

THE PATHFINDER NEWSLETTER

We Find a Way or Make a Way!!



February 2014 Recognition & Results



Top Love Check
Susan
Nelson

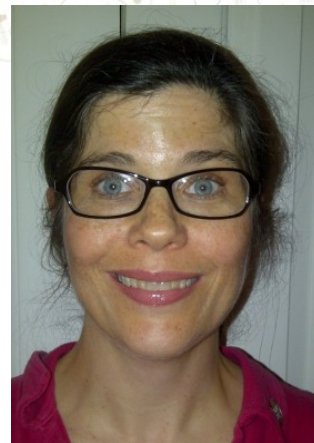


**Please Email Me
Your Photo**

Sharing Queen
Phyllis
Benstein



YTD Sharing Queen
Nancy
Beletti



YTD Retail Queen
Sandra
Borth

Congrats Top Wholesale Orders For February

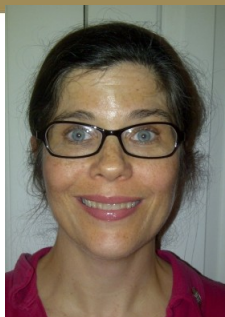


Casey Moore



**Please Email Me
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Phyllis Benstein



Sandra Borth



**Please Email Me
Your Photo**

Lauren Nagel



Antoinette Johnson



**Please Email Me
Your Photo**

Charlene Wilson



**Please Email Me
Your Photo**

Lisa Pawlowski



**Please Email Me
Your Photo**

Nancy Anderson



Trisha Mack



Nancy Beletti

Dear Pathfinders,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part where you ask them, "What would you like to take home tonight?"

March is the moment for movement, fun and color! What color should you paint your world this month? I vote for Green or RED! We usually associate green with March for St. Patrick's Day- and who isn't looking forward to some extra money this time of year? It's earned by holding classes! Lots and lots of classes. This is the perfect month to book them as well. We have fabulous new products, Discover What You Love, and the weather is changing so that we all want to get out of the house and are looking for the next fabulous thing to do with our girlfriends! It's time. Time to come out of the "hibernation" you've been in all winter and give your business some air! It's time to dust off your calendar, call your clients and book, coach, sell and share! Mary Kay is giving you all the tools you need to make it a success!

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, the launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Paula

What's Your Personal Measure of Success?



You can make your own luck in Mary Kay, so

decide this month what you'd like to achieve and make your goals and dreams a reality!

- I can donate ____ to my favorite charity.
- I have a roster of clients that I love working with.
- I make more money than I do now.
- I am working no more than ____ hours a week and have time for other things too.
- I see myself or my work on the front cover of a magazine or paper.
- I land an invitation to speak at a conference.
- I can afford to put a down payment on a house/car/kid's school/piece of art.
- I find myself looking forward to Monday morning.
- I earned a free car.

March is Medals Month!

There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when sharing our opportunity and changing someone's life! Begin today by sharing with one person. Then watch your team grow into a unit of your own!

The Mathematical Power of Simple Duplication

- Month 1: You + 1 = 2
- Month 2: 2 + 2 = 4
- Month 3: 4 + 4 = 8
- Month 4: 8 + 8 = 16
- Month 5: 16 + 16 = 32
- Month 6: 32 + 32 = 64
- Month 7: 64 + 64 = 128
- Month 8: 128 + 128 = 256
- Month 9: 256 + 256 = 512
- Month 10: 512 + 512 = 1024
- Month 11: 1024 + 1024 = 2048
- Month 12: 2048 + 2048 = 4096

The choice is yours!



Happy 50th Anniversary Mary Kay!

Our Top 5 Stars and Future Stars This Quarter



Casey
Moore
On-Target



Sandra
Borth
On-Target



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Charlene
Wilson
On-Target



Antoinette
Johnson
On-Target



Nancy
Beletti
On-Target

Top 20 Consultants Who Invested in Their Business in February

Casey Moore	\$670.00
Phyllis Benstein	\$631.50
Sandra Borth	\$611.50
Lauren Nagel	\$601.00
Antoinette Johnson	\$506.25
Charlene Wilson	\$437.50
Lisa Pawlowski	\$408.00
Nancy Anderson	\$400.50
Trisha Mack	\$360.50
Nancy Beletti	\$327.75
Linda Gurley	\$317.00
Cindy Lattimer	\$290.00
Marie McDonough	\$289.00
Michele Penrod	\$270.00
Susan Nelson	\$256.50
Mindy Jack	\$246.50
Elizabeth Hunt	\$243.50
Carol Johnson	\$239.50
Angela Hodera	\$233.00
Meena Wadhwa	\$232.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

Star Achieved	Name	WS Needed for Next Star
	Casey Moore	\$313.00
	Sandra Borth	\$745.00
	Charlene Wilson	\$800.00
	Antoinette Johnson	\$826.00
	Nancy Beletti	\$984.00
	Linda Gurley	\$1,114.00
	Trisha Mack	\$1,119.00
	Phyllis Benstein	\$1,168.00
	Lauren Nagel	\$1,199.00
	Carol Johnson	\$1,221.00
	Kim Houk	\$1,268.00
	Nancy Anderson	\$1,319.00
	Lisa Pawlowski	\$1,347.00
	Uschi Schmidt	\$1,364.00
	Claudette Clifton	\$1,372.00
	Susan Nelson	\$1,373.00
	Paula Pasquale	\$1,376.00
	Cindy Lattimer	\$1,414.00
	Angela Hodera	\$1,416.00
	Karen Crowe	\$1,444.00
	Jamie Raethz	\$1,473.00
	Victoria Rockefeller	\$1,487.00
	Marie McDonough	\$1,511.00
	Theresa Hoffart	\$1,517.00
	Renee Bruning	\$1,523.00



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



Recruiters and Their Teams

Star Team Builders

Susan Nelson

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

Trisha Mack

- Elizabeth Hunt
- Susan Alexander
- Theresa Hoffart

Senior Consultants

Agnes Siksnus

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

Carol Johnson

- Kim Houk
- * Gretchen Quillin

Charlene Wilson

- Linda Purcell

Ellen Kaduk

- Mindy Jack
- * Cindy Gallee
- * Cindy Petty

Felicia Rockefeller

- V. Rockefeller

Jamie Raethz

- Tricia Eibl

Kim Houk

Agnes Siksnus

Nancy Beletti

- * A. Cordoba-Lee
- * Gwenn Richter
- * Laura Scott

Linda Gurley

Sandra Borth

Melanie Schramm

Antoinette Johnson

Nancy Beletti

- Nancy Anderson
- * Toni Dale

Patricia Clarke

Anita Annen

Phyllis Benstein

- Felicia Rockefeller
- * C. Douthwaite
- * Pratibha Anturkar
- * Rachel Corcoran
- * Valentina Pena
- * Wendy Landwehr

Renee Bruning

- Marie McDonough
- * Pat Branstetter
- * Sharon Shlimoun

Sharon Smith

Sally Kunze

Susan Alexander

Julie Voight

Uschi Schmidt

Casey Moore



Top Love Checks



Susan Nelson
\$43.42

Uschi Schmidt
\$26.80

Linda Gurley
\$24.46

4% Recruiter Commission

Susan Nelson	\$43.42
Uschi Schmidt	\$26.80
Linda Gurley	\$24.46
Melanie Schramm	\$20.25
Agnes Siksnus	\$16.22
Nancy Beletti	\$16.02
Kim Houk	\$13.81
Renee Bruning	\$11.56
Ellen Kaduk	\$9.86
Trisha Mack	\$9.74
Carol Johnson	\$9.17
Felicia Rockefeller	\$8.86
Charlene Wilson	\$8.02
Jamie Raethz	\$2.80



Welcome New Consultants

Rachel Corcoran

Sponsored By:

Phyllis Benstein

Lauren Nagel

Sponsored By:

Paula Ankele



Welcome Back Consultants

Elizabeth Hunt

Michele Penrod

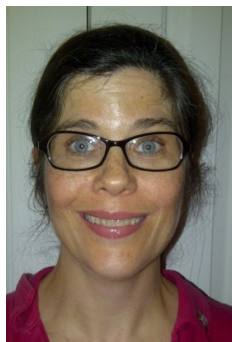
Map your plan to be in the Queen's Courts



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



Sandra Borth



Antoinette Johnson



Uschi Schmidt



Casey Moore



Please Email Me Your Photo

Charlene Wilson

Year to Date Retail Court

1 Sandra Borth	\$10,717.00
2 Antoinette Johnson	\$10,657.50
3 Uschi Schmidt	\$9,107.00
4 Casey Moore	\$8,437.50
5 Charlene Wilson	\$6,788.50
6 Trisha Mack	\$6,319.00
7 Nancy Beletti	\$6,310.00
8 Linda Gurley	\$4,384.00
9 Carol Johnson	\$3,962.00
10 Kim Houk	\$3,534.00
11 Toni Dale	\$3,366.00
12 Susan Nelson	\$3,281.00
13 Lisa Pawlowski	\$3,094.00
14 Dawn Cottini	\$2,807.50
15 Cindy Lattimer	\$2,776.50
16 Paula Pasquale	\$2,729.00
17 Agnes Siksnus	\$2,711.00
18 Renee Bruning	\$2,572.00
19 Karen Crowe	\$2,545.00
20 Nancy Anderson	\$2,528.00

Year to Date Sharing Court



Nancy Beletti
2 Qualified
\$102.78



Uschi Schmidt
1 Qualified
\$145.79

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!



PCP Participants:

Charlene Wilson	Antoinette Johnson
Agnes Siksnius	Mindy Jack
Uschi Schmidt	Kim Houk
Gretchen Quillin	Linda Gurley
Paula Pasquale	Karen Crowe
Susan Nelson	Renee Bruning
Casey Moore	Sandra Borth
Marie McDonough	Phyllis Benstein
Trisha Mack	Nancy Beletti
April MacArthur	Nancy Anderson
Carol Johnson	Paula Ankele

Recruiting using DISC

Look over this brief and effective information to remind you what information to share with which personality type. When you can help a woman keep what she values and get what she needs, you are giving her the biggest gift of all!

D's are Dominant

They make quick decisions and are looking for management and money. They love options and efficiency. They are leaders and are usually already in a leadership position. They want to know how you move up in the company and make money. Under pressure they can be domineering and impatient and fear losing control and being taken advantage of. They dislike being controlled by others and not getting results (not being successful).

- **Tools:** Applause Magazine with commission checks and recruiting literature with career path.

I's are Influential

They make emotional and gut-feeling decisions. They are looking for friendships and recognition. They respond well to 'I' stories and testimonials. They love people. They are energy-giving, excited, talkative people. Under pressure they are disorganized and emotional. They fear details and working alone.

- **Tools:** Star Consultant Brochure, pictures from company events, your personal testimonials.

S's are Steady

They make deliberate decisions. They are looking for security and stability. They love personal attention and stability. They are very much about others (family, husband, church, etc.) Under pressure they are indecisive and need assurance. They dislike hostility, conflict and unpredictability. They fear change and losing security.

- **Tools:** Applause magazine (stories), weekly plan sheet, knowledge of training materials, training classes.

C's are Conscientious

They make analytical decisions. They are looking for accuracy and order. They respond to evidence of quality and accuracy and logic. Under pressure they withdraw and become stubborn. They dislike disorganization and unclear explanations. They fear criticism and lack of standards.

- **Tools:** All material about company, training, etc., company web site.

April Birthdays

Cindy Petty	11
Meena Wadhwa	11
Sharon Shlimoun	14
April MacArthur	21
Deborah Murray	21
Lauren Nagel	21
Katalin Noe	22
Andrea Reineke	30

April Anniversaries

Carol Hinger	21
Cindy Wilson	18
Mindy Jack	10
Cindy Gallee	10
Renee Bruning	9
Elizabeth Hunt	6
Andrea Reineke	5
Valentina Pena	2
Susan Kleckner	2
Rebecca Brogan	1
Laura Scott	1



When I first conceived the idea of Mary Kay Cosmetics, it was my dream to build a company based on the Golden Rule. It was and is my sincere desire that each and every one of our Consultants learns to live by this beautiful rule, not only in her career but also in her personal life. I have found the Golden Rule is the secret of a happy, fulfilled life. If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated. I promise you that, in the long run, you will always gain much more than you may lose.



WHAT IT MEANS TO WEAR RED!

RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. My **RED JACKET** evokes a deep sense of pride whenever I wear it.

Thanks Deborah Roebuck!



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your interviewee take a DVD home, or send them a web link and call for follow up.
- Bring Guests to weekly Unit Success Meeting.
- Bring Guests to special guest events.
- Three-way calls with your director.
- One-on-one interviews at classes, facials, or interviews!

So how do YOU go red? It's easy! All you need is 3 new team members! I earned my Red Jacket within 3 weeks of signing my agreement - so I bet you can do it faster! *Why do you want to earn your Red Jacket?*

- Red Jackets are the top 6% of our company - what other company allows you to move into a management position so quickly?!
- No more deciding what to wear to unit meetings!
- Money Money Money Money! Receive a Love Check on the 15th of each month!
- The jacket has been redesigned and is very trendy! Plus- you can choose from great options!
- Red Jackets are on their way to driving free! All it takes to go on target for your car is 5 team members! You are sooo close!
- You can do this! You are all ready for promotion - so market everyone! Get those leads, and I will help you close the recruits. Good Luck!! Thanks Leigh Ann Bender

To me, it means several things:

SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance. Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of my business.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective.

In a word, my **Red Jacket** symbolizes **SUCCESS** !! Not just mine, but also the successes of all those women who have made it possible for me to wear it.

MOVING ON UP IN MARCH!

SELLING Full Circle

Product Knowledge = higher sales and better customer service! The best way to sell products is to know about them. Do you know what each product does? What it's made of? How it looks on? If you don't know the answers, do you know where to find them?

For product knowledge, go to Intouch and click on Products. You'll find our Product Promise, Product Guide & Product Ingredient and Reference List. You'll also find education on Ingredients and Safety under the education toolbar (product education).

MARY KAY SAID MANY
TIMES: "NOTHING HAPPENS
UNTIL SOMEBODY SELLS
SOMETHING."

Learn Mary Kay's Power Statements! Under the Product Guide, you'll find information and descriptions of each product we sell. With most products, you'll also find a "Power Statement."

Power Statement Examples:

Lipstick- Long-wearing, stay-true color glides on with a lightweight, creamy texture and delivers maximum color impact that lasts.

Satin Hands Pampering Set: Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Satin Hands Pampering Set.

There are two great reasons for speaking in positives. First, people understand what you have to say more readily when it's stated positively. In fact, Johns Hopkins psychologist Dr. Herbert Clark quantitatively demonstrated that, on average, a person understands positively-worded statements one third more quickly than those with negative phrases. The second, more powerful reason is that positive, active words and statements are exactly the kind of "gets things done" images that do help get things done. To be perceived as a person who has definite answers, knows where you are going, and has authority, you must speak that way! By: George R. Walther

DARE TO DREAM!



MARY KAY[®]
MAKEOVER DAY
 March 8, 2014

Mary Kay Dates to Remember:

- **April 1:** 2014 Team Up For Women Challenge Begins. Online DIQ commitment form available 12:01 am CST until midnight on the 3rd.
- **April 7:** Priority Awards Seminar Registration begins. World Health Day History. National "No Housework Day." Try Our Satin Hands!
- **April 13:** Palm Sunday
- **April 15:** Tax Day! PCP last day to enroll online for the Summer 2014 mailing of The Look. Passover begins.
- **April 18:** Good Friday. Company Holiday. All Company and branch offices closed.
- **April 20:** Easter Sunday
- **April 22:** Earth Day
- **April 23:** Administrative Professionals Day
- **April 25:** Arbor Day
- **April 29:** Last day for consultants to place telephone orders (until 10pm CST).
- **April 30:** Last business day of the month. Priority Awards Seminar 2014 Registration ends. Online agreements accepted until midnight CST. Last day of the month for consultants to place online orders (until 9pm CST). Orders & Agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count towards this month's production.

Building
WALL
 to**WALL**
 Leaders



We're stronger than our fears and more competent than our worries. The next time you find yourself worrying, step back for a moment and reflect on past worries. Doesn't it seem all too familiar? Is it possible that you're merely repeating a mental exercise? Do you think the worry is going to help? Aren't you going to do whatever you're worried about anyway? What's the point of the worry? I think these are really important questions. And I believe that if you take the time to reflect on them, you'll agree that if you "feel the fear and do it anyway," all will be well. And once you get the hang of it, the worries begin to go away.



Don't Worry, Make Money By: Richard Carlson, Ph. D.



PAULA ANKELE
INDEPENDENT SR. SALES DIRECTOR OF
THE PATHFINDERS UNIT

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Words of Wisdom From Mary Kay Ash

The real success of our company is measured to me in the lives that have been touched and been given hope, and a new lease on life that a career as a Mary Kay Consultant has given to so many.

Dealing With "NO"

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess; she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative, things would have to get worse, and they didn't. Everything remained exactly the same.

On the other hand, suppose she had said YES. Now, there are some positive changes. She received YOUR COMPANY'S INCENTIVE FREE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes. Set a goal for yourself of getting 100 NO's crossed out within the next five days. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to....
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already gotten three NO's!

You will never be better at getting NO's than you are right now. The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.

