



Cindy's Celebrities



Unit Goals ➔ 30 Stars * 10 Red Jackets * 150 Unit Members

February Newsletter with January Results

Our Proud REDS



Elena Torsiello
Team Leader



Erin Shaffer
Star Team Builder

Welcome New Consultants

Lisa McBride
From SHAMONG, NJ
Sponsored by D. Kiehn

On-Target
STARS

Star Consultant Program
Dec. 16 to Mar. 15, 2017



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
CHRISTI KUNZWEILER	\$1,408.00	\$392.00	\$992.00	\$1,592.00	\$2,192.00	\$3,392.00
ELENA TORSIELLO	\$1,098.75	\$701.25	\$1,301.25	\$1,901.25	\$2,501.25	\$3,701.25
JILL KUFFA	\$1,056.50	\$743.50	\$1,343.50	\$1,943.50	\$2,543.50	\$3,743.50
DONNA PEDICORD	\$933.00	\$867.00	\$1,467.00	\$2,067.00	\$2,667.00	\$3,867.00
CHRISTINE SPAIN	\$832.00	\$968.00	\$1,568.00	\$2,168.00	\$2,768.00	\$3,968.00
STEPHANIE MCCATHERIN	\$645.55	\$1,154.45	\$1,754.45	\$2,354.45	\$2,954.45	\$4,154.45
KIMBERLY BOWE	\$613.50	\$1,186.50	\$1,786.50	\$2,386.50	\$2,986.50	\$4,186.50
GAYLE WALSH	\$555.50	\$1,244.50	\$1,844.50	\$2,444.50	\$3,044.50	\$4,244.50
ERIN ROOCK	\$503.00	\$1,297.00	\$1,897.00	\$2,497.00	\$3,097.00	\$4,297.00
LISA PERRY	\$498.50	\$1,301.50	\$1,901.50	\$2,501.50	\$3,101.50	\$4,301.50
JOANNA WHIPPLE	\$406.50	\$1,393.50	\$1,993.50	\$2,593.50	\$3,193.50	\$4,393.50
ERIN SHAFFER	\$401.50	\$1,398.50	\$1,998.50	\$2,598.50	\$3,198.50	\$4,398.50
CINDY LEONE	\$448.50	\$1,351.50	\$1,951.50	\$2,551.50	\$3,151.50	\$4,351.50

Anyway you define it, enthusiasm is still a little recognized secret of success. The difference in actual skill, ability and intelligence between those who succeed and those who fail is sometimes very narrow. But with two people equally matched, the person with enthusiasm will find the scales dipped in his favor! Enthusiasm is contagious, and once you have mastered it, you will be surprised at the power you possess. Genuine enthusiasm is as enduring as any of the other finer human traits...love, sincerity, courage or faith. As are these qualities, enthusiasm is the outward reflection of a deep emotion that originates from within. Enthusiasm must come from the heart, but it begins by acting enthusiastic -- and you will find that you sincerely do become enthusiastic! ~ Mary Kay Ash

Shooting for the STARS

Top in Retail Sales

Company Court of Sales



Elena
Torsiello



Deborah
Campanelli



Christine
Spain

	Consultant	Retail	YTD PCP	YTD Retail
1	Elena R. Torsiello	\$9,637.60	\$3,378.60	\$13,016.20
2	Deborah A Campanelli	\$6,609.40	\$5,248.40	\$11,857.80
3	Christine Spain	\$8,955.50	\$2,631.00	\$11,586.50
4	Kimberly F. Bowe	\$8,656.00	\$2,495.00	\$11,151.00
5	Jill A. Kuffa	\$7,505.00	\$3,402.00	\$10,907.00
6	Erin Shaffer	\$5,981.00	\$1,831.50	\$7,812.50
7	Donna L. Pedicord	\$5,230.00	\$2,198.00	\$7,428.00
8	Danielle Nirdlinger	\$5,889.00	\$1,048.50	\$6,937.50
9	Michelle L. Redfield	\$4,624.50	\$1,769.00	\$6,393.50
10	Lisa Perry	\$3,350.00	\$1,652.00	\$5,002.00

National Court of Sales

- »» National
\$40,000 Retail/ \$20,000 whsl
- »» Area
\$20,000 Retail/ \$10,000 whsl
- »» Unit
\$10,000 Retail/ \$5,000 whsl



Top Team Builders

Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	3	\$164.81

National Court of Sharing

- »» National
24 Team Members
- »» Area
12 Team Members
- »» Unit
6 Team Members





March CELEBRATIONS

Happy Birthday

Birthdays	Day
Donna L. Santoianni	8
Carmen L. Canals	10
Kristi L. Caesar	11
Hillary B. Paton	15
Donna L. Pedicord	15
Terry Lipiec	21
Allison Smith	24

Happy MK Anniversary

Anniversaries	Years
Beth C. Griffin	29
Elena R. Torsiello	26
Nancy J. Huber	19
Hope C. Kelly-Miller	16
Allison A. Crognale	15
Beverly Gerberich	12
Diane Seay	8
Tracy A. Tuppeny	8
S. Morrow-Goggins	2
Delilah Lewis	1

Look who Invested this Month

Name	Amount	Name	Amount	Name	Amount
Donna L. Pedicord	*\$933.00	Hope C. Kelly-Miller	\$265.00	Katherine S. Stott	\$230.50
Jill A. Kuffa	**\$610.50	Marjorie E. Hurdle	\$257.00	Hillary B. Paton	\$230.00
Christine Spain	**\$609.50	Elizabeth McLaughlin	\$254.50	Phyllis G. Bryant	\$230.00
Kimberly F. Bowe	**\$600.50	S. Morrow-Goggins	\$254.50	Kristi L. Caesar	\$227.50
Elena R. Torsiello	**\$600.10	Sarah C. Keller	\$248.50	Eleanor Carlino	\$226.00
Lisa Perry	\$349.50	Angela Cosom	\$240.00	Felecia A. Bourjolly	\$226.00
Sherry A. Willis	\$323.50	Tracy A. Tuppeny	\$235.00	Maeozia Samuel	\$225.50
Georgiana Foti	\$281.00	Kimberly L. Bowe	\$233.50	Paula Robinson	\$225.50
Danielle Nirdlinger	\$278.00	Michele L. Cressman	\$231.50	Regina K. Toe	\$225.00
Angie D. Luker	\$270.50				



* Earned the "Embrace Your Dreams" Bracelet for January
 ** On-target for CC Challenge

Spring Reinvented

These products will be available for consultants who were Q2 Stars, or participated in the Spring PCP, to order on **February 10th!**

These products will be available for all consultants to order on **February 16th!**

These are NEW & Limited Edition products so order quick!



Steppin' Up the Ladder



Senior Consultants

1-2 Active Team Members
4% Commissions
Eligible to order Red Jacket (2 Active)

Kimberly Bowe
Michele Cressman
Gail Devine
Maria Elliott
Beth Griffin
Hillary Paton
Lisa Perry
Christine Spain
Joanna Whipple
Diana Williams
Sherry Willis

Star Team Builder

3-4 Active Team Members
4% Commissions
\$50 Red Jacket Rebate
\$50 Team Building Bonus



Erin Shaffer
Kristen Capps
Christi Kunzweiler
Angie D. Luker
Cathleen M. Maltez

Team Leader/ Future Director

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses
Earn the use of a Career Car or Cash Compensation



Elena R. Torsiello
Diana Becker
Joyce-Patryce Clark
Georgiana Foti
Carolanne Garstka
Sarah C. Keller
Lori Picinich
** Marie J. Deetjen*
** Allison Smith*
** Donna A. Teel-Drake*
Lisa Jack
Delilah Lewis
Eileen H. Rothstein

Director

5+ Active Team Members
9 or 13% Unit Commissions
9 or 13% Personal Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn the use of a Career Car or Cash Compensation



THE YEAR OF YOUR DREAMS

A Note

From Cindy

Happy February! This is the month of LOVE! What do you LOVE about your MK business?

Here are some of my favorites:

- * Flexibility to work when I want
- * Sharing this career opportunity with others, so they can make a difference in their family's lives
- * No territories and no quotas
- * Encouragement from others
- * Sharing our products, knowing they are the best and on the cutting edge

Get prepared for the gift giving season AGAIN! You have so many opportunities to share our product and build your business. Think of all the holidays coming that will give you great opportunity to offer your gift giving services.

Are you attending CAREER CONFERENCE 2017? This is an event that you want to invest your time and money into. Your return on your investment can be HUGE! The registration fee is \$95, and you will receive approximately \$80 in FREE retail product.

You can't beat that deal! Not only will you learn from the top in the company, be among inspirational women that may have similar life situations as you and form new friendships with sister consultants; but you will go home filled with excitement and enthusiasm. You have just been trained by the BEST of the BEST and given practical tools to help you reach your goals for this Seminar year!

With Love,

Cindy



PCP Enrollment

Look Who Enrolled their Customers



Elena Torsiello
Christine Spain
Michelle Redfield
Donna Santoianni
Kimberly Bowe
Jill Kuffa
Diane Seay
Terry Lipiec
Kelly Hudak
Danielle Nirdlinger
Erin Shaffer

A light pink rectangular box with a white border. At the top left is a small square image of a woman's face. To the right of the image is the text "PCP Enrollment" and "Look Who Enrolled their Customers". Below this is a list of names: Elena Torsiello, Christine Spain, Michelle Redfield, Donna Santoianni, Kimberly Bowe, Jill Kuffa, Diane Seay, Terry Lipiec, Kelly Hudak, Danielle Nirdlinger, and Erin Shaffer.

CAREER CONFERENCE 2017



REGISTRATION

JAN 31 - Week 1: March 24-25
FEB 3 - Week 2: March 31-April 1 & April 2-3
FEB 6 - Week 3: April 7-8

Registration: \$95

This is "THE" Event that will help propel you to new heights!

Go to intouch for complete details how to receive \$40 whsl/\$80 retail credit, plus receive a reduced Seminar fee.

Thank you for submitting your Mary Kay Accomplishment sheets on line

January Results

Parties/Classes with 3 or more

Christi Kunzweiler-\$458
Kimberly Bowe-\$352, 300
Christine Spain-\$311, 258, 157

\$100 Day Callers
Christine Spain

Facials(1 or 2 in attendance)

Christine Spain-\$159, 80
Kimberly Bowe-\$205, 185

OTG-On the Go Appointments

Christine Spain-134, 75, 46

PCP-Preferred Customer Program

Christine Spain- 130, 50
Kimberly Bowe- 84
Elena Torsiello-73

Skin Care Sets

Christine Spain-12
Kimberly Bowe-9
Christi Kunzweiler-1

Weekly Sales

Kimberly Bowe-\$569, 557
Christine Spain-\$516, 463, 421
Christi Kunzweiler-\$458

Basic Skin Care Sets YTD

Kimberly Bowe-35
Christine Spain-24
Erin Shaffer-4
Christi Kunzweiler-1

Star Consultant Paint Party With Elena & Christine



\$1,000 Selling Month Congratulations

Kimberly Bowe Christine Spain



New Debut Party for Christi Kunzweiler! Erin her recruiter assisting.



Celebrity Winners at TNL
Denise, Christine & Elena



Jumpstart Workshop

Elena, Danielle, Jill, Kimberly, Christine & Allison



TEAM UP for WOMEN

Lashes & Lips Charitable Night



Thursday, February 23

The Mansion - Voorhees, NJ

Schedule at a glance:

6:15pm - 6:40pm Consultant Setup

(bring makeovers setups for your guests)



6:30-6:50pm Mix & Mingle

(for all guests & consultants)

7:00 pm SHARP! Pampering Event

- Consultant Celebration
- Inspiration
- Skincare Treatment
- Hot Lashes & Lips
- Giveaways

Recognition and gift for consultant with the most guests!

COST: Guests~ \$1 donation for the Mary Kay Ash Charitable Foundation.
To help with the efforts to END domestic violence against women and cancers effecting women.

Consultants~ \$10

RSVP: to your Independent Sales Director

The Mansion

3000 Main St, Voorhees, NJ 08043

Recognition for :
Star Consultants
New Star Team Builders
Team Leader
Future DIQ
On Target Car
DIQ

with....

National Sales Director



**Cindy
Leone**



Celebrating The Star That You Are!



**Finish your Star by
March 15th !**

**Earn this
Beautiful
"Year of My Dreams
Overnight/Tote
Bag!"**

**This dreamy overnight/
tote bag features a
dazzling red color with
Year Of My Dreams
logo!**

**Finish for Ruby, Diamond,
Emerald or Pearl Star and
extra prizes are inside for
you!**

**Finish your Star
early by Feb
28th and earn
this matching
Rockin' Red
Necklace Set!**

BE A STAR!

Million \$ Star Party



**Join these 2 Amazing NSDs Cindy
Leone & Sue Wallace for a star party.
Friday night immediately after
Friday night CC session in their room.
Snacks & sharing 🍷**

**All stars quarter ending 3/15 are
invited! Gifts for Top Stars in Whl & TB**

PIC•COLLAGE

FABULOUS RED HOT **FEBRUARY**

**You hold the future in your hands!!
Share the love and Mary Kay's dream! Happy Valentine's Day!!**

				
Do 3 interviews	Have a \$100 day	Order new Spring products	Have a \$300 week*	Bring a guest*
				
Have a \$300 week*	Sell 3 Valentine day gifts	Sell a skin care set	Hold a class	Bring a guest*
				
Sell a miracle set	Register for career conf.	Hold a facial	Call Cindy's hotline 10x	Bring a guest*
				
Get 3 new bookings	Call 3 husbands @ VDay gifts	Hold a MK party	Sell 3 VD gifts.	Bring a Guest*
				
Send your Dir your Feb goals!	Do 3 Interviews	Finish star by 2/28	Move up to a new level by 2/28	Hand out 5 goody bags & get min. 2 names/#s
				
Hold a class	Sign up for Hostess Contest	Do chocolates & flowers/get 10 Leads	Hand out 5 goody bags & get min. 2 names/#s	Hold a MK party

Prizes awarded as follows: 8 Activities/\$250 whl or 12/\$400 whl or 18/\$600 whl or 24/\$1000 whl

Do 6 interviews in February and earn jewelry!

Add a new Feb. team Member & win a Gorgeous Red Ring!

Add 2 New Feb TM and be invited to Lunch with your Director & earn the Red Ring Too!!

Name _____ Wholesale order _____ # activities _____ # interviews _____

Return to your Director by March 5th, 2017

*Bring a guest- 18 years or older

* Hand in your accomplishment sheet to your director

* A Mary Kay party is 3 or more in attendance + \$100 in sales



Fantastic February Leone Area Contest!!

Contest Dates February 1 -February 28th 2017

Independent National Sales Directors at the Atlantic City I CC will be given 14 seats at each Career Conference 2017 for any members of their NSD area. Top Point winners will earn a seat in the NSD Leone Area reserved seating section up Front!!!!

- | | |
|--|---|
| 1. How many Classes did you hold between the above dates
3 or more in attendance and \$100 in sales | _____ x 1000pts= _____ |
| 2. How many Personal Interviews did you hold or had your Dir. Help you w/
Between the above dates (fill out interview sheet) or had guest call into Cindy's
Marketing call (I will be announcing the dates of these)
All interviews need to be followed up with your Director(use the interview sheet of your Dir choice) | _____ x 200pts= _____ |
| 3. How many New Recruits did you add to your Team in Feb?
Add 1000 more points for your new recruit qualifying in February | _____ x 1000pts= _____
_____ x 1000 pts= _____ |
| 4. Every \$1 in Retail Sales for month (must submit accompl sheets) | _____ x 1 pts= _____ |
| 5. Every \$1 in Personal Wholesale.
add 300 points for ordering \$600wholesale or more in Feb | _____ x 1 pt = _____
_____ x 300 pts _____ |
| 6. Listen to Mary Kay cd's or listen to podcasts on MK Intouch(max 10 for month) | _____ x 10 pts= _____ |
| 7. How many weekly summary sheets did you turn in during contest | _____ x 25 pts= _____ |
| 8. How many <i>TimeWise Repair</i> sets or <i>Miracle Sets</i> did you sell in Feb.? | _____ x 200 pts= _____ |
| 9. Attend Sales Meeting In February (50 points for each one)
100 point bonus for attending 4 meetings in Feb | _____ x 50 pts= _____
_____ x 100 pts= _____ |
| 10. How many Facials did you hold?(do not count again if counted for #1)
To count each facial needs to be at least \$50 in sales | _____ x 200pts= _____ |
| 11. Went out and did Flowers & chocolates in offices and collected at least 10 surveys
Max. 200 pts here | _____ x 200 pts= _____ |
| 12. Brought a Guest to success meeting (at least 18yrs. Of age and is considered recruitable) | _____ x 300 pts= _____ |
| 13. Booked a follow-up appointment at your class or facial | _____ x 100 pts= _____ |
| 14. On NSD Cindy's conference call Sunday Feb.12 th 712-432-1212 meeting id 777-221-687
at 9:00pm Stay on entire time 45 min | 200 pts= _____ |
| 15. Called into Cindy's Hotline M-F changes after 9:00am 1-641-715-3900 Ext.356539#
& leave your name at end of message and dir. Name | _____ x 5pt _____ (for each time you call) |
| 16. Got 10 on the books for February | _____ x 300 pts _____ |
| 17. Moved up A new Career level in your Mary Kay Career | _____ x 500 pts _____ |
| 18. Held a PS in February(5 classes in 2 week time frame)(at least \$500 in sales) | _____ x 500 pts _____ |
| 19. Held a Power Start(10 classes in 30 days or 30 faces)(at least \$1000 in sales) | _____ x 1000 pts _____ |
| 20. Finished early for your Star by 2/28/17 | _____ x 1000 pts _____ |
| NAME _____ Director: _____ | Total Points _____ |

THE TOP POINT WINNERS WILL BE sitting in the Up Front Reserved NSD Leone Area section at Career Conference This applies for Atlantic City I Career Conf Only(if you are registered somewhere else, send in the contest and I will do additional recognition for other conferences)
NO EMAIL or Photos PLEASE Return by mail only to NSD Cindy Leone by March 5th ---203 Heritage Drive Columbus NJ 08022

A \$225 Wholesale order minimum must be placed for Feb. to be considered a top point winner

HAND A COPY OF THIS INTO YOUR DIRECTOR ALSO



Miss America Contest

LIFESAVERS ARE CHANGING LIVES 1 STATE AT A TIME



Make believe
you are great.

The trick will
take you far.

You'll find you
are just as
great as you
make believe
you are!

Be a Talent Scout across the USA

Be the first in each state in our beautiful USA to add a new team member. Let your Director know as soon as you do so she can message me and we will add your name as the FIRST in the state! We will add a crown to that state so everyone knows it has been claimed. At Seminar 2017 all who were first to add a new TM in each state will march on our Leone Awards Stage representing the state or states you added a new TM in. We will have 1 Queen that has added team members in the most states in the USA.



Valentine's Day

Don't forget to show someone special just how much you care about them! Check out these gift ideas for the **WOMEN & MEN** in your life!



Mary Kay Liquid Eyeliner Pen



White Tea & Citrus
Satin Hands
Pampering Set



Prime
Candidate



Skip the Squats



Satin Lips Set



Brush on Beautiful



MK High Intensity
Gift Set



Modern Maven



Go With the Glow



A Mary Kay Career Can Really Put You

In the Green!

Aye! With a career opportunity like Mary Kay, you won't need the Luck 'o the Irish to rake in the GREEN! And this is no Blarney!

S

SO MANY OPTIONS!

You can choose to do one-on-one facials, double facials, classes, internet sales, book orders, fundraisers, office sales... the possibilities are endless! And there are NO Quotas!

h

HOT PRODUCTS!

Mary Kay has amazing on-trend products! We stay current with market trends and fashions and have over 200 premium products in facial skin care, color cosmetics, body care, and fragrance!

A

ADVANCE AT YOUR OWN PACE!

How many companies allow YOU to decide when you want to be promoted? Mary Kay does! You can move up the Career Path whenever you decide! There's NO "glass ceiling" and no limit to how far you can go!

M

MONEY!

Mary Kay pays the highest commission in the Direct Sales Industry—50%! No one pays more, and very few meet this level!

R

REORDER BUSINESS!

With a consumable product like ours, your customers will wash the product down the sink every night, use it up, and need more!

O

ON-GOING EDUCATION!

Your Sales Director will be your business mentor and cheer you to success! There is also LOTS of education on your Mary Kay In Touch website and in your kit! Weekly meetings provide on-going education, support, and recognition!

C

CARS!

You can earn the use of SIX different Career Cars: a white Chevy Cruze, a black Chevy Equinox 1LT, a black Toyota Camry SE, a black BMW 320i, or the famous Pink Cadillac CTS or Cadillac SRX! Or choose \$375, \$500 or \$900 a month Cash Compensation!

K

KEEP FAMILY & FRIENDS ON YOUR CUSTOMER LIST!

It doesn't matter where they live or even if you move! Your business goes with you because there are NO territories! You can have customers and team members all over the country!

MARY KAY



Embrace Your Dreams **Career Conference Challenge** *Dec. 1, 2016 – Feb. 28, 2017*

Get energized at Career Conference 2017, and have the Year of Your Dreams. You can qualify to earn an invitation to the Career Conference VIP Luncheon where you will receive the special Career Conference *Embrace Your Dreams* bracelet which encourages you to follow Mary Kay Ash's lead and "Eat Dessert First." You will earn these two wonderful rewards if you are:

- An **Independent Beauty Consultant** or an **Independent Sales Director** who achieves the *Embrace Your Dreams* Challenge in December, January and February.
- A **NEW Independent Beauty Consultant** whose Independent Beauty Consultant Agreement is received and accepted by the Company in the month of January and who achieves the *Embrace Your Dreams* Challenge in January and February.
- An **Independent Sales Director** who from July 1, 2016, to Feb. 28, 2017, is on-target for the \$500,000 Circle of Achievement with at least \$330,000 in unit estimated retail production.

For all of the qualification details, visit the *Embrace Your Dreams* Challenge page on *Mary Kay InTouch*®. And I look forward to seeing you show off your new bracelet at Career Conference 2017.



Cindy's Celebrities



Cindy Leone

203 Heritage Dr
Columbus, New Jersey 08022

(609)723-4822

Important Dates

Feb 3: Registration opens for 2nd week of CC

Feb 6: Registration opens for 3rd week of CC

Feb 10: Early ordering for New Spring Products (Quarter 2 Stars and PCP Participants)

Feb 14 HAPPY VALENTINE'S DAY

Feb 15: Spring Look Book begins mailing for enrolled PCP customers

Feb 16: New Spring products are available for all consultants to order

Feb 20: President's Day, Postal Holiday

Feb 27 Last day to place telephone orders for February

Feb 28: **Deadline to Register/ Cancel/ Transfer for Career Conference**

Feb 28 Last day to place on-line orders for February

5 Habits of a Star

1. **HIGHLY VISIBLE** - The more you are in front of others the more potential customers you have.
2. **EXCEPTIONAL CUSTOMER SERVICE** - Once you get customers, keep them coming back. Have product on your shelf, readily available and listen to their needs. Follow-up after their purchases to make sure they are happy.
3. **KNOW WHAT MOTIVATES YOU** - Set and achieve your goals consistently. Success motivates!
4. **GET FAMILY INVOLVED** - Share with your family the prize brochures, pick a prize together and see how excited and encouraging they become.
5. **SELL, SELL, SELL** - The more you sell, the better your skills and the more confident you will become.

FEBRUARY

embrace
YOUR DREAMS



Earn your Embrace Your Dreams Bracelet when you order \$600 whsl in FEBRUARY. Orders may be cumulative.

CONSISTENCY IS KEY