



THREE WOMEN SHARE THEIR SEMINAR STORIES

To anyone who's been there, just hearing the word brings back beautiful memories. "Seminar" means relationships, rewards and so much more! Mary Kay history is rich with Seminar stories of women who came, saw and conquered whatever was holding them back. From the newest Independent Beauty Consultant to a just-debuted Independent National Sales Director, everyone at every stage of her Mary Kay life can benefit from this unequaled experience.

Now three Mary Kay women at different places in their journey share how Seminar changed their perspectives, their businesses, their lives. Read on to discover – or rediscover! – what's waiting for you at the most unique gathering in all the world.

Seminar Opened Her Eyes to a New Life

As a stay-at-home mom of three young children and an active church member, **Independent Beauty Consultant Veronica Wright**, from the Darlene Berggren National Area, immediately felt comfortable with Mary Kay's message of God first, family second and career third. The priorities, the values, the common interests of her new Mary Kay world all fit with life as she already was living it. So when she went to Seminar, Veronica expected more of the same. Once there, however, she was amazed at the big picture that emerged over those three days – moment by moment, class by class, hug by hug. It was a picture that painted a life she never had envisioned.

"I was absolutely overwhelmed at Seminar when I saw where I could go with my Mary Kay business," she says. "Seeing the Queens, the Cadillac drivers and others walk across that stage and be recognized for hard work that not only brings rewards but also means something significant in the lives of the women they reach, it all came together in a way I can hardly describe. I was inspired, completely unexpectedly, to become an Independent Sales Director and reach as many



lives as I could, too." Veronica says Seminar brought to life in a vivid way Mary Kay's dream for women's financial independence, healthy self-esteem and the opportunity to enrich others. "Being around women at Seminar who have achieved so much helped me see where we can go when we shoot for the stars, regardless of our backgrounds or walks of life. Every woman deserves to be offered this opportunity, but not everyone wants to pursue a leadership path. Seminar is a beautiful illustration of the freedom we have to create the life we want." Veronica says one of her most memorable Seminar moments was sharing the *Go for the Gold* Challenge Luncheon with her Independent Sales Director, Allison LaMarr. "Sitting there, I felt that I could learn to lead women, too," she says. "I may not have what it takes right now, but through my Mary Kay business, I know I can develop what I need."

Remembering a Fairy-Tale First Impression

From the moment **Independent Executive Senior Sales Director Allison LaMarr** set foot in the Dallas Convention Center that summer day, just weeks after starting her Mary Kay business, she knew she had hit on something big. As a former marketing and product manager for a global bank, Allison had attended her share of conventions and conferences.

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But nothing she had seen compared to the sights around her. “I had never been in one place with 10,000 other women before! The feeling of sisterhood was almost overwhelming,” she remembers as vividly as though it were yesterday. “Sitting in the Arena as a new Independent Beauty Consultant, I felt utterly starstruck, and the feeling lasted the entire three days. The whole experience was in a league of its own. I don’t think anyone can be truly prepared for her first Seminar.”

Admittedly, Allison had never cared much about recognition until she saw the glittering Seminar stage on Awards Night. Like a fairy tale opening to its first promising page, she closed her eyes and began to dream of her own appearance there – accepting the rewards, and the applause, that her hard work would bring. “Watching the seemingly thousands of ordinary – yet extraordinary – women

receive the recognition they

had earned over the year was a powerful motivator for me,” shares Allison. “I kept thinking that if all these women could do it, I could do it, too. They had little in common except intense determination. I knew somewhere deep down that I had that too. I left that place totally committed to going home and finding it.”

And find it she did. At Seminar 2004, Allison, then an Independent Sales Director for just five months, received a diamond ring totaling approximately 3.33 carats for

reaching the Half-Million-Dollar Circle of Achievement – one of only 230 Independent Sales Directors to qualify that year in that category. She had obtained one of her goals, and Allison came away with an even more fervent dream. “Seeing the NSDs glide across the stage in their gorgeous suits, I think I almost stopped breathing,” she says. “I closed my eyes and imagined my own NSD debut with my family gathered all around, and a new dream was planted in my heart that day. I don’t intend to stop until we’ve achieved it!”

Gazing back over the exquisite tapestry of that first Seminar, Allison has found a golden thread that shines brighter than all the glamour she observed there. “The money is great, the prizes are great, the diamonds are great,” she says. “But there are intangible reasons for which I would never leave the

Mary Kay

life, too.

It’s really true that there comes a time when you’re more than just ‘in’ Mary Kay, because Mary Kay is in *you*. Seminar 2003 was my defining moment. And my life will be forever changed because of it!”

A Mary Kay Moment Deepened Her Faith

In 1976, the Company’s 13th birthday year, Independent National Sales Director Linnie Woods-Stewart attended her first Seminar and received a present from Mary Kay Ash. In an unforgettable moment on that spotlighted stage, Mary Kay placed the

Consultant Queen of Recruiting crown on Linnie’s head. But a few words Mary Kay spoke just seconds before, when Linnie was stunned to realize she had obtained her goal, have stayed with her even longer than the dazzle. “I had never been in sales and was overcome to be receiving such an honor,” recalls Linnie. “All I could think as I was standing out there on that stage was that I didn’t know what to do. I turned to her and said, ‘Mary Kay, I don’t know how to act!’ She took my hand, looked into my eyes, and said, ‘Linnie, just *act* like a queen.’ Hearing her words, I felt the assurance that I could do more and be more than I had ever dreamed before.”

In fact, that moment was both a culmination and a crossroads in Linnie’s life. Just a few months before, the former IBM secretary and teacher’s assistant had resigned both her full-time jobs to give her Mary Kay business a chance. “I had been trying to do it all,” she says. “Then one day Mary Kay told me, ‘You can’t chase two rabbits, Linnie,’ and I knew I had to make a choice.” Now, years later, that first Seminar and the new beginning it heralded in her life is forever ingrained in Linnie’s mind. Her voice still sparkles with excitement as she describes how Mary Kay burst out of the cake commemorating the Company’s 13th anniversary. “My experience with Mary Kay at that Seminar laid the foundation for the rest of my journey. I began my Mary Kay business as a widow with six children. It took a leap of faith to resign my two other jobs, especially with one son ready to go to college. When I debuted onstage at Seminar as an NSD at nearly 65, I was just continuing the possibility-thinking that Mary Kay taught us.”

