



SEMINAR 2014 GOALS:

- ◆ \$300,000 Circle of Excellence
- ◆ 2 New Offspring Directors
- ◆ 2 New Car Drivers
- ◆ 10 Red Jackets
- ◆ 30 Star Consultants
- ◆ 100 Unit Members

MARCH 2014 GOALS:

- ◆ \$12,000 Unit Wholesale Production
- ◆ 6 New Unit Recruits
- ◆ 2 New Red Jackets
- ◆ 8 Completing 30 Faces Challenge

Wholesale Queen



Rebecca Parker

Retail Queen



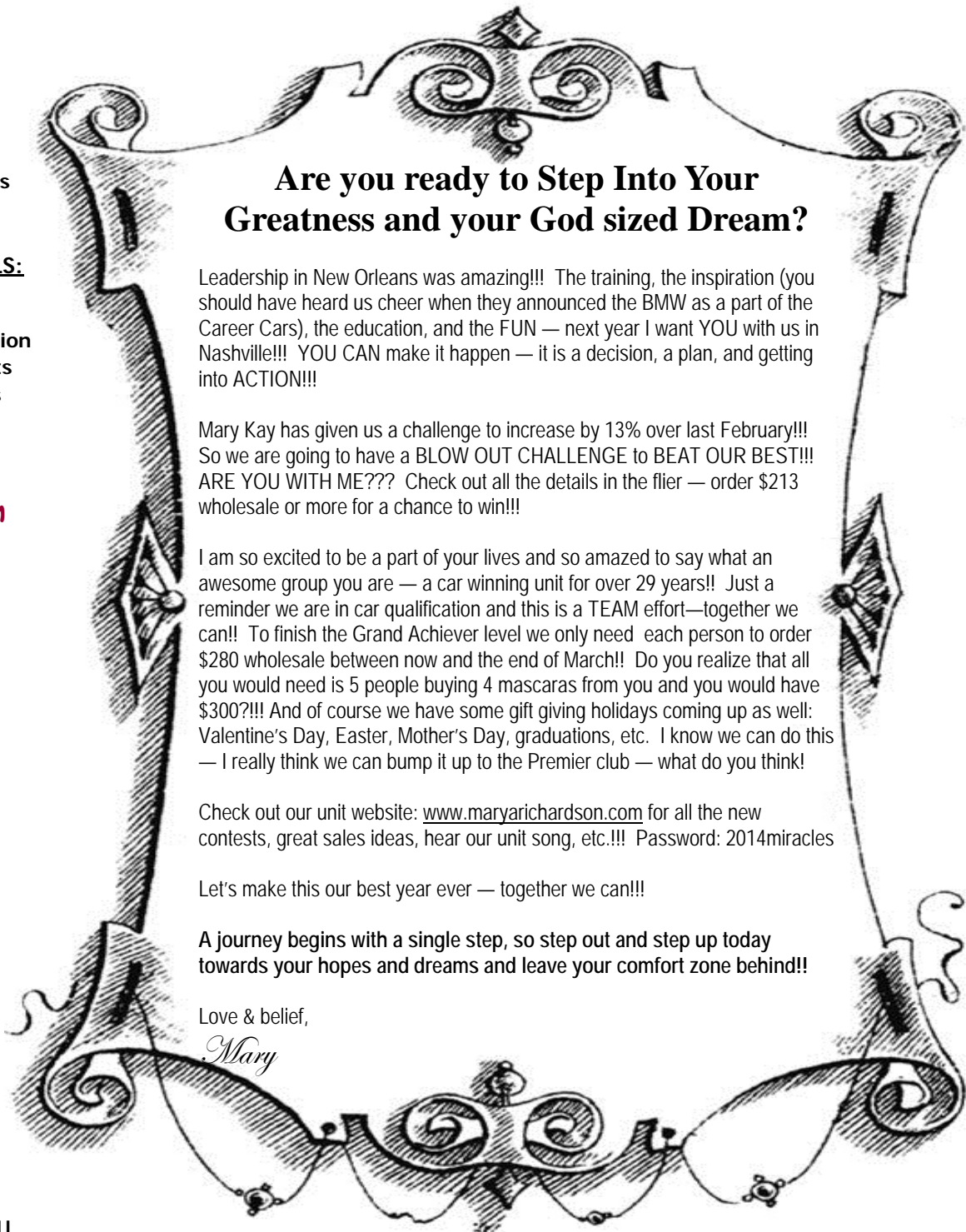
Pat Meyer

Sharing Queen



Position Available!!

January Results & Recognition - February, 2014



Are you ready to Step Into Your Greatness and your God sized Dream?

Leadership in New Orleans was amazing!!! The training, the inspiration (you should have heard us cheer when they announced the BMW as a part of the Career Cars), the education, and the FUN — next year I want YOU with us in Nashville!!! YOU CAN make it happen — it is a decision, a plan, and getting into ACTION!!!

Mary Kay has given us a challenge to increase by 13% over last February!!! So we are going to have a BLOW OUT CHALLENGE to BEAT OUR BEST!!! ARE YOU WITH ME??? Check out all the details in the flier — order \$213 wholesale or more for a chance to win!!!

I am so excited to be a part of your lives and so amazed to say what an awesome group you are — a car winning unit for over 29 years!! Just a reminder we are in car qualification and this is a TEAM effort—together we can!! To finish the Grand Achiever level we only need each person to order \$280 wholesale between now and the end of March!! Do you realize that all you would need is 5 people buying 4 mascaras from you and you would have \$300?!!! And of course we have some gift giving holidays coming up as well: Valentine's Day, Easter, Mother's Day, graduations, etc. I know we can do this — I really think we can bump it up to the Premier club — what do you think!

Check out our unit website: www.maryarichardson.com for all the new contests, great sales ideas, hear our unit song, etc.!!! Password: 2014miracles

Let's make this our best year ever — together we can!!!

A journey begins with a single step, so step out and step up today towards your hopes and dreams and leave your comfort zone behind!!!

Love & belief,

Mary

The company has challenged us to Beat our Best in February 2014!!

WE CAN DO IT!!

When we increase our wholesale production by 13% over Feb. 2013 . .

I will have a special drawing for ***TWO Consultants to win \$50 CASH!!***

When we reach our own goal for earning the car of \$8,000 WS we will draw for ***FOUR \$50 CASH Winners!!***

Each Consultant who places a wholesale order of \$213 or more in February will have their name entered into a special drawing.
(We **MUST** achieve our 13% goal for the drawing to be held)



Each Consultant who orders \$413 or more will also receive these beautiful Gun Metal Floral Chandelier Earrings when we meet our 13% challenge!

EARN MORE ENTRIES for each additional \$200 + Section 1 wholesale order you place in February!! (orders can be cumulative)

***example:** Order \$213 = 1 Entry \$413 = 2 Entries
\$613 = 3 Entries \$813 = 4 Entries \$1013 = 5 Entries!

Career Path:

DIRECTOR

Rewards ~

- ◆ 4-13% Personal Team Commissions
- ◆ 9-13% Unit Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per
- ◆ Eligible to wear Director's Suit
- ◆ Eligible to drive Premier Club Car or Pink Cadillac
- ◆ Eligible to attend Leadership Conference
- ◆ Special Gifts, Recognition, Prizes & Travel

DIO

10+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

FUTURE DIRECTOR

8+ Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf

TEAM LEADER

5-7 Active Team Members

Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Team Leader Pin Enhancer
- ◆ Eligible to go On-Target for Car

STAR TEAM BUILDER

3-4 Active Team Members

Rewards ~

- ◆ 4% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Star Team Builder Pin Enhancer
- ◆ Eligible to wear Red Jacket
- ◆ \$50 Rebate on Red Jacket

Look Who's Moving Up!

Standings are updated as of January 31st —
this will not reflect February orders or new team members.

Team Leaders

Recruiter :C.J. Reed

Annette R. Canarr

Jane F. Hauptert

Linda R. Lamusga

Patricia S. Meyer

Lou Weiss

* Ludmilla Maretski

Emily R. Andringa

Robin E. Gelschus

Star Team Builders

Recruiter :Annette R. Canarr

Coni L. Lentz

Linda Mace

Lori O'Connor

* Judy Henry

Recruiter :Linda R. Lamusga

Debra R. Heggernes

Rosemary C. Hunt

Linda M. Latterell

Kathryn A. Morgan

Margaret Riess

Senior Consultants

Recruiter :Katherine A. Benitez

Kelly Adams

Recruiter :Carolyn L. Felder

Cyrena D. McGee

Recruiter :Patricia S. Meyer

Laura D. Fiudo

Recruiter :Averi H. Segrest

Nicoletta K. Memos

Adriana V Guadarrama

** Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member
To become ACTIVE you must place a \$200 wholesale order.*

Spring 2014 New Products!

Spring 2014 New Products are available February 15th!

(or February 10th, for Star Consultants who qualified during the September 16-December 15, 2013 quarter, or if you enrolled in the Spring 2014 Preferred Customer Program)

ORDER
ASAP!

Limited Edition items
WILL BE OUT OF
STOCK SOON!



Spring into action this quarter and help re-energize your Mary Kay business!

- ◆ Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15
- ◆ Mary Kay® Bronzing Powder
- ◆ Mary Kay® Gel Eyeliner with Expandable Brush Applicator
- ◆ Limited-Edition Lemon Parfait Pedicure Collection
- ◆ Mary Kay at Play® New Shades
- ◆ Limited-Edition Mary Kay® Hello, Sunshine Collection
- ◆ Free Gift with Purchase - Mini Lash Love® Mascara and Oil-Free Eye Makeup Remover

Visit www.MaryKayInTouch.com
for more information.

MARY KAY®
MAKEOVER DAY
March 8, 2014



Get ready and join the fun!

On March 8, International Women's Day, you'll once again have the opportunity to help Mary Kay break the record for conducting the most makeovers in one day. That means you'll want to start now by booking parties and makeovers to be held on March 8.

Here's what you need to know:

- On March 8, from 12:01 a.m. through 11:50 p.m., in your time zone, the challenge is on. The goal is to beat last year's record of 44,250 makeovers.
- To make sure your numbers count, you'll want to opt in for text alerts from Mary Kay first – and it's a snap. Just go to Mary Kay InTouch® > Texting Preferences and complete your opt-in with the simple two-step process.
- You can text us each time you complete a makeover on March 8, and your numbers will be added to the total.

While you are conducting makeovers on March 8 in your hometown, a "live" makeover event will be happening at The Mary Kay Building in Dallas. Watch this video to get excited about what the Mary Kay® Makeover Day can do for you!



**New! Premier Plus
Promotion**

Earn the use of a BMW 320i
January - December 2014

Buckle your seatbelt for some very exciting news! Premier Plus qualifiers now have the opportunity to earn the use of a sleek black BMW 320i. Learn how you can earn the use of this spectacular dream machine by going to MaryKayInTouch.com!

Consistency Club

On Target Consistency Club:

\$650 Club

Rebecca Parker Coni Lentz

\$450 Club

Laura Fiudo Annette Canarr

\$250 Club

Cynthia Martinets Carolyn Felder
 Heather Ruffcorn Rosemary Hunt
 Debra Heggernes Rose Ortiz
 Pat Meyer Katherine Benetiz
 Joyce Williams Sandy Christianson
 C.J. Reed Vicki Thompson
 Linda Mace

Order 2 out of 3 months (Jan-March)
 to WIN your choice of prizes!!!

\$650 Club



3 Beads, or Bracelet and 2 Beads

Or a New Mary Kay Mirror & Tray

\$450 Club



2 Beads, or Bracelet
 and 1 Bead, or New MK
 Mirror & Tray

\$250 Club



1 Bead, or Bracelet,
 or a Training CD

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building

9% Recruiter Commission Level

C.J. Reed \$52.97

Mary A. Richardson \$99.05

4% Recruiter Commission Level

Annette R. Canarr \$27.24

Linda R. Lamusga \$16.90

Patricia S. Meyer \$16.36



Team Building Tip of the Month!

10 Commandments of a Successful Recruiter!

1. Always lead by example!
2. Attend all unit meetings—see that she is there with you.
3. Call, write, email or text her daily for the first 3-4 weeks.
4. Keep a friendly business relationship.
5. Always talk about profit level.
6. Always let her learn while you earn—take her with you to shows and classes.
7. Keep a 100% positive attitude.
8. Call your director if you need help to answer her questions.
9. Help her sponsor her first recruit.
10. Just as you never take credit for her successes, never take responsibility for her failures.

*"Success is adding value to yourself.
 Significance is adding value to others."
 - John C. Maxwell*



New Year New You Makeovers



**15 faces
earn a pair of
cz earrings,
silver or gold
tone, our
choice**



**30 faces
earn this
darling
bracelet!**

1.Name Phone #	2. Name Phone #	3. Name Phone #	4.Name Phone #	5.Name Phone #
6. Name Phone #	7. Name Phone #	8. Name Phone #	9. Name Phone #	10. Name Phone #
11. Name Phone #	12. Name Phone #	13. Name Phone #	14. Name Phone #	15. Name Phone #
16. Name Phone #	17 Name Phone #	18. Name Phone #	19. Name Phone #	20. Name Phone #
21. Name Phone #	22. Name Phone #	23. Name Phone #	24. Name Phone #	25. Name Phone #
26. Name Phone #	27. Name Phone #	28. Name Phone #	29. Name Phone #	30 Name Phone #

**30 faces and
6 interviews
and a \$600
order and
earn both!**

6 interviews

We Invested in Product Last Month!

Rebecca R. Parker	\$802.50	Carolyn L. Felder	\$205.50
Coni L. Lentz	\$634.50	Katherine A. Benitez	\$205.00
Laura D. Fiudo	\$409.00	Patricia S. Meyer	\$205.00
Annette R. Canarr	\$383.50	Joyce T. Williams	\$155.50
Cynthia C. Martinets	\$270.50	Sandra Christianson	\$98.00
Heather M. Ruffcorn	\$261.00	C.J. Reed	\$66.00
Rosemary C. Hunt	\$214.00	Vicki E. Thompson	\$50.50
Debra R. Heggernes	\$208.50	Linda Mace	\$46.50
Rosario R. Ortiz	\$207.50	Mary A. Richardson	\$619.50



LOVE is in the air! Share the Mary Kay® Bridal eCatalog with your NEW brides-to-be.



Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders to the company as of prior month-end)

	Consultant	YTD Retail	Bonus & PCP	Total
1	C.J. Reed	\$7,023.50	\$854.00	\$7,877.50
2	Laura D. Fiudo	\$7,057.00	\$789.00	\$7,846.00
3	Patricia S. Meyer	\$6,873.00	\$929.00	\$7,802.00
4	Vicki E. Thompson	\$2,677.00	\$1,375.00	\$4,052.00
5	Rebecca R. Parker	\$3,858.00	\$40.00	\$3,898.00
6	Carolyn L. Felder	\$2,840.00	\$404.00	\$3,244.00
7	Coni L. Lentz	\$2,056.00	\$700.00	\$2,756.00
8	Linda R. Lamusga	\$2,283.00	\$455.00	\$2,738.00
9	Joyce T. Williams	\$2,165.00	\$531.00	\$2,696.00
10	Cindy Tran	\$1,875.50	\$263.00	\$2,138.50

Tops in Team Building

Who will be in the Court of Sharing?!





Aim for the Stars!

On-Target \$tar Consultants!

December 16, 2013 - March 15, 2014



Congrats
2nd Quarter
STARS!

EMERALD
Mary Richardson

SAPPHIRE

Laura Fiudo
C.J. Reed

Consultant Name	—Wholesale Production Needed for Star—					
	Current Wholesale Production	Sapphire \$1,800	Ruby \$2,400	Diamond \$3,000	Emerald \$3,600	Pearl \$4,800
MARY RICHARDSON	\$1,200.00	\$600.00	\$1,200.00	\$1,800.00	\$2,400.00	\$3,600.00
REBECCA PARKER	\$802.50	\$997.50	\$1,597.50	\$2,197.50	\$2,797.50	\$3,997.50
CONI LENTZ	\$634.50	\$1,165.50	\$1,765.50	\$2,365.50	\$2,965.50	\$4,165.50
PATRICIA MEYER	\$611.00	\$1,189.00	\$1,789.00	\$2,389.00	\$2,989.00	\$4,189.00
LAURA FIUDO	\$409.00	\$1,391.00	\$1,991.00	\$2,591.00	\$3,191.00	\$4,391.00



Stars Drive Cars!!
Which Car is in Your Future?!

Working with Accountability!

Sensational Sales

Nan Harrison	\$1092.00
Fran Bates	\$839.00
Jamie Wheelless	\$584.00
Susie Caraway	\$500.00
Pat Meyer	\$444.00
Laura Fiudo	\$221.00
Heidi Fowler	\$210.00
Vicki Thompson	\$126.00
Lenora Browning	\$72.00
Ellicia Bellamy	\$12.00

Remarkable Reorders

Nan Harrison	\$652.00
Susie Caraway	\$500.00
Fran Bates	\$239.00
Vicki Thompson	\$83.00
Heidi Fowler	\$71.00
Pat Meyer	\$40.00
Jamie Wheelless	\$36.00
Lenora Browning	\$27.00

Sets Sold

Fran Bates	3
Jamie Wheelless	1

Wonderful Web Sales

Fran Bates	\$150.00
Heidi Fowler	\$139.00
Vicki Thompson	\$43.00
Nan Harrison	\$34.00
Pat Meyer	\$32.00

Awesome On the Go Sales

Pat Meyer	\$283.00
Nan Harrison	\$222.00
Laura Fiudo	\$105.00
Fran Bates	\$74.00

Fabulous Facials & Parties

Jamie Wheelless	\$548.00
Fran Bates	\$199.00
Laura Fiudo	\$116.00
Nan Harrison	\$110.00
Fran Bates	\$98.00
Fran Bates	\$79.00
Pat Meyer	\$69.00
Lenora Browning	\$45.00
Nan Harrison	\$40.00
Nan Harrison	\$34.00
Pat Meyer	\$20.00
Ellicia Bellamy	\$12.00

Wonderful Weeks

Jamie Wheelless	\$557.00
Nan Harrison	\$489.00
Susie Caraway	\$390.00
Fran Bates	\$319.00

New Bookings

Lenora Browning	2
Laura Fiudo	1

Weekly Summary Sheets Turned In

Fran Bates
Ellicia Bellamy
Lenora Browning
Susie Caraway
Nan Harrison
Laura Fiudo
Heidi Fowler
Nan Harrison
Pat Meyer
Vicki Thompson
Jamie Wheelless

March 2014



Sun Mon Tue Wed Thu Fri Sat

CAREER CONFERENCE 2014

Don't delay!!
Registration ends
February 28th!

2	3	4 Makeover Night 6:30—8:45 At the Hampton Inn	5	6	7	8 Mary Kay® Makeover Day. Makeovers at 9 am, noon, and 3 pm call Mary for Details
9 Daylight Savings Time Begins	10	11 TNT 6:30—8:30 at the Hampton Inn	12	13	14	15 Last Day of Quarter: Be a Star for Seminar Priority Registration!
16	17	18 Makeover Night 6:30—8:45 At the Hampton Inn	19	20	21	22 Makeovers at 9 am, noon, and 3 pm call Mary for Details
23	24	25 TNT 6:30—8:30 at the Hampton Inn	26	27	28 Midnight CST cutoff for Consultants to place phone orders.	29
30	31 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.	<p><i>Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world. ~Harriet Tubman</i></p>				



Birthdays	Day
Patricia S. Meyer	2
Kelly Adams	5
Katherine A. Benitez	5
Charmaine Carney	6
Lisa M. Moyer	8



Anniversaries	Years
Mary A. Richardson	34
Jane F. Hauptert	20
Sonya L. Schulte	19
Edith Lopez	2



Celebrate!!



Mary's Miracle Making Maniacs!

Mary Richardson

Senior Sales Director
10804 Pickfair Drive
Austin, TX 78750

Phone: 512-335-5464
Hotline: 512-374-4439
Email: maryrich@marykay.com
Web: www.maryarichardson.com

To the Fabulous...

Highlights this Month:

January Results, February, 2014

- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2013 - March 15, 2014)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2014)
- ◆ Class of 2014 Offspring Challenge (through July 1, 2014)
- ◆ Mary Kay Makeover Day (March 8, 2014)



Career Conference

How Important is it?

Someone once said, "It only takes a spark -
- to get a fire going." How true! And that spark has been found hundreds of times at

Career Conference. Perhaps you are thinking, "I can't afford to go." From long experience, I believe you can't afford NOT to attend, for at Career

Conference you will discover the **BIG PICTURE** of what your Mary Kay career can be for **YOU!** Make your plans now. Use the profit from a few extra classes to pay your way.

~ Mary Kay Ash



MARY KAY CAREER CONFERENCE 2014

Schedule At-A-Glance

Day 1—March 21, 23, 28 & 30

- 2 – 9 pm Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.)
- 3:30 – 5 pm Independent Sales Director Workshop
- 3:30 – 5 pm Emerging Leadership Workshop (Star Team Builders, Team Leaders, Future Directors, & DIQs)
- 7 – 10 pm Opening General Session (all attendees)

Day 2—March 22, 24, 29 & 31

- 8 am – 4:30 pm Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.)
- 9 – 10 am Morning General Session (all attendees)
- 10:15 – 11 am Independent Beauty Consultant and Independent Sales Director Classes
- 11:15 – 12:50 pm Career Conference Luncheon (invitation only)
- 1:15 – 2 pm Independent Beauty Consultant and Independent Sales Director Classes
- 2:15 – 4:30 pm Closing General Session (all attendees)