

THE PATHFINDER NEWSLETTER

We Find a Way or Make a Way!!

Building
WALL
to**WALL**
Leaders

December 2013 Recognition & Results



Top Love Check
Susan
Nelson



**Please Email Me
Your Photo**

Sharing Queen
This Could
Be You



YTD Sharing Queen
Nancy
Beletti



YTD Retail Queen
Antoinette
Johnson

Congratulations to Our Star Consultants!



Paula Ankele
Emerald



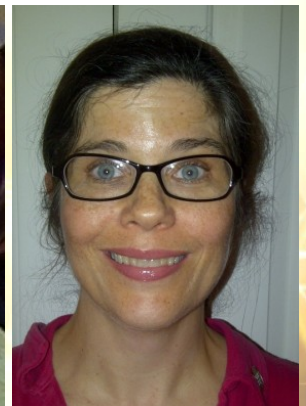
Uschi Schmidt
Ruby



Casey Moore
Sapphire



Antoinette Johnson
Sapphire



Sandra Borth
Sapphire

Happy New Year Pathfinders,

I love the excitement, hope and dreams that each new year brings in a business like ours where everything is possible. Each day is filled with possibilities. Which prospect might turn out to be a new director? A star hostess that holds countless classes to earn hostess credit and is one of your biggest fans? Which warm chatter will turn out to be most excited about our new products? When you're making customer calls, which customer will decide to invest in our Timewise Repair to take better care of her skin in the new year? Each day is always full of potential- we just happen to see it better the first of each year.

I find January begins the battle for my mind. For example- worry is an abuse of our amazing, God-given imagination. Instead of using it to dream up beautiful futures filled with wonderful things, worry creates nightmares where we imagine the worst. Things don't work out, we daydream about things we don't want to happen, and worry can even kill our hopes, dreams and intuition. Our brain goes about trying to figure out a way for the worst case things to happen instead of using our intelligence and intuition to figure out ways to make our dreams come true.

Choose to manage your thoughts this month, instead of letting them flow spontaneously. Think of your conscious mind like running water. When left unattended, water naturally flows downhill- creating ruts, paths, and even potholes of worry, fear- even depression. Your thoughts will stay there and take the path of least resistance until you pump them back out to where you want them to go. Choose to begin this year with positive affirmations, and dare to dream BIG! Focus your thoughts on your goals and how to get to where you want to be. You won't regret a moment of focused work towards something you believe in! When you're feeling down, log in to Intouch and check out all the amazing support Mary Kay has to offer. We can make 2014 our best year ever, where all your dreams come true!

Hugs and Belief, Paula

Are you ready to take your business to new heights this year?

Remember:

"Your imagination is your preview of life's coming attractions"

~Albert Einstein

Make sure to dream big this year!!!



The Top 10 Time Eaters:

1. Crisis Management, Shifting priorities
2. Telephone Interruptions
3. Lack of objectives, priorities, planning
4. Attempting too much
5. Drop-in visitors
6. Ineffective delegation
7. Personal disorganization
8. Lack of Self-discipline
9. Inability to say no
10. Procrastination

Where does the time go? Management expert Alec MacKenzie, author of Time of Success, surveyed the time logs of thousands of executives to come up with this list of the biggest hour eaters.

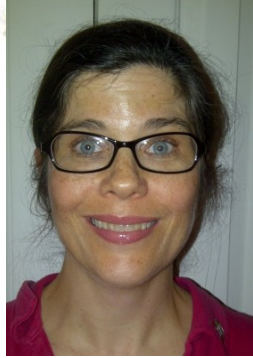
One curious fact: Meetings didn't even make the top 10!





Happy 50th Anniversary Mary Kay!

Our Top 5 Wholesale for December



Sandra Borth



Uschi Schmidt



Antoinette Johnson



Please Email Me Your Photo

Nancy Anderson



Casey Moore

Top 20 Consultants Who Invested in Their Business in December

Sandra Borth	\$1,037.00
Uschi Schmidt	\$843.00
Antoinette Johnson	\$760.00
Nancy Anderson	\$640.50
Casey Moore	\$635.00
Sally Kunze	\$549.00
Nancy Beletti	\$495.25
Theresa Hoffart	\$371.50
Karen Crowe	\$362.50
Jamie Raethz	\$327.00
V. Rockefeller	\$320.00
Claudette Clifton	\$315.50
Sharon Smith	\$305.50
Agnes Siksnius	\$271.00
Carol Johnson	\$249.00
Cathleen Wasyliw	\$249.00
Trisha Mack	\$246.00
Charlene Wilson	\$228.00
Paula Pasquale	\$210.25
Nadine DiSpirito	\$210.00

Unit Success Meeting Etiquette

The most important thing to remember about our Unit Success Meeting is that it must always be positive, inspiring and uplifting. This may be the only time that Consultants will have anything positive in their lives during the week. Practicing the Golden Rule throughout the meeting makes the image and etiquette of Mary Kay rather simple.

- Arrive on time, ready to learn. Be inspired and be inspiring.
- Never miss a meeting.
- Greet everyone: guests and other consultants. Make an effort to welcome everyone.
- Be the loudest cheerleader for all who accomplish any effort during the week! When it's your turn for applause, you'd want it to be enthusiastic.
- Pay attention to the speaker. Don't talk and whisper to your guests or other consultants.
- Have your date book, checkbook, pen and paper ready to jot down dates, pay fees, and take notes on education.
- Offer your help to the Director with set-up or clean-up.
- Allow the Director to close the guests after the meeting. Direct your questions to Red Jackets or call the director later.

Join Us at Our Unit Meetings



Celebrating 50 years: Mary Kay Ash taught us how-go live your dream!
One Woman Can!



Recruiters and Their Teams

Team Leaders

Susan Nelson

- Cheryl Nelson
- Jamie Raethz
- Jeanne Passialis
- Linda Gurley
- Lisa Pawlowski
- Patricia Clarke
- Trisha Mack
- * Katalin Noe

Star Team Builders

Kim Houk

- A. Cordoba-Lee
- Agnes Siksnus
- Gwenn Richter
- Nancy Beletti
- * Laura Scott

Phyllis Corcoran

- C. Douthwaite
- Pratibha Anturkar
- Valentina Pena
- Wendy Landwehr
- * Felicia Rockefeller
- * Marina Hoffman

Senior Consultants

Agnes Siksnus

- April MacArthur
- Rachel Dau
- * Krista Graham
- * Rebecca Brogan

Carol Johnson

- Gretchen Quillin
- Kim Houk

Ellen Kaduk

- Cindy Petty

Mindy Jack

- * Cindy Gallee

Felicia Rockefeller

V. Rockefeller

Jamie Raethz

Tricia Eibl

Linda Gurley

Sandra Borth

Melanie Schramm

Antoinette Johnson

Nancy Beletti

Nancy Anderson
Toni Dale

Patricia Clarke

Anita Annen

Renee Bruning

Pat Branstetter
Sharon Shlimoun
* Marie McDonough

Sharon Smith

Sally Kunze

Trisha Mack

Susan Alexander
Theresa Hoffart
* Elizabeth Hunt
* Marissa Brown

Uschi Schmidt

Casey Moore



Top Love Checks



Susan Nelson
\$72.99

Linda Gurley
\$41.48

Nancy Beletti
\$31.10

9% Recruiter Commission

Susan Nelson \$72.99

4% Recruiter Commission

Linda Gurley \$41.48
Nancy Beletti \$31.10
Kim Houk \$30.65
Melanie Schramm \$30.40
Uschi Schmidt \$25.40
Trisha Mack \$22.90
Sharon Smith \$21.96
Patricia Clarke \$8.08
Jamie Raethz \$8.00
Carol Johnson \$2.44
Agnes Siksnus \$1.94
Renee Bruning \$1.24



Passion is a better quality than anything else. I see many young people who go to the right schools, are from stable backgrounds, join the right company, maybe ascend the ladder in their careers-and still are waiting for something

to give them meaning. As though the thing outside will give meaning to them rather than their bringing meaning to what they do. ~ By: Kathleen Turner



Welcome Back Consultants

Nadine DiSpirito
Melanie Sichak
Niki Valdivia
Jennifer Verkuilen

Map your plan to be in the Queen's Courts



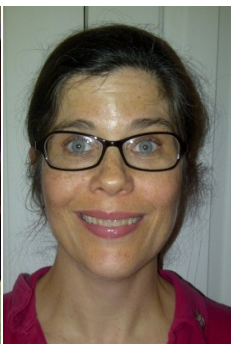
Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

Our Top 5 YTD Personal Retail Court According to MK Orders



Antoinette Johnson



Sandra Borth



Uschi Schmidt



Casey Moore



Please Email Me Your Photo

Charlene Wilson

Year to Date Retail Court

1	Antoinette Johnson	\$9,064.00
2	Sandra Borth	\$8,547.00
3	Uschi Schmidt	\$8,235.00
4	Casey Moore	\$6,453.50
5	Charlene Wilson	\$5,339.50
6	Trisha Mack	\$4,858.00
7	Nancy Beletti	\$4,597.50
8	Toni Dale	\$3,366.00
9	Linda Gurley	\$3,007.00
10	Carol Johnson	\$2,871.00
11	Dawn Cottini	\$2,807.50
12	Susan Nelson	\$2,778.00
13	Kim Houk	\$2,531.50
14	Agnes Siksnus	\$2,334.00
15	Lisa Pawlowski	\$2,243.00
16	Kristen Suwanski	\$2,021.50
17	Renee Bruning	\$2,019.00
18	Cindy Lattimer	\$2,004.50
19	Ellen Kaduk	\$1,931.00
20	Karen Crowe	\$1,921.00

Year to Date Sharing Court



Nancy Beletti
2 Qualified
\$83.54



Uschi Schmidt
1 Qualified
\$106.91

Make plans to be On Stage at Seminar 2014!!

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime— exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!

Happy 50th Anniversary Mary Kay! One Woman Can!



The Wireless Imperative

If you haven't taken the plunge, it's time to get your own Mary Kay website! Mary Kay offers us a very inexpensive way to stay up-to-date and meet our customers' needs, and they do all the work and updates!

Reasons to have your own personal MK site:

- *Instant Access:* Your customers can find you all the time, everywhere, on any wireless device.
- *Instant, Accurate Information:* You can depend on Mary Kay Corporate to market their products in the perfect way. Your customers can find specific product details and learn more about the products they are interested in.
- *Consistent Excellence:* You deliver excellence, all the time and everywhere, through your MK website. Customers will have access to the latest programs and perks and will be "in the know" since MK updates their website regularly.
- *Anywhere, Anytime Ordering:* Your customers buy on their terms, their way, all the time, anywhere!

By having a site, your customers can now:

- Signal their interest in a product or service.
- Engage in self-service activities that give them a greater level of perceived control over the exchange than ever before.
- Engage in transactions that require no human interaction throughout the entire decision-making process.
- Search and find new possible solutions for any problem they face.
- Renew service relationships or products.
- Receive opinions or advice on potential purchases and get questions answered by email about purchasing, services, etc.
- Save time by buying, finding, reordering and paying online.
- Develop and purchase customized products.
- Initiate communication and enable specific forms of communication.

February Birthdays

Kristen Suwanski	4
Margaret Janowiak	9
Theresa Hoffart	9
Charlene Wilson	10
Agnes Siksnus	21
Cindy Lattimer	21
Melanie Schramm	23
Toni Dale	25

February Anniversaries

Julie Nagle	20
Candy Vickers	16
Charlene Wilson	16
Noreen Huffman	12
Sally Kunze	8
Melanie Sichak	7
Nadine DiSpirito	7
Gail Solovay	1

MARY KAY

one woman canSM

50 YEARS



Besides all the magnificent diamond rings, bracelets, and necklaces Mary Kay Cosmetics awards, perhaps the most coveted prize is a diamond pin the shape of a bumblebee. The story behind the award is what makes it so meaningful. Years ago, aerodynamics engineers studied this amazing insect and concluded it could not be airborne - but they forgot to tell the bumblebee, and he went right on flying! My intuition told me that the bumblebee was a perfect symbol for women who have flown to the top.

Will you join the movement to be one of our Wall to Wall Leaders?

Until September 1, 2014, every Consultant who debuts as a Sales Director will earn her name on the Wall of Leaders at the MK world headquarters in Dallas.

And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the Class of 2014! Plus, you'll receive an invitation to an ice cream social at Seminar.

Building
**WALL
to WALL**
Leaders



Whatever your lot in life, build something on it! – Mary Kay Ash

14

Want to become a member of the Class of 2014? Your path to success will be rewarded with fabulous perks and prizes befitting a Mary Kay Independent Sales Director. When you debut by July 1, 2014, you will receive several fantastic rewards:

- A beautiful **Class of 2014 ring** to match your 2013-2014 Sales Director suit
- A stunning **Badgley Mischka handbag**
- **Free registration to Seminar 2014** if you debut between Feb. 1 and July 1, 2014
- Receive an elegant **Badgley Mischka wallet** to complement the handbag when you debut one offspring Independent Sales Director during the contest period
- Receive a **\$100 bonus** for each additional offspring when you debut two or more offspring Directors during the contest period

Receive your awards at Seminar if you debut February 1- July 1! DIQ's as of January 2014 who have submitted their commitment cards, register and attend

Leadership Conference 2014 and then debut as a new Director between Feb. 1 – July 1, 2014, will earn a free Sales Director suit valued at \$300!

See Intouch for complete details.





"It's that time of year again when we become surrounded by hearts and cupid angels. Although Valentine's Day typically is a celebration of romance, I prefer to think of it as an extra special day to celebrate love. And while it's always wonderful to show our love for others, there's nothing wrong with showing yourself some love!"

These are words shared by Mary Kay's Chief Marketing Officer, Sheryl Adkins-Green about the importance of valuing yourself as we celebrate Valentine's Day!

sweet somethings for Valentine's Day

- **Mother/ Daughter Program**: Invite Mothers & Daughters to come together for special Valentine's Class. Have a hostess plan a Mother/Daughter Class, or invite a few of your favorite hostesses, with their daughters, for a great turn out & lots of fun! It's a great way to meet your daughter's friends too! Remind them to bring their camera for a Great Valentine's Day Portrait!
- **Web Site Sales**: For all of you who love the web and have a large e-mail connection, e-mail out a Valentine's Day Special for all day Saturday or Sunday. Try having them call certain hours for product specials, or just offer a special for ordering more (3 lipsticks for \$30, etc.)
- **Gift Program**: Did you miss out on those Corporate accounts for Christmas? Call them now for Valentine's Day! If they aren't planning on buying something for their employees for Valentines, ask to stop by with a basket full of Valentine's Options for them. Make sure to make it extra cute—remember for companies, Valentine's Day falls on a Friday! Remember: Doctors, Insurance, Real Estate Agents, and don't forget Husbands who hate to shop!
- **Bridal Program**: Start working with bridal shops, caterers, & bridal consultants. Look in the newspaper and get the list of brides getting married. Send a letter and you have a whole avenue of new people to work with. The Bride, Mother of the Bride, Bridesmaids, Grandmothers, the list goes on and on! Valentine's weekend is a great time to do a Bridal Workshop for a bunch of them. Cover glamour tips & have a "You Deserve It All" Bag put together marketed as "Everything you will need for beautiful Honeymoon Photos"
- **Glamour Photo Shoots**: Before and after, ask your clients to be your Model. They love before and after shoots!
- **Family Gifts**: Don't forget your family! Have you been looking for a way to introduce a family member or friend to your New Mary Kay business? Schedule a Valentine's Day Class with your family. If they are out of town, send them a goodie bag as a Valentine's Day gift!

DARE TO DREAM!



Building
WALL
to**WALL**
Leaders



Choose your prize and map your plan today!



Mary Kay Dates to Remember:

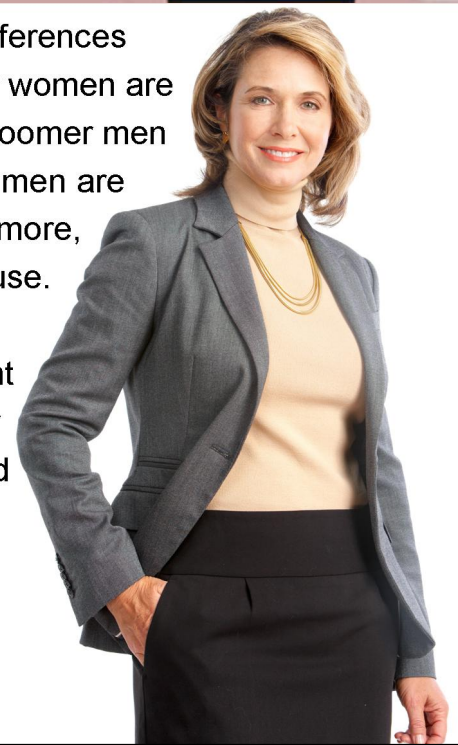
- **February 4, 11, 18, 25 Tuesday Success Call 7:30-8:30pm CST**
- **February 4:** Career Conference Registration opens at midnight for the first week (March 21-22 and March 23 – 24) of Career Conference 2014 cities
- **February 7:** National Wear Red Day– will you be wearing your Red Jacket?! (The first Friday of February has been designated by the awareness campaign, Heart Truth, as National Wear Red Day! On this day, men and women are encouraged to wear red as a symbol of their support of women's heart health.)
- **February 8:** Online DIQ commitment forms available beginning 6am CST until midnight on the 10th.
- **February 10:** PCP Early ordering privilege of the new Spring promotional items for consultants who enrolled in The Look for Spring 2014 through PCP.
- **February 14:** Happy Valentine's Day!
- **February 17:** President's Day. Postal Holiday. PCP Spring issue of The Look mails.
- **February 28:** Registration Deadline for Career Conference 2014! PCP Spring mailing of the Month 2 mailer begins. Last business day of the month. Deadline to register for Career Conference. Last day of the month for consultants to place online orders (until 9pm CST). Agreements accepted online until midnight CST.



Look at this from About.com on the differences between men and women: "Baby boomer women are dreaming of retiring to Mars while baby boomer men hope to retire to Venus. Baby boomer men are looking forward to working less, relaxing more, and spending more time with their spouse.

Baby boomer women view the dual liberations of empty nesting and retirement as providing new opportunities for career development, community involvement and continued personal growth."

Who do you know that is looking for something more? Mary Kay can provide all three!!





PAULA ANKELE
INDEPENDENT SR. SALES DIRECTOR OF
THE PATHFINDERS UNIT

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Cary, IL 60013-
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pankele@comcast.net

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Words of Wisdom From Mary Kay Ash

I have found that one intense hour is worth a dreamy day...Join the five o'clock club. Remember that three early risings make an extra day. Learn to delegate responsibility. Make a list of all your household tasks and check off those that you must do personally and delegate the rest to family members or a maid. Remember not to spend dollar time on penny jobs. It just does not matter who irons the clothes, scrubs the floor or cooks the dinner, as long as it gets done.

TO SUCCEED & MOVE UP: FOCUS ON INCOME-PRODUCING ACTIVITIES

Ask yourself . . . "Is what I'm doing at this moment putting money in my pocket or getting me one step closer to my goal?"

Income-Producing Activities

1. Holding a skin care class or facial
2. Booking a skin care class or facial
3. Calling for reorders
4. Networking for leads by telephone, warm chattering out-and-about or referrals
5. Training at an event/meeting with a guest for marketing plan or skin care class
6. Interviewing someone after a class
7. Interviewing someone at lunch
8. Confirming appointments
9. Pre-profiling class guests on the telephone
10. Follow-up activity from class or interview
11. Follow-up with team members
12. Follow-up with hostess
13. Coaching
14. Filling orders to mail that day
15. Calling customers on your Preferred Customer Mailing
16. Listening to tapes while cooking dinner or making up your face or driving, etc
17. Setting daily goals in order of importance for 5-10 minutes
18. Attending special company functions with a guest or your support system (husband, friend, etc.)
19. Doing a presentation of Mary Kay at a business debut
20. Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Necessary & Important for Productivity

1. Paperwork of any kind
2. Checking in/organizing product on shelf
3. Ordering product or business supplies
4. Setting goals
5. Filling out weekly accomplishment sheet and weekly plan sheet
6. Reading educational material for business
7. Packing recruiting, hostess, etc. packets
8. Packing "looks" from the Color Select System
9. Mailing hostess packets
10. Making copies
11. Cleaning office
12. Bookkeeping
13. Packing your showcase or tackle-box
14. Labeling product or brochures
15. Organizing and filing handouts
16. Reading your Consultant's Guide
17. Practicing in the mirror (dialogues, smiling, etc.)
18. Any and all kinds of "creative avoidance"
19. Organizing customers on Preferred Customer
20. Addressing birthday cards, brochures, etc.