

# News!

## Rowland's Rock Stars

Elisa Stewart Rowland | Independent Sales Director



Newsletter for July 2014  
May Results



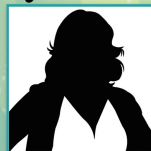
*Queen of Wholesale*  
**Lynn Boyer**  
runners up



*Queen of Retail Sales*  
**Kay Yount**  
runners up



*Queen of Sharing*  
**Jennifer Stennett**  
you could be here too!



Consultant Name	Wholesale
1 Lynn Boyer	\$628
2 Jennifer Stennett	\$480
3 Ann Hodge	\$451
4 Alice Napier	\$407
5 Ariel Crews	\$385

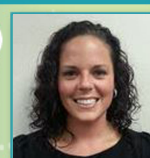
Consultant Name	Sales
1 Kay Yount	\$823
2 Lori Ogles	\$478
3 Jennifer Stennett	\$323
4 Ann Hodge	\$259
5 Lisa Spinella	\$171

Consultant Name	Recruits
1 Jennifer Stennett	4

## Court of Sales!

\$36,000 Personal Estimated Retail Production  
Year to date results as of 6/9/2014

1



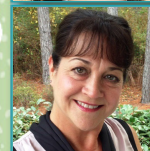
**Lisa Spinella**  
\$18,010

2



**Ashlyn Summers**  
\$17,938

3



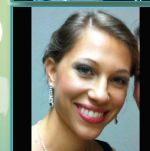
**Kay Yount**  
\$15,588

4



**Lynn Boyer**  
\$13,137

5



**Alicia Swartz**  
\$11,606

## Path to Cash

### monthly worksheet

Use this worksheet to help you determine what activity level you need to achieve your financial goals this month!

## Court of Sharing!

24 New Qualified Personal Team Members  
Year to date results as of 6/9/2014

1



**Ashlyn Summers**  
4

2



**Lynn Boyer**  
2

Goals for the month of:

Income Goal for Month	\$
	x 2.5
Retail Sales Goal ★	\$

Selling Activities Needed to Reach Goal:

Parties: Retail Sales Goal ★ x 0.0025	=
Facials: Retail Sales Goal ★ x 0.005	=
Reorders: Retail Sales Goal ★ x 0.00625	=
Total Selling Activities to Hold	=

Recommend that you make 5 connections to book 1 selling activity (example: phone call, follow up with customers, ask for referrals, hand out business cards, etc.). Break it down into a small daily goal!

Team Building Goal for Month =

Average Interviews needed per new team member x 5

Total Interviews to Hold =

Business Reinvestments:

Inventory: Retail Sales Goal ★ x 0.5	= \$
Business: Retail Sales Goal ★ x 0.1	= \$
Business account covers marketing (PCP), party supplies, travel, etc.	

This worksheet assumes... 40% profit (income), 50% inventory reinvestment, 10% business marketing/supply/travel reinvestment, 1/2 of your income from parties, 1/4 of your income from facials, 1/4 of your income from reorders, \$200 retail sales for parties, \$50 facials, \$40 reorders. This is not necessarily an average and may not reflect the results you experience in your business. Please adjust figures as needed to fit your personal business results.

# Get ready for Summertime Skin Care

Summer is here and that means it's time to get outside and soak up the sun! Unfortunately, all those sweet summer days can have harmful effects on your skin. Did you know that sun exposure causes ninety percent of the visible signs of aging? You may not even realize all of the times your skin is exposed to damaging rays but don't worry...**Mary Kay has got you and your customers covered!**

A good way to start the day is with the **TimeWise Day Solution** which contains *Broad Spectrum SPF 35 Sunscreen* after your normal cleanser. You can continue your morning routine with the **TimeWise**

**Age-Fighting Moisturizer Broad Spectrum SPF 30 Sunscreen**. Want a natural finish without looking too made up? That's where the **Mary Kay CC Cream Broad Spectrum SPF 15 Sunscreen** comes in.



For a flawless look, don't forget the **Mary Kay**

**Foundation Primer Broad Spectrum SPF 15 Sunscreen** before your foundation. Finally, don't forget that sunny smile! The **Mary Kay Sun Care Lip Protector Broad Spectrum SPF 15 Sunscreen** works alone or can be layered underneath your lipstick!

For full-body protection, layer on the **Mary Kay Sun Care Sunscreen Broad Spectrum SPF 30 or 50 Sunscreen**. Ready to relax after a long day of soaking up those rays? Cool down with the Limited-Edition **Mary Kay Sun Care After-Sun Replenishing Gel**. When you want a glow without risking a burn, get moisture and tanning in one step with the **Mary Kay Sun Care Subtle Tanning Lotion**.

So enjoy the sun but do it safely and your skin will thank you for it!

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## This necklace could be yours!



Place a single \$400 section 1 wholesale order **June 1-30** & earn this beautiful necklace!

Are you ready to follow your heart and chase your dreams? When you place a single \$400 or more Section 1 wholesale order in June 2014, you can receive the beautiful **Follow Your Heart** pendant necklace.

This stunning platinum-tone necklace, which hangs on a delicate 17-inch chain, features a unique heart-shaped pendant adorned with five scintillating stones as well as the Mary Kay® logo. The necklace will be shipped with your qualifying order.

Nothing says I love my Mary Kay<sup>SM</sup> like a twinkling token of your hard work and dedication, so don't forget to show off your gorgeous necklace at Seminar this year!

Now is the perfect time to follow your heart, discover success and

discover what you  
**LOVE**

## Recipe of the Month!

## COLORFUL SPIRAL PASTA SALAD

### Ingredients:

- 1 package (12oz) tricolor spiral pasta
- 4 cups fresh broccoli florets
- 1 pint grape tomatoes
- 1 can (6oz) ripe olives
- ¼ teaspoon salt
- ¼ teaspoon pepper
- 1 ½ cups Italian salad dressing with roasted red pepper and Parmesan

### Directions:

1. Cook pasta according to package directions in a Dutch oven
2. Add broccoli during last 2 minutes of cooking
3. Drain and rinse in cold water
4. Transfer to a large bowl
5. Add the tomatoes, olives, salt and pepper
6. Drizzle with salad dressing and toss to coat
7. Chill until serving

what do you have

your sights set on

this

# Seminar Year?



Are you ready to **rocket to the top**? Can you feel it in your heart?

**This is your year!** Court of Sales, Sharing, Star...it is all within your reach...all you need is to make your plan. **Set your goals**, keep focused throughout the year and **you can achieve it all!** Follow these steps to **get yourself on the track to an incredible 2015!**

**Write down how you will feel** when you achieve each goal, what you will see, hear and smell.

**List all the reasons you can achieve these goals this year!** What do you have going for you—character traits, friends,

financial resources, education, time, energy or whatever? Take inventory of your strengths, skills and tools.

**Describe the kind of person you would have to be** to attain your goals. Disciplined, more educated, better time manager. The components of success—the attitudes, beliefs and behaviors that go into producing success are what make success stories.

**Write down the things that prevent you from having the goals you desire.** We want lots of things but lack of action is what usually prevents us from having them. We must know what we need to overcome and have a step-by-step plan of action.

**Take time now to work out your step-by-step plan** to overcome obstacles and achieve your goals. Ask yourself, “What would I have to do first to accomplish this? And “What can I do to change the things that prevent me from having it now?”

**Establish some role models.**

They can be people from your life or celebrities. Write down the names of three people who have achieved what you want to achieve. Write down the qualities and behaviors that make them successful. Then close your eyes and imagine each of them giving you advice on what you want to do. Write down their advice.

**Take a few minutes to give yourself credit for goals** you have already accomplished and write them down. These could be in work, marriage, home and wonderfully planned family events. Anything. Don't hesitate to give yourself credit for things already done! You deserve it! ✂

**Start by making an inventory of your goals**, the things you want to have, do, be and share. There are not limits. Write everything down for 10-15 minutes, work, family, relationship, mental, emotional, social, material and physical goals you would like to achieve.

**Go over the list you make** and estimate when you plan to reach these goals. Prioritize your goals, decide what you'll start on first.

**Select the four most important goals for you this year.** List all the reasons these are important to you. Then list what excites you about reaching each goal. The reasons are more important than the object.

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## Court of Sales!



**\$36,000 Personal Estimated Retail Production**  
**Year to date results as of 6/09/2014**

### Name

1 Lisa Spinella  
2 Ashlyn Summers  
3 Kay Yount  
4 Lynn Boyer  
5 Alicia Swartz  
6 Jennifer Stennett  
7 Ann Hodge  
8 Lori Ogles  
9 Christy Aleksa  
10 Tanya Hamilton  
11 Sharyn Dickerson  
12 Teresa Coley  
13 Alice Napier  
14 Tonya Holman  
15 Michele Caldwell

### Amount

\$18,010  
\$17,938  
\$15,588  
\$13,137  
\$11,606  
\$7,228  
\$5,545  
\$4,924  
\$3,705  
\$3,130  
\$2,960  
\$2,880  
\$2,723  
\$2,522  
\$2,284

## Court of Sharing!



**24 New Qualified Personal Team Members**  
**Year to date results as of 6/9/2014**

### Name

1 Ashlyn Summers  
2 Lynn Boyer

### Recruits

4  
2



**STAR**  
consultant  
program

**GO for the GOLD**

03.16.14  
through  
06.15.14

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## why should you Enroll in The Look

**1 Boost your business!** Many consultants who mail *The Look* to their customers experience a 30% boost in their business!

**2 Keep up with your competition!** Most large retailers send their potential customers advertisements about their products. This includes YOUR customers!



**3 Save yourself time!** If MK is mailing a professional brochure filled with the latest and greatest products directly to your customers... you don't have to!

**4 Save yourself Money!** It's more than 40% less expensive to mail *The Look* through the Preferred Customer Program. In the preferred customer program the cost is only 70¢ per customer.

**5 Value your customers!** Guess what, your customers want to hear from you! Treat them to a regular appearance from you in their mailbox.

**Get your star on!**

contest ends: 6/15/2014

1800 2400 3000 3600 4800

results date: 6/12/2014

Consultant Name	Credits	Current Star Level	Credits to Next Level
Elisa Rowland	\$4,534	Emerald!	\$266
Jennifer Stennett	\$2,994	Ruby!	\$6
Lynn Boyer	\$1,659		\$141
Lori Ogles	\$1,147		\$653
Kay Yount	\$1,135		\$665
Molly Joyner	\$628		\$1,172
Lisa Spinella	\$594		\$1,206
Ashlyn Summers	\$566		\$1,234
Melody DelPozo	\$470		\$1,330
Ann Hodge	\$450		\$1,350
Tonya Holman	\$440		\$1,360
Alice Napier	\$406		\$1,394
Courtney Crowson	\$400		\$1,400
Ariel Crews	\$385		\$1,415
Michele Caldwell	\$354		\$1,446
Debbie Ham	\$314		\$1,486
Karen Loisel	\$310		\$1,490
Beverly Malone	\$310		\$1,490
Sharyn Dickerson	\$308		\$1,492
Aubryn Bittorf	\$308		\$1,492
Teresa Coley	\$294		\$1,506

## May Weekly Accomplishment Sheets!

NAME	SALES	HOURS	WAGE
<b>Emily Borden</b>			
5/18-5/24	\$32		
5/25-5/31	\$33		
<b>Ann Hodge</b>			
5/4-5/10	\$13		
5/11-5/17	\$67	0.25	\$107
5/25-5/31	\$179	1.5	\$48
<b>Lori Ogles</b>			
4/27-5/3	\$78		
5/4-5/10	\$110		
5/11-5/17	\$106		
5/18-5/24	\$63		
5/25-5/31	\$121		
<b>Lisa Spinella</b>			
4/27-5/3	\$151		
5/4-5/10	\$20		
<b>Jennifer Stennett</b>			
4/27-5/3	\$100		
5/4-5/10	\$33		
5/11-5/17	\$152		
5/25-5/31	\$38		
<b>Kay Yount</b>			
4/27-5/3	\$156	0.5	\$125
5/4-5/10	\$142	0.5	\$114
5/11-5/17	\$156	0.75	\$83
5/18-5/24	\$369	2.25	\$66

**Weekly Summaries**

enter them online

**I want to celebrate your success!**

Click to [www.marykayintouch.com](http://www.marykayintouch.com) >

Business Tools > Weekly Accomplishments > Enter Weekly Accomplishments



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# Team Builders!

Career and Status Levels as of 06/01/2014

\*You must place a minimum \$225 wholesale order to become active.

# Career Path

## TEAM LEADERS

### Lynn Boyer

Melody DelPozo  
Tonya Holman  
Karen Loisel  
Karen Napier  
Linda Dukes\*  
Nzinga Frazier\*  
Griselda DeLeon\*  
Erin Norris\*

## SENIOR CONSULTANTS

### Carol Haire

Rachel Hughes

### Ann Hodge

Jennifer Gangle\*  
Michelle Bell\*

### Rachel Hughes

Amy Cherry

### Inga Smith

Ann Hodge  
Vanessa Correa\*  
Allyson West\*  
Lynn Burley\*  
Donalee Campbell\*  
Robyn Emison\*  
Reina Goram\*

### Jennifer Stennett

Bonnie Bianca  
Emily Borden  
Courtney Crowson  
Mary Remson\*  
Megan Clark\*  
Christina Coluccio\*  
Molly Joyner\*  
Charles Santoro\*



## STAR TEAM BUILDERS

### Ashlyn Summers

Aubryn Bittorf  
Brittany Morrison  
Lisa Spinella  
Alicia Swartz  
Christy Aleksa\*  
Jessica Lincoln\*  
April Meyer\*  
Amanda Rose\*  
Searcy Sledge\*  
Sherri Summers\*  
Lindsey Walkemeyer\*

## SENIOR CONSULTANT

### Requirements

- 1 - 2 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.

## STAR TEAM BUILDER

### Requirements

- 3 - 4 active personal team members.
- You must be active.

### Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.



## TEAM LEADER

### Requirements

- 5 - 7 active personal team members.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

## Welcome New Business Owners!

### Megan Clark

Cumming, GA  
rec... Jennifer Stennett

### Jacquee Fuller

Niceville, FL  
rec... Elisa Rowland

### Courtney Crowson

Orlando, FL  
rec... Jennifer Stennett

### Molly Joyner

Davenport, FL  
rec... Jennifer Stennett

### Michele Davis

Niceville, FL  
rec... Elisa Rowland

### Charles Santoro

Orlando, FL  
rec... Jennifer Stennett

## PREMIER PLUS Rewards

Accelerate Your Success

**January** through  
**December 2014**



## CAREER CAR

### Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

### Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



## July Birthdays

Name	Day
Teresa Nickle	7
Megan Clark	8
Bonnie Bianca	21

## July Anniversaries

Name	Years
Donalee Campbell	2
Ashlyn Summers	2

# Beautifully Charmed

Jan- June 2014 Bracelet Promotion

Believe in the beauty of your dreams! Earn your charms as you believe and work for that dream! Each month, earn a charm based on your ordering. You can earn two bonus charms for recruits and \$700 weeks. Make this your year, reach your dream, and become **BEAUTIFULLY CHARMED.**

January

\$300 w/s

\$600w/s



February

\$300 w/s

\$600w/s



March

\$300 w/s

\$600w/s



April

\$300 w/s

\$600w/s



May

\$300 w/s

\$600w/s



June

\$300 w/s

\$600w/s



Bonus



Qualified  
Recruit

Bonus



\$700 Week

## Way to Go...

WooHoo!

Congratulations to May Charm Earners:

\$600+ Wholesale: Dr. LYNN BOYER

\$300-599 Wholesale: Ashlyn Summers, Sharyn Dickerson, Lori & Rick Ogles, Alice Napier, Kay Yount, Jennifer Stennett, Ariel Crews, and Ann Hodge

YOUR NAME can be posted here next month! Let me know how I can help!

## Seminar Awards 2014



**QUEEN'S COURT OF PERSONAL SALES**  
\$36,000 Personal Estimated Retail Production



**QUEEN'S COURT OF SHARING**  
24 Qualified New Team Members

## product corner



**Beauty That Counts<sup>®</sup>**  
**Journey of Dreams<sup>™</sup>**  
**Eau de Toilette**

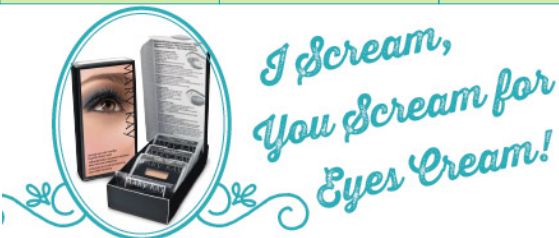
Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent.

In the United States, from May 16, 2014, through Aug. 15, 2014, \$2.50 will be donated from each sale of the limited-edition† *Beauty That Counts<sup>®</sup> Journey of Dreams<sup>™</sup> Eau de Toilette* fragrance. Mary Kay is committed to bringing an end to domestic violence. Your purchase supports The Mary Kay Foundation<sup>SM</sup> grant program for women's shelters, helping survivors of abuse begin a journey of recovery.

†Available while supplies last

# July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 FINAL WEEK of MK SEMINAR YEAR	30 Last Day to Place Online Orders; Last Day of Seminar Year	1 Class of 2014 Offspring Challenge Ends; Seminar 2014 Registration deadline	2	3	4 Independence Day	5
6	7	8	9	10	11	12
13	14	15 Last Day to Enroll Online for the Fall 2014 PCP	16 Ruby Seminar Begins	17	18	19
20 Sapphire Seminar Begins	21	22	23 Emerald Seminar Begins	24	25	26
27 Pearl Seminar Begins	28	29	30 Diamond Seminar Begins; Last Day to Place Telephone Orders	31 Last Day to Place Online Orders		



## July 17 is National Ice Cream Day! Why not throw an **Eyes Cream Social?**

Spotlight *Mary Kay*® eye products like the *Mary Kay*® Cream Eye Color, *Mary Kay*® Mineral Eye Color, *Mary Kay*® Eyeliner, *Mary Kay*® Lash & Brow Building Serum®, *Mary Kay*® Lash Primer and *Mary Kay*® Mascara.



Name	Amount	Name	Amount
1 Lynn Boyer	\$628	11 Karen Napier	\$263
2 Jennifer Stennett	\$480	12 Deborah Anderson	\$234
3 Ann Hodge	\$451	13 Amy Cherry	\$232
4 Alice Napier	\$407	14 Lisa Spinella	\$230
5 Ariel Crews	\$385	15 Emily Borden	\$230
6 Lori Ogles	\$369	16 Alicia Swartz	\$228
7 Kay Yount	\$344	17 Rachel Hughes	\$225
8 Sharyn Dickerson	\$308	18 Debbie Ham	\$89
9 Ashlyn Summers	\$303	19 Linda Dukes	\$84
10 Teresa Coley	\$295	20 Melody DelPozo	\$67

## STOCK UP for summer

Summer is here...make sure your customers have everything they need to stay **pampered and protected.** Stock your shelves now with the **Mary Kay® Sun Care Collection!**



have a happy  
**Mary Kay**  
new year!



July 1<sup>st</sup> marks the beginning of the new **Mary Kay Seminar Year**. Where will your dreams take you? Remember, if you **believe** it, you can **achieve** it!

## Rowland's Rock Stars



**ELISA STEWART ROWLAND**  
*Independent Sales Director*

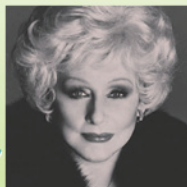
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Every failure, obstacle or hardship is an opportunity in disguise. Success in many cases is failure turned inside out. The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything.



♥ **Mary Kay Ash**

*to the beautiful*

*What's Inside*

**The NEW Seminar Year is right around the corner...**

What do you have your sights set on?

**Summertime Skin Care...**

Check out the best ways to start off your summer days!

**Follow Your Heart Promotion...**

Grab this gorgeous necklace today!

**May 2014 Results**

make a  
**fantastic**  
first impression

A customer's first impression can make or break a future relationship. Greet everyone in a warm and friendly manner. **Smile—even while on the phone.** Your courtesy, knowledge and efficiency go a long way towards keeping your customers satisfied.



## Passport to Summer Fun

**Pack for Sunny Beauty**

# Adventures.

Fill your bag with summer essentials for pool parties, beach vacations and everyday beauty on the go!

Road trips are the **ultimate summer escape** and you can help your customers pack for their fantastic voyages!

Consider decorating with vintage postcards along with small details like sunglasses and sheer scarves. You can suggest a mix of summer essentials such as the **Mary Kay® Travel Roll-Up Bag** that your customers can use to keep their travels worry-free.

