



# ERVIN'S Energetic Entrepreneurs

SENIOR SALES DIRECTOR STACY ERVIN



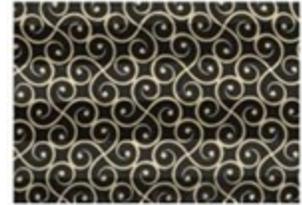
**Monthly T.E.A.M. Goals**  
**\$20,000 wholesale**  
**20 New Unit Members**  
**Together Everyone Achieves More!**



## Seminar 2014 Goals

- .\$650,000 Unit Club**
- .5 Offspring Directors**
- .100 Stars (25 per Quarter)**
- .5 Consultants in Sharing & Sales Courts**

Congrats to  
Rimiko Abbott  
Gloria Snapp  
Cheryl Sance-Goodspeed  
For earning their scarf  
for a \$250 whsl order



Congrats to:  
Myrtle Neely &  
Pearl Estrada for earning  
their Sparkly Earring for  
placing a \$450 order.

Way to go Billie Jo Kitts!  
She earned her Stunning  
Bracelet for placing a \$650  
whsl order!



## January Queens

### Queen of Wholesale



*Gloria Perry*  
**\$1,223.50**

### Queen of Sharing

*Renae Robinson &  
Angella Douglas*  
**2 Team Members**



### Queen of Retail Sales



*Position Open*  
Based on Weekly Accomplishment  
Sheets turned in to Stacy

You rock Gloria Perry!  
She earned her Black Chic Watch for  
placing a \$1050 order!



Congrats to Gloria Perry &  
Cheryl Sance-Goodspeed for  
earning their Crystal Stone  
Bracelet for building their  
team in January!

Way to go, Renae Robinson!  
She earned her Stunning Earrings for  
building her team in January with 2  
new active team members.



# Welcome New Business Owners



**New Consultant**  
 Elizabeth Blackwell  
 Jacqueline McKnight  
 Rual Morrison  
 Gloria A. Perry  
 Rita Robinson

**From**  
 SAN ANTONIO, TX  
 MARGATE, FL  
 LAUDERHILL, FL  
 SAN ANTONIO, TX  
 SAN ANTONIO, TX

**Sponsored by**  
 Renae Robinson  
 Angella Douglas  
 Angella Douglas  
 Cheryl Sance-Goodspeed  
 Renae Robinson

## Look Who Enrolled Customers to Receive The Look for Spring!

Felecia Haley	Jennifer Aquino
Renae Robinson	Sandra Cervantes
Stacy Ervin	Venus Marshall

**You qualify to order the new  
 Spring Products on February 10th!**



## January Production

Thanks to the following consultants for working their business and placing an active order!

Gloria A. Perry	\$1,223.50
Angella A. Douglas	\$948.50
Billie Jo Kitts	\$713.00
Myrtle J. Neely	\$498.00
Pearl M. Estrada	\$459.50
Rimiko A. Abbott	\$390.00
Gloria L. Snapp	\$257.00
Cheryl Sance-Goodspeed	\$254.00
Shawn A. Welch	\$244.50
Zulema Martinez	\$223.00
Elizabeth Blackwell	\$222.00
Sharron J. White	\$212.50
Sherry M. Clark	\$210.50
Nancy D. Trivino	\$209.00
Felecia S. Haley	\$207.50
Jessica M. Ervin	\$207.50

Letha Duff	\$206.50
Terrie D. Williams	\$206.00
Rita Robinson	\$205.00
Tanya M. Riley	\$205.00
Courtney Daniels	\$202.50
Tonya L. Robbins	\$201.50
Gail E. Veliz	\$201.00
Marilyn G. Grayson	\$201.00
Angelique M. Lewis	\$201.00
Veronica Crimes	\$200.00
Stacy O. Ervin	\$613.50

**Share your love  
 for our products  
 and watch your  
 business grow!**



# February Team Building

Each one reach one you and your new team member will earn your choice of these beautiful dangling earrings!



Two new active team members and you earn this beautiful silver stud snap bracelet.

Three new active team members and you earn your beautiful necklace perfect for your red jacket and your new blue director's suit.



Four new active team members and you earn this sparkling zipper wallet.



Five new active team members and you earn designer inspired red bag!

New York style Designer inspired Saffiano leather-like large tote bag Top zip closure & Twist lock closure Large double compartments Beautifully printed linings Center zip divider pocket Inside zipper pocket Cell phone compartment Exterior: back zipper pocket 6.25" handle drop Detachable adjustable 52" shoulder strap Measurement: 16 \* 11.5 \* 6 inches

Interview or bring 10 guests to the meeting Feb 1-14th and earn this awesome key ring. Interview or bring 10 guests to the meeting Feb 15-28th and earn these super sexy and fun sunglasses.

"Your future is so bright you will need shades!"



# Third-Quarter On-Target Stars!

## December 16 to March 15, 2014



Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
GLORIA PERRY	\$1,223.50	\$576.50	\$1,176.50	\$1,776.50	\$2,376.50	\$3,576.50
ANGELLA DOUGLAS	\$948.50	\$851.50	\$1,451.50	\$2,051.50	\$2,651.50	\$3,851.50
STACY ERVIN	\$813.50	\$986.50	\$1,586.50	\$2,186.50	\$2,786.50	\$3,986.50
BILLIE JO KITTS	\$729.00	\$1,071.00	\$1,671.00	\$2,271.00	\$2,871.00	\$4,071.00
MYRTLE NEELY	\$564.00	\$1,236.00	\$1,836.00	\$2,436.00	\$3,036.00	\$4,236.00
PEARL ESTRADA	\$459.50	\$1,340.50	\$1,940.50	\$2,540.50	\$3,140.50	\$4,340.50
CHERYL SANCE-GOODSPEED	\$454.00	\$1,346.00	\$1,946.00	\$2,546.00	\$3,146.00	\$4,346.00
GLORIA SNAPP	\$402.00	\$1,398.00	\$1,998.00	\$2,598.00	\$3,198.00	\$4,398.00



## She's Pinned Her Goals on the Highest Star

In the beginning, the eager new Independent Beauty Consultant didn't realize the power of the Star Consultant quarterly contests and Ladder of Success programs – the difference they would make in her goals and commissions, her relationships, her Mary Kay future. Then, shortly after starting her Mary Kay business, **Independent Senior Sales Director Beth Poole of Myrtle Beach, S.C.**, received an order from a customer that would help her achieve the \$1,800 in wholesale Section 1 orders required to attain Sapphire Star Consultant status on the Ladder of Success. But instead of stopping there, she went on that quarter to achieve Emerald Star status, whetting her appetite for more of the same. Today, Beth is a true believer.

**FROM THAT EARLY EXPERIENCE, IT'S ALWAYS BEEN IMPORTANT TO ME TO BE AN EMERALD STAR,**" says Beth, who also credits the Preferred Customer Program with making her Mary Kay business thrive. "I call my customers each quarter and try to hold two to three classes each week. That means I need product to supply my customers' needs. I found that once you grow your customer base, reorders keep them coming back. My reorders average around \$150 per day. That helps ensure my Emerald Star each quarter. It's a beautiful cycle!"

Keeping her goal in sight has helped Beth overcome inevitable "growth opportunities." "As a new Independent Beauty Consultant, it hurt my feelings when someone said 'no,'" she shares. "Then I realized I should take each *no* and try to find out why it wasn't a *yes*. It's funny. Once I start talking to a prospective customer about why she isn't interested, reaching a *yes* answer becomes a personal challenge. I like to get down to the bottom line and discover the reason she doesn't want to try the products. I usually can change her mind. Customers love Mary Kay® products once they get them on their faces. It's such a reward to me when they book a skin care class!"

In fact, relationship-building seems to be one of Beth's greatest gifts. "I love to educate women about what our products can do for them," she says. "Everyone has that sign around her neck that says, 'Make me feel important.' Once you do that, people trust you. Earn their faith through your knowledge of products and what you can do to help them, and you build customers for life.

# Sweet Somethings for Valentine's Day



Wrap up samples, a couple of chocolate candy kisses, and tie a bow on the bag with your business card. Pass them out at your pediatrician's office, hair salon, and all of the other places you do business with. Have the women you give them to fill out their names and numbers for your drawing.' Draw for a Satin Lips Set or other gifts at the end of the week. Challenge yourself to collect 20 names before you do your drawing!

Drop off a gift baggy (samples, a coupon for a free lip pencil with the purchase of 2 lipsticks or a free nail color with the purchase of 2 lipsticks, and a few chocolate kisses) to selected customers; call them your customer appreciation gifts. Drop them off at offices whenever possible to get visibility with her co-workers. Give them goody bags, too.



## Use Your Mary Kay® Personal Web Site to Maximize Your Online Business

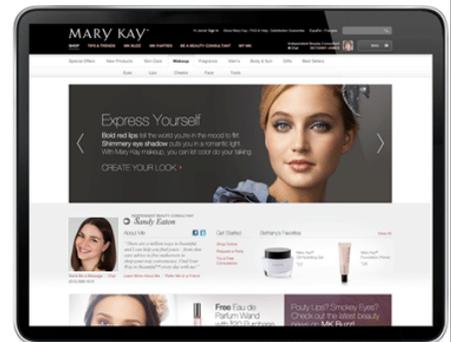
**Make the most of your online presence with these hard-working, customizable tools:**

### Personal Web Site options

- ◆ Introduce customers to products they'll love. Offer free samples!
- ◆ Inspire online purchases. Promote free shipping.
- ◆ Increase your average sale. Offer gifts with purchases.

### Promote your business

- ◆ Consultant Locator helps customers find you. Allow your customers to shop 24/7.
- ◆ Build your business. Invite your customers to host parties.
- ◆ Drive customers to your site every month. Send Beaut-eNews® and MKeCards®



**Your Mary Kay® Personal Web Site lets you give your customers VIP treatment.**

### Customers can:

- Shop with you 24/7
- Get personal product recommendations from you
- Recreate their favorite looks
- Get expert tips and trends from you

**Get a Mary Kay® Personal Web Site in less than 5 minutes!**

Setting up your Mary Kay® Personal Web site is fast and easy. To get started, you will need a valid email address, a digital picture of yourself, and your credit card handy. You can set up your Mary Kay® Personal Web Site through the **Mary Kay® Personal Web Site Manager** found on InTouch under Business Tools tab.

**Your Mary Kay®**

**Personal Web Site is  
the ultimate in**



# Seminar 2014 Queen's Courts



## Court of Sales

## Court of Sharing



**YTD Queen of Sales  
Seminar 2014  
Myrtle Jo Neely**



**YTD Queen of Sharing  
Seminar 2013  
Renae Robinson**

Name	YTD Total
1 Myrtle J. Neely	\$6,811.00
2 Angelique M. Lewis	\$6,381.00
3 Venus Marshall	\$4,957.00
4 Billie Jo Kitts	\$4,906.00
5 Ariel Prince	\$4,461.00
6 Renae L. Robinson	\$4,045.50
7 Oralia Torres	\$3,897.00
8 Angella A. Douglas	\$3,789.00
9 Brenda L. Quinney	\$3,063.00
10 Cheryl Sance-Goodspeed	\$2,996.00

Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
1 Renae L. Robinson	4	\$431.74
2 Felecia S. Haley	1	\$55.66
3 Cheryl Sance-Goodspeed	1	\$48.94
4 Stacy O. Ervin	1	\$236.63

*Do you know someone who needs  
Mary Kay in her life? Call her today!*

## Love Checks

13% Recruiter Commission Level  
Stacy O. Ervin \$638.37

9% Recruiter Commission Level  
Renae L. Robinson \$155.34

4% Recruiter Commission Level  
Cheryl Sance-Goodspeed \$48.94  
Gail E. Veliz \$8.20

# Any Woman Can in 2014!

Personal Sales Courts  
National Court of Sales  
\$36,000 Retail  
(earn beautiful jewelry)

Pearl Go Give Area Court of Sales  
\$20,000 Retail

Ervin's Court of Sales  
\$10,000 Retail



Check out these 2014 National Court Awards!



Sharing Courts  
National Court of Sharing  
24 qualified Recruits  
(earn beautiful jewelry)

Pearl Go Give Area Court Sharing  
12 Qualified\* Recruits

Ervin's Court of Sharing  
5 Qualified\* Recruits

\*Qualified = \$600 whls order

# For the Love of Blue!



**Order \$250 wholesale and receive silver tone puff heart earrings!**



**Order \$450 wholesale and receive a sparkly ring to match the new suit!**



**Order \$650 wholesale and receive your blue dangling stunning earrings!**



**Order \$850 wholesale and receive this stunning bracelet!**



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**Order \$1050 wholesale  
And receive your Heart Necklace and earrings set!**

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**Order \$1500 wholesale and receive your Overnight bag!  
Perfect for Career Conference.**



**Promotions are based on items that are currently available from suppliers, however, markets change, back orders can occur or a supplier can discontinue items without our knowledge. If this occurs we will work diligently to find acceptable substitution. There might be a slight variation of style and color due to dye-lot issues and availability.**

# Celebrating You...in March!

## Anniversaries

	Years			
Phyllis J. Young	14	Vickie Latham	1	Jacqueline McKnight
Marilyn Darby	14	Farah M. Martinez	1	Janis Raymond
Gail E. Veliz	11	Kimberly M. Toscano	1	Brynda Bowens
Angela M. Stewart	11	Enwereji J. Ogechi	1	Ramona N. Williams
Felicia Nealy	3	Ethel L. Rawls	1	Tracy L. Jacobs
Brynda Bowens	2	Jacquelyn R Creekmur	1	Ronecia F. Jones
Jemicia O. K. Shakir	2	Banicia Mattox	1	Jennifer Revels
Takena Meuleman	2	Courtney Daniels	1	Michelle Martinez
Cathy B. McShane	1			Enwereji J. Ogechi
Oralia Torres	1	<b>Birthdays</b>	<b>Day</b>	Shanice A. Vaughan
Bertha Scales	1	Kimberly A. Erney	1	
Teresa M. Suttles	1	Jessica M. Ervin	1	
Joanna Gonzalez	1	Rimiko A. Abbott	5	
	1	Katie M. Davis-Hill	5	



Building  
**WALL  
toWALL**  
Leaders

Join the Movement.  
Build Wall to Wall Leaders.

Becoming a Wall to Wall Leader just got bling-ier! Independent Sales Directors who achieve the *Building Wall to Wall Leaders* Challenge and their Independent Senior Sales Directors will receive an invitation to the **Ice Cream Social at the Prize Party at Seminar 2014** where they will pick up one or more of these gorgeous, crystal-studded bracelets!\*



**New Independent Sales Directors:** Debut during the promotion period and receive the beautiful pyramid bracelet with royal blue crystals to match the 2014 Independent Sales Director suit.

\*Each Independent Sales Director must be in good standing with the Company and an active Independent Sales Director at the end of the promotion period to be eligible.

### Be a Wall to Wall Leader

- From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay **Independent Beauty Consultant** who debuts as a Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.
- And every **Independent Sales Director and Independent National Sales Director** who debuts an offspring Sales Director will earn her name on the Wall of Leaders.
- And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the **Class of 2014**.

# HERE COMES THE SUN!

## NEW SPRING PRODUCTS!

AVAILABLE ON FEB 10 FOR  
STAR CONSULTANTS & PCP  
ENROLLERS!  
AVAILABLE FOR ALL  
ON FEB 15!

Limited-Edition Products  
(\*Available while supplies last.)

### Mary Kay Hello Sunshine! Collection:

Summer-soft hues reflect a cheerful mood while casual, comfortable style still sets a dressed and fashionable tone.

- **Springy Eye Duo (\$16)** Glides on smoothly and resists creasing for lasting color that leaves an even, cream-to-powder finish. Available in **Summer Sunset** & **Stonewashed**.
- **Creamy Lip Color (\$16)** Lightweight with a semi-matte finish, get color that stays true without feathering or bleeding. Available in **Carefree Coral** and **Retro Rose**.
- **Lip Gel in Cherry Twist (\$16)** Ultra-glossy lip gel that provides bold, rich, buildable color with a glass-like, smooth, mirror finish.
- **Nail Lacquer (\$9.50)** Give nails a splash of color with an instant high-gloss finish. Available in **Lemon Parfait** and **Carefree Coral**.
- **Purchase with Purchase: Mary Kay Hello Sunshine! Collection Wristlet** (\$5 fixed wholesale/suggested retail)



Available with purchase of \$40 suggested retail from the Mary Kay Hello Sunshine Collection.

### Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 - (\$20)

Complexion Corrector, acts like makeup to instantly correct complexion imperfections while formulated like skin care to help nurture skin's beauty for tomorrow. It evens out skin tone and leaves your customers' complexion looking flawless. Available in four shades: **Light, Light to Medium, Medium to Deep** and **Deep**. (We will be phasing out Mary Kay Tinted Moisturizers this quarter.)



**Mary Kay Bronzing Powder (\$16)** The easy-to-blend, buildable color creates a bronzed look while it controls shine. Available in **Light-Medium** and **Medium-Dark**.



**Mary Kay Gel Eyeliner in Jet Black (\$18)** Pencil precise. Liquid intense. Gel smooth.

### Mary Kay At Play Color in Updated Shades!

- **Mary Kay At Play Baked Eye Trio (\$10)** In addition to Earth Bound and On the Horizon, now also in Electric Spring and Sunset Beach.
- **Mary Kay At Play Eye Crayon (\$10)** In addition to Gold Mine and Purple Smoke, also now available in over the Taupe and Teal Me More.
- **Mary Kay At Play Jelly Lip Gloss (\$10)** In addition to Berry Me and Teddy Bare, also now available in Poppy Love and Violet Vixen.
- **Mary Kay At Play Lip Crayon (\$10)** In addition to Perfect Pink and Toasted, also now available in Purple Punch and Coral Me Crazy.



Section 2: Gift with Purchase

### Mini Mary Kay Lash Love Mascara and Mini Mary Kay

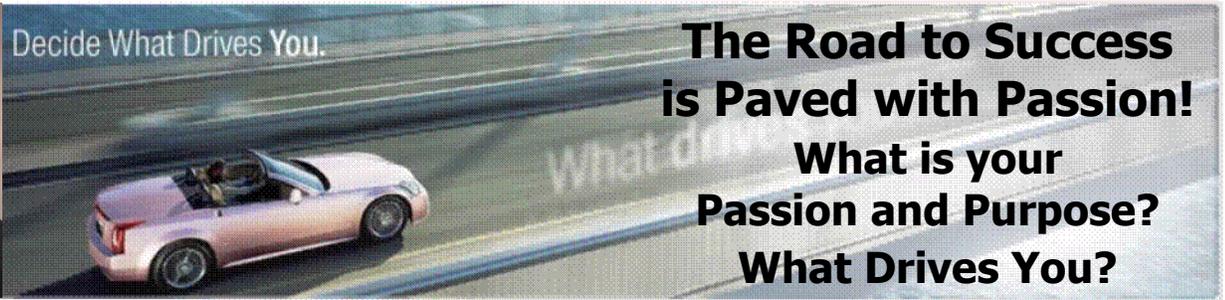
**Oil-Free Eye Makeup Remover** (pk/5, \$20) Includes mini *Mary Kay Lash Love Mascara* in I ♥ black and a mini *Mary Kay Oil-Free Eye Makeup Remover* in a black mesh bag.

**Mary Kay Lemon Parfait Pedicure Collection (\$28)** With notes of crushed mint, fresh lime and lemon peels, this budget friendly item is great for pampering yourself or someone else! Includes Icy Foot Gel, foot fizzes, toe separator, pumice stone and emery board in a gift bag.

- **Step 1:** Soak feet in warm water for at least 10 minutes with foot fizzes.
- **Step 2:** Scrub feet with Pumice Foot Stone.
- **Step 3:** Once you have exfoliated skin you will want to soften and refresh with the Ice Foot Gel.



Decide What Drives You.



**The Road to Success  
is Paved with Passion!  
What is your  
Passion and Purpose?  
What Drives You?**

**OFFSPRING SALES DIRECTORS**



**Leola  
Taylor**



**Nonika  
Allen**



Your Name  
Here



**Welcome Back!**

Veronica Crimes of San Antonio, TX  
Courtney Daniels of Savannah, GA  
Shawn Welch of Cibolo, TX

It's great to have you back!

**FUTURE DIRECTORS /DIQ**



Renae  
Robinson



Your Name  
Here



Your Name  
Here



**Look who's building their  
teams in January:**

Name	Recruits
Angella A. Douglas	2
Renae L. Robinson	2
CherylSance-Goodspeed	1

**TEAM LEADERS** with 5 - 7 Active Team Members



Your Name  
Here



Your Name  
Here



Your Name  
Here



Name	Recruits
Angella A. Douglas	2
Renae L. Robinson	2
CherylSance-Goodspeed	1

**STAR TEAM BUILDERS / RED JACKETS** with 3 - 4 Active Team Members



Your Name  
Here



Your Name  
Here



Your Name  
Here



Your Name  
Here



Your Name  
Here



Your Name  
Here



**SENIOR CONSULTANTS** with 1 - 2 Active Team Members

Rimiko Abbott  
Andrea Diaz Barraza  
Jessica Ervin  
Felecia Haley

Nicole Kelley  
Sabina Mata  
Angel McCollum  
Cheryl Sance-Goodspeed

Gloria Snapp  
Gail Veliz





# ERVIN'S Energetic Entrepreneurs February 2014

SENIOR SALES DIRECTOR STACY ERVIN

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>Stacy's Home 120 Montesa Ct Cibolo, TX 78108 210-566-3555</p>	<p>Conference Call Sunday 8:30-9:00 pm CST 641-715-3620 Access Code: 898489#</p>	<p>Monday Night Live Success Studios 431 Wolfe Rd, Ste 201 San Antonio, TX 78216</p>	<p>Monday Night Live Customer Appreciation Lady in Red: Valentine Makeovers</p>	<p>Monday Night Live 6:30-Training/SCC 7:30-Meeting Quarter 2 Stars &amp; PCP Participants can order new products</p>	<p>Monday Night Live 6:30-Training/SCC 7:30-Meeting</p>	<p>Monday Night Live 6:30-Training/SCC 7:30-Meeting</p>
<p>2 Conference Call 8:30-9:00 pm CST 641-715-3620 Access Code: 898489# Working Full Circle</p>	<p>3 Monday Night Live Customer Appreciation Lady in Red: Valentine Makeovers</p>	<p>4 <b>Book Sell Recruit</b></p>	<p>5 New Consultant Orientation Stacy's Home 7:00-8:30 pm</p>	<p>6 <b>Book Sell Recruit</b></p>	<p>7 RSVP for Beauty Escapes by 7 pm</p>	<p>8 Beauty Escapes Success Studios 10:15 am - 1:00 pm</p>
<p>9 Conference Call 8:30-9:00 pm CST 641-715-3620 Access Code: 898489# Team Building</p>	<p>10 Monday Night Live 6:30-Training/SCC 7:30-Meeting Quarter 2 Stars &amp; PCP Participants can order new products</p>	<p>11 <b>Book Sell Recruit</b></p>	<p>12 New Consultant Orientation Stacy's Home 7:00-8:30 pm</p>	<p>13 <b>Book Sell Recruit</b></p>	<p>14 RSVP for Beauty Escapes by 7 pm</p> 	<p>15 Beauty Escapes Success Studios 10:15 am - 1:00 pm New Spring Products available for</p>
<p>16 Conference Call 8:30-9:00 pm CST 641-715-3620 Access Code: 898489# Money Management</p>	<p>17 Monday Night Live 6:30-Training/SCC 7:30-Meeting</p>	<p>18 <b>Book Sell Recruit</b></p>	<p>19 New Consultant Orientation Stacy's Home 7:00-8:30 pm</p>	<p>20 <b>Book Sell Recruit</b></p>	<p>21 RSVP for Beauty Escapes by 7 pm</p>	<p>22 Beauty Escapes Success Studios 10:15 am - 1:00 pm</p>
<p>23 Conference Call 8:30-9:00 pm CST 641-715-3620 Access Code: 898489# Attitude/Image</p>	<p>24 Monday Night Live 6:30-Training/SCC 7:30-Meeting</p>	<p>25 <b>Book Sell Recruit</b></p>	<p>26 New Consultant Orientation Stacy's Home 7:00-8:30 pm</p>	<p>27 Last day to order by phone</p>	<p>28 RSVP for Beauty Escapes by 7 pm Last day for orders, Place your order by 9:00 pm</p>	



**Stacy Ervin**  
*Senior Sales Director*  
120 Montesa Ct  
Cibolo, TX 78108  
(210) 317-8762

servinmk@sbcglobal.net  
www.unitnet.com/servin



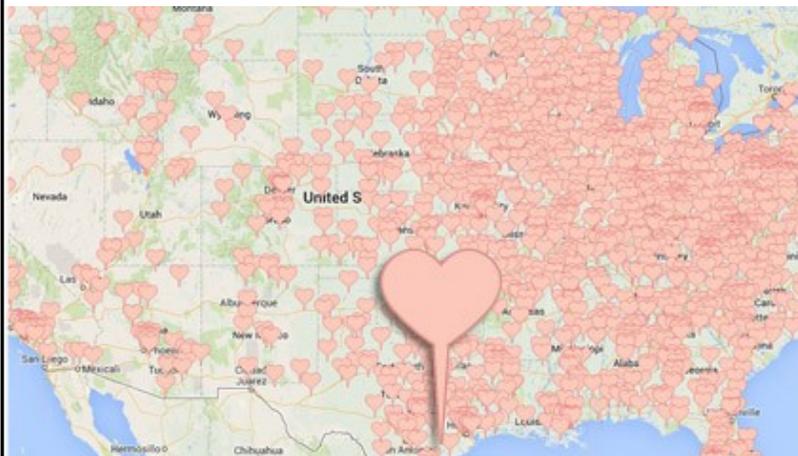
*To my Energetic Entrepreneur:*

## 2014 Makeover Day: Save the Date!

Last year's Makeover Day was SO much fun, we had to do it again! You'll want to circle this date on your calendars: **March 8, 2014 (Saturday)**. You conducted more than 44,000 makeovers during last year's Makeover Day. Can you beat that record in 2014? Absolutely! To make sure your numbers count, you'll want to opt in for text alerts from Mary Kay first – and it's a snap. Just go to Mary Kay InTouch®/Profile/My Texting Preferences, and complete your opt-in with a simple two-step process.

MARY KAY®  
**MAKEOVER DAY**  
March 8, 2014

Get a makeover and  
join the fun!



Oh – and have you noticed the large Makeover Day ad at the top of your Mary Kay® Personal Web Site? It takes customers to [www.marykay.com/makeoverday](http://www.marykay.com/makeoverday), where they can learn more and find the location of the nearest Makeover Day party! If you haven't pinned your party on the Mary Kay buzz map, don't wait – join the fun now, and get the word out to existing and potential customers! Stay tuned to Mary Kay InTouch® in the weeks ahead for periodic updates about 2014 Makeover Day!