

MARY KAY

# applause®

FEBRUARY 2011

## NEW AGE-FIGHTING FOUNDATIONS

ARRIVE JAN. 19

WITH PRIMER  
AND BRUSH!

NEW  
LUMINOUS-  
AND MATTE-  
WEAR  
IN 23 SHADES

KEEP THE  
PARTIES GOING.

CAREER CONFERENCE  
2011 IS COMING!

LEARN HOW  
YOU CAN SERVE.

find it online: check out Mary Kay InTouch®

## Log on today to see what's hot.

You may find everything you need for your Mary Kay business and more!



### "Get It Free" BizBuilders Offers

Formerly in *Applause*®, monthly BizBuilders bonus information is now exclusively online so you can quickly access the complete list of quantities and values. To locate bonus information for Jan. 16 to Feb. 15, click on **Products > BizBuilders** beginning Jan. 10.



### TimeWise® Liquid Foundations

Beginning Jan. 19, get everything you need to know about the new TimeWise® Liquid Foundations, plus the foundation primer and brush. Click on **Product Central**.



### Career Conference

Learn all you need to know about *Achieve ... Your Way to the Stars*™ Career Conference 2011 and start planning now to attend!



### Global Month of Service

The Company is celebrating International Women's Day with a special month of service. Find out how you can participate.

## february: dates to remember



Mary Kay  
said it best

*"We are the recipients  
of countless gifts  
from friends of the  
past. We remember  
these friends with  
gratitude and try to  
pass on to others  
something of what  
we have received."*

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

Winter 2010 Preferred Customer Program<sup>SM</sup> mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

New TimeWise® Liquid Foundations launch to your customers on [www.marykay.com](http://www.marykay.com) and your Mary Kay® Personal Web Site.

Mary Kay Global Month of Service begins.

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

New Independent Sales Director Education begins for Independent Sales Directors who debuted Dec. 1 and Jan. 1.

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

Valentine's Day.

15 Postmark deadline to earn the second monthly product bonus.  
Last day to enroll online for the Spring 2011 Preferred Customer Program<sup>SM</sup> mailing of *The Look*, including exclusive TimeWise® Liquid Foundation samplers, while supplies last.

16 Third monthly product bonus begins.

Presidents Day. Postal holiday.

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

Last day of the month for Independent Beauty Consultants to place online orders (until midnight Central time).

28 Deadline to register for Career Conference 2011.  
*Puttin' on the Glitz and Movin' on Up* Challenges end.

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.

# TIMEWISE® LIQUID FOUNDATIONS

## ARRIVE JAN. 19!



The wait is over! New TimeWise Luminous-Wear™ and TimeWise® Matte-Wear Liquid Foundations give your customers age-fighting benefits with two new formulas and 23 skin-perfecting shades. That means you now have a complete wardrobe of Mary Kay® foundations to offer your customers as they turn to you for expert foundation advice and help in finding the perfect match! Also, remember to plan now for Career Conference 2011 – an event you won't want to miss!



# 2

### NEW LIQUID FOUNDATIONS

TimeWise Luminous-Wear™ and TimeWise® Matte-Wear Liquid Foundations offer visible, age-fighting results in 23 skin-perfecting shades. Here's what you need to know now!

# 6

### PRIME TIME

Mary Kay® Foundation Primer provides the perfect canvas for applying any foundation in the Mary Kay® product line. A must for every foundation wearer!



Achieve  
your way to the stars™

# 18

### CAREER CONFERENCE 2011

This annual event gives you the inspiration, recognition and motivation you need to rev up your business and race toward your Mary Kay dreams. Don't miss out!



# TIMEWISE® LIQUID FOUNDATIONS: WHAT YOU NEED TO KNOW

*Get ready to become a foundation expert!*

## NEW! AGE-FIGHTING FORMULA

With TimeWise Luminous-Wear™ Liquid Foundation (for normal to dry skin) and TimeWise® Matte-Wear Liquid Foundation (for combination to oily skin), your customers can fight fine lines and wrinkles and look gorgeous while doing it. These beauty multitaskers address age-fighting needs and provide skin care benefits and beautiful coverage for specific skin types.

Infused with vitamin E and a patented blend of collagen-building peptides, the result is skin that instantly looks firmer, younger and healthier. Fine lines and wrinkles look less visible as the overall condition of the skin is improved. Each formula comes in 23 skin-perfecting shades to match a wide variety of skin tones. Along with our other fabulous foundations, the new TimeWise® Liquid Foundations are essential to offer with the TimeWise® Miracle Set® and can boost your sales potential.

**Available  
Jan. 19!**

## TIMEWISE LUMINOUS-WEAR™ LIQUID FOUNDATION

A luminous-finish, moisturizing foundation formulated to fight the signs of aging.

- A moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration.
- Leaves skin feeling moisturized all day.
- Skin looks luminous, radiant and immediately brightened as skin texture appears visibly improved.
- For normal to dry skin.
- Suitable for sensitive skin.
- Provides a luminous, dewy finish.
- Comes in 23 shades; 1 fl. oz.

**\$20**



## TIMEWISE® MATTE-WEAR LIQUID FOUNDATION

A matte-finish, oil-controlling foundation formulated to fight the signs of aging.

- Special microspheres work all day to absorb oil and help control shine without a heavy makeup look or feel.
- Provides immediate mattifying benefits and leaves skin with a satin, matte finish.
- Visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections.
- Suitable for sensitive skin.
- For combination to oily skin.
- Comes in 23 shades; 1 fl. oz.

**\$20**



### New TimeWise® Liquid Foundation

**samplers** (strip of six; three each TimeWise Luminous-Wear™ and TimeWise® Matte-Wear, \$1) are available for ordering on Section 2 of the special downloadable order form.



## EXPERT INSIGHT From Dr. Beth Lange, Chief Scientific Officer

New TimeWise® Liquid Foundation formulas are unique because they were designed to protect the skin from environmental aggressors that may age the skin. They include key ingredients that fight fine lines and wrinkles, including a patented blend of collagen-building peptides that are known to address the age-related appearance of the skin and improve skin elasticity.

These foundations also contain vitamin E, which is known to defend against free-radical damage and oxidative stress

which prematurely age the skin. And they are enhanced with a specially treated amino acid containing pigments that help provide transfer resistance and natural-looking coverage. They smooth on effortlessly and provide extended coverage.

Your younger customers can use them too. Research shows that the age-fighting skin care/cosmetics routine is becoming a habit for women at any age. Furthermore, these age-fighting ingredients are suitable for younger consumers. Remember, the formulas contain vitamin E, which is beneficial at any age.



### MARY KAY® LIQUID FOUNDATION BRUSH

The Mary Kay® Liquid Foundation Brush allows you to apply **any** Mary Kay® liquid foundation like a pro. Featuring a specially designed tapered brush that goes where fingertips can't, it works like a paintbrush on canvas, depositing the right amount of product for a precise, even and smooth application. Unlike a sponge, the bristles don't absorb makeup so you actually use less. And, unlike fingertips, the brush doesn't add excess oil.

The end result is a smoother, flawless finish.

- Housed in a soft, frosted plastic pouch.
- Fits inside the Mary Kay® Cosmetic Organizer Bag.
- Made of synthetic hair fibers that mimic natural hair and provide even distribution of makeup.

### BRUSH APPLICATION TIPS

1. Squeeze foundation onto the back of your hand.
2. Dip brush into foundation and apply product evenly across face for a flawless finish.
3. It is best to use downward strokes of the brush when applying the foundation. This method allows for better coverage of skin imperfections.
4. Be sure to clean the brush regularly following the instructions provided with it.

### ADDITIONAL CHANGES TO NOTE

With the launch of these new foundations, please keep the following changes in mind:

- **Mary Kay® Medium-Coverage Foundation** will continue to be offered; however, the suggested retail price increased to \$15 on Dec. 10, 2010, to offset production costs with lower demand.
- Due to low sales, **Mary Kay® Full-Coverage Foundation** moved to the Last Chance section of the Winter 2010 Consultant order form. TimeWise Luminous-Wear™ Liquid Foundation is a great option to offer as a replacement. Look for shade comparison charts on the "Product Central" section of Mary Kay InTouch®.
- **Mary Kay® Foundation Samplers** (strip of six; three each Medium- and Full-Coverage) moved to the Last Chance section of the Fall/Holiday 2010 Consultant order form.
- The current **Mary Kay® Foundation Shade Selector** moved to the Last Chance section of the Winter 2010 Consultant order form. Turn the page for new online and print tools you can use!

\$10





## RETHINK THE WAY YOU SELL FOUNDATIONS

Once you read these survey results, you'll understand how new **TimeWise® Liquid Foundations** benefit you!

In 2010, Mary Kay initiated an independent survey\* of 1,000 women between the ages of 25 and 45 who typically wear foundation. This is what they told us:

- 91% of women would love it if someone would **help** them find the perfect foundation match.

### Why? Because

- 68% of women have a **problem** finding the perfect shade of foundation, and
- 58% of women are **NOT** confident that they are wearing the perfect foundation.

It's clear that there are many women who need help – the kind of guidance you can provide – when making this important cosmetics purchase. Instead of the trial and error many women experience when buying foundation (sometimes bringing home three bottles from the store and hoping that one will work for them), your customers can simply tell you their needs and be confident your recommendation is the right one. After all, it's backed by the Mary Kay® Satisfaction Guarantee.\*\*

In addition, our survey showed that 74 percent of women don't use a foundation primer. Imagine how many women you can help by showing them how much they can improve the look of their foundation with the use of this one simple product!

Now that you know that 91 percent of women would love someone to help them find the perfect foundation match, don't you think that someone should be *you*?

## CUSTOMERS TO CONSIDER

As you begin to think about your customers who might be interested in a foundation update, consider these options:

- Your current TimeWise® customers
- Your customers who love liquid foundations
- Your customers who struggle to find the right shade
- Women looking for brands that understand their specific skin needs
- Women looking to enhance their age-fighting regimen
- Women looking for value and multifunctional benefits in one product

Now you have a complete wardrobe of Mary Kay® foundations that includes a variety of foundation types, finishes, shades and benefits to fit all of your customers' needs and the looks they desire!

## START WITH FOUNDATION FACTS

Is your customer wearing the right foundation? Finding her flawless look starts with her personal preferences and your advice as her Independent Beauty Consultant. Remember, you are the key to helping her find a foundation that meets her needs. One way to start is by asking her these simple questions:

1. "What do you want your foundation to do for you?"
2. "What is your skin type?"
3. "What is the foundation finish you would like?"

Start with her desired benefits, then discuss skin type and then ask about her preferred finish. With this information, you can help her select the perfect Mary Kay® foundation. Here's a simple chart to help.

FOUNDATION	BENEFITS	SUITABLE FOR SKIN TYPE	FINISH
TimeWise Luminous-Wear™ Liquid Foundation	Age-fighting Moisturizing	Normal/dry	Luminous/dewy
TimeWise® Matte-Wear Liquid Foundation	Age-fighting Oil control	Combination/oily	Matte
Mary Kay® Mineral Powder Foundation	Mineral	All	Natural or Matte
Mary Kay® Medium-Coverage Foundation	Oil control	Normal to oily	Natural
Mary Kay® Tinted Moisturizer With Sunscreen SPF 20†	Moisturizing Sunscreen	All	Natural
Mary Kay® Creme-to-Powder Foundation	Oil control	All	Matte

Also available, Mary Kay® Day Radiance® Cream Foundation, \$16, for dry skin (not listed)





## FOUNDATION TOOLS TO HELP YOU SELL

Here's everything you need to get your customers buzzing about the Mary Kay® foundation collection AND your remarkable service.

**FOUNDATION HUB** on "Product Central." Here's where you'll find everything you need to learn about and promote the new TimeWise® Liquid Foundations – from a customer-friendly survey to a special order form to comparison charts. Check it out to help you sell new TimeWise® Liquid Foundations!

**FOUNDATION FINDER TOOL.** Help your customers discover the perfect foundation formula and shade with the new Foundation Finder Tool, available for ordering online beginning Jan. 19 for just \$5 from Section 2. You also can download and print a copy of a **special order form** on Mary Kay InTouch® if you prefer to mail in your order. The new tool will feature all Mary Kay® foundation products featuring six formulas in more than 60 shades. (Foundation Finder Tool, Part No. 043431, \$5)

You can take this tool with you to parties and facials, using it as a general guide to find the right shade family for your customers. The tool can help you get close, but you'll want to be sure to do a **stripe test** on your customers to confirm the right shade. To stripe test, choose two or three shades that you think may most closely match a customer's skin tone. The correct shade should disappear into the skin and blend with the skin tone of the neck. It's best to check this in natural light. When in doubt between two shades, go with the darker one.

**FOUNDATION FINDER ONLINE QUIZ.** This brief foundation quiz can help you and your customers find the perfect formula for their skin types. It's located through myCustomers® on Mary Kay InTouch®, on the Mary Kay® Personal Beauty Profiler on your Mary Kay® Personal Web Site and at [www.marykay.com](http://www.marykay.com). You can send a Mary Kay® Personal Beauty Profiler MKeCard® to your skin care customers to direct them to your Mary Kay® Personal Web Site to take the quiz and help them find the right formula. Then you can follow up and book a personal appointment to find the right shade and show them flawless foundation application techniques. Once they book an appointment, you can add all the products they need for complexion perfection, including the new Mary Kay® Foundation Primer, matching concealer and a foundation brush!

**FOUNDATION SAMPLERS.** Samplers of TimeWise Luminous-Wear™ Liquid Foundation and TimeWise® Matte-Wear Liquid Foundation can help you conduct stripe tests on your customers. Look for these samplers on Section 2 of the Consultant order form (three each TimeWise Luminous-Wear™ and TimeWise® Matte-Wear on a strip of six for \$1).

**PRODUCT VIDEOS.** Learn more about TimeWise® Liquid Foundations and Mary Kay® Foundation Primer. Videos will be available on Mary Kay InTouch® under "Product Central," the Mary Kay® Channel on YouTube and [www.marykay.com](http://www.marykay.com) beginning Feb. 2.

# PRIMER

## CREATES A FLAWLESS CANVAS.

**Mary Kay®**

### Foundation Primer

creates a flawless surface for applying **any** Mary Kay® foundation.

Very few of us are born with perfect-looking skin – not even fashion models! But you can achieve that look with Mary Kay® Foundation Primer. It's the secret to creating an even, flawless canvas, and it works with **any** Mary Kay® foundation! Liquid foundations, mineral powders and color products go on smoother and perform better when you prep your face with foundation primer.

The lightweight, gel-like formula glides on effortlessly and absorbs quickly to even out the skin's texture so foundation applies smoothly and blends easily. It also extends the wear of foundation and is suitable for all skin types.

**\$16**

All product prices are suggested retail.



### APPLICATION TIPS

FROM CELEBRITY MAKEUP ARTIST **ASHUNTA SHERIFF**

I never apply foundation without a primer. You wouldn't paint your walls without priming them first, would you? Here are



a few easy steps to follow to create your flawless face using Mary Kay® Foundation Primer.

1. First, apply a light layer of moisturizer and allow it to dry for a few minutes.
2. Next, squeeze a small amount of Mary Kay® Foundation Primer onto your finger and begin applying it to the face. It's fine to use your fingertips to cover the areas that need priming. Now let the foundation primer dry for approximately 30 seconds.
3. Once the primer dries, apply your favorite Mary Kay® foundation and watch your flawless face appear!

You could use a cosmetic sponge to spread primer more evenly if you like.

### PRIME TIME

The Mary Kay® Foundation Primer along with TimeWise® Age-Fighting Lip Primer and Mary Kay® Eye Primer offer comprehensive priming benefits for the entire face. That means foundations, powders and color products apply smoothly and perform better for a fresh face.



Mary Kay® Foundation Primer, \$16

TimeWise® Age-Fighting Lip Primer, \$22

Mary Kay® Eye Primer, \$12

Flawless!





## MEET INDEPENDENT NATIONAL SALES DIRECTOR **ALMA ORROSTIETA**

Alma Orrostieta started her Mary Kay business in August 1995 to earn extra money, hoping it would someday sustain her family. Debuting as an Independent National Sales Director in July 2010 was the achievement of a lifetime. Here's what she shared about herself during an interview with *Applause*® magazine.

**Q:** In 1995, a woman came to Tyler, Texas, and introduced you to Mary Kay® products and the Mary Kay opportunity. What was it that attracted you to this business?

**Alma:** What motivated me was the opportunity to make some extra money, and that maybe in the future, I could dedicate myself only to my business and to caring for my daughter, Jennifer, who has had health issues since she was a baby. I was so touched by Mary Kay's priorities of God, family and business. That's exactly what I was desperately seeking: how to attain a balance with my own health issues, my four children and working as a teacher's assistant.

**Q:** How has your Mary Kay business helped you overcome some very difficult health issues you've had since childhood?

**Alma:** I remember feeling traumatized by my health problems. As I became an adult, I had more: diabetes, thyroid issues, hypertension and weight problems. Once, I came very close to having a stroke. These issues did not allow me to be the person I was meant to be. But once I discovered the Mary Kay opportunity, and with my focus and hard work, I started to overcome some of my health issues. You can overcome so much with a positive mentality, and that is what has happened to me!

**Q:** Once you decided to become an Independent Sales Director, you were dedicated to achieving it. How did you make that happen?

**Alma:** I understood that it was I who needed to feel a sense of urgency and focus. I started by working on an action plan taking into account what I wanted, how many new Independent Beauty Consultants were needed on my team, the retail sales I had to meet and the activities that I needed to do.

**Q:** How has your success influenced your family, including your husband of 27 years, Martin?

**Alma:** My husband is my right hand in my Mary Kay business. We decided he would quit his job right after I became an Independent Sales Director 13 years ago. It was a great decision. My three oldest children, Yaziri, Anny and Martin Jr., are all in college pursuing their bachelor's or master's degree, and Jennifer is

an honors student in high school. I believe in involving your family in your Mary Kay goals because they will give you their unconditional support once they understand how they can benefit too.

**Q:** Even as a child, you described yourself as a dreamer with an enormous desire to excel, but you did not see your dreams as potential realities. What motivated you to become an Independent National Sales Director?

**Alma:** Since my first Top Sales Director Trip, I had seen the greatness of Mary Kay, and I thought I could become an Independent National Sales Director. That is what I desired with all my heart and soul.

Today, I'm still a dreamer, but my dreams have become realities by turning them first into goals and following Mary Kay's philosophy: If you think you can, you can; if you think you can't, you're right. I'm a healthy woman now because when you do something you love – something that is a passion for you – you forget it's work, and that, my friends, improves your health, your outlook and your emotional life.

### VALUABLE LESSONS ALMA HAS LEARNED:

- Hook your wagon to a star. Believe. The sky is the limit!
- Avoid doubt and the fear of failure. When you doubt, you can't focus completely and with confidence.
- Every day is a divine gift when you have the opportunity to better your family's life through the people you meet and with whom you can share this wonderful opportunity.
- I did the right thing when, in spite of not feeling like it and not even knowing my hostess, I drove 14 hours to St. Louis for a unit event. Now I have a great group of women there.
- Do not act or look like a salesperson. Act like a skin care educator and treat everybody as if they're carrying an invisible sign that says, "Make me feel important."
- My best team-building tip is to work full circle. Have a plan to meet and find all the people it requires for you to achieve your plan.

# Recognition

## Congratulations to the winners for October 2010

### Top NSDs Year-to-Date

Pictured here are the top 10 NSDs Year-to-Date.



### 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 2010, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for September 2010.) 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, 2010.

**On-Target for \$950,000 Inner Circle**  
Barbara Sunden.....\$318,924.61

**On-Target for \$450,000 Inner Circle**  
Carol Anton .....\$163,150.00  
Karen Piro .....153,736.76

**On-Target for \$400,000 Inner Circle**  
Lisa Madson.....\$136,512.66

**On-Target for \$350,000 Inner Circle**  
Jan Harris.....\$132,849.41  
Kathy Helou.....132,555.54  
Gloria Mayfield Banks.....132,112.24  
Anita Mallory Garrett-Roe.....130,474.89  
Gloria Castaño.....124,340.53  
Pat Danforth.....121,560.25  
Cheryl Warfield.....120,405.08

**On-Target for \$325,000 Inner Circle**  
Jana Cox.....\$110,691.81  
Karlee Isenhardt.....110,183.67

**On-Target for \$250,000 Diamond Circle**  
Stacy James.....\$98,254.80  
Sherry Giancristoforo.....92,142.53  
Sonia Páez.....92,133.79  
Sue Kirkpatrick.....89,931.32  
Lupita Ceballos.....89,766.32  
Patricia Rodríguez-Turker.....89,319.71  
Debi Moore.....88,348.12  
Dacia Wiegandt.....87,921.50  
Cindy Williams.....84,203.17

**On-Target for \$200,000 Diamond Circle**  
Linda Toupin.....\$81,704.39  
Mary Diem.....80,670.41  
Julianne Nagle.....79,942.96  
Halina Rygiel.....79,269.80  
Shirley Oppenheimer.....77,722.85  
Suzanne Brothers.....77,003.46  
Judie McCoy.....76,922.96  
Pamela Waldrop Shaw.....76,386.93  
Wanda Dalby.....76,178.52  
Jackie Swank.....75,124.98  
Ronnie D'Esposito Klein.....74,528.14

Kerry Buskirk.....71,345.06  
Sandy Miller.....70,106.06  
Nancy Bonner.....68,548.76  
Diane Underwood.....67,154.02

**On-Target for \$150,000 Gold Circle**  
Mary Estupiñán-Martel.....\$66,654.25  
Cindy Fox.....66,634.62  
Lily Orellana.....66,426.23  
Shannon Andrews.....63,306.07  
Pamela Fortenberry-Slate.....62,895.35  
Anita Tripp Brewton.....62,475.57  
Jeanne Rowland.....60,540.07  
Kimberly Copeland.....60,033.95  
Lisa Allison.....58,886.21  
Kay Elvrum.....58,966.53  
Dalene Hartshorn.....56,957.16  
Sandy Valerio.....56,311.75  
Jo Anne Cunningham.....56,182.95  
Tammy Crayk.....56,084.13  
Cyndee Gress.....55,552.41  
Maureen Ledda.....55,097.31  
Lynne Holliday.....55,054.82

Julie Krebsbach.....54,836.16  
Jamie Cruse-Vrinos.....54,824.45  
Miriam Gómez-Rivas.....53,165.81  
María Monarrez.....52,672.83  
Consuelo Prieto.....52,646.09  
Elizabeth Fitzpatrick.....51,737.96  
Dawn Dunn.....51,531.22  
Maribel Barajas.....51,423.71  
Shirley Oshiro.....51,273.78  
Janet Tade.....51,199.97  
Rebecca Evans.....50,754.59  
Anabel Rocha.....50,348.31  
Cathy Phillips.....50,220.52

**On-Target for \$125,000 Gold Circle**  
Connie Kittson.....\$49,868.79  
Mona Butters.....49,771.56  
Magdalena Nevárez.....49,387.78  
Wilda DeKerlegand.....49,176.16  
Yvonne Lemmon.....48,963.90  
Davanne Moul.....48,798.20  
Joyce Z. Grady.....48,634.24  
Scarlett Walker-Simpson.....47,992.29

Alia Head.....47,727.39  
Pam Ross.....47,075.40  
Pam Klickna-Powell.....46,044.95  
Judy Brack.....45,947.63  
Janis Z. Moon.....45,855.91  
Evelinda Díaz.....45,851.78  
Joanne Bertalan.....45,093.20  
Lise Clark.....44,397.54  
Michelle Sudeth.....44,116.28  
Gloria Báez.....43,789.44  
Linda Kirkbride.....43,637.63  
Cathy Bill.....43,590.33  
Jeanie Martin.....42,373.33  
Patricia Lane.....42,286.49  
Ada García-Herrera.....42,097.52  
Monique Todd Balboa.....41,880.92

### 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.

#### Emerald

1. Gloria Mayfield Banks\*\*\*.....\$36,522
2. Kathy S. Helou\*.....34,181
3. Debi R. Moore\*.....25,930
4. Sherry Giancristoforo\*\*.....22,985
5. Dacia Wiegandt.....22,042
6. Suzanne Brothers\*.....21,831
7. Lily Orellana.....18,681
8. Miriam Gómez-Rivas.....17,960
9. Kerry Buskirk\*.....16,285
10. Cindy Fox\*.....16,036
11. Kay E. Elvrum.....15,911
12. Jamie Cruse-Vrinos.....15,513
13. Consuelo R. Prieto.....15,178
14. Janet Tade\*.....15,125
15. Mona Butters.....15,063
16. Cathy Bill\*.....14,885
17. Pamela Tull.....13,685
18. Cristi Ann Millard.....12,773
19. Kathy Rodgers-Smith.....12,651
20. Joanne R. Bertalan\*.....12,396
21. Yvonne S. Lemmon.....12,207
22. Cathy Phillips.....11,681
23. Brenda Segal\*.....11,670
24. Morayma Rosas.....10,989
25. Jackie LaPrade.....10,274

#### Pearl

1. Jan Harris\*\*.....\$32,044
2. Jackie Swank\*.....28,892
3. Cheryl Warfield\*\*.....28,362
4. Pamela Waldrop Shaw.....25,459
5. Cindy A. Williams.....24,202
6. Lisa Allison\*.....23,603
7. Stacy I. James\*.....23,526
8. Halina Rygiel\*.....20,918
9. Mary C. Estupiñán-Martel\*.....17,323
10. Nancy Bonner\*.....16,733
11. Sandy Miller\*.....16,525
12. Julie Krebsbach.....16,273
13. Anita Tripp Brewton\*.....16,230
14. Jeanie Martin.....15,594
15. Maureen S. Ledda\*.....15,539
16. Monique Todd Balboa.....14,958
17. Elizabeth Fitzpatrick\*.....14,297
18. Lise T. Clark\*.....14,036
19. Jane Studzawa.....12,680
20. Wilda DeKerlegand\*.....12,639
21. Judy Brack.....12,232
22. Lynda Jackson\*.....12,180
23. Alma Orroitieta.....11,898
24. Anabel Rocha.....11,770
25. Glinda McGuire.....11,424
26. Linda Kirkbride.....11,379
27. Shirley M. Oshiro.....11,241
28. Pat Campbell.....10,986
29. Bett Vernon.....10,833
30. Kathy C. Goff-Brummett.....10,713
31. Barbara Stimach\*.....10,543

#### Diamond

1. Barbara Sunden\*\*\*.....\$81,253
2. Lisa Madson.....39,704
3. Gloria Castaño\*\*.....37,855
4. Anita Mallory Garrett-Roe\*\*.....34,492
5. Sonia Páez.....34,122
6. Patricia Rodríguez-Turker\*\*.....26,460
7. Linda C. Toupin.....26,081
8. Diane Underwood.....21,021
9. Mary Diem\*.....19,959
10. Jo Anne Cunningham.....17,233
11. Dalene Hartshorn.....15,612
12. Joyce Z. Grady.....15,430
13. María Monarrez.....15,030
14. Connie A. Kittson.....14,617
15. Ada García-Herrera.....12,091
16. Evelinda Díaz\*.....11,333

#### Ruby

1. Carol Anton\*\*.....\$40,343
2. Ronnie D'Esposito Klein\*.....28,160
3. Wanda Dalby\*\*.....28,158
4. Pat Danforth\*.....27,686
5. Sue Kirkpatrick\*.....24,853
6. Karlee Isenhardt\*\*.....24,768
7. Cyndee Gress.....19,075
8. Shirley Oppenheimer\*.....17,675
9. Lynne G. Holliday.....17,449
10. Pamela A. Fortenberry-Slate\*.....16,983
11. Jeanne Rowland\*.....14,599
12. Kimberly R. Copeland.....14,243
13. Judy Kawiecki.....13,760
14. Rebecca Evans\*.....13,744
15. Pam Ross\*.....13,530
16. Janis Z. Moon.....12,706
17. Scarlett S. Walker-Simpson\*.....12,080
18. Toni A. McElroy.....11,767
19. Patricia Lane.....11,458
20. Michelle L. Sudeth\*.....10,970
21. Candy D. Lewis.....10,711
22. Kirk Gillespie.....10,626
23. Bea Millsagle.....10,567
24. Gena Rae Gass.....10,338
25. Kate DeBlander.....10,054
26. Terri Schafer.....10,000

#### Sapphire

1. Karen Piro\*\*.....\$39,361
2. Jana Cox\*.....27,270
3. Judie McCoy\*.....22,253
4. Lupita Ceballos\*\*.....21,093
5. Julianne Nagle\*.....20,864
6. Shannon C. Andrews\*.....20,776
7. Dawn A. Dunn.....19,950
8. Tammy Crayk.....18,533
9. Debra M. Wehrer.....17,168
10. Sharon L. Buck.....16,598
11. Sandy Valerio.....16,457
12. Alia L. Head.....14,815
13. Pam Klickna-Powell.....14,615
14. Davanne D. Moul\*.....13,525
15. Gloria Báez\*.....13,038
16. Paola Ramírez.....12,333
17. Maribel Barajas.....12,314
18. Lorraine B. Newton.....11,840
19. Jan L. Thetford.....11,393
20. Valerie J. Bagnol\*.....11,337
21. Nancy A. Moser.....11,305
22. Pam I. Higgs.....10,914
23. Joy L. Breen.....10,834
24. Gillian H. Ortega.....10,428
25. Sherril L. Steinman.....10,274
26. Kendra Crist Cross.....10,217
27. Kimberly D. Starr.....10,024

\*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 2010. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Emerald

Linda Bradley.....\$12,855.09  
Christie I. Ehiobu.....12,579.44  
Auri Hatheway.....11,723.60  
Tanya Olivia King.....10,019.01  
Karen E. Riddle.....9,720.68  
Jordan Helou Eicher.....9,057.85  
Connie Marie Ackroyd.....8,635.55  
Christine A. Denton.....8,549.71  
Kimbi L. Bartik.....8,496.09  
Roxie Soto.....7,960.59  
Barbara Pleet.....7,753.11  
Nancy Boucher.....7,619.14  
Candy Jackson.....7,609.90  
Evalina Chavez.....7,543.31  
Mary Brandenburgh.....7,461.86  
Michele Martella Ames.....7,455.26  
Pam Kelly.....7,333.44  
Yolanda Lopez.....7,222.82  
Paula Kelsch.....7,200.27  
Pattie A. Robinson.....7,198.22  
Sheri Farrar-Meyer.....7,190.40  
Grace Hull.....7,184.04  
Ayobami Olanrewaju Olusa.....7,028.58  
Jackie L. Root.....7,011.40  
Maria Sanchez.....6,952.24  
Debbie L. Bower.....6,925.73  
Kathy P. Oliveira.....6,914.40  
Hollie R. Sherrick.....6,869.18  
Stacy D. Foust.....6,668.72  
Connie S. Miller.....6,655.21  
Christine J. Kurzawa.....6,640.99  
Hope S. Pratt.....6,635.62  
Jeanie M. Tamborello.....6,588.72  
Julie B. Potts.....6,542.07  
Jo M. Cotton.....6,540.92  
Annette D. Oxley.....6,538.81  
Natalie M. Oliverio-Zelmer.....6,516.38  
Elaine K. Williams.....6,387.46  
Amber C. Olsen.....6,352.12  
Rose Campbell.....6,320.62  
Heather A. Carlson.....6,288.87  
Trisha Taylor.....6,273.28  
O'neily Encarnacion Gomez.....6,228.33  
Angel L. Hurley.....6,198.05  
Denise G. Kucharski.....6,169.74  
Sheila J. McCune.....6,165.49  
Taylor Moore-Fehring.....6,132.48  
Haydee Guzman.....6,118.00  
Maritza Lanuza.....6,115.03  
Denise Pineda.....6,104.41  
Nancy L. DeFina.....6,032.98  
Nancy A. Berlin.....6,016.63  
Dana Dean Cornalino.....5,948.06  
Stacy S. Gilson.....5,936.03  
Carol M. Fulton.....5,933.90  
Susie J. Serio.....5,888.74  
Karen A. Jorgenson.....5,850.66  
Amanda Thulin-Marrano.....5,848.58  
Ann Williamson.....5,844.13  
Sue Uibel.....5,780.35  
Ana E. Segovia.....5,756.35  
Pamela Rowe Krmarzick.....5,729.51  
Pat Forehand.....5,702.05  
Helen M. Harlow.....5,670.40  
Maria Beddick.....5,663.73  
Frankie Clapp.....5,659.92  
Renee Duencel.....5,645.53  
Melissa Bright.....5,635.20  
Shawna D. Schneider.....5,621.54  
Sandy Malkin.....5,579.26  
Sonia E. Argueta.....5,577.61  
Laura A. Armstrong.....5,563.76  
Nancy Harder.....5,563.00  
Emily Stone.....5,516.03  
Kamie Fredericks.....5,457.38  
Anita Rodriguez.....5,436.37  
Jeanette E. Beichle.....5,403.81  
Brenda D. Elliott.....5,377.01  
Anne Sullivan.....5,373.19  
Helen Jakpor.....5,353.20  
Veronica Beltran.....5,291.06  
Lyn Said.....5,249.10  
Linda J. Modic.....5,178.40  
Holly S. Neff.....5,167.05  
Cheryl L. Foster.....5,163.41  
Danette Kelley Smith.....5,154.77

Kay Dickerson.....5,146.10  
Kerri L. Bunker.....5,141.85  
Dana Ann Lamade.....5,137.48  
Aida Ramallo de Escribano.....5,118.13  
Dolly Hardy.....5,078.66  
Vicki Hunter.....5,071.69  
Charlotte Mantooth.....5,062.09  
Rita Vera Eromosele.....5,026.55  
Yuviss Rocio Alvarado.....5,019.44  
Sandy McKee-Rini.....4,995.28  
Traci L. Smith.....4,958.01  
Sonya C. O'Herde.....4,910.49  
Keiko M. Nakao.....4,846.61  
Rita Jean Barthel.....4,845.31

### Pearl

Leah Lauchlan.....\$13,319.47  
Amie N. Gamboian.....11,703.07  
Kim L. McClure.....11,453.96  
Blythe Jolee Egbert.....10,792.84  
Nadine Bowers.....10,626.84  
Katherine Mirkes Ward.....10,297.02  
Tina M. Wright-Dees.....9,988.51  
Jeanie K. Navkal.....9,776.21  
Dorothy D. Boyd.....9,540.93  
Diane M. Detesco.....9,204.41  
Tammy A. Valava.....9,070.02  
Kristin Myers.....8,993.66  
Beth H. Piland.....8,713.47  
Julia Sander Burnett.....8,605.28  
Cindy Machado-Flippen.....8,568.53  
Anne Geertsen.....8,361.97  
Patti Cornell.....8,166.27  
Carrie V. Eddings-Foster.....8,166.13  
Crystal June Trojanowski.....8,119.11  
Amy Kirell.....7,971.14  
Patty Webster.....7,704.07  
Luanne Stewart.....7,679.82  
Janice Baxter Hull.....7,667.10  
Laura Poling.....7,597.06  
Shelley Eldridge.....7,418.76  
Fern M. Gerdes.....7,391.29  
Tracey L. Chavez.....7,343.75  
Betsy C. Richard.....7,207.20  
Cindy S. Koening.....7,203.91  
Sara Ruth Pennella.....7,175.98  
Sally Moreno.....7,070.57  
Pat Ringnald.....6,951.69  
Stacey Craft.....6,947.96  
Evelyn Pirhalla.....6,846.32  
R. Sue Miller.....6,816.22  
Evelyn Hill.....6,812.42  
Michele Salisbury Rankin.....6,763.51  
Kathy Eckhardt.....6,706.44  
Roya M. Mattis.....6,672.10  
Mia J. Mason Taylor.....6,638.27  
Irene K. Foster.....6,551.91  
Ruthie Brestette-Mount.....6,461.30  
Rebecca Milligan.....6,397.29  
Laurie C. Cole.....6,395.14  
Lindy Kersey Home.....6,199.77  
Judy Gieson.....6,190.61  
Marye Durrer.....6,103.68  
Sherry L. Fields.....6,077.48  
Amy Kemp.....6,061.17  
Brenda Stafford.....6,046.33  
Debbie A. Thomas.....6,042.91  
Kayla E. McCormick.....5,992.45  
Shari M. Kirschner.....5,989.06  
Kathryn L. Engstrom.....5,945.60  
Sylvia Limon Martinez.....5,934.69  
Penny J. Jackson.....5,883.74  
Carmen J. Felix.....5,861.26  
Nicole J. Canamare.....5,824.47  
Peggy Matish.....5,761.65  
Maria Claxton-Taylor.....5,750.84  
Ella M. Chick-Power.....5,743.35  
Shauna Lynn Abbotts.....5,738.51  
Constance Nugent Miller.....5,708.37  
Heather Marie Erbe.....5,615.26  
Judi Tapella.....5,604.66  
April Landrum-Johns.....5,592.86  
Sheree E. Koehler.....5,591.39  
Patricia Fitzgerald.....5,569.12  
Christina Marie Frank.....5,555.40  
Sandra Tatzler.....5,541.68

Kay J. Scholten.....5,524.96  
Denise Marie Yerkes.....5,509.29  
Charlene Grubbs.....5,508.75  
Amy C. Schule.....5,440.95  
Jo Shuler.....5,375.69  
Amy Stokes.....5,369.43  
Susan T. West.....5,353.78  
Terri Lewis.....5,333.26  
Hazel White.....5,313.67  
Rita Schaefer.....5,300.79  
Victoria A. Pierle.....5,262.44  
Susan K. Janish.....5,255.50  
Lindsay R. Stewart.....5,251.35  
Jennifer C. Olaz.....5,221.00  
Lila Rene Carta.....5,217.10  
Epsie J. Elmer.....5,201.04  
Melissa Hamby.....5,199.55  
Donna Stephano.....5,180.78  
Joyce Bruder.....5,180.69  
Kijuna R. McKinnie.....5,155.00  
Andra Aroyo.....5,145.48  
Cynda Leigh Worrell.....5,142.95  
Nedra Ruby White.....5,118.38  
Kristi Sue O'Rourke.....5,098.06  
Darlene Rutledge.....5,070.35  
Elena Hempel.....5,048.17  
Barbara R. Johnson.....5,030.71  
Nadine H. Hucklebee-Stanley.....4,971.39  
Joy Recenello.....4,948.74  
Dayn Moore.....4,877.91

### Diamond

Dayana Polanco.....\$17,413.45  
Vivian Diaz.....11,680.33  
Mayuli Maria Rolo.....11,524.42  
Priscilla McPheeters.....11,226.72  
Mary Strauss.....11,069.48  
Irene Olebara.....10,838.84  
Susan J. Pankow.....10,732.51  
Gerri Anne Morris.....10,411.73  
Marsha Morrisette.....10,309.04  
LaRonda L. Daigle.....10,201.39  
Amy Allgood.....9,935.63  
Ruth L. Everhart.....9,914.41  
Mary Kathryn King.....9,894.13  
Susan M. Hohlman.....9,614.86  
Meyra Esparza.....9,447.72  
Martha Kay Ralle.....9,393.81  
Julie Neal.....9,240.63  
Terri J. Beckstead.....8,858.61  
Alicia Kingrey-Lokal.....8,738.23  
Jenny Siemonsma.....8,728.51  
Celeste Picardo.....8,686.85  
Sheryl Peterson.....8,659.32  
Heldi Goelzer.....8,629.07  
Heather M. Kelson.....8,390.07  
Amelie B. Murgome.....8,376.27  
Delmi Cristina Santos.....8,274.63  
Marcicarmen Gonzalez.....8,196.74  
Deborah Dudas.....8,184.10  
Rhonda Jean Taylor.....8,126.93  
Donna K. Smith.....8,077.14  
Tawniya Krempges.....8,068.96  
Betty McKendry.....8,062.09  
Patie L. Huffman.....8,040.80  
Maria Flores.....8,039.14  
Emily Sims.....7,988.71  
Maritza Estela Gonzalez.....7,964.11  
Orenda Raichel Hunniford.....7,778.85  
Kim A. Messmer.....7,744.13  
Mariann Biase Mason.....7,717.94  
Sandy Griffith.....7,700.95  
Melinda M. Balling.....7,695.86  
Lesia Rae Franken.....7,614.13  
Alicia Borkowska-Sattler.....7,584.36  
Donna J. Saguto.....7,456.50  
Shelly Palen.....7,403.24  
Ana X. Solis.....7,285.40  
Suzanne T. Young.....7,250.00  
Janet S. Chapman.....7,176.36  
Lisa A. Raupp.....7,153.51  
Lisa A. Stengel.....7,150.63  
Cecilia C. James.....7,078.17  
Susie Kopacz.....7,049.77  
Bianny Fabiola Ramirez.....7,028.87  
Elizabeth B. Muna.....6,986.04

Linda T. Cartiglia.....6,950.03  
Lila DeWeber.....6,932.22  
Diane L. Mentipty.....6,925.72  
Luisa Urena Mora.....6,917.70  
Carol Lee Johnson.....6,911.08  
Andrea Shields.....6,904.84  
Nancy Polish Dove.....6,897.90  
Evelita Valdez-Cruz.....6,893.14  
Silvia Sanchez.....6,863.32  
Stephanie A. Richter.....6,843.95  
Kristin Jenae Rogers.....6,772.68  
Elvia Cordova.....6,753.96  
Andrea L. Peters.....6,678.88  
Karime Rosas.....6,676.07  
Betty Symons.....6,657.34  
Leticia Barajas.....6,601.15  
Linda J. Wicks.....6,478.06  
Yvonne Tazem.....6,417.32  
Mary Jacobson.....6,407.25  
Melissa Jensen.....6,388.59  
Robin S. Lantz.....6,358.43  
Julie Schlundt.....6,335.52  
Debbie Larson.....6,292.60  
Patricia Carr.....6,271.24  
Norma Lee Shaver.....6,226.99  
Kristen C. Spiker.....6,223.66  
Sandy Lasso.....6,189.57  
Maria Siquenza.....6,167.97  
Melissa R. Hennings.....6,145.45  
Mileta K. Kinser.....6,099.03  
Julia Danskin.....6,013.32  
Mary Beth Pfeifer.....5,953.01  
Fern Hendricks.....5,952.63  
Michelle Cape.....5,946.47  
Joyce M. Conant.....5,933.76  
Wendy Hayum-Gross.....5,926.91  
Lesley A. Bodine.....5,924.87  
Marni McKenna Hendricks.....5,912.72  
Nicki R. Hill.....5,903.01  
Stephanie Audino.....5,840.04  
Paula Grabau-Friedt.....5,823.89  
Kathy M. Viola.....5,794.71  
Leticia Vargas.....5,771.08  
Rose Rodriguez-Capone.....5,763.22  
Tara L. Woodford.....5,752.71  
Mary Beissel.....5,721.10

### Ruby

Juliet Okonkwo.....\$12,018.39  
Thessy Nkechi.....12,007.84  
Nwachukwu.....11,106.85  
Krystal D. Downey-Shada.....11,106.85  
Lisa Anne Harmon.....9,938.54  
Donna Clark-Driscoll.....9,745.21  
Winifred Nwaeke Ogbunani.....8,581.96  
Marnie R. Yungler.....8,095.09  
Diane Covington.....7,836.95  
Michele Semper.....7,778.70  
Mary Alice Dell.....7,765.46  
Carmen Nunez de Valencia.....7,709.82  
Somer Ballard Carter.....7,535.51  
Candace Laurel Carlson.....7,497.99  
Debbie A. Elbrecht.....7,222.05  
Jacqueline N. Alford.....7,202.91  
Brenda Fenner.....7,187.02  
Phuong L. White.....7,185.27  
Gloria Dominguez.....7,142.40  
Kathleen C. Savorgnan.....7,083.39  
Mary Sharon Howell.....7,021.98  
Sheryl K. Goins.....7,017.22  
Jeanette M. Thompson.....6,983.05  
Connie A. Brinker.....6,965.21  
Rose K. Gonzales.....6,766.70  
Judy Lund.....6,717.88  
Candace Lyn Chambers.....6,661.13  
Ekene S. Okafor.....6,624.83  
Janelle A. Ferrell.....6,622.82  
Dorothy C. Ibe.....6,508.63  
Kathy Monahan.....6,451.16  
Brandy E. Richwine.....6,330.64  
Linda Leonard Thompson.....6,209.77  
Eva E. Berber.....6,198.78  
Cheryl O. Fulcher.....6,191.86  
Sonya F. Goins.....6,174.12  
Jeanie Ripley.....6,173.70  
Dori M. Fennell.....6,133.37

Inez M. Thayer.....6,116.76  
Cindy Anderson.....6,103.50  
Carlotia Sandiford-Coleman.....6,102.24  
Linda Christenson.....6,086.96  
Rose Mary Neel.....6,019.37  
Judie Roman.....6,002.35  
Patti Maxwell.....5,981.31  
Diana Gutierrez.....5,977.47  
Monique Kent.....5,934.67  
Christy M. Cox.....5,905.96  
Peggy Young.....5,886.60  
Esther Omolola Awe.....5,882.51  
Breda M. Teal.....5,869.81  
Kristal K. Walker.....5,853.59  
Laura A. Kattenbraker.....5,850.69  
Helen Naomi Godswill.....5,831.62  
Cissy E. Warren.....5,798.97  
Eleanor M. Reigel.....5,778.32  
Suzanne Moeller.....5,764.35  
Rosanne Pluchino.....5,706.74  
Tina Hulsman.....5,702.35  
Gail Bauer.....5,661.72  
Linda F. Marvin.....5,649.84  
Amber L. Faulk.....5,606.20  
Gina M. Gildone.....5,582.68  
Deborah S. Bailly.....5,566.17  
Wanda Metzger.....5,562.35  
Chioma Nwosu.....5,556.89  
Augusta C. Onyenemere.....5,549.26  
Vanessa R. Upkins.....5,540.08  
Angela Amara Awuzie.....5,533.95  
Amber Nicole Payne.....5,521.40  
Laurieann Barclay.....5,514.15  
Lisa Baker.....5,466.81  
Cleta Colson.....5,453.86  
Mariel Fedri.....5,432.80  
Becky Kiessig.....5,398.00  
Natalie Marie Paparella.....5,387.60  
Terry Thole.....5,352.17  
Liz Whitehouse.....5,332.68  
Melissa Kaye Kopec.....5,294.91  
Vicki S. Lindsay.....5,282.44  
Kimberley Victor.....5,275.16  
Christy Barnett.....5,273.59  
Cheryl A. Dechenne-Sheedy.....5,231.27  
Suzanne P. Wallace.....5,221.37  
Tiffany Brooke Stout.....5,188.43  
Elayne J. Watson.....5,185.03  
Barbara L. Harrison.....5,160.31  
Cheri J. VanValkenburg.....5,113.97  
Yolanda Ortega.....5,102.29  
Susan E. Goodson.....5,083.79  
Pat Z. Allen.....5,060.28  
Mary L. Morgan.....5,035.97  
Teri A. Nichols.....5,030.67  
Erin Lynch.....5,022.20  
Bridgette Rae Conley.....5,009.34  
Elsa A. Ramirez Pacheco.....4,903.39  
Karen E. Gardner.....4,898.45  
Keeta Hastings.....4,868.06  
Lisa V. Bauer.....4,855.47  
Janette E. Copeland.....4,852.91  
Meg Springer.....4,829.70

### Sapphire

Tammy Ramage.....\$12,579.22  
Julie Weaver.....12,185.49  
Lara F. McKeever.....10,044.67  
Tracy Potter.....9,863.80  
Diane Bruns.....9,805.77  
Maranda Michelle Rains.....9,695.21  
Lady Ruth Brown.....9,669.99  
Roxanne McIntroe.....9,280.53  
Julia Mundy.....8,977.03  
Audrey K. MacDowall.....8,945.95  
Angie S. Day.....8,786.77  
Jennifer L. Semelsberger.....8,618.97  
Linda Klein.....8,505.02  
Kristi M. Montesana.....8,469.86  
Jill Beckstead.....8,392.11  
Amy C. Hayes.....8,383.92  
Joanna Helton.....8,185.27  
Moleda G. Dailey.....8,171.38  
Lynn Baer Roberts.....8,083.13  
Kim I. Sabourin.....8,006.75

Phyllis I. Pinsker.....7,827.02  
Kathleen Kirkwood.....7,788.00  
Christy Bigham.....7,452.14  
Sylvia Boggs.....7,393.01  
Randi Stevens.....7,274.28  
Heather L. Bohlinger.....7,162.96  
Cheryl S. Richardson.....7,106.33  
Kim West.....7,014.44  
Debbie A. Weld.....6,976.95  
Maria G. Leon.....6,971.78  
Connie L. Russo.....6,917.19  
Maria Elena Coyote.....6,887.77  
Ruby Garner.....6,885.13  
Julie Garvey.....6,825.87  
Frances Woodham.....6,687.06  
Dolores Keller.....6,642.82  
Josefa Chacon.....6,413.24  
Blanca Celia A. Caceres.....6,389.26  
Ann W. Sherman.....6,291.14  
Marjorie S. Haun.....6,121.61  
Gena Prince.....6,100.69  
Tina Velvet Parkin.....6,090.27  
Jennifer J. Green.....6,073.37  
Gaille G. Bouse.....6,045.43  
Dena Smith.....6,017.96  
Danice C. McEldowney.....5,952.74  
Faith A. Gladding.....5,894.43  
Natalie Reed.....5,890.03  
Crystal Dawn McDaniel.....5,884.27  
Effie Parsons.....5,869.99  
Sanjuana Sosa.....5,869.09  
Sandi Fitzpatrick.....5,818.80  
Sherri Reindl.....5,811.99  
Shelia Berry.....5,786.86  
Sandra A. Zavoda.....5,772.61  
Krista A. Johnson.....5,742.89  
Cindy R. Duplechain.....5,741.30  
Tabitha A. Hallums.....5,724.40  
Peggy B. Sacco.....5,695.61  
Norma Hood.....5,695.25  
Lynnea E. Tate.....5,623.53  
Jill L. Glockner.....5,594.63  
Barbara J. Puckett.....5,580.14  
Ann M. Jones.....5,558.39  
Lorraine S. Kigar.....5,518.72  
Nanette G. Short.....5,496.26  
Catalina T. Barahona.....5,492.50  
Jennifer Sailsbery.....5,456.03  
Carole Gantt.....5,426.10  
Deborah Robina.....5,412.33  
Cheryl T. Anderson.....5,393.55  
Margaret Neill.....5,328.31  
Doris M. Quackenbush.....5,304.69  
Shelley Townsley.....5,286.90  
Anita R. Rabelo.....5,282.66  
Ynocenta Hernandez.....5,260.02  
Marty Ulmer.....5,245.21  
Hilda Marrufo.....5,229.52  
Cheri L. Taylor.....5,220.04  
Pam Rhode-Thalls.....5,154.09  
Janet L. Wolfe.....5,149.73  
Leanne Sexton.....5,133.50  
Brenda Bennett.....5,132.75  
Maria Elvia Lopez.....5,131.17  
Gaila Rae.....5,127.82  
Dee Dennison.....5,119.67  
Michelle Sara Moore.....5,103.63  
Debra J. Witmer.....5,065.63  
Lyn H. Flaherty.....5,034.23  
JoAnna P. Shippe.....5,021.21  
Linda F. Merritt.....5,016.61  
Cindy S. Kriner.....4,960.50  
Char Griffin.....4,956.19  
Nancy W. Pettaway.....4,954.15  
Mary K. White.....4,950.74  
Sara Pedraza-Chacon.....4,920.92  
Deanna L. Spillman.....4,917.31  
Joni D. Koontz.....4,888.51  
Martina Roman.....4,870.01  
Bonnie Crumrin.....4,868.10

\*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 E-MAIL, 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.



# 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 2010.

### Top National Sales Directors — Commissions and Bonuses



**Gloria Mayfield Banks**  
\$36,522  
Emerald



**Jan Harris**  
\$32,044  
Pearl



**Barbara Sunden**  
\$81,253  
Diamond



**Carol Anton**  
\$40,343  
Ruby



**Karen Piro**  
\$39,361  
Sapphire

### Top Unit — Estimated Retail Production

EMERALD — Linda Bradley, <i>D. Moore Area</i> .....	\$87,164
PEARL — Amie Gamboian, <i>S. James Area</i> .....	\$91,463
DIAMOND — Dayana Polanco, <i>S. Páez Area</i> .....	\$89,761
RUBY — Krystal Downey-Shada, <i>Go Give Area</i> .....	\$84,440
SAPPHIRE — Julie Weaver, <i>Go Give Area</i> .....	\$80,962

### Top Sales Director — Personal Sales

EMERALD — Connie Ackroyd, <i>Go Give Area</i> .....	\$11,863
PEARL — Deborah McDaniel, <i>Go Give Area</i> .....	\$8,227
DIAMOND — Marie Lee, <i>B. Sunden Area</i> .....	\$11,565
RUBY — Janette Copeland, <i>Go Give Area</i> .....	\$14,057
SAPPHIRE — Brenda Robinson, <i>K. Piro Area</i> .....	\$20,031

### Top Beauty Consultant — Personal Sales

EMERALD — Yuko Yasuma, <i>M. Brandenburgh Unit, Go Give Area</i> .....	\$37,005
PEARL — Kellie Kicklighter, <i>D. Boyd Unit, Go Give Area</i> .....	\$12,772
DIAMOND — Kathleen Neal, <i>V. White Unit, Go Give Area</i> .....	\$16,787
RUBY — Godwin Eze, <i>A. Awuzie Unit, Go Give Area</i> .....	\$16,534
SAPPHIRE — Tish Head, <i>C. Duplechain Unit, Go Give Area</i> .....	\$26,518

### Top Team Builder

EMERALD — Jen Campbell, <i>J. Ellis Unit, J. LaPrade Area</i> .....	12 New Team Members
PEARL — Ciara Hull, <i>T. Chavez Unit, C. Williams Area</i> .....	12 New Team Members
DIAMOND — Marsha Jons Wallen, <i>M. Suter Unit, A. Garrett-Roe Area</i> .....	12 New Team Members
RUBY — Lila Lane-Isaac, <i>G. Garoutte Unit, P. Lane Area</i> .....	11 New Team Members
SAPPHIRE — Amelia Mendez, <i>J. Berumen Unit, G. Báez Area</i> .....	10 New Team Members

## Top Unit Builders

Independent Sales Directors with 20 or more new unit members for October 2010.

### Emerald

Tanya Olivia King .....	34 New Unit Members
Christine A. Denton .....	30 New Unit Members
Roxie Soto .....	22 New Unit Members
Maria Sanchez .....	21 New Unit Members
Amanda Norris Dixon .....	20 New Unit Members

Arnie N. Gamboian .....	22 New Unit Members
Lindy Kersey Horne .....	20 New Unit Members

### Diamond

Dayana Polanco .....	36 New Unit Members
Mayuli Maria Rolo .....	35 New Unit Members
Viviana Vargas .....	28 New Unit Members
Celeste Pichardo .....	24 New Unit Members
Amy Allgood .....	22 New Unit Members

### Ruby

Jacqueline N. Alford .....	21 New Unit Members
Marisel Fedri .....	20 New Unit Members

### Pearl

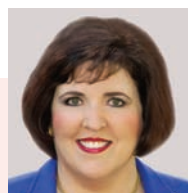
Katherine Mirkes Ward .....	27 New Unit Members
Blythe Jolee Egbert .....	24 New Unit Members

### Sapphire

Rosa Elia Meza-Sanchez .....	22 New Unit Members
Ynocenta Hernandez .....	20 New Unit Members

## Sales Mentors

Special thanks to the sales mentors for the October 12, 2010, *New Independent Sales Director Education class*.



**Kay Elvrum**  
National Sales Director  
Emerald Seminar



**Lia Carta**  
Future Executive Senior  
Sales Director  
Fairfield, Calif.  
Pearl Seminar



**Nedra White**  
Future Executive Senior  
Sales Director  
Chicago  
Pearl Seminar

## Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the **"Meet Your NSDs"** link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?

**APPLAUSE®** magazine is published in recognition of and as information for members of Mary Kay Inc.'s independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2010 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Belara, Bella Belara, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Eyesicles, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, Miracle Set, MK, MKConnections, MKeCards, MKMen, Nourishine, Pink Doing Green, Pronewal, Satin Hands, Satin Hands & Body, Satin Lips, Satin Smoothie, Simply Cotton, Smart Start, Targeted-Action, TimeWise, Tribute, Velocity and Visible-Action* are registered trademarks; *Forever Orchid, Mint Bliss, MK High Intensity, Satin Body, Thinking of You, TimeWise Body, Ultimate Mascara, Ultimate Miracle Set, Warm Amber and Your Way to Beautiful* are trademarks; and *Consultant First Look, MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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# LEARN YOUR WAY

Mary Kay now serves up 24/7 education that's on demand, on task and totally engaging. With the launch of the new "Education" site on the Mary Kay InTouch® website, including The Silver Wings Scholar Program<sup>SM</sup>, you can learn how to manage your Mary Kay business at your own pace whenever it's convenient for you. Here, three Independent National Sales Directors share what The Silver Wings Scholar Program<sup>SM</sup> can do for you!



INDEPENDENT  
NATIONAL  
SALES DIRECTOR  
**CYNDEE GRESS**

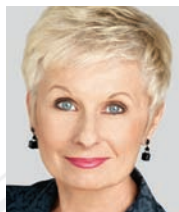
on the *Team-Building With Integrity* lessons

I love the teaching of the "why" throughout the *Team-Building With Integrity* lessons. I believe teaching the "why" creates confidence, and confidence creates leaders. The program zeroes in on the core teaching everyone should know when team-building as Mary Kay taught. They are:

- The ability to listen
- Meeting needs of your customers and people on your team
- Mary Kay image
- How to accept a "no"
- Understanding body language
- The heart of Mary Kay
- The integrity we stand for

If you want to build a team to help change women's lives with the Mary Kay spirit in them, these lessons are the place to learn. That is what the program delivers. The lesson ends by giving the learner a Gold Medal challenge, which is a great way to put the lesson into action and to help your business take off!

*Note: This course also features a free video of Cyndee leading a one-on-one team-building appointment.*



INDEPENDENT  
SENIOR  
NATIONAL  
SALES DIRECTOR

**JEANNE ROWLAND** on the  
*New Independent Beauty Consultant* lessons

These lessons are a great supplement and online reference guide for all Independent Beauty Consultants. You could take one lesson a week, making it a 15-week program. The lessons are short and designed not to take more than a few minutes to complete.

Since new Independent Beauty Consultants may have other obligations such as work and family, these lessons are very convenient, allowing you to work at your own pace. And they are an excellent way to engage and keep the interest of computer-savvy Beauty Consultants who want more. Knowledge is empowerment, and you can use these online lessons along with personal guidance and coaching from your Independent Sales Director. You might find that the best time to do them is when it is *not* a good time to be face-to-face or on the phone — such as 6 a.m. or 10 p.m.



INDEPENDENT  
SENIOR  
NATIONAL  
SALES DIRECTOR

**SUZANNE BROTHERS** on the  
*Professional Sales* lessons

The dialogues appear in written and audio form to be read, heard and printed. You'll feel them, get them and then want to use them! I heard myself saying out loud, "This is exactly how I would respond!" This segment has a variety of learning tools for:

- Warm chatter
- Booking from classes
- Referrals
- How to prepare for a class
- Communication skills
- Building relationships
- Next steps

The *Professional Sales* online lessons are likely to reinforce self-confidence and enhance competence as the learner sets herself up for the sale of Mary Kay® products. The printable teasers and scripts have a "take and think it out" benefit for the busiest of us.

## LEARN ON Be sure to check out all courses on The Silver Wings Scholar Program<sup>SM</sup>:

- *Team-Building With Integrity*
- *Professional Sales*
- *Pre-Independent Sales Director-in-Qualification*
- *Financial Management*
- *Emotional Management*
- *New Independent Beauty Consultant*



# IT'S A NEW YEAR TO PARTY!

Party on and give your hostesses and guests the VIP treatment.

Who doesn't enjoy getting together with their girlfriends to indulge in a little pampering and fun? Here are some tips "from the top" to help you entice hostesses to book parties and to help guests experience for themselves the beauty of Mary Kay® products.



## FIND YOUR PURPOSE.

**Independent National Sales Director Kendra Crist Cross** is a firm believer in Mary Kay Ash's teaching: *Nothing happens until somebody sells something*. A Star Consultant for an impressive 121 quarters and an Independent National Sales Director having earned more than

\$2 million in commissions, Kendra admits that one of the secrets to her selling success is the large customer base she's developed over 34 years.

"You have to start your business with the ending in mind," Kendra says. "Whether it's to pay for groceries, put braces on the kids or pay the mortgage, I believe you need to find your purpose and find something to get excited about!"

Among the many things that excite Kendra most is sharing Mary Kay® products with her hostesses and customers. "Offering potential customers the opportunity to sample products is so important," Kendra says. "When you go to a farmer's market or a gourmet food shop, many times they have food samples such as small fudge squares on individual toothpicks for you to taste or flowers and other items to sample and take away. It's the same concept with offering others the chance to sample Mary Kay® products."

"I'll say to a potential customer, for example, 'I would love for you to sample this wonderful Mary Kay® product and give me your opinion.' Or if it's a limited-edition item, I can say, 'I'd love for you to sample this wonderful new Mary Kay® product that just hit the market and give me your opinion. I have 10 a.m. on Wednesday or 7 p.m. on Thursday available. Which would you prefer?'"

"From that individual session," Kendra says, "you can book a party." Kendra, who held a 10-party week last August, offers her hostesses an opportunity to earn free products. "I call it my 'shopping pass.' I'll say 'How would you like to earn \$100 in suggested retail products for only \$45 by inviting five friends to join you at your skin care party?' Or, I'll offer her the chance to purchase \$75 worth of products for \$35 when three friends join her at the party."

## A VALUABLE LESSON

"I feel that we need to stop getting hung up in the mentality that our hostesses are doing us a favor," Kendra shares. "When guests try the products, they 'get it!' They understand just how wonderful the products are and how great they can make your skin look and feel. One of the most valuable lessons I've learned in my Mary Kay business is that when we book and coach for the right reason, we can help build a strong customer base!"

## SALES ADD UP FAST!

**Independent National Sales Director Kendra Crist Cross** is passionate about the TimeWise® Miracle Set®. "The back of my left hand has been pampered with the TimeWise® Miracle Set®, while the back of my right hand has not," Kendra shares. "For me, it is a great way to show just how effective these products can be."



Kendra's goal, which she also encourages Independent Beauty Consultants and Independent Sales Directors in her NSD area to strive for, is one she believes can help build a strong customer base. "My goal is to sell the **TimeWise® Miracle Set®** to **two new customers each week at \$90 each, suggested retail**. That **equals about 100 new customers a year using the Miracle Set®**. And given that the use-up rate is about three months and that each of those potential 100 new customers may need to **reorder three times within the first year**, that **can equal pretty substantial retail sales**," Kendra says. "This doesn't include reorders from existing customers and color cosmetics, fragrance and body care sales to your new customers as well!"





## EXCITE AND INVITE

**Independent Future  
Executive Senior Sales**

**Director Angie Day** of Little

Rock, Ark., was a Triple Star Achievement winner at Seminar 2010 with appearances in the \$600,000 Circle of Achievement as well as the Sales Director Queen's Court of Personal Sales and the Queen's Court of Sharing. With these outstanding accomplishments and as a Star Consultant for 65 quarters, Angie definitely knows a thing or two about booking, coaching and selling!

"I feel it's important to offer an incentive for hostesses to book and hold classes, so I try to offer them things that excite them," Angie says. "I have several different options available. For example, I tell them, 'You can get \$100 in suggested retail product free when you party with me.' Now, for me, that means that they can get \$25 suggested retail in Mary Kay® products for each of the following:

**1.** Holding their party on the original date with five or more guests over age 18; **2.** Having at least \$300 in suggested retail sales, including orders on my Mary Kay® Personal Web Site for the guests who can't be present at the party; **3.** Having two bookings from the party; **4.** Giving me their opinion of the Mary Kay opportunity.

"It's important to remember that her guests who can't make it to the party can order from my Mary Kay® Personal Web Site! I remind the hostess to ask her friends to type in the hostess's name in

the comment section of the order form. That way, I know who gets the hostess credit."

## REMINDERS ARE KEY

Sending out party reminders helps the guests keep the party top of mind. "I mail reminder postcards, but some of my younger, tech-savvy guests prefer to receive the reminders by text message," Angie shares. "Some even prefer to preprofile via text message."

"At the beginning of the party," Angie says, "I ask them, 'Don't you deserve at least one hour of uninterrupted "you time?"' during which I ask them to silence and put away their cell phones. Later on in the class, I invite them to take out their phones, and if they wish to add me to their phone book list, they can add my phone number."

## SELLING AND BOOKING BASICS

"With their Customer Profiles in front of them, I ask the hostess and guests, 'Who do you enjoy spending time with that you know needs pampering?' I then ask them to write down the names of five people on the back of their Customer Profiles," Angie says. "At the table close, I can complete the individual sale and book a party, letting my customer know that she has the beginning of a guest list started on the back of her Customer Profile."

Angie also offers incentives for her "Preferred Hostesses" or those who hold at least four parties a year. "There are so many of my customers who love earning free products and prizes," Angie says.



## 10-WEEK PARTY SUCCESS

At Seminar 2010, Vice President of Strategic Initiatives Ryan Rogers took up the challenge to hold 10 skin care classes in a week. He finished the week with a grand total of more than \$7,300 in retail sales and 69 customers!

From there, Fall Frenzy ensued, with challenges that continued to gain momentum throughout the fall and reignited your *passion for parties!* Check out some of the comments received below as Ryan blogged about his 10-party week on "Let's Talk" Party!®.

You may want to consider holding 10-week parties throughout the rest of the Seminar year!

**Independent Sales Director Crystal Thornton** of Kernersville, N.C.: "Thank you so much for challenging us to do the 10-party week. I must say it was the best month I've personally had in my Mary Kay business. All I could think of as I was working was how this business works when you work it! I proved to myself that what I've been teaching my unit is true, and it felt so good to lead by example."

**Independent Sales Director Sara Stone** of Port Orchard, Wash.: "Thanks for leading the way! I completed my 10-party week with exceptional retail sales, 35 faces and 170 referrals! It was so worth it!"

**Independent Future Executive Senior Sales Director Jane Brueske** of Grand Forks, N.D.: "Thank you, thank you, Ryan! You really motivated and inspired us all. I did it too, and the last time I did a 10-party week was to shake Mary Kay's hand onstage in Minneapolis. I know your grandmother is so proud of you!"

## GREAT HOSTESS PERKS

Make your hostesses feel like the VIPs they are when you promote these hostess program perks:

- The opportunity to earn FREE\* products
- A one-on-one personal consultation
- A FREE Mary Kay® *Fashion and Beauty Trend Report*
- Try before you buy.
- Receive VIP news on the latest products, beauty essentials and gift ideas through exclusive newsletters!

**Visit the Mary Kay InTouch® website for complete details!**

# ACHIEVE YOUR DESTINY!

It's the time of year when Mary Kay takes the "show on the road" to a city near you for the extravaganza that IS Career Conference! In just two short yet power-packed days, you'll learn how you can take your Mary Kay business to the next level as you hear from top Mary Kay independent sales force members who share their secrets for success.

You'll also receive solid business-building tips for every step along the career path and information on team-building, product education and so much more! **Achieve ...Your Way to the Stars<sup>SM</sup> Career Conference 2011** can recharge your batteries with inspiration, education and recognition to help you reach higher than you ever thought possible! Plus, you'll receive a product gift exclusively for you equal to your registration fee!

“Career

Conference is such an extraordinary event where Independent

Beauty Consultants and Independent Sales Directors can learn from the *best of the best* of the Mary Kay independent sales force.

You'll hear from Independent National Sales Directors and Independent Sales Directors who you may normally not have the opportunity to see. Listen as they share their very personal and inspiring stories of success that, in turn, could set the spark to help guide you on your own journey toward success! As an Independent National Sales Director, I love hosting Career Conference because I enjoy spending time with other Beauty Consultants and Sales Directors from all across the country. Career Conference truly is a win-win for everyone!”

– Independent Senior National Sales Director Sue Kirkpatrick



## SCHEDULE AT-A-GLANCE

### DAY 1

2 – 9 p.m.

3:30 – 5 p.m.

3:30 – 5 p.m.

7 – 10 p.m.

### DAY 2

8 a.m. – 4:30 p.m.

8:30 – 10:30 a.m.

10:45 a.m. – Noon

12:15 – 1:45 p.m.

2 – 4 p.m.

March 25, 26, 27, April 1 and 3

Registration (if space is available)  
Packet Pickup

Independent Sales Director Workshop

Emerging Leaders Workshop (Star Team Builders, Team Leaders, Future Independent Sales Directors and Independent Sales Directors-in-Qualification)

Opening General Session  
(all attendees)

March 26, 27, 28, April 2 and 4

Registration (if space is available)  
Packet Pickup

Independent Beauty Consultant and Independent Sales Director Classes

Morning General Session  
(all attendees)

**Puttin' on the Glitz Luncheon**  
(by invitation only)

Closing General Session  
(all attendees)

## TWO EASY WAYS TO REGISTER

Register in one of two easy ways from **Feb. 2 – 28, 2011:**

### Mary Kay InTouch® website:

Click on "Events," then on "Career Conference 2011."

### Mail: Special Events Registration

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

## KEEP IN MIND:

**Feb. 2:** Registration opens at midnight Central time for the first week (March 25-26, March 26-27 and March 27-28) of Career Conference cities through Feb. 28.

**Feb. 5:** Registration opens at midnight Central time for the second week (April 1-2 and April 3-4) of Career Conference cities through Feb. 28.



Log on to the Mary Kay InTouch® website for more information on Career Conference by clicking on "Events," then on "Career Conference 2011."





## RECOGNITION YOU WON'T WANT TO MISS!

### *Puttin' on the Glitz* Luncheon

Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2010, through Feb. 28, 2011, add two qualified\* new personal team members will be invited to this special luncheon held in their honor. Qualified\* new Independent Beauty Consultants who add one new qualified\* team member from Dec. 1, 2010, to Feb. 28, 2011, also will be invited to attend the luncheon.

### *Movin' on Up* Team-Building Challenge

Independent Beauty Consultants who from Nov. 30, 2010, through Feb. 28, 2011, achieve and maintain a new step on the career path of Star Team Builder, Team Leader, Future Independent Sales Director or Independent Sales Director-in-Qualification will receive a name badge ribbon and recognition at Career Conference.

### Onstage Recognition

- On-Target Seminar 2011 Court or Unit Circle
- On-Target Double Star Achievement
- On-Target Triple Star Achievement
- On-Target Circle of Excellence
- Annual Go-Give® Award
- Cadillac Unit
- Class of 2011
- Top 10 Sales Directors in Unit Retail Production
- Top 10 Sales Directors in Unit Building
- Star Unit
- *Movin' on Up* Team-Building Challenge (Team Leaders, Future Independent Sales Directors or Independent Sales Directors-in-Qualification)
- Executive Sales Director and Elite Executive Sales Director
- *Puttin' on the Glitz* (with three or more qualified\* new personal team members)
- Teachers

### Additional Recognition

- Career Conference Registration Challenge
- *Movin' on Up* Challenge (Star Team Builders)
- On-Target *All-Star* Consistency Challenge
- State Contest #1 Unit
- *Puttin' on the Glitz* (with one or two qualified\* new personal team members or qualified\* new Independent Beauty Consultants)
- New Independent Beauty Consultants
- Star Consultant
- Star Sales Directors

## CHECK OUT CAREER CONFERENCE 2011 COMING TO A CITY NEAR YOU!

Atlantic City, N.J.	March 25-26 March 26-27*
Bismarck, N.D.	April 1-2
Branson, Mo.	March 25-26
Buffalo, N.Y.	April 1-2
Charlotte, N.C.	March 25-26 March 27-28
Columbus, Ohio	March 25-26
Covington, Ky.	April 1-2
Denver, Colo.	April 1-2
Duluth, Ga.	March 25-26
El Paso, Texas	April 1-2
Frisco, Texas (Dallas)	April 1-2 April 3-4
Galveston, Texas	March 25-26
Glendale, Ariz.	April 1-2
Green Bay, Wis.	March 25-26
Hartford, Conn.	March 25-26
Jacksonville, Fla.	March 25-26
Kansas City, Mo.	March 25-26
Knoxville, Tenn.	March 25-26
Lancaster, Penn.	April 1-2
Long Beach, Calif.	April 1-2
Miami, Fla.	April 1-2
Milwaukee, Wis.	April 1-2
Mobile, Ala.	April 1-2
Novi, Mich.	March 25-26
Omaha, Neb.	April 1-2
Ontario, Calif.	March 25-26 March 27-28*
Orlando, Fla.	March 25-26
Pasadena, Calif.	April 1-2
Pittsburgh, Penn.	March 25-26
Providence, R.I.	April 1-2
Reno, Nev.	April 1-2
San Jose, Calif.	March 25-26
Sandy, Utah	April 1-2
Sioux Falls, S.D.	March 25-26
St. Charles, Ill. (Chicago)	April 1-2
St. Charles, Mo. (St. Louis)	April 1-2
St. Paul, Minn.	March 25-26
Tacoma, Wash.	March 25-26
Virginia Beach, Va.	March 25-26

\*Spanish only



\*A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company. For purposes of the *Puttin' on the Glitz* Team-Building Challenge, a new personal team member's qualifying \$600 wholesale Section 1 order must be received in December 2010, January 2011 or February 2011.



# go-give® award

Congratulations to the winners for February 2011

**The Go-Give® Award** is given in memory of Independent National Sales Director **Sue Z. Vickers** to recognize Independent Sales Directors who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under "Recognition."



## Kristen Voyles

### **Emerald**

Independent Sales Director

### **Began Mary Kay**

November 1996

### **Sales Director Debut**

December 1998

### **National Sales Director**

Kerry Buskirk

**Honors** Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; seven-times Queen's Court of Sharing; eight-times Circle of Achievement; three-times Double Star Achievement; Triple Star Achievement; gold medal winner; estimated highest monthly unit retail: \$93,163

**Personal** Lives in Lakeland, Fla. Husband, Jim; sons: James, Samuel, Michael; daughters: Leah, Hailey

**Favorite Quote** "I pretend that every single person I meet has a sign around his or her neck that says, 'Make me feel important.'" – Mary Kay Ash

### **Independent Beauty**

### **Consultant Dee Hardy of**

**Lakeland, Fla.,** says, "Kristen took me in from the first day we met, and most people have no idea that I'm one of her adoptees. She is very active in her church and children's school activities, and her children are great examples of how she teaches through her giving."



## Amber Campbell

### **Pearl**

Independent Sales Director

### **Began Mary Kay**

September 1989

### **Sales Director Debut**

September 1992

### **National Sales Director**

Go Give Area

**Honors** Cadillac qualifier; Star Consultant; five-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$57,050

**Personal** Lives in Leesburg, Va. Husband, Mark; son, Austin; daughter, Brienne

**Favorite Quote** "For I know the plans I have for you," declares the Lord, 'plans to prosper you and not to harm you, plans to give you hope and a future.'" – Jeremiah 29:11

### **Independent Beauty**

### **Consultant Sharon Bone of**

**N. Huntingdon, Pa.,** says, "While walking past me in a hotel lobby, Amber noticed I was upset. The hotel had made a billing error, and Amber and the Independent Sales Directors with her gave me some money to help. Fortunately, the error was corrected, and I handed back the money. But Amber insisted I keep the money she gave."



## Jane Nichols

### **Diamond**

Independent Sales Director

### **Began Mary Kay**

June 1994

### **Sales Director Debut**

September 1997

### **National Sales Director**

Lisa Madson

**Honors** Premier Club qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; five-times Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; three-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$58,683

**Personal** Lives in Redding, Calif. Husband, Tom; sons: Matt, Tyler

**Favorite Quote** "If you think you can, you can. If you think you can't, you're right." – Mary Kay Ash

### **Independent Beauty**

### **Consultant Annette Buchholz**

**of Shasta, Calif.,** says, "Jane has always been a great example of conducting her Mary Kay business the 'Mary Kay way.' She helped me set my goals, and if I didn't know, I would have never even thought I was adopted!"



## Janet Gammill

### **Ruby**

Independent Future Executive

Senior Sales Director

### **Began Mary Kay**

March 1998

### **Sales Director Debut**

August 1999

### **Offspring** three first-line

### **National Sales Director**

Kate DeBlander

**Honors** Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; eight-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$82,993

**Personal** Lives in Hurley, Miss. Husband, George; son, Travis; daughter, Rachael

**Favorite Quote** "The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart."

– Helen Keller

### **Independent Sales Director**

### **Rhonda Watford of Hurley,**

**Miss.,** says, "I'm Janet's second-line Sales Director, but she has always treated me and my Independent Beauty Consultants like her own. She's mentored, encouraged and motivated us to be the best representatives of Mary Kay we can be."



## Julie Weaver

### **Sapphire**

Independent Elite Executive

Senior Sales Director

### **Began Mary Kay**

May 1982

### **Sales Director Debut**

December 1987

### **Offspring** eight first-line

### **National Sales Director**

Go Give Area

**Honors** Cadillac qualifier; Circle of Honor; monthly Go-Give® Award winner, April 1995, September 2002; Queen's Court of Sharing; seven-times Circle of Achievement; 14-times Circle of Excellence; gold medal winner; estimated highest monthly unit retail: \$165,916

**Personal** Lives in Louisville, Ky. Husband, Joe; son, Joseph, Jr.; daughters: Kelly, Mandy; two grandchildren

**Favorite Quote** "Who determines the extent of your blessing? God! So put away your old measuring rod!"

– Bob Gass

### **Independent Beauty**

### **Consultant Annette Simpson**

**of Louisville, Ky.,** says, "Julie willingly gives of herself, her time and her resources. When my brother was involved in a tragic accident, Julie was one of the first to come and sit with me in the emergency room. She later attended his funeral visitation."

# THE GIFT OF TIME

In celebration of the 100th anniversary of International Women's Day on March 8, 2011, Mary Kay will honor women worldwide with the Mary Kay **Global Month of Service**. We invite all Mary Kay independent sales force members and their customers, unit members and friends to join us as we unite in the goal of volunteering **1 million hours of community service** around the world from **Feb. 8 – March 8, 2011**.

## HOW TO PARTICIPATE

You can participate in any way you'd like. Here are some suggestions:

- Volunteer on your own or join with your customers.
- Volunteer with your customer at her favorite charity. It's a great way to show you care about what matters to her. Or pick a new charity and take the opportunity to learn about a new cause and meet new people.
- It doesn't have to be big. Volunteering for a child's school or sports organization can be simple yet make an impact. Bringing in dinner for a new mother or elderly neighbor can spread care in your community.

When you involve your customers, you have the opportunity to **build relationships with them and share more about Mary Kay's vision** to give back and enrich the lives of others. You could even consider giving your customer a small Mary Kay® product gift or a complimentary facial for her participation.

## YOUR SERVICE COUNTS

Simply go to [www.marykay.com/service](http://www.marykay.com/service) and click on the "I volunteered!" button to submit your daily hours of service. That's it!

**Hour by hour, person by person, our gifts of love can make all the difference in the world.**

International Women's Day is a global celebration held every March 8 to honor women and their accomplishments, their contributions to society and their legacy.



*“Individuals sometimes feel insignificant and doubt that one person can make a difference in this world. We believe one person can.”*

— Mary Kay Ash

MARY KAY®

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# PUTTIN' ON THE GLITZ TEAM-BUILDING CHALLENGE

You've always known that sharing the Mary Kay opportunity with others is, in and of itself, a reward of the heart. Now you also can earn this beautiful bracelet *and* recognition at Career Conference 2011 when you:

**Add at least one qualified\* new personal team member from Dec. 1, 2010, through Feb. 28, 2011.**

**Plus, the rewards you can earn grow when you add even more qualified\* new personal team members during the contest period.**

Check out the Mary Kay InTouch® website under **Contests/Recognition > Contests** for all the details!



Earn This  
Gorgeous  
Bracelet!

\*A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company. For purposes of the *Puttin' on the Glitz* Team-Building Challenge, a new personal team member's qualifying \$600 wholesale Section 1 order must be received in December 2010, January 2011 or February 2011.

puttin' on  
the  
glitz

Achieve  
your way to the stars™