

**2012-2013 Promotions**

**Romage Area Advance and Debut**

November 16-17

July 1-Nov. 1

* Special seating for all Area Directors
* Special head table seating for Future Executive, Executive and Elite Sales Directors.
* Directors with a new offspring and all Future Executive and above will be invited to a Hershey Spa Treatment with the NSD Jan Thetford and myself. (By Nov. 1)

**Seminar 2013**

**Top Director Dinner Seminar**

* Circle of Achievement , Circle of Excellence , Future Executive, Executive and Elite Executive Sales Directors

**Cadillac Sales Directors**

* Will receive a Welcoming Gift upon arrival at Leadership Conference & Seminar; you will also enjoy Head Table seating at Director Day at both events.

**Triple Crown**

* On Stage Recognition, Head Table Seating at Area Awards Night at Seminar

**Circle of Achievement**

* Limo Ride to Royalty Reception on Awards Night
* $1000 bonus for higher unit club or 20 carat Citrine Ring

**Court of Sharing**

* Limo Ride to Royalty Reception on Awards Night
* NEWLY redesigned Court of Sharing Bee Pin or Ring

**Court of Sales**

* Limo Ride to Royalty Reception on Awards Night
* Diamond Ring

**Romage Area at LEADERSHIP CONFERENCE**

**Lunch in Hollywood with your NSD**

Top 3 in wholesale production as of December 31st

Minimum wholesale $75,000.

* Future Executive Sales Directors
* Executive Sales Directors
* Elite Executive Sales Directors

**Senior & Above in Hollywood @ Leadership!**

* All Senior & above Sales directors will be invited to a special reception and training with Tammy Romage & a Visiting NSD! (Qualifications met by December 31st)

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Company Awards

**Star Consultant Program (June 16, 2012 – June 15, 2013)**

**AREA GOAL IS EVERY UNIT 50 STARS IN 50 YR CELEBRATION!!**

In support of the Company’s 50th anniversary, we will continue to focus on building Star Consultants. The first quarter of the Seminar year includes one place setting of the Mary Kay china in the $1800 category and more settings can be earned through reaching higher categories. The china will be featured in the $1800 category for the entire year.

The Star Consultant program structure remains unchanged. As a reminder, to help encourage a balance in a Beauty Consultant’s business, once the Sapphire category of $1800 in wholesale Section 1 orders postmarked during a contest quarter is achieved, team-building credits received for qualified\* new team members can help them achieve higher Star Consultant recognition in addition to earning higher category prizes in the quarterly contests.

**All-Star Star Consultant Consistency (June 16, 2012 – June 15, 2013)**

**NEW!** At Seminar 2013, those who achieve the *All-Star* Consistency Challenge will be invited a special prize area, where all qualifiers will have an opportunity to earn a prize.

**Rewards:**

• Sapphire ($7,200 wholesale) Necklace & key charm with Sapphire crystals

• Ruby (9,600 contest credits) Necklace & key charm with Ruby crystals

• Diamond (12,000 contest credits) Necklace & key charm with Diamond crystals

• Emerald (14,400 contest credits) Necklace & key charm with Emerald crystals

**Luncheon**

• Pearl (19,200 contest credits) Necklace & key charm with faux Pearls

**Star Sales Director Program (June 16, 2012 – June 15, 2013)**

Independent Sales Directors can continue to earn incredible year-end prizes based on being a consistent Star Consultant themselves and meeting the year-end category totals. The challenge structure remains unchanged from last year. Additionally, four-quarter consistent Star Sales Directors who have at least 60 year-end unit Star Consultants will receive an invitation to the All-Star Luncheon at Seminar 2013. Please remember that the Sales Director must be a Star Consultant herself in each of the 4 quarters from June 16, 2012 through June 15, 2013.

**New Sales Director Rewards**

**Class of 2013 Offspring Challenge - August 1, 2012 – July 1, 2013**

**NEW!** Independent Sales Directors who debut Aug. 1, 2012 through July 1, 2013 and their Senior Sales Director will receive:

• A **gold Kate Spade handbag** (only one handbag per achiever)

• A Class of 2013 ring that complements the black and gold Sales Director suit

**NEW!** Once the handbag has been earned, Sales Directors will receive a **$100** for each additional offspring Sales Director during the contest period.

**NEW!** Those who debut with 50 or more unit members will also receive a matching Kate Spade wallet along with their Senior Sales Director. (only one wallet per achiever)

**NEW! Those who debut Aug. 1, 2012 through Dec. 1, 2012 will receive a $500 check when they attend Leadership 2013 in Los Angeles.**

*Those who debut Aug. 1, 2012 through Mar. 1, 2013 will participate in a debut ceremony onstage at Career Conference 2013. Those who debut April 1 through July 1, 2013 will participate in a debut ceremony onstage at Seminar 2013.*

**On the Move**

Qualifiers will receive a stainless steel ring that features a whimsical sprinkling of cut out stars, $1,000 bonus, and name badge ribbon at Leadership Conference along with standing recognition.

**Fabulous 50s Club**

Qualifiers will receive a stainless steel ring designed with the famous MK repeat logo, each accentuated with a round burnished set clear cubic zirconium, $1,000 bonus, free Leadership Conference registration, name badge ribbon, and standing recognition at Leadership Conference.

**Honors Society**

Qualifiers will receive a stainless steel finish band that has a continuous row of sleek channel set round brilliant cut clear cubic zirconium, $1,000 bonus, free Seminar registration, name badge ribbon, and standing recognition at Leadership Conference. **Dean’s List** achievers will receive the above awards plus an elegant topaz and white gold ring, name badge ribbon and standing recognition at Leadership Conference.

**Triple Crown**

Qualifiers who achieve On the Move, Fabulous 50s Club and Honors Society will receive all of the above rewards plus a beautiful colorless and black diamond ring, and standing recognition at Leadership Conference.

**Seminar 2013 Awards**

**NEW! Anniversary Ring**

* Sales Directors who at Seminar 2013, achieve a higher unit circle than Seminar 2012 will receive their choice of a special 20-carat citrine and diamond ring or a $1,000 bonus.

**Double Star Achievement**

* Independent Beauty Consultants and Sales Directors who earn the prestigious Double Star Achievement will receive a special gift at Seminar 2013.

**Triple Star Achievement**

The rewards continue for achieving Triple Star Achievement. Sales Directors who achieve Triple Star Achievement will receive a beautiful diamond necklace. Independent Sales Directors who previously earned the necklace will receive an additional diamond for their necklace. Additionally, Triple Star achievers will receive a special gift also.

**Special Events**

**Leadership 2013 – Los Angeles, California**

Ruby, Emerald & Pearl January 9th – 12th

Diamond, Sapphire & Canada January 13th-16th

**Universal Studios Party, VIP, Day 0, Universal Studios 5 – 10 p.m.**

Independent Sales Directors who from July 1 through Nov. 30, 2012 add at least **15 new qualified\*** in the *Race for the Gold* Unit-Building Challenge

**Universal Studios Party, Day 0, Universal Studios 5 – 10 p.m.**

Achieve one of the following:

• New Director Programs o those who achieve Honor’s Society or Triple Crown from Feb. 1st through Dec. 1, 2012

o those who achieve On The Move or Fabulous 50s from July 1st through Dec. 1, 2012

o those who debut Oct. 1st 2011 and are on-target with $10,000 in unit wholesale production by Nov. 30, 2012

o those who debut Nov. 1st 2011 and are on-target with $5,000 in unit wholesale production by Nov. 30, 2012

• *Class of 2013* o Independent Sales Directors who debut from Aug. 1 2012 through Dec. 1 2012 and their Senior Sales Director

• Race for the Gold Unit-Building Challenge o Independent Sales Directors who add 10 new qualified\*(A+1) unit members from July 1 through Nov. 30, 2012

*\*A qualified new unit 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 Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period.*

**Red Carpet Affair, Day 2, Biltmore Hotel**

• Independent Sales Directors with at least 13 unit Star Consultants in the combined quarters from June 16, 2012 through Sept. 15, 2012 and Sept. 16, 2012 through Dec. 15, 2012 and are also a star consultant in both quarters, will qualify to attend.

• New Independent Sales Directors who debut Oct. 1, 2012 through Dec. 1, 2012 can qualify to attend when they have at least 6 unit Star Consultants in the quarter Sept. 16 through Dec. 15, 2012 and are also a Star Consultant in that quarter.

**Top Sales Director Trip 2013**

• Prestige Trip: Shanghai, China - Sept. 18-22, 2013

• Top Sales Director Trip: Beijing, China - Sept. 11-18, 2013

**National Sales Director Trip 2013**

• Inner Circle: Shanghai, China - Sept. 3– 9, 2013

• National Sales Director Trip: Beijing, China - Sept. 8-15, 2013

**Seminar 2013 – One Woman can!**

July 28 – 31 Sapphire

**DIRECTOR Conference Calls**

* Monday Mornings 8:30 am EST
* 805-360-1000, access: 1061758#
* DIRECTORS are expected to be on the calls to participate in programs

**Romage Area Jumpstart; Saturday February 2nd**

* NSD Holli Lowe will be our guest NSD!

**Universal Studios Party; Day 0 (July 1 – November 30)**

Achieve one of the following:

* 10 Qualified Unit Members in Race for Gold Challenge
* VIP Entry: 15 Qualified Unit Members in Race for Gold Challenge
* Debut as Class of 2013 Director & Your Senior is Invited
* Honors Society or Triple Crown (Feb 1 – Dec 1)
* On the Move/Fabulous 50th (July 1 – Dec 1)
* Debut Oct 1st & have 10,000 wholesale by Nov 30
* Debut Nov 1st & have 5,000 wholesale by Nov 30

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**Leadership Luncheon**

Not announced; qualifications will be added to tracking sheet

**Red Carpet Affair at Leadership**

Day 2 Formal Party

Minimum 13 Stars in Quarter 1 & 2 to be invited!

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**Year Long Star Sales Director**

Your Prize Goal:\_\_\_\_\_\_\_\_

Quarter 1 # Stars\_\_\_\_\_\_\_

Quarter 2 # Stars\_\_\_\_\_\_\_

Quarter 3 # Stars\_\_\_\_\_\_\_

Quarter 4 # Stars\_\_\_\_\_\_\_