



# Cindy Leone

# Cindy's Celebrities

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December Newsletter with November Results

## Our Proud Reds



Beth Griffin  
Star Team Builder



This could be YOU!!!

new faces **take you** places



Earned Nov. Bracelet



## Winners



Leah Marley



Christine Spain



Samantha Hurtt



Elena Torsiello



Michele Knight



Kimberly Bowe



Who will be next?



Who will be next?

## Welcome

## New Consultants

### New Consultant

Pamela Doughty

Theresa M. Whitcraft

### From

BRIDGETON, NJ

ISLIP TERRACE, NY

### Sponsored by

C. Leone

C. Leone

## Power Start Achiever



Samantha  
Hurtt



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
LEAH MARLEY	\$2,427.50	*****	STAR	\$572.50	\$1,172.50	\$2,372.50
MICHELE KNIGHT	\$1,937.75	STAR	\$462.25	\$1,062.25	\$1,662.25	\$2,862.25
CHRISTINE SPAIN	\$1,877.00	STAR	\$523.00	\$1,123.00	\$1,723.00	\$2,923.00
ELENA TORSIELLO	\$1,861.00	STAR	\$539.00	\$1,139.00	\$1,739.00	\$2,939.00
KIMBERLY BOWE	\$1,809.00	STAR	\$591.00	\$1,191.00	\$1,791.00	\$2,991.00
JILL KUFFA	\$1,801.00	STAR	\$599.00	\$1,199.00	\$1,799.00	\$2,999.00
MICHELLE REDFIELD	\$1,542.50	\$257.50	\$857.50	\$1,457.50	\$2,057.50	\$3,257.50
DANIELLE NIRDLINGER	\$1,073.25	\$726.75	\$1,326.75	\$1,926.75	\$2,526.75	\$3,726.75
ERIN SHAFFER	\$1,060.50	\$739.50	\$1,339.50	\$1,939.50	\$2,539.50	\$3,739.50
LISA PERRY	\$975.00	\$825.00	\$1,425.00	\$2,025.00	\$2,625.00	\$3,825.00
DONNA PEDICORD	\$943.50	\$856.50	\$1,456.50	\$2,056.50	\$2,656.50	\$3,856.50
SAMANTHA HURTT	\$873.00	\$927.00	\$1,527.00	\$2,127.00	\$2,727.00	\$3,927.00
EILEEN DELVECCHIO	\$769.50	\$1,030.50	\$1,630.50	\$2,230.50	\$2,830.50	\$4,030.50
GAYLE WALSH	\$594.50	\$1,205.50	\$1,805.50	\$2,405.50	\$3,005.50	\$4,205.50
PHYLLIS BRYANT	\$526.00	\$1,274.00	\$1,874.00	\$2,474.00	\$3,074.00	\$4,274.00
CHRISTI KUNZWEILER	\$495.50	\$1,304.50	\$1,904.50	\$2,504.50	\$3,104.50	\$4,304.50
SHERRY WILLIS	\$483.00	\$1,317.00	\$1,917.00	\$2,517.00	\$3,117.00	\$4,317.00
DEBORAH CAMPANELLI	\$467.00	\$1,333.00	\$1,933.00	\$2,533.00	\$3,133.00	\$4,333.00
MARY MILLER	\$461.50	\$1,338.50	\$1,938.50	\$2,538.50	\$3,138.50	\$4,338.50
MAEOZIA SAMUEL	\$452.00	\$1,348.00	\$1,948.00	\$2,548.00	\$3,148.00	\$4,348.00
MICHELE CRESSMAN	\$419.00	\$1,381.00	\$1,981.00	\$2,581.00	\$3,181.00	\$4,381.00
BETH GRIFFIN	\$408.00	\$1,392.00	\$1,992.00	\$2,592.00	\$3,192.00	\$4,392.00

It's sad that many people never commit their lives to something that has the prospect of greatness because they fear failure. Many people deliberately set their goals too low to reduce the possibility of disappointment. Obviously our goals must be realistic but high enough so that success causes us to stretch...so you must dare. Remember, mountain-moving faith is not just dreaming and desiring, it is also daring to risk failure. ~ Mary Kay Ash

## 10 Steps to RED

- Attend all functions:** Your Unit Success Meeting is a MUST. By attending, you show support for your Director and Sister Consultants. Plus, a guest is bound to be more impressed when she sees a full room of people excited about their business.
- Have a Daily, Weekly, Monthly, Yearly Goal:** Where do you want your business in 1 month (on target star consultant, 3 new people, 5 appointments each week)?
- Say Daily Affirmations:** Every day, something positive and enthusiastic!
- Have goal posters in your office,** car, on your mirror, at work, etc., reminding you of your goals.
- Evaluate your appearance:** Which areas would you like to improve? Start walking. Get a new hairstyle or color. Dress professionally more often, and let your make-up reflect your career.
- Organize your family:** Make them realize you are serious about this career. You can do this by disciplining yourself. Be willing to give up a TV show to service your customers and book classes.
- Complete your weekly accomplishment sheets** & submit them to your Director: Determine how much you earn from your classes, reorders, and facials so you know when you are improving.
- Focus on completing a Power Start monthly:** Listen to motivational talks constantly. Do Activity Daily!
- Organize your office:** Keep it simple
- Go To Work:** Talk to people daily. Smile, it's contagious! Attitude is 98% of your business.



# shooting for the

# Stars

top in retail sales

## Company Court of Sales



Leah Marley



Kimberly Bowe



Elena Torsiello

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$11,395.00	\$0.00	\$11,395.00
2	Kimberly F. Bowe	\$6,132.50	\$0.00	\$6,132.50
3	Elena R. Torsiello	\$5,630.00	\$0.00	\$5,630.00
4	Christine Spain	\$5,480.00	\$0.00	\$5,480.00
5	Michele E. Knight	\$5,364.00	\$0.00	\$5,364.00
6	Erin Shaffer	\$5,061.00	\$0.00	\$5,061.00
7	Jill A. Kuffa	\$4,939.50	\$0.00	\$4,939.50
8	Dana L. Kuffa	\$4,643.00	\$0.00	\$4,643.00
9	Donna L. Pedicord	\$3,724.00	\$0.00	\$3,724.00
10	Danielle Nirdlinger	\$3,165.00	\$0.00	\$3,165.00

# top team

# Builders

## Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$218.38
2	Jill A. Kuffa	1	\$83.76
3	Leah R. Marley	1	\$24.36

## 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



## national court of sharing

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





# Celebrate!

January ●●●●●●●●●●

## Happy Birthday



Birthdays	Day
Lisa C. McBride	21
Cary S. Fredericks	23
Jill A. Kuffa	23
Angela Cosom	25
Tamara Francois	25
Susan Ammirata	28
Michele E. Knight	29

## MK Anniversary



Anniversaries	Years
Cindy A. Leone	33
Lisa Perry	22
Karen J. Fonollosa	19
Jo Ann M. Foulks	19
Jackie Rowley	16
Barbara A. Sokol	15
Colleen M. Williams	6
Lisa C. McBride	1

## Look Who Invested This Month



Name	Amount	Name	Amount	Name	Amount
Leah R. Marley	\$718.00	Callye E. Huf	\$298.00	Grace M. Kruse	\$227.50
Christine Spain	\$609.00	Gayle E. Walsh	\$284.50	Erin Shaffer	\$225.00
Samantha D. Hurtt	\$609.00	Kelly A. Hudak	\$262.50	Karen J. Fonollosa	\$92.00
Elena R. Torsiello	\$605.50	Sherry A. Willis	\$257.50	Beth C. Griffin	\$62.00
Michele E. Knight	\$605.50	Barbara A. Sokol	\$256.00	Lisa Perry	\$60.00
Kimberly F. Bowe	\$603.00	Sheila Richardson	\$255.00	Christi Kunzweiler	\$44.00
Danielle Nirdlinger	\$484.50	Hillary B. Paton	\$236.50	Trudi Mitana	\$43.50
Michelle L. Redfield	\$469.00	Cary S. Fredericks	\$230.00	Michele L. Cressman	\$27.00
Jill A. Kuffa	\$344.00	Regina K. Toe	\$229.50	Wanda DelValle	\$22.50
Phyllis G. Bryant	\$331.00				

# PCP Spring Enrollment

Enrollment Information:

- Enroll Dec. 16 - Jan. 17, 2018
- Mails Feb. 15 - arrives in 7 to 10 business days
- Only 70¢ per name\*\*



# steppin' up the Ladder



## Senior Consultants

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

Michele L. Cressman  
Cary S. Fredericks  
Trudi Mitana  
\* Patrice A. Patterson

Gail H. Devine  
Erin Shaffer

Leah R. Marley  
Samantha D. Hurtt

Hillary B. Paton  
Callye E. Huf

Erin Shaffer  
Christi Kunzweiler  
Leah R. Marley  
\* Kristen Capps  
\* Stephanie McCatherin  
# Angie D. Luker

Christine Spain  
Diana D. Williams  
# Dorothy M. Sharp  
# Yvonne A. Spain

Elena R. Torsiello  
Lori Picinich  
Florence C. Ugorji  
\* Joyce-Patryce Clark  
\* Sharron H. Coleman  
\* Georgiana Foti  
\* Carolanne Garstka  
\* Esther Jackson-Pope  
\* Cora D. Jones  
\* Donna A. Teel-Drake  
# Diana Becker  
# Sarah C. Keller  
# Eileen H. Rothstein  
# Grace M. Vasta

Diana D. Williams  
Regina K. Toe  
Sherry A. Willis  
Phyllis G. Bryant  
# Marie H. Phero

## Star Team Builder

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

Beth C. Griffin  
Eileen T. Delvecchio  
Karen J. Fonollosa  
Daryl A. Tuccillo  
# Tracy Foxx



## Team Leader/ Future Director/ DIQ

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



## Director

- 5+ Active Team Members
- 9 or 13% Unit Commissions
- 9 or 13% Personal Commissions
- \$100 Team Building Bonuses
- Unit Bonuses



## DECEMBER - Let's Go Places

When you share the Mary Kay opportunity, you can celebrate the new faces and changed lives! If you become the Independent Beauty Consultant with the highest number of new personal team members (minimum of two) in your unit, you will receive these glamorous gloves.\* Go places and **Celebrate!**

## \$5000 Dream Vacation...

that is where NEW Faces Can Take YOU!

The five IBC's in each Seminar with the highest number of qualified\*\* new personal team members during the challenge period (July 1 – Dec. 31, 2017) will earn a trip voucher valued at \$5,000.

For each month during the challenge period (July 1 – Dec. 31, 2017) the IBC with the highest number of new personal team members in her unit (minimum of two) will receive a prize.\*



ALTHOUGH NO ONE  
can go back and make a

BRAND NEW START,

ANYONE  
can start from now and make a

BRAND NEW ENDING.

CARL BARD, AMERICAN WRITER AND EDITOR

a note from

.....Cindy

It's the Most Wonderful Time of the Year!!! You may have heard me talk about this in the past, but I just love sharing this in December; I would love to see us GIVE all during December, showing others the CHRISTMAS PRESENCE with random "Acts of Kindness." This can be shown in many different ways: pay for someone's order behind you in the drive-thru; offer to rake leaves or shovel snow; babysit for a family so the parents can go on a date or for someone that may be single parent who needs some alone time; buy someone coffee or lunch and sit with great listening ears and make it all about them; the list can go on and on! Christmas all month long!!! I would love to hear about your experiences when you give the CHRISTMAS PRESENCE to another person.

Now, business talk; holiday sales are in full swing! Do your customers know about your holiday specials and FREE gift wrapping and delivery service that you offer? Offer attractive last minute gifts, stocking stuffers and gift certificates.

Are you focused on finishing your STAR by December 15! Offer a special on Gift Certificates, "\$100 Gift Certificate for only \$75." You could do this as a 3 Day Only special! Being a STAR will help you keep your shelves stocked with product, having the availability to give your products immediately to your customers which has been proven that you will then sell more when you can give it to your customers immediately!

*Remember, Mary Kay said it costs five times as much to attract a new customer as it does to maintain an established one. So determine to make your customers the happiest in town!*

Hugs,

*Cindy*

Power Class of the  
december.....  
Month

Ready to slay the day? Make sure to put on your "unstoppable confidence!" You can have all the ability in the world to accomplish your business goals, but if you don't believe in that ability, it's difficult to be in full on pursuit of success. Watch this month's show to plug in to your most important personal super power....your confidence!

[Click here to Watch](#)

Quarter 2

STAR

ends December 15



Thank you for submitting your Mary Kay Accomplishment sheets on line

### November Results

#### Parties/Classes with 3 or more

Leah Marley-\$377

Christine Spain-\$282,260,128

#### Facials(1 or 2 in attendance)

Christine Spain-\$134

Elena Torsiello-\$66

#### OTG-On the Go Appointments

Leah Marley-\$185

Christine Spain-\$157,69, 40

Kimberly Bowe-\$60

#### PWS

Leah Marley-\$167,92,37

Elena Torsiello-\$113

#### PCP-Preferred Customer Program

Kimberly Bowe-\$507

Elena Torsiello-\$343

Christine Spain-\$55,45,33

#### Skin Care Sets

Christine Spain - 6

Kimberly Bowe-2

Leah Marley-1

#### Weekly Sales

Kimberly Bowe-\$567

Christine Spain-\$489,355,351,202

Leah Marley-\$484,222,92

Elena Torsiello-\$522

#### Basic Skin Care Sets YTD

Christine Spain - 23

Kimberly Bowe- 22

Leah Marley - 13

Erin Shaffer-5

Jill Kuffa-4

Dana Kuffa-4

Elena Torseillo-2

### \$1,000 Selling Month

Christine Spain



**HotLine Callers Everyday!**  
Christine Spain & Leah Marley

#### \$100 Days

Christine Spain & Leah Marley

**Everytime you have a \$100 Day**  
**Call Cindy and leave me a message**



Leah Marley in Arizona



Leah Marley in Arizona w New TM  
Samantha Hurtt



Christi Kunzweiler winning at her SC meeting



Christine & Elena at TNL winning

# January Jumpstart

Join

**NSD CINDY LEONE**  
And the Lifesaver Directors

Red  
Jacket  
Debuts

DIQ's  
& Team  
March

Raffle  
Gifts

**Career Path  
Recognition!!!**



Our Honored Guests:

Elite Executive National Sales Director Emeritus Emily  
McLaughlin & Dick McLaughlin

Come & Be inspired to hear this amazing couple that are Legacy  
Leaders in our Company. Emily was directly trained & inspired by  
our founder Mary Kay Ash!

**Happy New Year!**

**Get Your New Year  
In Gear!**

**Get your Battery  
Recharged!**

Special Gift & Recognition  
for

Top in Sales &  
Top in Team Building  
December 1 – 31<sup>st</sup> 2017  
&

Star Consultant Recognition  
quarter ending 12/15/17

**Saturday,  
January 6, 2018**

The Mansion on Main St  
Voorhees, NJ

Doors open at 9:00 AM

9:30 AM – 3:30 PM

Price: \$37 per person

Includes Coffee in the morning  
And Lunch in the afternoon

**Our Day will consist of Training,  
Ideas, Inspiration & Recognition  
& Much More!**

Prelim Counts due 12/27/17 by 10am

Final Counts by 12/30/17 by noon

Director Deb Lucash will be taking the counts

Email Deb at [D3bby@verizon.net](mailto:D3bby@verizon.net)

Special Recognition & Gift for the Director with the most in attendance & Special Recognition & Gift for the Director  
with the most Star Consultants at this event



# Decorate Your Holiday 2017 Tree of Ornaments!

Have a Holiday open house or Holiday coffee

Hold 3 interviews

Attend Weekly Meeting

Get 10 new leads

Call 5 Reorder Customers

Sell 2 Holiday Baskets

Sign up with pmt for January 6<sup>th</sup> Jumpstart

Call Cindy's Hotline for 14 days straight in Dec!  
1-641-715-3900  
extension 356539#

Book and Hold 2 classes

Call in \$100 Day

Bring 1 Guest to Meeting/Event

Have a \$500 selling week

Contact 3 businesses

Call 5 leads

Hold 2 holiday stop & shops

Call in \$100 day

Book & hold a facial

Bring 1 Guest to Meeting/Event

Hold a Holiday Makeover class!

Book a "New Years New You" Class for January!

Have a \$300 selling week

Be a Star Consultant by 12/15

Call Director 1x Ea. Week (1 2 3 4)

Place 3 Holiday facial bags

Call 5 husbands to holiday shop with you!

Have fun by crossing out each Holiday Ornament when the activity is completed!

[Total 25 Christmas Balls]

Complete 25 Balls & place \$800 whl. or more - Win Lunch and Red Gift from your Director!

Complete 15 Balls and place \$650 Wholesale order - Win Better Prize Level Red jewelry!

Complete 10 Balls and place \$400 Wholesale order - Win Red Gift!

Complete 6 Balls and place \$225 Wholesale order win gift!

Recruit 1 or more in December and win a RED OR GREEN gorgeous ring from your Director!!!

Due: January 6, 2018

Name: \_\_\_\_\_

# FOCUS

( NEW FACES *take you* PLACES )



## Let's Focus on the *New Faces Take You Places* Career Conference Consistency Challenge!



### Focus on the Bracelet:

Independent Beauty Consultants and Sales Directors who achieve the *New Faces Take You Places* Challenge for the months of December, January and February and attend Career Conference will receive the exclusive consistency challenge **bracelet with a crystal-encrusted charm featuring the power word FOCUS**. Plus, you'll get an awesome Bling Button for your Career Conference badge! Remember, you must attend Career Conference to receive the bracelet.



### Focus on the **CCVIP Luncheon**:

Independent Beauty Consultants and Sales Directors who achieve the *New Faces Take You Places* Career Conference Consistency Challenge **AND** who have **one qualified\*** new personal team member during the contest period will earn an invitation to the **CCVIP Luncheon!**

\*Go to *Mary Kay InTouch*® for complete contest rules and details.

MARY KAY®

# FOCUS

# Fabulous FREE Makeover to your Friends and Family!

When you list the names and phone numbers of your friends or family members, they will receive a fabulous free makeover!

**CONTEST:** Be the **FIRST** to fill in all lines and win a *Fabulous* gift!

	Name	Phone	Best Way to Reach (Circle One)	
1.	_____	( ) _____	TEXT	CALL
2.	_____	( ) _____	TEXT	CALL
3.	_____	( ) _____	TEXT	CALL
4.	_____	( ) _____	TEXT	CALL
5.	_____	( ) _____	TEXT	CALL
6.	_____	( ) _____	TEXT	CALL
7.	_____	( ) _____	TEXT	CALL
8.	_____	( ) _____	TEXT	CALL
9.	_____	( ) _____	TEXT	CALL
10.	_____	( ) _____	TEXT	CALL
11.	_____	( ) _____	TEXT	CALL
12.	_____	( ) _____	TEXT	CALL
13.	_____	( ) _____	TEXT	CALL
14.	_____	( ) _____	TEXT	CALL
15.	_____	( ) _____	TEXT	CALL
16.	_____	( ) _____	TEXT	CALL
17.	_____	( ) _____	TEXT	CALL
18.	_____	( ) _____	TEXT	CALL
19.	_____	( ) _____	TEXT	CALL
20.	_____	( ) _____	TEXT	CALL

Please be assured that I treat each friend or family member with the utmost care and respect! Thank you for supporting my small business!

Your Full Name: \_\_\_\_\_ Date: \_\_\_\_\_



# Cindy's Celebrities



*Cindy Leone*

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## important Dates

- December 15** - Quarter 2 Star Contest Ends
- December 16** - Quarter 3 Star Contest Begins AND Spring PCP Enrollment begins
- December 25** - Merry Christmas - All offices closed
- December 26** - Company Holiday - All offices closed
- December 28** - Last day to place telephone orders for December
- December 31** - Last day to place on-line orders for December
- January 15** - Martin Luther King Jr. Day - Postal Holiday
- January 17** - Spring PCP Enrollment Ends
- January 27** - Last day to place telephone orders for January
- January 30** - Registration opens for 1st week of Career Conference
- January 31** - Last day to place on-line orders for January
- February 1** - Registration opens for 2nd week of Career Conference

*Holiday Delivery*  
**DEADLINE**



To ensure delivery of your orders before the holidays, your product orders must be received and processed by **Monday, Dec. 11.**

**Career  
Conference  
2018**

Save the Date

March 16-17  
March 23-24  
March 25-26

Get wrapped up in the infectious energy of positive, driven women who are also seeking success in their Mary Kay businesses! Cities new your and dates will be available soon.

