

# Seminar 2023



Queen of Sales  
Diane Satkoski



Runner Up  
Sarah Magnuson



## TOP 10 IN RETAIL SALES

(Based on verified wholesale orders placed to the company as of prior month-end)  
*Queen's Court of Sales! = \$40,000 retail*

	Consultant	YTD Retail	Bonus & PCP	Total
1	Diane Satkoski	\$11,258.00	\$1,200.00	\$12,458.00
2	Sarah Magnuson	\$7,725.00	\$517.00	\$8,242.00
3	Mary Ellen Howell	\$6,667.00	\$1,066.00	\$7,733.00
4	Sonia Pineda	\$6,194.00	\$822.00	\$7,016.00
5	Karen DeNoyer	\$6,159.00	\$531.00	\$6,690.00
6	Vickie Lee	\$3,836.00	\$1,448.00	\$5,284.00
7	Patti Rumpfelt	\$4,337.00	\$793.00	\$5,130.00
8	Gina Nagle	\$4,424.00	\$537.00	\$4,961.00
9	Karen Radue	\$4,543.00	\$387.00	\$4,930.00
10	Patricia Lefebvre	\$3,671.00	\$1,208.00	\$4,879.00



Thanks for a great Mary Kay Year!!

soar  
like never  
before

See How High You Can  
Soar!

Start this Seminar year with your eye on the prize. Use the energizing power and knowledge from Seminar 2023 to inspire your plan and propel you forward as you work that plan.



Future Executive Sr. Sales Director Amy Zietlow

## Amy's Achievers



JUNE RESULTS & RECOGNITION « JULY, 2023

**soar**  
like never  
before

See How High You Can Soar!  
Make the most of each month,  
and watch your potential  
take flight.



### WHOLESALE COURT

Ruth Briski  
\$542.00  
Beth Berger  
\$510.00  
Marsha Evans  
\$504.40

### SHARING COURT

Positions  
Available!!

**soar** like never before

## How Big Are Your Goals?

GET YOUR MARY KAY BUSINESS OFF TO A SMART START!

Say HELLO to another exciting Seminar year, which also leads into our 60th anniversary! SMART goal setting is one of the best ways to achieve personal and business success. To be competitive you must always consider customer satisfaction. Smart goals must be founded on the conditions that they are Specific, Measurable, Attainable, Realistic and Time-bound or simply: SMART.

How to attain Smart Goal Setting?

#### Goals should be as specific as possible.

When the goals are specific, you know exactly what you are aiming for. You utilize the strength of your imagination and set direction into the action that will empower you to achieve the goals.

**Goals should also be measurable.** You must set out specifically what you want to do with amounts and deadlines. You must also see that there are good results on what you have set up. Beforehand, you should be able to identify your status at any point of your goal realization even before you start.

**Goals should be attainable.** Knowing this will limit you to the process where you can attain your set goals (not necessarily in the easiest way but in a possible way). An attainable goal is one that can be realized in a given period of time.

Don't aim so high nor aim for unrealistic things that you cannot achieve. It is very frustrating to you when you set up goals that are on their way to failure. What happens here is that you will waste all

your effort and time to the goals you can never achieve.

**It is important to have plans and timeframes on how to achieve your set goals.** Follow these plans so that you are always on track. Monitor your daily achievement in realizing your goals. Always give yourself a feedback on the short-term goals that you have accomplished. In other words, the moment you have set goals, you should include specific timeframes where you will follow throughout the course of your goal realization.

SMART goal setting is the best tool to achieve goals. It always produces the best result since you will follow a method that is already tested and proven effective.

Realizing goals that are specific, measurable, attainable, realistic and time-sensitive will surely be an easy task indeed. Setting smart goal would give you the opportunity to see what you are doing well as well as determining what needs to be improved as you go along with these goals.

Goals are things that are possible to attain for as long as you set them to make you better in your chosen path of life.

*Let's make this your best year yet!*

*Amy*



# Spotlight On Team Builders!

Standings are updated as of June 30th — this will not reflect July orders or new team members.

## Team Leaders

Recruiter: Karen DeNoyer

Kristen L. Biesterfeld  
Tammie R. Fischer  
Karen A. Radue  
Larissa C. Wagner  
Wendy A. Woodson  
Jennifer A. Gawronski  
\* Beth A. Bruggink  
\* Rebecca A. Kozak

Recruiter: Gidget M. Kretchman

Julie A. Chubb  
Mary J. Erny  
Stephanie Swanson  
Nicole Van Sandt

Patti Rumpfelt

Donna R. Vargas  
\* Kristi Peel

Recruiter: Rebecca A. Ihli

Gina Ihli  
Yvonne L. Ihli

Recruiter: Yvonne L. Ihli

Chris Fuller  
\* Valerie C. Dines

## Star Team Builders

Recruiter: Anne E. DeNoyer

Karen DeNoyer  
Heidi Goelzer  
Dawn A. Burgstiner  
Linda Phillips  
\* Beth J. Gabb  
\* Michelle Smith  
\* Valerie Fogle

## Senior Consultants

Recruiter: Debra Archambeau

Rhonda J. Ritschke  
\* Susan Roe  
\* Kelly N. Archambeau

Recruiter: Janet M. Cunningham

Luanne M. Robertson

Recruiter: Cindy E. Hudson

Recruiter: Donna M. Pershall

Shari R. Kime

Recruiter: Luanne M. Robertson

Cindy L. Akers

Recruiter: Diane S. Satkoski

Gidget M. Kretchman  
Alison Martin  
\* Susan C. Wandel

*\* To become ACTIVE you must place a \$225 wholesale order.*

## Follow the Steps to Success!



### Senior Consultant

(1-2 active team members)

4% Commission

Eligible for \$50 Bonus (new)

### Star Team Builder RED JACKET

(3+ actives)

Sr. Consultant benefits plus  
Red Jacket Rebate

4-8% Commission

Eligible for \$50 Bonuses

### Team Leader

(5+ actives)

All the previous benefits plus  
9-13% Commission

Team Leader pin

### On-Target for Car!

(8+ actives and \$6,000  
wholesale growing to  
18 actives and \$26,000  
in 4 months or less)

Eligible to earn use of  
Career Car or monthly cash  
compensation.

### Director in Qualification

(10+ actives growing  
to 30, \$4,000 unit whls prod/  
mo growing to 13,500 whls/  
DIQ contributes \$3,000.)

Production during DIQ  
counts towards car! Eligible  
to become Director and earn  
Unit Commission and Unit  
bonuses—Eligible to wear  
the exclusive Director Suit.

# soar like never before

## CHALLENGE

JULY 1, 2023 – JUNE 30, 2024

Believe in your potential and that all possibilities are within reach, and your Mary Kay business can sparkle with brilliant opportunity! Every party can become a pivotal moment. Every product sale can boost your momentum. And every conversation you have about the flexibility of running a small business can elevate your life in unimaginable ways.



## Take the Challenge!

Each month during the 2023–2024 Seminar year that an Independent Beauty Consultant has personal retail sales of \$600\* or more in wholesale Section 1 products, she can earn a monthly piece from the **Soar Like Never Before Collection**.

Each piece in the *Soar Like Never Before* Collection is inspired by the "On Silver Wings" poem. This year's collection includes accessories and custom-designed jewelry that you can only get by achieving this challenge. Establishing a strong customer base and selling \$600\* or more a month in wholesale Section 1 products can help you become a quarterly Star Consultant and so much more.



**STAY MOTIVATED!** Fill in the butterfly when you achieve each monthly challenge.



**JULY**  
Set Your Sights  
on Success!



**AUG.**  
Soar With  
Your Story!



**SEPT.**  
Party Like  
Never Before!



**OCT.**  
Celebrate Your  
True Colors!



**NOV.**  
Glow With  
Gratitude.



**DEC.**  
Radiate  
Good Cheer!



**JAN.**  
Stay  
Powerful!



**FEB.**  
Ascend With  
Ambition!



**MARCH**  
Take Flight With  
Confidence!



**APRIL**  
Elevate Your  
Goals!



**MAY**  
Uphold  
the Vision.



**JUNE**  
Aim for Sky-High  
Success!

\*The order(s) to support the personal retail sales of \$600 or more in wholesale Section 1 products requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your personal retail sales of \$600 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.



# Everything in a Mary Kay business starts when you book a selling appointment.

**When you are writing in your datebook, you are increasing your bank account!**

1. Make a LIST of every possible person you can imagine to ask about giving them an opportunity to introduce their friends to our marvelous skin care products.
2. Set aside one hour per week and stay on the phone. Call each person to tell her your assignment is to introduce at least 5 people this week to a marvelous skin care product. CONTINUE TO CALL FOR 1 FULL HOUR!
3. It is imperative that every one of your customers receives at least one facial per year.
4. The best possible place to book is at your skin care class! YOUR GOAL IS TO BOOK TWO SELLING APPOINTMENTS, one to replace the appointment you just had and one to grow on!
5. The KEY to each and every approach is simply to ASK and EXPECT A YES!



*Provided by NSD Emeritus Arlene Lenarz*

## Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



*9% Recruiter Commission Level*

*Karen DeNoyer*

*\$81.09*

*8% Recruiter Commission Level*

*Gidget Kretchman*

*\$153.18*

*Anne DeNoyer*

*\$151.04*

*4% Recruiter Commission Level*

*Cheryl Ryno*

*\$13.58*

*Debra Archambeau*

*\$9.40*

*Janet Cunningham*

*\$9.16*

*Stephanie Swanson*

*\$9.08*

*Luanne Robertson*

*\$9.06*

**"Some people want it to happen, some wish it would happen, others make it happen." ~ Michael Jordan**



Each month during the 2023–2024 Seminar year that an Independent Beauty Consultant has personal retail sales of \$600 or more in wholesale Section 1 products, she can earn a monthly piece from the Soar Like Never Before Collection.



The **July collection piece** will charm its way into your heart. This set of six stretchy bracelets features colorful beads, three of which include the words "believe," "soar" and "Mary Kay." You'll adore the Mary Kay-branded charms and the single paper airplane charm – a wink to this year's theme. Set your sights on success, and add playful flair to your look!



# Team Building Goals for My Mary Kay Business!!

*I will be a . . .*

\_\_\_\_\_ by September 1st  
\_\_\_\_\_ by November 1st  
\_\_\_\_\_ by January 1st  
\_\_\_\_\_ by March 1st  
\_\_\_\_\_ for Career Conference  
\_\_\_\_\_ by May 1st  
\_\_\_\_\_ by July 1st  
\_\_\_\_\_ for Seminar

Active Team Members\*

Senior Consultant = 1

Star Team Builder = 3

Team Leader = 5

Future Sales Director = 8

DIQ = 10 to submit

On-Target Car = 5 +

\$5,000 combined  
personal/team production  
in a wholesale Section 1  
calendar month



\* An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months.

## NEW! Chat With a Live Agent on *Mary Kay InTouch*®!

You can now experience Golden Rule service through the [Customer Success live chat](#). This new feature is accessible through *Mary Kay InTouch*® during normal business hours (Monday through Friday, 9 a.m. – 6 p.m. CT).

With this fabulous new feature, you can:

- Check order status or shipping status.
- Replace missing or damaged product.
- Address pending IBC Agreement questions.
- Inquire about *Applause*® magazine mailing.

Additional topics will be added with future enhancements.

To start chatting with an agent, click on the “Chat With Us!” bar on the bottom right-side of the screen.

*Note: If you see “Agents Unavailable,” during business hours, this means all the agents are busy helping other sales force members. Try waiting a few minutes and then refreshing your page.*

Another convenient way to get support for your business is through the self-service option. This helpful feature can be used during or after business hours by calling 800-272-9333 and selecting option 4. To utilize the self-service option, you will need to set up a PIN through *Mary Kay InTouch*® > myProfile > My Self-Service PIN.

The Customer Success team is excited to be continuing Mary Kay Ash’s dream to keep the Golden Rule a number one priority. As Mary Kay Ash said, “that’s service with a style – the Mary Kay style!”



# We Invested in Product Last Month!

Ruth Briski	\$542.00	Tami Brozovich	\$290.50	Tamie Gundrum	\$227.00
Beth Berger	\$510.00	Teresa DeBruyn	\$283.00	Cindy Akers	\$226.50
Marsha Evans	\$504.40	Karen DeNoyer	\$278.00	Jennifer Kitzmiller	\$225.25
Mary Erny	\$500.70	Melissa Roberts	\$266.00	Kristen Biesterfeld	\$225.00
Gina Ihli	\$426.00	Rebecca Bonadonna	\$256.00	Christine Redecker	\$212.00
Sarah Magnuson	\$400.50	Kathy Cantarelli	\$245.00	Jennifer Gawronski	\$208.00
Sue Hardy	\$391.70	Sarah Stanton	\$245.00	Diane Satkoski	\$186.50
Tami Genovese	\$386.00	Tammie Fischer	\$238.50	Christine Vernon	\$107.50
Susanne Elder	\$380.90	Rhonda Ritschke	\$235.00	Stephanie Swanson	\$98.00
Anne DeNoyer	\$338.50	Shari Kime	\$233.50	Cindy Krause	\$58.00
Donna Vargas	\$338.00	Jennifer Nystrand	\$233.00	Patricia Lang	\$56.00
Sonia Pineda	\$332.50	Karen Radue	\$229.50	Barbara Williams	\$45.50
Cheryl Brecko	\$299.00	Luanne Robertson	\$229.00	Jalena Peterson	\$24.00
Janet Cunningham	\$296.00	Patti Rumfelt	\$229.00	Rachel Bolles	\$14.00
Deborah Oleneack	\$294.00	Debra Euculano	\$227.50		

## MARY KAY 60 YEARS OF INSPIRATION, INNOVATION & IMPACT

What sets us apart? Not just one thing but many facets that, put together, create a brand unlike the rest.

### THE COMPANY



#### FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world

**60**  
YEARS IN BUSINESS,  
outlasting hundreds of  
Fortune 500 companies

#### ACHIEVEMENT

Mary Kay Ash was recognized as one of the "Most Outstanding Women in the 20th Century" by USA Today.

**35+ MARKETS**  
Mary Kay® products are sold in dozens of countries around the world.

### MARY KAY® PRODUCTS

**133**

Product awards in prestigious U.S. publications since 2012



**MORE THAN 500K**

Tests conducted every year to ensure product safety, quality and performance



**HUNDREDS OF PRODUCTS**

Including skin care, color and fragrance in our global portfolio



**UPTO 1.1 MILLION**  
Products produced every day at the Richard R. Rogers Manufacturing / R&D Center in Lewisville, Texas

**MORE THAN 1,600**

Global patents, which shows our dedication to innovation

**39** **GOOD HOUSEKEEPING**

Mary Kay® products (and counting!) currently have earned the Good Housekeeping Seal—the most recognized consumer emblem in the U.S.

### POSITIVE IMPACT

**MORE THAN \$200 MILLION**

Donated by Mary Kay Inc. and the Mary Kay Ash Foundation<sup>SM</sup> since 1963 to provide research and support services for cancers affecting women, help and domestic violence, beauty and safeguard our planet and communities, and encourage girls to follow their dreams.

**\$36.5 MILLION**

Awarded by the Mary Kay Ash Foundation<sup>SM</sup> since 1996 to research and support programs for cancers affecting women

**MORE THAN \$55 MILLION**

Awarded by the Mary Kay Ash Foundation<sup>SM</sup> since 2001 to more than 2,700 domestic violence shelters supporting over 6 million women seeking shelter and services to be free from abuse

**ZERO-LANDFILL STATUS**

Achieved by global Mary Kay manufacturing facilities

**100% RENEWABLE ENERGY**

Powers the Mary Kay world headquarters and manufacturing facility.



**MORE THAN 1 MILLION**

Trees planted in partnership with the Arbor Day Foundation



### A MARY KAY BUSINESS

**100%**

Of Independent Beauty Consultants are independent business owners with the flexibility to grow their businesses in ways that work best for them.

**MILLIONS OF WOMEN**

All over the world have enriched their lives, their families' lives and the lives of countless others through the Mary Kay opportunity.

**50%**

is the profit all Independent Beauty Consultants can earn on product sales.\*

### VALUES

**GO-GIVE**  
Women selflessly helping other women because we're stronger together



**FAMILY OWNED & LED**

**MAKE ME FEEL IMPORTANT**

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.

**GOLDEN RULE**

Guided by the principle of treating others the way they would like to be treated

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\*The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.



# Aim for the Stars!



## CONGRATS 4TH QUARTER \$TARS!

CONTEST ENDED JUNE 15, 2023



*Congrats  
3rd Quarter  
Stars!*

SAPPHIRE

Diane  
Satkoski



**SAPPHIRE  
STAR  
CONSULTANT**  
Diane Satkoski

A simple way to stay on track for Star Consultant:

- Sapphire** = Sell \$300 Retail per week
- Ruby** = Sell \$400 Retail per week
- Diamond** = Sell \$500 Retail per week
- Emerald** = Sell \$600 Retail per week
- Pearl** = Sell \$800 Retail per week
- Pearl** = Sell \$1,000 Retail per week
- Pearl** = Sell \$1,300 Retail per week
- Pearl** = Sell \$1,600 Retail per week

*Also—remember  
that you earn 600  
extra “star” points for  
each qualified team  
member you add  
during the quarter.*

**8 OUT  
OF THE  
GATE  
EXTENDED**

Through June 30, 2024!

That means for this entire Seminar year, your unit members will be eligible to enter the Director-in-Qualification program with 8 or more active\* personal team members from the month prior and debut as a new Independent Sales Director with 24 active team members once all production requirements have been met. Make sure to share the details with your unit members now that they have more time to debut as a Mary Kay Independent Sales Director with reduced requirements!

\*An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.



# August 2023



Sun

Mon

Tue

Wed

Thu

Fri

Sat

**Be an All-Star!**

ACHIEVE THE ALL-STAR  
STAR CONSULTANT PROGRAM  
JUNE 16, 2023- JUNE 15, 2024

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Fall 2023 PCP mailing of *The Look* begins.

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Fall 2023 early ordering begins.

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Ordering of the Fall 2023 promo items for all Consultants.

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Last day to enroll online for the Holiday 2023 PCP mailing of *The Look*.

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Midnight CST cutoff for Consultants to place phone orders.  
Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.

## Birthdays

Birthdays	Day
Julie Deyo	4
Linda Hulse	13
Beth Gabb	15
Rebecca Ihli	17
Mary Erny	19
Linda Adam	22
Cindy Mengel	23
Cheryl Proctor	23
Ruth Briski	27
Debra Archambeau	28
Carol Rasmussen	28
Holly Russell	28
Judith Fairfield	31

## Anniversaries

Anniversaries	Years
Diane Satkoski	39
Elizabeth Burton-Garcia	32
Anne DeNoyer	29
Pamela Rezler	28
Luanne Robertson	26
Shirley Allen	25
Debra Archambeau	23
Sherry Rice	23
Barbara Williams	23
Patricia Lang	23
Dawn Burgstiner	23

Michelle Baumgartner	22
Denise Curtis	21
Larissa Wagner	20
Andrea Savoie	20
Anne Hurt	19
Vickie Lee	19
Sarah Engdahl	18
Kelly Zirille	18
Tracy Siegler	11
Tamie Gundrum	3



## Amy's Achievers

### Amy Zietlow

Future Executive Sr. Sales Director  
1660 N Prospect Ave. Unit 1710  
Milwaukee, WI 53202

Email: amyzietlow@charter.net  
Phone: 608-779-5866  
Website: www.amyzietlow.com  
(password: achiever)

*To the Incredible...*

## Highlights this Month:

### JUNE RESULTS, JULY, 2023

- ♦ Quarter 1 Star Consultant Quarterly Contest  
(June 16 - September 15, 2023)
- ♦ #MaryKay60 Social Media Challenge  
(May 1 – Sept. 30, 2023)
- ♦ 8 Out of the Gate Promotion for DIQs EXTENDED  
(Through June 30, 2024)
- ♦ Soar Like Never Before Challenge  
(July 1, 2023 – June 30, 2024)

## Words of Wisdom

The dream I have for you soars on silver wings. Seminar is the place where your dreams are given the power to move forward.

You'll have more knowledge, information and inspiration to soar higher than you ever have before.



*Mary Kay*

MAKE IT A  
**GREAT  
START!**

*New Independent Beauty Consultant  
Great Start™ Journey COMING SOON!*

Welcome to the confidence-boosting wins and motivating gains. Welcome to an educational experience unlike any other. Welcome to the **Great Start™ Journey**, launching this fall!

Created for new Independent Beauty Consultants, the **Great Start™ Journey** intuitively guides new Independent Beauty Consultants through the first four months of their Mary Kay business with simplified, **essential information and education**. This allows them to focus on learning to sell with confidence from the start! **Great Start™ qualifications are not changing.**

Be sure to attend Seminar! There will be presentations at the Expo, General Session, and more in-depth information during the Sales Director Business Meeting.