. Starr.....\$12,858  
23. Lara F. McKeever.....\$12,415  
24. Alia L. Head.....\$12,351  
25. Maribel Barajas.....\$12,172  
26. Gloria Báez\*.....\$12,110  
27. Gillian H. Ortega.....\$11,839  
28. Nancy A. Moser.....\$11,480  
29. Magdalena Nevárez\*.....\$10,789  
30. Debra M. Wehrer.....\$10,499  
31. Kendra Crist Cross.....\$10,202

### Emerald

1. Kathy Helou\*.....\$52,659  
2. Gloria Mayfield Banks\*\*\*.....\$47,532  
3. Dacia Wiegandt\*.....\$35,186  
4. Debi R. Moore\*.....\$33,579  
5. Sherry Windsor\*\*.....\$28,247  
6. SuzAnne Brothers\*.....\$26,300  
7. Yvonne S. Lemmon.....\$23,108  
8. Auri Hatheway.....\$22,247

9. Janet Tade\*.....\$21,275  
10. Jamie Cruse-Vrinios.....\$20,981  
11. Kerry Buskirk\*.....\$20,447  
12. Lily Orellana.....\$19,782  
13. Kay E. Elvrum.....\$19,146  
14. Cindy Fox\*.....\$18,377  
15. Kathy Rodgers-Smith.....\$17,626  
16. Kym A. Walker\*.....\$17,174  
17. Consuelo R. Prieto\*.....\$16,830  
18. Mona Butters.....\$16,182  
19. Joanne R. Bertalan\*.....\$15,997  
20. Cathy Bill\*.....\$15,595  
21. Pamela Tull.....\$14,848  
22. Brenda Segal\*.....\$14,245  
23. Evalina Chávez.....\$14,032  
24. Dawn Otten-Sweeney.....\$13,093  
25. Morayma Rosas.....\$12,679  
26. Cristl Ann Millard.....\$12,641  
27. Shelly Gladstein.....\$11,738  
28. Crisette M. Ellis.....\$11,515  
29. Candy Jackson.....\$11,357  
30. Jackie LaPrade.....\$11,024  
31. Sabrina Goodwin Monday.....\$10,330

### Pearl

1. Jan Harris\*\*.....\$45,404  
2. Cindy A. Williams.....\$32,878  
3. Cheryl Warfield\*\*.....\$32,062  
4. Stacy I. James\*\*.....\$31,225  
5. Pamela Waldrop Shaw\*.....\$30,034  
6. Halina Rygiel\*.....\$28,590  
7. Mary Estupiñan\*.....\$24,183

\*Denotes Senior NSD  
\*\*Denotes Executive NSD  
\*\*\*Denotes Elite Executive NSD

# Recognition

## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in October 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Diamond

Cecilia James	\$17,368.61
Kristin Jenae Rogers	14,329.20
Marsha Morrisette	13,863.32
Melinda M. Bailing	13,399.51
LaRonda L. Daigle	12,993.61
Deborah Dudas	12,848.64
Priscilla McPheeters	12,451.65
Shelly Palen	11,833.80
Nicki R. Hill	11,447.85
Julie Neal	10,724.74
Amy Allgood	10,661.93
Martha Kay Raile	10,654.76
Jill D. Davis	10,494.77
Amelie B. Kemogne	10,404.61
Carol Lee Johnson	10,316.13
Andrea Whitcomb	10,141.54
Tawnya Krempegas	10,106.34
Stephanie Audino	10,010.25
Karime Rosas	9,927.32
Rose Rodriguez-Capone	9,749.69
Gerri Anne Morris	9,672.55
Lisa A. Stengel	9,438.15
Stephanie A. Richter	9,364.75
Melissa R. Hennings	9,311.14
Luisa Urena Mora	9,276.88
Mary Strauss	9,190.89
Sandy Griffith	9,182.86
Shelley Olson	9,174.31
Ruth L. Everhart	9,137.96
Norma Lee Shaver	9,122.19
Alicia Borkowska-Sattler	8,974.66
Susana Pereira-Morales	8,792.95
Tokunboh S. Oyenuka	8,684.76
Melissa Mays	8,656.09
Julie Schlundt	8,651.77
Susie Kopacz	8,509.64
Sharon B. Carney-Wright	8,496.00
Virginia Rowell	8,353.97
Maricarmen Gonzalez	8,351.73
Carolyn Thompson	8,339.82
Janet S. Chapman	8,338.02
Valorie Jean White	8,291.76
Lesia Rae Franken	8,274.98
Deimi Cristina Santos	8,262.59
Suzanne T. Young	8,216.74
Terri J. Beckstead	8,188.51
Lisa Peterson	8,131.60
Kim A. Messmer	8,130.05
Nancy J. Osborn	8,129.50
Celeste Pichardo	8,113.65
Marlene Davitt	8,108.31
Nikki Hall Edgemore	8,011.51
Nancy Fox Castro	7,894.46
Betty McKendry	7,872.93
Holly V. Crumley	7,710.43
Carmen Hernandez	7,696.55
Mary Jacobson	7,647.45
Pat A. Nuzzi	7,612.91
Jennifer Levitt	7,583.34
Kelly Willer-Johnson	7,495.92
Sheryl Peterson	7,487.96
Jodi Van Leeuwen	7,468.13
Chris Landaker	7,451.45
Amy Zietlow	7,440.27
Audrey J. Doller	7,432.57
Susan Hatten Weeks	7,424.30
Lou Linda Utley	7,420.03
Wendy Hayum-Gross	7,401.16
Lila DeWeber	7,368.71
Marilinda R. Brown	7,356.76
Lesley A. Bodine	7,339.44
Mariann Biase Mason	7,318.97
Robbie L. Brannon	7,308.15
Amanda Blair Michalak	7,299.69
Petie L. Huffman	7,284.90
Maricela Trejo	7,271.45
Maria Teresa Lozada	7,269.97
Ana X. Solis	7,257.59
Jenny Siemonsma	7,244.74
Damaris Leyva	7,238.07
Luzmila E. Alda Carranza	7,201.41
Maritza Estela Gonzalez	7,190.75
LaChelle M. Seleski	7,177.90
Michelle Cape	7,163.01

Jessica Joy Mitchell	7,118.46
Ngozi Onuoha	7,109.95
Anne Newcomb	7,082.58
Claudia Elizabeth Bossio	7,056.24
Linda Spadolowski	7,049.01
Brenda K. Howell	7,036.10
Debbie Larson	7,020.64
Nancy Polish Dove	7,020.31
Donna K. Smith	7,016.32
Leticia Saavedra	7,004.42
Julie Danskin	6,973.05
Pamella Stinnett	6,899.08
Yasaira Sanchez	6,891.75
Linda T. Cartiglia	6,871.62
Rhonda Jean Taylor	6,850.40
Joelle Leith	6,827.56

### Ruby

Cheryl Fulcher	\$11,278.67
Suzanne P. Wallace	11,118.93
Krystal D. Downey-Shada	10,541.09
Thessy Nkechi	
Nwachukwu	10,388.47
Cleta Colson	10,124.69
Deborah S. Barker	10,103.82
Shelia D. Evans	9,772.44
Carmen Nunez de Valencia	9,689.86
Lisa Hansen	9,410.63
Brenda Fennor	9,342.52
Gloria Dominguez	9,240.62
Mary Sharon Howell	9,185.74
Donna Clark-Driscoll	9,104.19
Diana Gutierrez	9,083.01
Pat Z. Allen	9,065.37
Laurieann Barclay	8,893.27
Deborah S. Baijle	8,867.88
Kal DeBlander Brigham	8,769.63
Oye A. Onuoha	8,739.07
Amber L. Towne	8,615.12
Candace Lyn Chambers	8,577.78
Marnie R. Yunger	8,500.68
Laura A. Kattenbraker	8,484.19
Winifred Nonye	
Ogunamiri	8,337.76
Judy Lund	8,275.49
Bridgette Rae Conley	8,237.73
Diane Covington	8,157.06
Tiffany Brooke Stout	8,149.47
Cissy E. Warren	8,002.54
Lisa Anne Harman	7,907.38
Jill E. Garrett	7,722.98
Liz Whitehouse	7,632.58
Sheryl K. Goins	7,593.54
Julie Smith	7,553.92
Arleigh P.J. Morton	7,540.43
Corrin Gresol	7,484.59
Mary Alice Dell	7,457.74
Jeanette M. Thompson	7,432.64
Ekene S. Okafor	7,360.70
Sonya F. Goins	7,286.61
Barbara L. Harrison	7,245.19
K.T. Marie Martin	7,166.59
Judie Roman	7,140.85
Sherrille L. Clemons	7,026.55
Debbie A. Elbrecht	6,996.61
Alicia Lindley-Adkins	6,958.85
Becky J. Seim	6,942.96
Anne Weidenweber	6,844.57
Mary Lou Ardohain	6,829.62
Dori M. Fennell	6,635.00
Breda M. Teal	6,616.23
Wanda Metzger	6,565.83
Lisa N. Chovil	6,501.32
Colleen Robustelli	6,492.43
Patti Maxwell	6,463.85
Karen E. Gardner	6,439.69
Irene Zapalc	6,419.39
Charlyn C. Eschette	6,360.52
Rose Mary Neal	6,306.76
Deborah K. Hack	6,287.05
Susan C. Ehrnstrom	6,286.36
Teka-Ann Haynes	6,228.78
Tracy Ley	6,219.16
Kathy Monahan	6,206.38
Karen Paluga-Larson	6,205.13

Margaret H. Gormly	6,190.76
Jennifer Jean McNulty	6,166.13
Eva E. Berber	6,050.78
Sylvia J. Cook	6,025.05
Peggy Young	5,980.92
Terry Thole	5,968.37
Lisa D. Prescott	5,957.87
Brandy D. Herring	5,940.16
Linda Leonard Thompson	5,889.99
Crystal Huskins Carper	5,846.39
Julie Brindell Sapp	5,823.00
Nina Elliott	5,821.13
Connie A. Brinker	5,817.07
Gina M. Gildone	5,775.86
Lesley Speas	5,762.89
Lynette L. Meisel	5,720.67
Elizabeth A. Kramer	5,703.17
Liz Clouse	5,637.27
Tanya Michelle Johnson	5,628.67
Suzanne Tripp-Black	5,618.87
Ronda Faber	5,566.35
Deborah J. O'Leary	5,563.21
Suzanne Moeller	5,538.89
Missy M. O'Neal	5,533.66
Jane Davidson Seibert	5,517.56
Gaynell L. Kennedy	5,513.25
Karen M. Getty-Hopkins	5,482.95
Mary L. Cahoon	5,482.58
Linda Sigle	5,463.01
Mary L. Holmes	5,458.13
Cathy G. Huhta	5,439.77
Trista Jon Egel	5,417.96
Pamela O. Pruitt	5,409.08
Cheryl Dougan	5,404.82
Mary L. Morgan	5,363.42

### Sapphire

Julie Weaver	\$18,506.24
Jennifer L. Besecker	13,261.55
Diane Bruns	12,652.16
Lady Ruth Brown	11,747.44
Elien Ezekiel Farquharson	11,234.02
Audrey K. MacDowall	10,632.77
Kristi M. Montesana	10,525.71
Sylvia Boggs	10,464.43
Ruby Garner	10,109.09
Randi Stevens	9,926.31
Jill L. Glockner	9,411.36
Tracy Potter	9,344.99
Kathleen Kirkwood	9,116.67
Judy Mundy	9,077.01
Debbie A. Weld	9,024.25
Christy Bigham	8,804.14
Cheryl T. Anderson	8,673.48
Barbara J. Puckett	8,613.68
Kathy R. Bullard	8,568.87
Heather L. Bohlinger	8,416.48
Krista A. Johnson	8,330.17
Ann Ferrell Smith	8,261.79
Debra J. Witmer	8,233.87
Angie S. Day	8,219.19
Kim L. Sabourin	8,206.31
Kim West	8,062.45
Joanna Helton	8,042.06
Sanjuana Sosa	7,963.71
Frances Woodham	7,928.11
Ann W. Sherman	7,912.54
Delmy Ana Torrejon	7,787.82
Brooke E. Bennett-Young	7,726.19
Marty Ulmer	7,698.36
Connie L. Russo	7,620.39
Crystal Dawn McDaniel	7,484.39
Gia Lee Kroshus	7,479.92
Margaret Nell	7,419.75
Linda A. Jones	7,372.90
Patrice Moore Smith	7,366.97
Phyllis I. Pisker	7,361.79
Connie J. Lamp	7,348.61
JoAnna P. Shippe	7,326.69
Linda Klein	7,312.42
Josefa Chacon	7,290.89
Sandra A. Zavoda	7,286.97
Binta Touray Jagne	7,224.81
Deanna L. Spillman	7,206.84
Robyn S. Cartmill	7,196.95

Pam Garner Moore	7,134.46
Kathy Jo Ehrensberger	7,121.32
Lyneea E. Tate	7,098.15
Jennifer G. Bouse	7,071.69
Faith A. Gladding	7,041.02
Tabitha A. Hallums	6,987.34
Dolores Keller	6,970.70
Jim Cundiff	6,962.12
Maria Montes	6,924.16
Megan Eileen Kalbach	6,916.03
Norma Ferreira Lopez	6,883.39
Christi L. Burns-Brown	6,838.95
Peggy B. Sacco	6,798.42
Maria G. Leon	6,794.76
Heather A. Daniel-Kent	6,713.06
Ryan Ashlee Rives	6,700.66
Celeste Gabbard Byrd	6,568.09
Terry A. Hensley	6,530.14
Danice C. McElowney	6,367.63
Brandi Driggers	6,366.10
Alison Jurek	6,352.59
Dottie Huse	6,349.02
Sarah Sullivan Krycinski	6,345.82
Gloria Stake Miller	6,286.82
Moleda G. Dailey	6,277.81
Sherril Reindl	6,203.56
Teodora Ahumada	6,199.56
Maria Villarreal	6,179.60
Roxy H. Coursey	6,179.03
Shelia Berry	6,164.53
Lynn L. Staats	6,130.45
Judith Lane	6,128.42
Jodi L. Feller	6,123.69
Natalie Reed	6,108.79
Joli A. Dockery	6,102.33
Chris Havens	6,087.20
Hilda Maruffo	6,057.93
Ann M. Jones	6,048.65
Joanne V. Price	6,012.04
Sue Ammons	6,004.84
Nita Ann Godwin	5,984.58
Theresa Jackson Lacesa	5,978.69
Diane M. Broderson	5,961.00
Gayle J. Green	5,960.51
Sagrario M. Magana	5,943.23
Penny Kelly	5,920.58
Shelley Townsley	5,911.19
Jerlene Vrana	5,895.36
Marjorie S. Haun	5,866.75
Laurie Shively	5,852.87
Monica Garcia	5,778.89
Leann Elaine Zondag	5,776.67

### Emerald

Jackie Root	\$13,295.59
Michele Martella Armes	11,785.55
Christine Denton Barueco	11,423.29
Paula Kelsch	11,217.05
Linda Bradley	11,210.41
Mary Brandenburgh	11,081.22
Sheri Farrar-Meyer	10,920.93
Stacy D. Foust	10,244.26
Susie J. Serio	9,891.67
Marina Sanchez Ramirez	9,816.56
Heather A. Carlson	9,663.02
Barbara Plett	9,359.00
Vicki Powell	9,818.69
Roxie Soto	8,812.37
Stacy S. Gilson	8,784.56
Annette D. Oxley	8,769.90
Jordan Helou Elcher	8,766.63
Cheryl L. Foster	8,764.52
Connie Marie Ackroyd	8,735.32
Kimbi L. Bartik	8,678.54
Jessica Brash Holzbach	8,596.99
Pam Kelly	8,591.90
Janet Lee Ellis	8,254.41
Ohumene Patience Ebroso	7,978.48
Norine Boucher	7,957.16
O'neely Encarnacion Gomez	7,903.25
Karen E. Ridle	7,897.72
Sue Uibel	7,845.52
Grace Elizabeth Snively	7,684.32
Elaine K. Williams	7,608.71
Trisha Taylor	7,586.86

Yolanda Lopez	7,440.76
Delia Ponce	7,395.68
Hope S. Pratt	7,375.59
Vicki Hunter	7,288.68
Jeanie M. Tamborello	7,287.09
Holly S. Neff	7,269.21
Lindsey Hysjullen	7,259.25
Chris H. Teague	7,134.12
Maria Sanchez	7,101.08
Maria Guadalupe Botello	7,100.04
Jo M. Cotton	7,021.02
Connie S. Miller	6,988.49
Kay Dickerson	6,935.59
Karen A. Jorgenson	6,898.39
Linda Jackson	6,894.61
Robin S. Moody	6,836.03
Melissa Baphe	6,764.93
Jeanette E. Beichle	6,732.72
Susan Ruth Cunningham	6,730.33
Andrea Steinmetz	6,723.73
Heather Wickstrom	6,705.04
Shara Mobley Gladden	6,657.51
Kara Gallup	6,649.45
Julie B. Potts	6,620.19
Carol Shuff	6,593.71
Dawn M. Starr	6,588.18
Dana M. Chamberlin	6,583.77
Shawna D. Schneider	6,544.34
Carol M. Fulton	6,513.25
Christine J. Kurzawa	6,512.14
Dana Ann Lamade	6,509.12
Denise M. Sowder	6,507.56
Julie A. Griffin	6,507.34
Frankie Clapp	6,502.84
Wendy Griffin Presley	6,496.22
Ashley N. Clinesmith	6,492.66
Traci Smith	6,488.56
Joslyn Eaton	6,473.68
Jeannine R. DeVore Harris	6,441.37
Leanne Parrino-Pheasant	6,419.69
Diane K. Autry	6,375.32
Celsa Menjivar-Gutierrez	6,369.71
Laura A. Armstrong	6,359.92
Deborah G. Thrift	6,310.64
Antonia Miranda	6,300.69
Sonya C. D'Herde	6,298.27
Ayobami Olurewaju Olusa	6,255.14
Pamela Rowe Krzmarzick	6,218.40
Cecilia Merport	6,126.15
Denise G. Kucharski	6,039.62
Maria Victoria Sura	6,013.17
Anne Sullivan	6,011.33
Kathy P. Oliveira	6,009.24
Alma D. Santos Soto	5,990.99
Rita Jean Barthel	5,983.37
Casie Hembree	5,956.70
Helen M. Harlow	5,946.22
Kelly S. Shannon	5,846.94
Judith E. Cotton	5,767.58
Amanda Thulin-Marrano	5,762.57
Leigh Ann David	5,760.49
Karen Hunter	5,743.02
Marcela Sierra	5,724.14
Amie E. Kelly	5,697.45
Jill K. Mason	5,669.06
Stephanie Forbes	5,647.30
Rose Campbell	5,643.85
Nancy Graham	5,619.28
Angel L. Hurley	5,617.48

### Pearl

Amy Kemp	\$13,145.85
Amy Stokes	11,860.50
Nadine Bowers	11,431.23
Brenda Stafford	11,182.96
Sandy Kay Gant	11,063.65
Christina Lynn Frantz	11,006.35
Laurie Travis Plyler	10,930.57
Patti Cornell	10,775.71
Tammy A. Vavala	10,673.27
Sauna Lynn Abbotts	10,458.69
Roya Marie Mattis	9,991.43
Jeannie K. Navrak	9,951.66
Vicki Piccirilli	9,839.96
Blythe Jolee Egbert	9,638.05

Alexi Michelle Lauchlan	9,173.53
Janice Baxter Hull	9,148.47
Anne Geertsen	9,074.40
Cindy Machado-Flippen	9,049.39
Denise E. Crosby	9,049.13
Nicole J. Canamare	8,720.57
Laurie C. Cole	8,707.08
Evelyn Pirhalla	8,637.19
Crystal June Trojanowski	8,617.96
Lily Gauthreaux	8,570.50
Lia Rene Carta	8,536.25
Keita Powell	8,431.48
Kathryn L. Engstrom	8,286.25
Sherry L. Fields	8,285.28
Virginia S. Rocha	8,255.34
Lisa Olivares	8,196.17
Peggy Matish	8,167.75
Irene K. Foster	8,033.55
Christi G. Campbell	7,992.41
Betty B. Lucido	7,965.24
Terril Ciriolt-Irwin	7,936.34
Shelley Eldridge	7,921.23
Mayne Durrer	7,919.38
Randi S. Gleason	7,885.44
Susan K. Janish	7,818.49
Patty Webster	7,776.93
Amy C. Schule	7,644.49
Cindy S. Koenig	7,598.96
Tammarie M. Bradford	7,542.99
Angela P. LaFrance	7,528.61
Susan Moore	7,467.25
Fern M. Gerdes	7,419.96
Diane M. Detesco	7,399.18
Judi Tapella	7,392.79
Janet L. Lane	7,328.95
Tina M. Dees	7,310.33
Carmen J. Felix	7,113.22
Ruthie Bressette-Mount	7,106.08
Gail A. Clark	7,062.75
Collette Parker	7,045.54
Stacey Craft	6,967.75
Shari Lynn Chapman	6,927.55
Sally Moreno	6,906.44
Marita W. Campbell	6,869.04
Tammy Brown	6,854.00
Sylvia Limon Martinez	6,793.86
Jenn Kirkham	6,785.74
Jaime Marie Bittner	6,771.63
Patty J. Olson	6,770.74
Amy Kitzrell	6,694.34
Lucia Fernandez	6,694.03
Nancy D.L. Brindley	6,661.64
Cynda Leigh Worrell	6,590.80
Betsy C. Richard	6,569.73
Nicole Medjesky-Dixon	6,539.47
R. Sue Miller	6,514.16
Johnna Elizabeth Cline	6,435.91
Debbie A. Thomas	6,404.90
Tiffany Marie Mat	6,365.32
Angela Rae Schneider	6,229.60
Maria Claxton-Taylor	6,217.70
Luanne Stewart	6,199.14
Connie L. Young	6,090.93
Jean MacMackin	6,058.51
Rebecca Anne Frey	5,996.18
Rachael M. Bullock	5,994.73
Carrie V. Eddings-Foster	5,991.14
Triche L. Chavez	5,972.74
Michele Salisbury Rankin	5,971.57
Sandra M. Munguia	5,952.34
Carolyn A. Smith	5,932.02
Ginger J. Benedict	5,908.06
Iva Kurz	5,887.40
Beth H. Piland	5,881.74
Audrey L. Detesco-Nickell	5,879.95
Angela J. Fry	5,842.55
Silvia Farias	5,840.91
Sandra Giraldo Kirchhoff	5,834.93
Kimberly L. Massengill	5,824.12
Richelle V. Barnes	5,823.73
Melissa Nix Henderson	5,803.08
Tammy D. Niehaus	5,797.15
Toni Moore	5,770.61
Annette Rigney Gardner	5,727.73
Delores E. Black	5,700.58
Tina R. Smith	5,688.18

# Recognition

## Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in October 2012.

### Top National Sales Directors — Commissions and Bonuses

				
<b>Barbara Sunden</b> \$87,912 Diamond	<b>Carol Anton</b> \$50,261 Ruby	<b>Karen Piro</b> \$45,998 Sapphire	<b>Kathy Helou</b> \$52,659 Emerald	<b>Jan Harris</b> \$45,404 Pearl

### Top Unit — Estimated Retail Production

<b>DIAMOND</b> — Cecilia James, A. M. Garrett-Roe Area.....	\$125,729
<b>RUBY</b> — Cheryl Fulcher, G. Super Area.....	\$76,890
<b>SAPPHIRE</b> — Julie Weaver, Go Give Area.....	\$127,823
<b>EMERALD</b> — Jackie Root, K. Helou Area.....	\$93,699
<b>PEARL</b> — Amy Kemp, J. Martin Area.....	\$93,091

## Top Unit Builders

Independent Sales Directors with 20 or more new unit members for October 2012.

#### New Unit Members

#### Diamond

Damarys Leyva.....	58
Cecilia C. James.....	55
Amelie B. Kemogne.....	49
Natalie J. Murphy.....	49
Kristin Jenae Rogers.....	47
Linda Spadolowski.....	39
Liz Voran.....	39
Cathi Ann Burton.....	38
Karime Rosas.....	36
Maria Avila Huerta.....	35
Claudia Elizabeth Bossio.....	35
Elizabeth Fernandez.....	35
Cassandra Renee Chitwood.....	34
Shelly Palen.....	34
Luisa Urena Mora.....	34
Amy Allgood.....	33
Ana Carolina Alvarez.....	33
Temil Odeyale.....	33
Obdulia Irene Ortiz.....	33
Lesley A. Bodine.....	33
Andrea Mota.....	32
Edna Corral.....	32
Maria de La Luz Avila.....	30
Kim C. Meyers.....	30
Sonia Arriola.....	29
Clara Fuentes.....	29
Carmen Hernandez.....	29
Gloria Moreno Medrano.....	29
Denise Rodriguez.....	29
Evitelia Valdez-Cruz.....	29
Maria De Jesus Vargas.....	29
Megan Brown.....	28
Hilda Noemi Caballero.....	28
Minerva Catala.....	28
Nicki R. Hill.....	28
Salome Rangel.....	28
Lucia A. Reyes-Mogollon.....	28
Jessica Marie Anderson.....	27
LaRonda L. Daigle.....	27
Patty Gutierrez.....	27
Blanca M. Vasquez.....	27
Maria G. Avila-Marrufo.....	26
Mariaelena Boquin.....	26
Ruth Cortes.....	26
Maria Teresa Lozada.....	26
Araceli Ponce.....	26
Bisola Gbadamosi.....	25
Julia Medina.....	25
Maria Consuelo Piqueras.....	25
Maria Rocio Rico De Jacinto.....	25
Alba Rodriguez.....	25
Maria Elena Ruiz.....	25
Cindy Wallace.....	25
Sofia Aguilar.....	24

#### Ruby

Deborah Dudas.....	24
Linda Goode.....	24
Gerri Anne Morris.....	24
Estela Salazar.....	24
Maricela Trejo.....	24
Marisol Villafranco.....	24
Andrea Whitcomb.....	24
Sonia Suyapa Bonilla.....	23
Leonor Colin.....	23
Maricarmen Gonzalez.....	23
Melissa R. Hennings.....	23
Maria Hernandez.....	23
Stacey Doris Hokeness.....	23
Maria Janet Koo.....	23
Lupita Lemus.....	23
Toby A. Loudenback.....	23
Jani Macias.....	23
Bonita A. Meniru-Hudson.....	23
Amanda Arline Plaster.....	23
Yessenia Roman.....	23
Jenny Simonsma.....	23
Meg Booker Steward.....	23
Ashley Duval Wright.....	23
Yolanda Alvarez.....	22
Jill D. Davis.....	22
Ruth L. Everhart.....	22
Cynthia L. Frazier.....	22
Elynn Headley.....	22
Beatriz Perez.....	22
Azuena Reyes-Garcia.....	22
Josefa E. Rosario.....	22
Enedina Villarreal.....	22
Marlene Davitt.....	21
Tori K. Edmondson.....	21
Mary Kathryn King.....	21
Maria L. Lemus.....	21
Melissa Mays.....	21
Jessica Joy Mitchell.....	21
Angeline N. Nchako Njamf.....	21
Celeste Pichardo.....	21
Amalia Quintana.....	21
Nancy Rodriguez.....	21
Omotosope O. Akinyoyen.....	20
Margaret H. Gormly.....	20
Susan K. Lenser.....	20
Susan Jean Miller.....	20
Oye A. Onuoha.....	20
Rita I. Legarda.....	20
Mariela Galarraga.....	20
Griselda Gordillo-Botello.....	20
Milvia Morales.....	20
Delia Moran.....	20
Shelly Olson.....	20
Heriberto Castro Orozco.....	20
Carmen Jacqueline Perdomo.....	20
Stephanie A. Richter.....	20
Rose Rodriguez-Capone.....	20
Leticia Saavedra.....	20
Kally Vandomos.....	20
Jessie Vredevelt.....	20
Candace Lyn Chambers.....	42
Gloria Dominguez.....	36
Maria DelLurdes Elizondo.....	33
Kimberly Michelle Perkins.....	33
Bridgette Rae Conley.....	31
Laurieann Barclay.....	31
Sonia Cecilia Pena.....	30
Shelia D. Evans.....	29
Eloina Gama.....	29
Missy M. O'Neal.....	29
Nikole Marie Childress.....	28
Corrin Cresci.....	28
Teka-Ann Haynes.....	28
Heather Lynne Meadows.....	28
Thesny Nkechi Nwachukwu.....	28
Patricia Pina.....	28
Suzanne P. Wallace.....	28
Krystal D. Downey-Shada.....	27
Blanca Esther Esparza.....	27
Maria N. Espinoza.....	27
Jill E. Garrett.....	27
Maria Del Carmen Salinas.....	27
Ete O. Brikinn.....	26
Chasity Marie Bromley.....	26
Sheryl K. Goins.....	25
Kim Holmes.....	25
K.T. Marie Martin.....	25
Lupita G. Ramirez.....	25
Maria Guadalupe Ramirez.....	25
Elsa A. Ramirez Pacheco.....	25
Tiffany Brooke Stout.....	25
Cleta Colson.....	24
Kali DeBlander Brigham.....	24
Kelli Marie Brosnahan.....	24
Mary L. Cahoon.....	23
Crystal Huskins Carper.....	23
Jacqueline Donna.....	23
Sonya F. Goins.....	23
Margaret H. Gormly.....	23
Susan K. Lenser.....	23
Susan Jean Miller.....	23
Oye A. Onuoha.....	23
Rita I. Legarda.....	23
Mariela Galarraga.....	23
Griselda Gordillo-Botello.....	23
Milvia Morales.....	23
Delia Moran.....	23
Shelly Olson.....	23
Heriberto Castro Orozco.....	23
Carmen Jacqueline Perdomo.....	23

#### Sapphire

Jennifer L. Besecker.....	64
Ana Ruth Gomez.....	56
Brooke E. Bennett-Young.....	53
Coty Aglaee Trevino.....	44
Tabitha A. Hallums.....	42
Fidella Cervantes.....	37
Sarah Sullivan Krcynski.....	37
Maria Bocanegra.....	35
Shelia Padilla.....	35
Sanjuana Sosa.....	35
Megan Eileen Kalbach.....	34
Norma Ferreira Lopez.....	33
Maria Guardado.....	33
Rosa Elia Meza-Sanchez.....	32
Cheryl T. Anderson.....	31
Ynocenta Hernandez.....	31
Delmy Ana Torreon.....	30
Julie Weaver.....	30
Alejandra Zurita.....	30
Josefa Chacon.....	29
Maria Elena Coyote.....	29
Jodi Lynne Gray.....	29
Tshanna Kyler.....	29
Wilma B. Cantu.....	28
Rosa Aminta Maldonado.....	27
Heather A. Daniel-Kent.....	26
Jill L. Glockner.....	26
Rita E. Siqueiros-Avila.....	26
Esther Cisneros.....	25
Beth Hollingshead.....	25
Gia Lee Kroschus.....	25
Maria G. Leon.....	25
Olga E. Mendoza.....	25
Maria Bautista.....	23
Celia E. Estrada.....	23
Tracey A. Fields-Hedrick.....	23
Beklys Gonzalez.....	23
Kim I. Sabourin.....	23
Anita L. Vazquez.....	23
Teodora Ahumada.....	22
Chris Burnside.....	22
Crystal Dawn McDaniel.....	22
Nina Tamarji.....	22
Irma Tinajero.....	22
Marivel Villicana.....	22
Christy Bigham.....	21
Molly A. Williamson.....	21
Lynnae Bowen.....	20
Jackie M. Craver.....	20
Vicenta Flower Garcia.....	20
Natalie Carol Jensen.....	20
Tanya Michelle Johnson.....	20
Rachel Elizabeth Naylor.....	20
Maria A. Steinman.....	20
Anne Weidenweber.....	20
Lucy M. Soto.....	20
Angel L. Hurley.....	20
Karen Lewis Spriggs.....	20
Sharon K. Swayzer.....	20
Maria Villarreal.....	20
Blanca Virrueta.....	20

#### Emerald

Connie Marie Ackroyd.....	47
Cristina Martins.....	46
Maria Guadalupe Botello.....	41
Tatiana Rodriguez.....	41
Ohuene Patience Ebroso.....	39
Sue Uibel.....	38
Anaizel Avila.....	37
Delia Ponce.....	37
Michelle Martella Armes.....	36
Viviane Soares Assis.....	35
Dana Dean Cornalino.....	35
Martina Cuevas.....	34
Jordan Helou Eicher.....	34
Yolanda Lopez.....	34
Grace Elizabeth Snively.....	34
Christine Denton Barrueco.....	32
Marina Sanchez Ramirez.....	32
Macaria Ramirez-Santana.....	32
Jackie L. Root.....	32
Heather M. Fitch.....	31
Jessica Brash Holzbach.....	30
Shelley Bottiaux.....	29
Robin S. Moody.....	29
Denise M. Sowder.....	29
Maria R. Alcaide.....	28
Jeanette E. Beichle.....	28
O'nelly Encarnacion Gomez.....	28
Kara Ferrier.....	28
Pam Salinas.....	28
Claudia Chavez.....	27
Sheri Farrar-Meyer.....	27
Shirley B. Potts.....	26
Casie Hembre.....	26
Celsa Menjivar-Gutierrez.....	26
Leanne Parrino-Pheasant.....	26
Carol Shuff.....	26
Blanca Godinez.....	25
Carolyn L. Lucas.....	25
Lily Gauthreaux.....	25
Maria Victoria Sura.....	25
Rubi Amateco-Nava Vazquez.....	24
Holly S. Neff.....	24
Eva Reyes.....	24
Maria Sanchez.....	24
Bridget L. Shaw.....	24
Karla Somarriba.....	24
Dawn M. Starr.....	24
Jeanie M. Tamborello.....	24
Heather Wickstrom.....	24
Amanda Norris Dixon.....	23
Angel L. Hurley.....	23
Karen Ingrid Kohan.....	23
Carolina Mancina.....	23
Roxie Soto.....	23
Beth Ann Bailey.....	22
Dana Ann Lamade.....	22
Maritza Lanuza.....	22
Karen E. Riddle.....	22
Juana Sotelo.....	22
Elaine K. Williams.....	22
Linda Berglund.....	21
Leigh Ann David.....	21
Karina G. Rivera.....	21
Antonia Miranda.....	21
Laurie Albekston Shumate.....	21
Cecilia Solerio.....	21
Elvia Villalba.....	21
Irma Y. Hernandez.....	20
Estela Gonzalez.....	20
Victoria M. Louis-Pasquet.....	20
Kristen Lee Oederberg.....	20
Cynthia Pack.....	20
Vicki Powell.....	20
Lynn C. Purser.....	20
Aida Ramallo de Escobedo.....	20
Priscilla Santoya.....	20
Elizabeth Ann Thiagarajan.....	20
Deborah G. Thrift.....	20

#### Pearl

Virginia S. Rocha.....	66
Laurie Travis Plyler.....	50
Johnna Elizabeth Cline.....	42
Silvia Farias.....	42
Tammy A. Vavala.....	37
Nedra Ruby White.....	37
Laurie C. Cole.....	33
Irene K. Foster.....	33
Amy Kemp.....	33
Toni Moore.....	33
Vicki Piccirilli.....	33
Sherry L. Fields.....	31
Christina Lynn Frantz.....	30
Sandy Kay Gant.....	30
Lily Gauthreaux.....	30
Whitney Bacall James.....	30
Shauna Lynn Abbotts.....	28
Maria A. Estrada.....	28
Ginger J. Benedict.....	26
Nicole J. Canamare.....	26
Kimberly L. Massengill.....	26
Gloria Ramos.....	26
Marcia DaCosta.....	25
Blythe Jolee Egbert.....	25
Randi S. Gleason.....	25
Maria Isabel Martinez.....	25
Carolyn A. Smith.....	25
Delores E. Black.....	24
Mary Wonkyung Cho.....	24
Lucia Fernandez.....	24
Roya Marie Mattis.....	24
Lisa Olivares.....	24
Maribel Olivares.....	24
Stephani Prendes.....	24
Norma A. Tovar-Hernandez.....	24
Crystal June Trojanowski.....	24
Terri Ciriotti-Irwin.....	23
Lourdes Clement.....	23
Ana M. Costa.....	23
Adrianne M. Detesco.....	23
Morales.....	23
Amy Stokes.....	23
Alberta Vargas-Rodriguez.....	23
Erika Fonseca.....	22
Angela J. Fry.....	22
April Landrum-Johns.....	22
Melissa Linton.....	22
Aide G. Martinez Charre.....	22
Reina Murcia.....	22
Sara Platas.....	22
Keita Powell.....	22
Pamela L. Castellana.....	21
Milagro V. Diaz.....	21
Bertha Pearl Lindsay.....	21
Tiffany Marie Malt.....	21
Regina I. McDermott.....	21
Tara Lynn Mitchell.....	21
Melissa Nix Henderson.....	21
Hayley Grace Courty.....	20
Denise E. Crosby.....	20
Dana Davis-Armstead.....	20
Louderes Flores.....	20
Debbie P. Grant.....	20
Michelle Hager.....	20
Sandra Giraldo Kirchhoff.....	20
Cindy S. Koenig.....	20

\*WITHIN APPLAUSE® MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL "DO-NOT-CALL" AND/OR "SPAM" LAWS AND REGULATIONS. FOR MORE INFORMATION ON THIS SUBJECT, YOU CAN GO TO THE MARY KAY INTOUCH® WEBSITE AND CLICK ON "TAX AND LEGAL" IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS.

# Taking Care of Business

## Mobile Ways to Work Your Business, Whenever and Wherever!



### Dentist's office.



I can use **Mary Kay® Mobile InTouch™**

on my phone to check for orders from my Mary Kay® Personal Web Site. Bingo! Time for a customer follow-up!

### Lunch with friends.



Played with the **Mary Kay® Virtual Makeover**

App to help my friend find a new look over lunch!

### Bedtime.



But before I turn in, one last check for any customer orders on

my phone. Done! Now that's Golden Rule customer service my customers know and appreciate!



### School pickup; off to soccer practice.



Now's a great time to show the other soccer moms the

terrific Mary Kay® skin care lines using the **MK Regimen Advisor™** App. It takes just seconds and is a great conversation starter to warm chat with the ladies. I can even email their list of product recommendations straight from my phone! Wow! I got two skin care parties booked at soccer practice! Now that's what I call using my time wisely!



### Skin care appointment.

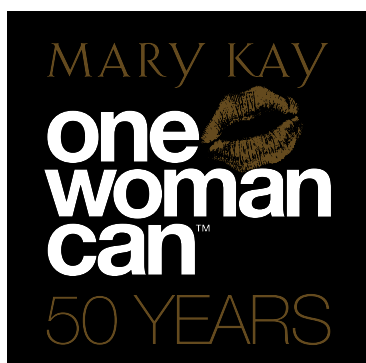


Excited to use the **Mary Kay® Show and Sell™** App.

Because this is a group, I'll use my iPad for easy viewing. This app lets me customize which Mary Kay® products I want to show. I can even play product videos. This is a great day! I added a new team member from the party, and I got her signed up on the spot, thanks to the Online Agreement accessed from my phone!



Visit Mary Kay InTouch® for more great ways to take your Mary Kay business mobile. Go to **Business Tools > Digital Zone**. Find Mary Kay® Mobile InTouch™ on your smartphone at [m.marykayintouch.com](http://m.marykayintouch.com).



## Career Conference 2013

**Network with Mary Kay movers and shakers** and learn the best ways to market your business. **Hear inspiring speakers share real-world tips** on attracting new team members. Get the **lowdown on how you can move up the Mary Kay career path**. Be among the first to **see upcoming Mary Kay® products and programs**. All this, plus ...


- Loads of recognition
- Fun girlfriend time!

**TWO days of bonding**, celebrating and learning that you don't want to miss!

**Cost: \$85** if received by Feb. 28;  
\$95 on-site, space permitting.

**Registration starts:** Feb. 2 for Session I  
Feb. 5 for Sessions II and III

**Register one of two easy ways:**

 **Online:** Mary Kay InTouch®.  
Under Events > Career Conference

**Mail:** Special Events Registration,  
Mary Kay Inc., P.O. Box 799045, Dallas, Texas  
75379-9045.

### Start Planning Now!

- Determine your costs to attend.
- Divide your costs by the number of parties you need to get there.
- You can do it ... make it happen!

**Did you know** you will receive a special Mary Kay® product gift just for you that allows you to be among the first to try some new products?

# Five

## Reasons to Attend

- 1 Value vs. cost.** What you gain by attending is priceless.
- 2 Bonding time.** This is a terrific time to build relationships with your Independent Sales Director, unit members and others.
- 3 Idea sharing.** Take what's working for others and implement in your own Mary Kay business!
- 4 See it first.** Be among the first to see, touch and learn about upcoming products, sales-building tools and other Company initiatives.
- 5 Celebrate.** Revel in your successes so far and aspire to set new goals to help catapult you to greater success!



### Session I - March 15-16

Anaheim, Calif.\*  
Baltimore, Md.  
Boston, Mass.\*\*  
Dallas, Texas\*\*  
Denver, Colo.\*\*  
Indianapolis, Ind.  
Louisville, Ky.

Madison, Wis.  
Mobile, Ala.  
Ontario, Calif.  
Richmond, Va.

Syracuse, N.Y.  
Tacoma, Wash.\*\*

West Valley, Utah

Disneyland Resort  
Baltimore Convention Center  
Hynes Convention Center  
Dallas Convention Center  
Colorado Convention Center  
Indiana Convention Center  
Kentucky International Convention Center  
Monona Terrace  
Mobile Convention Center  
Ontario Convention Center  
Greater Richmond Convention Center  
The Oncenter  
Greater Tacoma Convention Center  
Maverik Center

\*Spanish only    \*\*Spanish interpretation provided



## Session II – March 22-23

Atlantic City, N.J. I	Atlantic City Convention Center
Augusta, Ga.**	Augusta Marriott & Convention Center
Austin, Texas	Austin Convention Center
Charlotte, N.C. I	Charlotte Convention Center
Galveston, Texas**	Galveston Island Convention Center
Glendale, Ariz.**	Renaissance Glendale Hotel & Spa
Miami, Fla. I	James L. Knight Center
Novi, Mich.	Suburban Collection Showplace
Omaha, Neb.	CenturyLink Center
Orlando, Fla.**	Orange County Convention Center
Pittsburgh, Pa.	David L. Lawrence Convention Center
Sacramento, Calif.**	Sacramento Convention Center
San Diego, Calif.	San Diego Convention Center
Schaumburg, Ill.**	Renaissance Schaumburg Convention Center
St. Charles, Mo.	St. Charles Convention Center
St. Paul, Minn.	St. Paul RiverCentre

## Session III – March 24-25

Atlantic City, N.J. II*	Atlantic City Convention Center
Charlotte, N.C. II**	Charlotte Convention Center
Miami, Fla. II*	James L. Knight Center



### Career Conference – One Woman Can™

"You never know when a light bulb moment will occur, but if you're sitting at home, you may miss it. You don't want to do that, because it could change your life forever."

– Independent National Sales Director Holli Lowe

# My Biggest Takeaway from Career Conference ...



### Smiles are genuine.

"I started my Mary Kay business in March 2012 and two weeks later attended Career Conference. I didn't know what to expect then, but now I know it was the launching pad for my second career. (I retired from the energy sector a month later.) Career Conference provided **education, encouragement, wisdom, recognition and a built-in sorority network.**

My Independent Sales Director suggested I take a tote bag. I was so **surprised at the generous product gift package I got for showing up!**

Coming from a corporate background, I wondered **why everyone was smiling and so happy.** I was overwhelmed. Everyone answered my questions, introduced me around and took a genuine interest in me.

The general sessions featured **extraordinary speakers, lots of recognition and PRIZES!** Today, I know why everyone is smiling."  
– Mary Sandoval, Independent Beauty Consultant, Houston, Texas



### Mary Kay has heart.

"Career Conference let me get a glimpse of Mary Kay's BIG picture ... to **enlarge my vision** and see what's at the **heart of this Company!** I was inspired to **focus on my goals** and devote myself in the final months of the Seminar year! Mary Kay Ash said, 'Never ever miss a Mary Kay event,' and Career Conference is one to add to that nonnegotiable list!"

– Chelsey DeBruin, Independent Sales Director, Oskaloosa, Iowa



### What comes around ...

"At my first Career Conference, I noticed each speaker's **reason for starting her Mary Kay business was different**, but they all soon realized the **endless opportunities provided to them** and thousands of others. Today, I watch women in my unit **grow personally and professionally** and **discover their wonderful talents and gifts**, and it's an awesome thing!"

– Ashley Smith, Independent Sales Director, Lubbock, Texas



**WATCH THE CAREER  
CONFERENCE 2013 VIDEO.**  
Get the free mobile app  
at <http://gettag.mobi>

# LEAD the way

Committing to Independent Sales Director-in-Qualification (DIQ) is a big decision that shouldn't be taken lightly, but it doesn't mean questions and concerns should keep you up at night! Personnel in the DIQ department are there to help you every step of the way.

"We help Independent Beauty Consultants who want to be Independent Sales Directors develop plans and encourage them to work those plans consistently," says Mary Kay DIQ Supervisor Denise Ampaipitakwong. "It's so rewarding when they do, because we get to see their lives transform."



Members of the Mary Kay Director-In-Qualification team are available to answer questions and help you develop a plan to move up the Mary Kay career path. **800-347-7666** (8:30 a.m. – 5 p.m. Central time).

## DIQ Bound?

Take this quick quiz and find out! Do you ...

- Offer to take your team members to selling appointments to coach them on holding great skin care parties?
- Make a point to be a Star Consultant each quarter?
- Encourage your team members?
- Ask your Independent Sales Director for more responsibility?
- Take advantage of all income avenues available?
- Follow up with your potential team members and customers?
- Attend all unit and Company-sponsored events?
- Show empathy for others?
- Stay positive even after a challenging day?

If you answered yes to the majority of these questions, then you are ready to take the next step on the Mary Kay career path!

**DIQ Conference Call** is prerecorded and available for any Independent Beauty Consultant for a 24-hour period the third Wednesday of every month, so mark your calendar!

Go to Mary Kay InTouch® > Resources > DIQ Program > Conference Calls for instructions.



## Awesome

Pre-Independent Sales Director-in-Qualification curriculum is on Mary Kay InTouch®.

Designed with the up-and-comer in mind, the sessions help you approach every aspect of your Mary Kay business through a leader's eyes. As Mary Kay said, "A leader can never ask of others what she's not willing to do herself." The curriculum challenges you as you begin the journey toward becoming a NEW Independent Sales Director.



**Independent Sales Director  
Rosa Foster of Euclid, Ohio**

## Bundle of Joy

"I submitted my DIQ Commitment Form and two days later learned I was pregnant with our fourth child. Being in DIQ during my

first trimester was challenging, but I knew I could count on the DIQ department for support. They provided me with strategy, but they also answered all my questions. There are so many resources available to us, and they are just one phone call away!"

## Pointers:

1. Visit the DIQ site on Mary Kay InTouch® > **Resources** > **DIQ** for requirements.
2. Talk to your Independent Sales Director about your goal.
3. Talk to your family. They are your biggest cheerleaders; make sure they understand the process.
4. Review Pre-Independent Sales Director-in-Qualification curriculum on Mary Kay InTouch®.
5. Use the Success Sheets to track your progress and hold yourself accountable.
6. Continue your selling and team-building appointments and encourage your team members. The stronger they are going into your DIQ, the stronger your unit will be when you debut as an Independent Sales Director!

## Perks, Products and Parties!

As an Independent Sales Director you could:

- Earn 9 to 13 percent unit commission.
- Access early ordering.
- Earn the use of a Mary Kay Career Car.
- Receive sneak peeks of upcoming product launches and promotions via *Directors Memo*.
- Look sharp in a professional Sales Director suit.
- Receive a Star Consultant bonus of \$300-\$500.
- Attend Leadership Conference.
- Get a Wellness Award bonus ranging from \$750-\$1,800.

## COMING SOON!

# NEW

## Product Launch Dates Shift.

**Beginning in May, NEW regular-line and limited-edition products will launch one month earlier.**

### WHAT DOES THAT MEAN FOR YOU?

- More time to book parties and sell to **help you achieve your Star Consultant goals** and win prizes!
- **Seasonal products will debut earlier**, giving you a head start selling color to your customers.
- Product promotions will **align more closely with Mary Kay events**.
- You'll have more time to **book parties and sell hot new products at the end of the Seminar year**.
- Product promotions will **align more closely with industry trends**.

### Product Launch Dates

2013

March 16  
**NEW! May 16**  
Aug. 16  
Nov. 16

2014

Feb. 16  
May 16  
Aug. 16  
Nov. 16

**Star Consultant contest quarter dates will remain the same** (June, September, December and March), giving you an extra month to get your customers excited about the new products and meet your sales goals. Also, **the same dates for early ordering privileges apply.**

## Stay tuned!

**We'll keep you updated on what this can mean for your Mary Kay business!**



# GO-GIVE® AWARD

Congratulations to our February 2013 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the Go-Give® spirit for this prestigious honor today! We've made it easier – look for the **NEW online nomination form** on Mary Kay InTouch® under the Contests/Recognition tab.



**Barbara Roehrig**

**Diamond**

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business**  
September 1990

**Sales Director Debut**  
November 1993

**Offspring** four first-line;  
five second-line

**National Sales Director**  
Go Give Area

**Honors** Circle of Honor;  
four-times Sales Director  
Queen's Court of Personal  
Sales; eight-times Circle of  
Achievement; eight-times  
Circle of Excellence; four-times  
Double Star Achievement

**Personal** Lives in Fairview,  
Texas. Husband, Jack; daughters:  
Andrea, Elyse, Brennan

**"I am motivated to help others  
because** I can transform lives  
through the spiritual, personal  
and professional growth offered  
in my business, thus truly leading  
others to be all that God created  
them to be."

**Independent Sales Director  
Victoria Marshall of Melissa,  
Texas,** says, "As one of Barb's  
adoptees, I was included in every  
class and party. This gave me  
the education and tools I needed  
to propel me to become an  
Independent Sales Director."



**Donna Buttrey**

**Ruby**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
September 1970

**Sales Director Debut**  
August 1974

**Offspring** two first-line;  
four second-line

**National Sales Director**  
Go Give Area

**Honors** Circle of Honor; Sales  
Director Queen's Court of  
Personal Sales; two-times  
Circle of Achievement

**Personal** Lives in Antioch, Tenn.  
Husband, Bobby; sons: Jeff, Chad,  
Mark; daughter, Jeanna; three  
grandchildren

**"I am motivated to help others  
because** I want women and men  
to know who they are in Christ  
Jesus and to help them enrich  
their lives."

**Independent Beauty Consultant  
Greta Spurlock of Antioch,  
Tenn.,** says, "Donna and her  
husband took in a new recruit  
and her family when they became  
homeless and also paid for many  
of their necessities while the  
family lived with them."



**Kellie Bryant-  
Vandermolen**

**Sapphire**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
June 1987

**Sales Director Debut**  
July 1992

**Offspring** one first-line;  
one second-line

**National Sales Director**  
Go Give Area

**Honors** Star Consultant;  
Circle of Achievement

**Personal** Lives in Hudsonville,  
Mich. Husband, Ed; sons: Brett,  
Christopher

**"I am motivated to help others  
because** that is what God has  
called us to do. If every one of us  
would make it our goal to bless  
at least one person every day,  
imagine what an impact we can  
and will make in this world!"

**Independent Beauty Consultant  
Leann Scholten of Grand  
Haven, Mich.,** says, "Our unit  
had a food drive and fed five  
families during the holidays. We  
will soon have our own clothing  
and food banks to help others in  
our community."



**Ana Segovia**

**Emerald**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
November 1990

**Sales Director Debut**  
September 1992

**Offspring** one first-line

**National Sales Director**  
Lily Orellana

**Honors** Circle of Honor; two-  
times Sales Director Queen's  
Court of Personal Sales;  
11-times Queen's Court of  
Sharing; 11-times Circle of  
Achievement; nine-times  
Double Star Achievement

**Personal** Lives in Arleta, Calif.  
Husband, Adolfo; son, Hugo;  
daughters: Glenda, Mirna; six  
grandchildren

**"I am motivated to help others  
because** it is a blessing to give  
and serve others knowing that all  
you give into the lives of others  
comes back into your own."

**Independent Senior Sales  
Director Celsa Menjivar-  
Gutierrez of Simi Valley, Calif.,**  
says, "Ana very generously  
offered to hold my unit meetings  
for two weeks while I traveled  
for a family emergency. Even  
when she is ill, Ana always has  
a winning attitude."



**Shelley Eldridge**

**Pearl**

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business**  
October 1996

**Sales Director Debut**  
October 1999

**Offspring** four first-line;  
one second-line

**National Sales Director**  
Go Give Area

**Honors** Circle of Honor; five-times  
Sales Director Queen's Court  
of Personal Sales; three-times  
Queen's Court of Sharing; eight-  
times Circle of Achievement;  
Double Star Achievement; two-  
times Triple Star Achievement

**Personal** Lives in Rochester, N.Y.  
Son, Aidan

**"I am motivated to help others  
because** if it is to be, it's up  
to me. I love most of all when  
women come to realize how  
GREAT they truly are."

**Independent Senior Sales  
Director Jacquelyn Bates  
of New Orleans, La.,** says  
"Shelley has led the effort to  
do community outreach and  
make donations to The Mary Kay  
Foundation<sup>SM</sup> over the years."

# time travel!

Mary Kay has come a long way since its beginnings in 1963. Then, the five-step product line centered around cleansing cream in a jar, night and oatmeal creams, skin freshener and pancake makeup. Oh yes, and fashion wigs! Let's glimpse into the future to see Mary Kay 50 years from now. We asked some Mary Kay executives and independent sales force members, and here are their fun and insightful responses.

## A popular prize among Mary Kay independent sales force is:

"Hazel" robot that cleans, cooks and schedules appointments.

Annie

## A popular prize among Mary Kay independent sales force is:

- Diamonds – still a girl's best friend! **Sara**
- Bronze and gemstone jewelry. Gold is almost depleted and silver is too expensive. **Ingra**
- A photo with Ryan Rogers ... still! **Darrell**
- Robot office assistant. **Denise**



Annie Josefsen,  
Mary Kay  
Vice President,  
Recognition & Events

## The top Mary Kay Career Car is:

Pink, electric convertible capable of auto/space travel.

Denise

## The top Mary Kay Career Car is:

- Pink, alternative fuel vehicle. **Sara**
- Solar-powered Mercedes. **Sheryl**
- Electric, self-recharging and capable of auto-driving or flying. **Darrell**
- Pink Cadillac, of course! **Ingra**
- Self-driven and programmable to deliver Mary Kay® products without a driver. **Annie**



Denise Kucharski,  
Independent Senior Sales  
Director, Fordland, Mo.

## Our most popular product is:

One Step – product cleanses, refreshes, moisturizes, removes blemishes and wrinkles and gives you a long-lasting subtle tan.

Darrell

## Our most popular product is:

- Instant Lift Facial Cream – for an instant face-lift! **Denise**
- All new TimeWise® Reverse – actually erases 10 years! **Ingra**
- Mary Kay® Lip Mix – custom lip gloss-making device. **Sheryl**
- Pretty Pill – reverses the signs of aging. **Annie**



Darrell Overcash,  
President,  
Mary Kay U.S.

Sheryl Adkins-Green,  
Mary Kay Chief  
Marketing Officer



## Mary Kay® Starter Kit includes:

A fold-up flat screen.

Sheryl

## Mary Kay Starter Kit includes:

- iPad 1000. **Denise**
- Mirror and a dream for something more. **Sara**

## The one 2013 Mary Kay® product still being sold in 2063 is:

Oil-Free Eye Makeup Remover.

Sara

Sara Friedman,  
Mary Kay Vice President,  
U.S. Marketing

## The one 2013 Mary Kay® product still being sold in 2063 is:

- TimeWise® Miracle Set®. **Ingra**
- Extra Emollient Night Cream. **Denise, Sheryl & Annie**



Ingra Williams,  
Independent  
Senior Sales Director,  
Winder, Ga.

## A popular Mary Kay party theme:

Around the World With Mary Kay.

Ingra

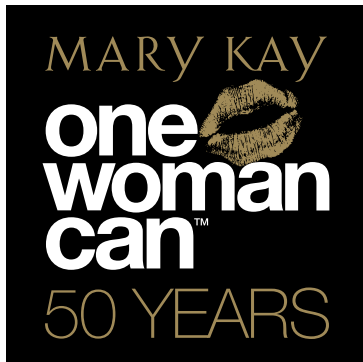
## A popular Mary Kay party theme is:

- Permanent Pretty. **Annie**
- DIY (Do-It-Yourself). **Sheryl**
- Living in the Stars (because some will be!). **Darrell**

MARY KAY®

Mary Kay Inc.  
P.O. Box 799045  
Dallas, TX 75379-9045

PRSR STD  
U.S. POSTAGE PAID  
MARY KAY INC.



## Career Conference 2013

- **DISCOVER WAYS** to Elevate Your Mary Kay Business.
- **BE INSPIRED** and Recognized.
- **SNEAK A PEEK** at NEW Products and Programs.
- **ENJOY GREAT** Times With Girlfriends!



WATCH THE CAREER  
CONFERENCE 2013 VIDEO.  
Get the free mobile app  
at <http://gettag.mobi>

Dates:  
March 15-16  
March 22-23  
March 24-25

Coming to a city near you!



### Who benefits?

All Independent Beauty Consultants and  
Independent Sales Directors

### What can I expect?

Two **power-packed days** of learning,  
recognition and fun!

- Valuable business- and team-building tips from top Mary Kay independent sales force members.

- Great ways to recharge and move the needle on your Mary Kay business.
- Opportunity to ask questions and share best practices among your peers.
- Lots of recognition, gifts and more!

### Hurry! Spaces are filling fast.

You'll find details and registration info at [marykayintouch.com](http://marykayintouch.com) under **Events > Special Events 2013 > Career Conference 2013!**