

# TOP PERFORMERS

Jeni Tjelle | Independent Sales Director



Newsletter for April 2015  
February Results



*Queen of Wholesale*  
**Catherine Mahaffey**  
*Runners up*



*Queen of Retail Sales*  
**Megan Williams**  
*Runners up*



*Queen of Sharing*  
**Megan Williams**  
*you could be here too!*



Consultant Name	Wholesale
1 Catherine Mahaffey	\$1,808
2 Jennifer Freskos	\$1,806
3 Megan Williams	\$1,343
4 Brandi Burns	\$772
5 Brittny Knight	\$618

Consultant Name	Sales
1 Megan Williams	\$968
2 Andrea Sivertson	\$141
3 Constance Storey	\$64

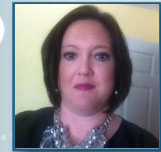
Consultant Name	Recruits
1 Megan Williams	1

## Court of Sales!



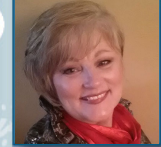
\$40,000 Personal Estimated Retail Production  
Year to Date Results as of 3/6/2015

1



**Megan Williams**  
\$12,614

2



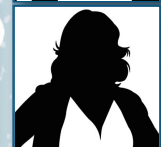
**Joyce Elaine Collins**  
\$5,057

3



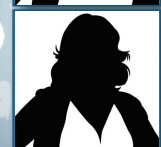
**Catherine Mahaffey**  
\$4,254

4



**Andrea Sivertson**  
\$4,251

5



**Jennifer Freskos**  
\$4,155

## Court of Sharing!



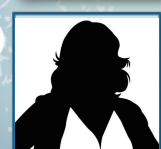
24 New Qualified Personal Team Members  
Year to Date Results as of 3/6/2015

1



**Megan Williams**  
3

2



**Your name here!**

CONGRATULATIONS

MEGAN WILLIAMS!

On Target CAR DRIVER!

Megan moved up to Team Leader!

REVEL LUCE is a star team builder!



# MARY KAY SEMINAR 2015

discover what you  
**LOVE**

during March the  
**STARTER KIT**  
is only \$75



RACE INTO

**SPRING**

TEAM-BUILDING PROMOTION

<b>sapphire</b> seminar july 15-july 18	<b>emerald</b> seminar july 19-july 22	<b>pearl</b> seminar july 22-july 25	<b>diamond</b> seminar july 26-july 29	<b>ruby</b> seminar july 29-aug. 1
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**Seminar is the ultimate and most inspiring event of the year!** You will receive **recognition** for all your hard work during the year, **education** on how to grow your business and be the **first to hear** about the **latest-and-greatest product and company news**. You will enjoy **top-notch entertainment** that rivals Broadway's finest! Best of all, you have the chance to break away from life's daily demands with girlfriends who only want the best for you.

**Seminar is like a college course, awards ceremony and Broadway show wrapped into one.** This year is no exception! **Hurry, you must act quickly to be a part of this life changing experience.** Bring more beauty to your life, your business and your world by attending **Seminar 2015**.

Registration opens to all sales force members at 8:30 a.m. as follows:

<b>sapphire</b> May 4	<b>emerald</b> May 7	<b>pearl</b> May 11	<b>diamond</b> May 14	<b>ruby</b> May 18
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## Recipe of the Month!

## TWICE BAKED BOURSIN POTATOES

### Ingredients:

- 6 baking potatoes  
(6 oz. each)
- 1 Tbsp olive oil
- 1 container (5.2 oz)  
garlic and herb flavored  
Boursin spreadable  
cheese
- ¼ cup milk
- 2 Tbsp chopped fresh  
parsley
- ¾ tsp salt
- ¼ tsp pepper
- 1/8 tsp paprika

### Directions:

1. Position rack in center of oven...preheat to 400 degrees
2. Coat potatoes with oil and prick with fork
3. Bake on ungreased baking sheet in center of oven until tender (1 hour, 20 minutes)
4. Let stand until cool enough to handle (20 min)
5. Horizontally cut top 1/3 from each potato
6. Scoop potato from skins, leaving ¼ inch thick shells
7. Discard top skins
8. Increase oven temp to 425 degrees
9. Beat potato with next 5 ingredients until smooth
10. Transfer mixture to pastry bag fitted with large star tip and pipe into shells
11. Place on baking sheet, sprinkle with paprika and bake on lower rack until hot (about 15 minutes)

Spring is all about fresh starts and renewal. So isn't it great that you can offer women a life-changing opportunity in March with the **Race Into Spring Team-Building promotion?!**

When women start their businesses in March and place their first product orders by April 30, 2015, these exciting incentives can be theirs!

<p>FIRST WHOLESALE PRODUCT ORDER AMOUNT</p> <p><b>\$1,800+</b></p> <p>Total Sugg. Retail Value \$3,600+</p>	<ul style="list-style-type: none"> <li>• \$100 credit off your first product order</li> <li>• Up to \$125 in BizBuilder Bucks credit</li> <li>• FREE custom color look (retail value of \$121)</li> <li>• FREE product bonus bundles (up to \$642 retail value)</li> </ul>
<p>FIRST WHOLESALE PRODUCT ORDER AMOUNT</p> <p><b>\$600 - \$1,799</b></p> <p>Total Sugg. Retail Value \$1,200+</p>	<ul style="list-style-type: none"> <li>• \$75 credit off your first product order</li> <li>• Up to \$35 in BizBuilder Bucks credit</li> <li>• FREE custom color look (retail value of \$121)</li> <li>• FREE product bonus bundle (up to \$223 retail value)</li> </ul>
<p>FIRST WHOLESALE PRODUCT ORDER AMOUNT</p> <p><b>\$400 - \$599</b></p> <p>Total Sugg. Retail Value \$800+</p>	<ul style="list-style-type: none"> <li>• \$50 credit off your first product order</li> <li>• \$10 in BizBuilder Bucks credit</li> </ul>

Are you ready to help other women discover success? Now is the time to **Race into Spring** and share these great offers with your potential new team members!

# Turn-Up Team-Building

## by Tuning-In to Her



Why don't you tell me about yourself and what you like to do?

What do you like most about what you do?

If you could change one thing about your current situation, what would it be (extra income, flexible work hours, more independence, etc.)?

What would you like to know about Mary Kay ?

If you had everything you needed, what else would you want?

Imagine a team-building appointment where all you have to do is **sit back and listen** as she tells you a little bit about herself...sounds **fun and easy right?** Well, as luck and Mary Kay would have it, **great team-building begins with great listening skills!**

You could probably talk for hours about ALL of the advantages of being a consultant, but keep in mind that everyone begins their Mary Kay Career for different reasons. By **tuning-in to her individual needs**, you can quickly and easily show her how **she will benefit** from the opportunity. Help her to see **what's in it for her!**

So where do you begin? First, ask a few key questions to find out what her needs are. Does she need supplemental income or more time for her family? How about building close relationships or a sense of community? Next, you can **zoom-in on what motivates her...** Results? Recognition? Career? Family?

By putting together how the Mary Kay opportunity can help to **fulfil her specific needs and desires**, you will be able to show her exactly **why it will work for HER!**

*"All through school we're taught to read, write, and speak; yet we're never taught to listen. But while listening may be the most undervalued of all the communication skills, good people managers are likely to listen more than they speak. Perhaps that's why we're given two ears and only one mouth."*

-Mary Kay Ash

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### Court of Sales!

\$40,000 Personal Estimated Retail Production  
Year to Date Results as of 3/06/2015

Name	Amount
1 Megan Williams	\$12,614
2 Joyce Elaine Collins	\$5,057
3 Catherine Mahaffey	\$4,254
4 Andrea Sivertson	\$4,251
5 Jennifer Freskos	\$4,155
6 Ellen McGrady	\$4,111
7 Constance Storey	\$3,729
8 Kimberly Mitchell	\$3,287
9 Donna Luce	\$3,228
10 Elizabeth Duran	\$3,079
11 Lisa Campbell	\$3,051
12 Kelly Tondini	\$2,477
13 Rochelle Ruff	\$2,356
14 Sara Smith	\$1,676
15 Brandi Burns	\$1,676

### Court of Sharing!

24 New Qualified Personal Team Members  
Year to Date Results as of 3/6/2015

Name	Recruits
1 Megan Williams	3

# STAR CONTEST!

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*Get your star on!*  
 contest ended: 3/15/2015



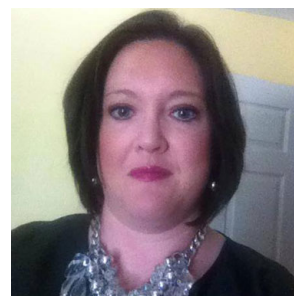
1800 2400 3000 3600 4800  
 final results

**Congratulations to our stars!**

**Star Quarterly Contest!**  
 Achieve star status this quarter by ordering \$1,800+ in wholesale this quarter!



**Jeni Tjelle**  
*Pearl Star!*



**Megan Williams**  
*Emerald Star!*



**Catherine Mahaffey**  
*Sapphire Star!*



**Jennifer Freskos**  
*Sapphire Star!*



**Victoria Alexander**  
*Sapphire Star!*

**RED IS YOUR COLOR**  
 Add 3 to your team



## February Weekly Accomplishment Sheets!

NAME	SALES	HOURS	WAGE
<b>Andrea Sivertson</b> 2/15-2/21	\$141		
<b>Constance Storey</b> 2/8-2/14	\$64	2.1	\$12
<b>Megan Williams</b> 2/15-2/21	\$284		
2/22-2/28	\$684		

*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



# Team Builders!

Career and Status Levels as of 03/01/2015  
 \*You must place a minimum \$225 wholesale order to become active.

# Career Path

## TEAM LEADERS

- Megan Williams**  
 Brandi Burns  
 Susan Cotton  
 Dionisia Esquivel  
 Yvonne Grider  
 Brittny Knight  
 Jacquelyn Lair  
 Debra Madrie  
 Catherine Mahaffey  
 Rayanna Havens\*  
 Julie Sugg\*  
 Wede Smythe\*

## SENIOR CONSULTANTS

- Joyce Elaine Collins**  
 Megan Williams  
 Kellie Tucker\*  
 Sara Duede\*  
 Stephanie Kincaid\*  
 Marissa Kozel\*  
 Larisa Rivera\*  
 Alohilani Sanft\*  
  
**Rochelle Ruff**  
 Candice Phillips  
 Andrea Sivertson  
 Lisa Corrado\*

## STAR TEAM BUILDERS

- Donna Luce**  
 D Nunez  
 Gretchen Stone  
 Sheila YBarbo  
 Jonie Dowden\*  
 Michelle Webb\*  
 Dixie Bettis\*  
 Becky Callihan\*

## PREMIER PLUS Rewards

**Buckle up in black!**  
 Earn the use of a **BMW 320i**  
 through December 2015.



## 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.

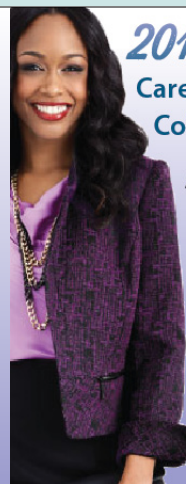
## Welcome New Business Owners!



**Jennifer Freskos**  
 Chicago, IL  
*rec... Jeni Tjelle*

**Mary MaCaluso**  
 Carbon Hill, IL  
*rec... Jeni Tjelle*

**Catherine Mahaffey**  
 Fort Worth, TX  
*rec... Megan Williams*



## 2015-2016 Career Apparel Collection

A powerful balance of city sleek and urban edge.  
  
 Check out the entire collection on InTouch today!

## 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.



## FUTURE DIRECTOR

- Requirements**
- 8+ active personal team members.
  - You must be active.
- Compensation**
- 9% or 13% personal team commission.
  - \$50 team-building bonus.

## April Birthdays

Name	Day
Ashley Arbogast	5
Shawna Schmitt	5
Andrea Sivertson	8
Ellen McGrady	20
Colleen Michalowski	23

## April Anniversaries

Name	Years
Jeni Tjelle	15
Ann McFatter	4
D Nunez	4
Sheila YBarbo	4
Andrea Kritselis	2
Rochelle Ruff	2
Becky Callihan	1
Stephanie Kincaid	1
Debra Madrie	1
Jennifer Oliver	1
Andrea Sivertson	1



# April 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 Palm Sunday	30 Last Day to Place Telephone Orders	31 Last Day to Place Online Orders Tuesday night live in minooka 7-8:30	1 April Fools' Day	2	3 Good Friday	4 First Day of Passover
5 Easter Sunday	6	7 Tuesday night live 7-8:30	8	9	10	11 Last Day of Passover
12	13	14 ADVANCED GLAMOUR MINOOKA 7-9	15 Last Day to Enroll in PCP; Tax Day	16	17	18
19	20	21 Tuesday night live 7-8:30	22 Administrative Professionals' Day; Earth Day	23	24 Arbor Day	25
26	27	28 Tuesday night live 7-8:30	29 Last Day to Place Telephone Orders	30 Last Day to Place Online Orders		



*The new Red Jackets are here...and they are hot!*

You are in the driver's seat. Get ready to step into the winner's circle wearing your **new red jacket!** There are three stylish jackets to choose from to create your own business-savvy look: the Classic Shawl-Collar Jacket, the Double-Breasted Jacket or the Zipper Cropped Cutaway Jacket. Which rockin' red style suits you the best? Log onto InTouch for all the details today!



*Look who invested in their business during February!*

Name	Amount	Name	Amount
1 Catherine Mahaffey	\$1,808	13 Michelle Diamond	\$230
2 Jennifer Freskos	\$1,806	14 Dionisia Esquivel	\$230
3 Megan Williams	\$1,343	15 D Nunez	\$229
4 Brandi Burns	\$772	16 Candice Phillips	\$226
5 Brittany Knight	\$618	17 Sheri Biermann	\$226
6 Mary MaCaluso	\$610	18 Constance Storey	\$225
7 Andrea Sivertson	\$345	19 Ellen McGrady	\$130
8 Rochelle Ruff	\$283	20 Kimberly Mitchell	\$110
9 Lisa Campbell	\$279	21 Donna Luce	\$76
10 Kelly Tondini	\$251	22 Elizabeth Duran	\$59
11 Joyce Elaine Collins	\$235	23 Gina Morgan	\$8
12 Debra Madrie	\$231		

## RACE FOR RED

### Contest Dates

March 1st - June 30, 2015

It's time to blaze across the finish line and cruise into the victory lane! Earn exciting prizes and remarkable recognition at Seminar 2015 by adding new personal team members.

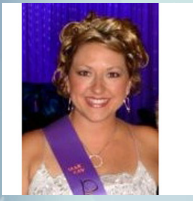




*Be an All-Star*  
 Achieve Star Status  
 all four quarters  
 of the year!



# TOP PERFORMERS



**JENI TJELLE**  
 Independent Sales Director

699 W. Trotter Dr.  
 Coal City, Illinois 60416

ph 815.634.4377  
 mobile 815.276.3430

email jtjelle@marykay.com  
 web www.jenitjelle.com

*to the beautiful...*

## Unit Goals!

DOUBLE OUR UNIT  
 SIZE BY JUNE!  
 GOING FOR 100

*What's Inside*

- Turn-Up Your Team...**  
Learn how listening skills can help you to launch your team!
- Seminar 2015 Details...**  
Looking for a life changing experience? Then Seminar is where you need to be!
- Race Into Spring Promotion...**  
Check out all the exciting incentives available for potential new team members!
- February 2015 Results**

## PAINT the town RED!



**End the Seminar year with a look worthy of a photo finish!** It's time to blaze across the finish line and cruise into the victory lane! From March 1 - June 30, 2015, Consultants can earn exciting prizes and remarkable recognition at Seminar 2015 by adding qualified\* new personal team members.

# RACE FOR RED

INDEPENDENT BEAUTY CONSULTANTS

## discover what you LOVE

# SEMINAR 2015



- Sapphire:** July 15-18
- Emerald:** July 19-22
- Pearl:** July 22-25
- Diamond:** July 26-29
- Ruby:** July 29 - Aug 1

*\*For contest purposes, a qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Consultant Agreement is received and accepted by the Company.*

- Add 3**  
qualified\* new personal team members
  - A name badge ribbon at Seminar 2015
  - An invitation to a mingle held at Seminar 2015
  - A new red jacket chosen from three new exclusive designs
- Add 4**  
qualified\* new personal team members
  - Everything listed above plus -
  - A black and white graphic scarf from the new Sales Director suit collection, made to match the new red jackets
- Add 5**  
qualified\* new personal team members
  - Everything listed above plus -
  - A red clutch with gold-tone studs to match your fabulous new red jacket