



Director Marita McCafferty

Dynamite Unit



**Congratulations
Bracelet
Achievers!**



**Linda Sperring * Dolores Morroni * Dawn Patterson
Maureen McCormick * Denise McDevitt * Marita McCafferty**

All March Achievers are on-target for Seminar Consistency Bracelet!

MARY KAY
STAR
CONSULTANT
PROGRAM

MARCH 16 TO
JUNE 15, 2018

FOR ALL THE
SEASONS OF
YOUR LIFE

LET YOUR SUMMER SIZZLE

| On-Target STAR!! | Total Contest Credit | —Contest Credit Needed— for Star | | | | |
|------------------|----------------------|-------------------------------------|------|---------|---------|-------|
| | | Sapphire | Ruby | Diamond | Emerald | Pearl |
| Taylor, Candida | 458 | 1342 | 1942 | 2542 | 3142 | 4342 |
| Pfefferle, Linda | 444 | 1356 | 1956 | 2556 | 3156 | 4356 |

Set Your Sights on STARDOM this quarter!

Logon to
www.marykayintouch.com
to see all of the amazing prizes!

| | | | | | | | | |
|----------|---|-------|---|---------|---|---------|---|-------|
| Sapphire | ★ | Ruby | ★ | Diamond | ★ | Emerald | ★ | Pearl |
| 1.800 | | 2.400 | | 3.000 | | 3.600 | | 4.800 |

Look Who's Moving Up!

Congratulations to New **RED JACKET**, Dolores Morroni!!



The Ultimate Unit



DIQ



Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

5-7 Team Members



Candida Taylor



Position Available!



Position Available!



Star Team Builder

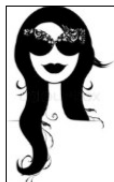
3-4 Team Members



Dolores Morroni



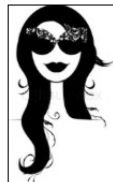
Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

| | | | | |
|---------------------|---------------------|---------------------|---------------------|---------------------|
| Barb Dickson | Jo'Anne Every | Cathy Larkin | Iris Morales | Linda Sperring |
| Pat Varrone | Position Available! | Position Available! | Position Available! | Position Available! |
| Position Available! | Position Available! | Position Available! | Position Available! | Position Available! |

Dates Ahead

- 4/16...meeting at Marita's home 6:30pm
- 4/17...Summer PCP enrollment ends
- 4/23...meeting at Marita's home 6:30pm
- 4/30...Area Guest Event at Normandy Farms, Blue Bell; 7pm. Last day of the month to place orders.
- 5/7...meeting at Marita's home 6:30pm
- 5/14...meeting at Marita's home 6:30pm
- 5/21...meeting at Marita's home 6:30pm
- 5/31...Last day of the month to place orders.

Valerio Area Workshop
Tuesday, June 5th @ 7pm
Blue Bell Country Club, \$13

Ruby Seminar
Dallas, TX
July 20th-23rd
Priority Registration begins April 24th
Open Registration begins April 30th

'Love' Checks

| | |
|----------------------|------|
| 9% Commission | |
| Candida Taylor | \$87 |
| 4% Commission | |
| Dolores Morroni | \$50 |
| Cathy Larkin | \$24 |

(Commissions of \$10 and up)

How do you earn Commission??

- 1-4 active team members = 4%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%



Welcome New Consultants!

Diva Bell of Rock Hill, ,SC welcomed by Marita McCafferty!

Paradise Waller of Rock Hill, ,SC welcomed by Marita McCafferty!

Pink Investors

These consultants invested in product last month!



| | |
|----------------------|--------------------|
| Linda J. Sperring | Diane Dougherty |
| Dawn M. Patterson | Barbara A. Dickson |
| Dolores M. Morrone | Candida Taylor |
| Maureen McCormick | Eileen S. McEntee |
| Denise McDevitt | Laurie Kibelstis |
| Cathy Larkin | Patt Every |
| Elizabeth J. Collins | Carolyn J. Isaacs |
| Lori Moore | Diva Bell |
| Maureen McNiff | Debbie Bracy |

"THE WAY TO GET STARTED IS TO
QUIT TALKING AND BEGIN DOING."

-WALT DISNEY

Celebrate!

| <u>May Birthdays</u> | <u>Day</u> | <u>May Anniversaries</u> | <u>Year</u> |
|----------------------|------------|--------------------------|-------------|
| Lisa McGroarty | 9 | Barbara A. Dickson | 20 |
| Adrienne Darr | 16 | Iris N. Morales | 10 |
| Kirsten E. Olson | 27 | | |
| Jo'Anne Every | 29 | | |

Dazzle with DIAMONDS!

April
Surprise
& Delight

Mary Kay Ind. Sales Directors and Ind. Beauty Consultants who achieve the March monthly *New Faces Take You Places Challenge* by placing a \$600 or more wholesale Section 1 order* from Apr. 1 to 30, 2018, also will receive one entry into a random drawing for one of (4) pairs of Diamond Stud Earrings or (100) Amex Gift Cards!



Seminar Awards 2018

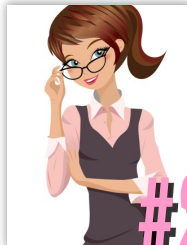


YTD Court of Sales

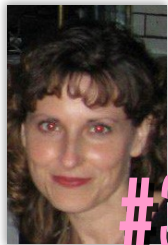
MK: \$40,000 retail * Area: \$20,000 retail



#1



#2



#3

1. Dolores M. Morrone \$12,727.00
2. Peggy A. Smith-Dobbs \$7,077.00
3. Linda J. Sperring \$6,802.00
4. Pat Varrone \$6,202.00
5. Dawn M. Patterson \$6,004.00
6. Candida Taylor \$5,142.00
7. Iris N. Morales \$4,949.00
8. Denise McDevitt \$4,164.00
9. Linda E. Pfefferle \$4,155.00
10. Barbara A. Dickson \$3,839.00

July 1, 2017-June 30, 2018

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. Dolores Morrone 1Q
2. Iris Morales 1Q

ACTION



Earn Your
Bracelet
when you
place a
total of
\$600+
w/s this
month!

April

The Valerio National Area welcomes



Inner Circle
National Sales Director

**Linda
Toupin**

Monday, April 30th * 7:00-9:00pm

Linda has 2 children - Dr. Neil Toupin, a pediatric neurologist resident is married to Hana, and they have two beautiful daughters, Wren & Lilou. Katie is a singer and songwriter.

Linda joined Mary Kay in 1982 while teaching in the public school system as a Home Economics instructor for grades 6-12 in a small rural school. She debuted as a Sales Director in 1983 and left her teaching position when Neil was born. Working as a full-time director and work-from-home mom, she quickly moved her unit to Cadillac status. Linda has over 45 Offspring Sales Directors and over 4,500 consultants entrusted to her leadership. She has driven free Mary Kay cars for over 35 years and is currently driving a Pink Cadillac XLR Roadster Convertible with every option that Cadillac offers. Her personal unit of 500 consultants has retailed over \$25 million dollars in the last 22 years. Linda's National Area ranked #7 in the Ruby Seminar last year and retails over 10 million in sales each year. Her highest commission check for one month has been over \$57,000. Linda has earned over 7 Million Dollars in Commissions in her career!

Normandy Farms Conference Center

900 Twin Silo Dr, Blue Bell, PA 19422

Consultants/Directors: \$13 venmo to @Sandra-Valerio-2
by 4/27 or \$15 at the door * Guests: FREE

**Don't Miss this
Amazing Guest Night!**

Bring guests and your support person!
Husband, Boyfriend, Mom—Whoever it is!

One Lucky Guest AND One
Lucky Consultant will each

WIN \$100!!



SEMINAR 2018

Top 10 Reasons you should attend Seminar:

10. **Tour the Mary Kay World Headquarters** building and our world-renowned manufacturing facility.
9. **Visit the Seminar Expo** and not only learn more about upcoming product launches, but also about tools that are designed to help you reach out to hostesses and customers. Plus, you can visit the Mary Kay InTouch® booth for online guidance and support, and visit MKConnections® for business tools, supplies and more!
8. **The value you receive from the cost of your registration fee is worth the investment.** Nowhere else can you receive the wide range of education, along with the inspiration, recognition and motivation, plus wholesale credit and
7. **Spend quality time** with your Independent Sales Director and National Area!
6. **Share ideas with sister Independent Beauty Consultants and Independent Sales Directors** who, just like you, are eager to learn and grow in their Mary Kay businesses.
5. **Be among the first to try new Mary Kay® products** with the product gift you receive exclusively for you with your Seminar registration.
4. **Receive fabulous education** - in classes and from the stage - that will cover a wide range of topics, including what's new with the Mary Kay® products to the sold business-building techniques that can help you take your business onward and upward!
3. **Learn from the "best of the best"** of the Mary Kay independent sales force as top Independent National Sales Directors and Independent Sales Directors from across the nation come together to share their personal stories and secrets of success with you!
2. **It's a smart business decision.** Seminar is the perfect setting to think about the new goals you want to achieve for the new Seminar year!
1. **Celebrate** and receive well-deserved recognition for your accomplishments!



Dallas, TX

Priority Registration: April 24th

Open Registration: Apr 30th

- All Independent Sales Force Members who registered for Career Conference 2018 without cancelling Qualifiers: \$195
- All other Independent Sales Force Members: \$225
(except for new IBC Agreements accepted by the Company beginning July 1, 2017-July 1, 2018; their registration fee will be \$195)

Logon to InTouch for all the details.

Calling all Princesses Seminar 2018

It's our 55th anniversary, and we've got unique celebrations in store for you!

Let's Celebrate Selling!

*New! Princess Court of Personal Sales.** This year, Independent Beauty Consultants with \$20,000 in estimated personal retail production by June 30 will have their spotlight moment as they parade across the Seminar stage during Awards Show! Plus, they get a special **Bling Button** and **sash**. Get behind those eager performers in your unit, and coach them to success! Find complete details on *Mary Kay InTouch*® on April 16.





During this year of transformation, excitement and momentum, it only seems fitting to make the official launch date of the *TimeWise*® Miracle Set 3D™ one in the same as Mary Kay Ash's birthday. That's right! The *TimeWise*® Miracle Set 3D™ will launch May 12 to all Independent Beauty Consultants. Independent Sales Director Early Ordering will be April 26 and Star Consultant/Preferred Customer ProgramSM ordering on May 10. Also, all products for the Summer 2018 quarter will launch on May 12.

Check out Mary Kay InTouch to learn all about all things TimeWise Miracle Set 3D! Click on each drop-down menu to explore, watch and learn! And be sure to come back to MK News at the beginning of each week for Miracle Monday updates with all the latest and greatest.

Here's more to know:

Starter Kit

New Independent Beauty Consultants will receive *TimeWise*® Miracle Set 3D™ in their Starter Kits beginning May 12, and there will be a \$25 Starter Kit Conversion Kit for eligible Independent Beauty Consultants (*Purchased \$100 Starter Kit from Feb 1st-May 11th, 2018 & didn't receive TW 3D products*).

On the Road to a Million Miracles

We'll help you kick off the exciting launch of *TimeWise*® Miracle Set 3D™ with a road trip called *On the Road to a Million Miracles*. Mary Kay President of North America Nathan Moore will make several stops across the U.S. to celebrate this game-changing product launch.

That's not all! There's a new **Road to a Million Miracles Challenge** to sell one million sets of *TimeWise*® Miracle Set 3D™ starting April 26, and continuing through the opening day of Seminar 2018! Details to come.

TimeWise® Miracle Set 3D™ Spotlight Videos

Look for weekly videos on *Mary Kay InTouch*® to help you launch and prepare for the *TimeWise*® Miracle Set 3D™.



Mother's Day - May 13th

Great marketing ideas

1. This is one of the cutest ideasWrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!

Designed for clients of Director Only Services

Faces Take You Places Tracking

Name: _____ Dir. Name _____

Email: _____

Month: _____

*Tracking sheets must be received by the 3rd of the month
Please e-mail to nsdsandyv@gmail.com or fax: 215-699-8573

Which did you achieve this month?
Inner: ___ Diamond: ___ Gold: ___

Personal W/S: _____ Retail Sales: _____
Pers. Recruits Not Qual: _____ Pers. Recruits Qual: _____

Interviews

| Name/Phone | Follow-Up / Recruited? |
|------------|------------------------|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |
| 9. | |
| 10. | |
| 11. | |
| 12. | |
| 13. | |
| 14. | |
| 15. | |

Inner Circle **COMPLETE 4 OF THE 5**

\$800 Personal w/s* \$1400 retail sales*
25 faces or 10 parties 15 interviews/guests
1 new pers. Q or 2 new recruits

Diamond Circle **COMPLETE 4 OF THE 5**

\$600 Personal w/s* \$1000 retail sales*
20 faces or 6 parties 10 interviews/guests
1 new pers. Q or 2 new recruits

Gold Circle **COMPLETE 4 OF THE 5**

\$400 Personal w/s* \$800 retail sales*
15 faces or 4 parties 5 interviews/guests
1 new personal recruit

* these items must be completed

Faces/Selling Appointments

| Name/Phone | Class/Facial | \$ Sold | Bookings |
|------------|--------------|---------|----------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
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| 26. | | | |
| 27. | | | |
| 28. | | | |
| 29. | | | |
| 30. | | | |
| Totals | | | |

Parties

| Hostess/Date | Hostess/Date |
|--------------|--------------|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |



Marita McCafferty
Independent Sales Director
 1115 Angus Circle
 Blue Bell, PA 19422

MARY KAY
SEMINAR
 2018

Registration
 starts
 this month!

see it live it share it

To the Dynamic:

SNSD Sandy Valerio



FACES

Take You Places

2018 Valerio Area Consultant Challenge

Be an Achiever in your Category of Choice Each Month!

Gold Circle Diamond Circle Inner Circle

- \$400 Personal Wholesale*
- 15 faces or 4 parties
- \$800 retail sales*
- 1 new pers. Q or 2 new recruits
- 5 interviews/guests to events

Complete 4 of 5

Complete Gold Circle to earn the monthly prize!

- \$600 Personal Wholesale*
- 20 faces or 6 parties
- \$1000 retail sales*
- 1 new pers. Q or 2 new recruits
- 10 interviews/guests to events

Complete 4 of 5

Complete Diamond Circle to earn the monthly prize & a 15 min Goal session!

- \$800 Personal Wholesale*
- 25 faces or 8 parties
- \$1400 retail sales*
- 1 new pers. Q or 2 new recruits
- 15 interviews/guests to events

Complete 4 of 5

Complete Inner Circle to earn the monthly prize & a \$15 Starbucks Gift Card!

Achievers will also earn recognition on area site & in area newsletter!

Earn your "New Faces Take You Places" Bracelet from Mary Kay when you place \$600 w/s in a month!



*\$600 w/s can be cumulative. Bracelet changes

April



Mystery Gift

Dynamite Unit April Promo

Win your New 3D Miracle Go Set

\$250 Wholesale min Samples of new Miracle Set

\$400 wholesale and 1 sharing appointment win Samples and Look Books

\$600 wholesale and 2 sharing appointments win Samples, Look Books and New 3D Miracle Go Set