

KATHLEEN'S **SUPER STARS**NEWSLETTER



If it is to be it is up to me!

April 2023 Unit Newsletter



Queen of Wholesale Brenda Anderson



Sharing Queen Flo Welk



YTD Sharing Queen Debra Finley



YTD Retail Queen Brenda Anderson

Congratulations to Our Star Consultants!



Brenda Anderson Diamond



Patricia Rougeot Ruby



Corrina Warwick Sapphire







From the Director's Chair

Dear Super Star,

We had a fabulous Quarterly Workshop in Westin Wisconsin with our Diamond Sales Force Development Representative Delia from Dallas & YES she got to see snow!!

Watch our Super Star page for pictures :-)

Thank you to ALL the consultants who continue to submit their Weekly Accomplishment sheets & thank you Deb Finley, Monica Crayton, & Brenda Anderson for entering your \$100 days on our www.kathleenkoclanes under recognition. Brenda had 8 days over \$100 with one \$838 day!! Woot Woot & Deb Finley won the monthly drawing!! Congrats ladies ;-)That is how you recieve your year end & Seminar recognition.

Can you believe we're in the final 3 months of the end of the seminar year? We have qualified to reserve a special block of rooms for Seminar. Let me know should you want to be in on this.

Spring is finally here, and I'm excited about sunny days, new opportunities, and adventures with friends and family. Before we get caught up in all the fun, let's make sure to finish the year strong. It can be easy to get distracted and lose focus on our goals as the beautiful weather approaches, but let's stay motivated. Remember why you started this journey and all the hard work you've put in so far. I know if we push ourselves, we can achieve even greater success these last few months.

Our new makeover contest is the perfect chance to show off your style and creativity. Who knows— you might even earn a great prize! I hope you're as excited as I am about this contest! I can't wait to see all the amazing looks and transformations that come out of it. It's a great way to have fun with your customers and bond. It's also an easy way to share what our Mary Kay community is all about— enriching women's lives and quality girlfriend time.

I want to take a moment and make sure to share how much I appreciate your work to make our seminar goals a reality. You bring so much energy and positivity to our unit that it wouldn't be the same without you! Let's have some fun these next few months with our new makeover contest and make some great memories. Speaking of making memories—I hope you'll choose to join us at Seminar this year. Registration opens this month. You're a valuable part of our unit, and I believe in your ability to succeed. Let me know if I can help you in any way to finish your goals and make this one of our best years yet.

Love and Belief, Kathleen

Important Dates:

- April 7: Good Friday. All Company offices closed.
- April 9: Easter Sunday.
- April 17: Last day to enroll online for summer PCP mailing of The Look, including sample (while supplies last).
- April 22: Happy Earth Day. Learn about Mary Kay's commitment to sustainability. [htt ps:// www.marykay.com/en-us/about-marykay/ourcommitment/pink-doing-green]
- April 26: Happy Administrative Professional's Day!
- April 27: Last day of the month for consultants to place telephone orders.
- April 30: Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.
- May 1: Happy May Day! Let's make this one of our best months ever! Online DIQ commitment form available beginning 12:01 am Central time until midnight on the 3rd.
- May 2: Happy National Teacher Day
- May 4: National Day of Prayer
- May 8: Summer PCP customer mailing of The Look begins (allow 7-10 business days for delivery).
- May 10: PCP early ordering of the new summer items begins for consultants who qualified during the Dec-March quarter and/or enrolled in The Look for Summer.
- May 12: Mary Kay's birthday! Have a party in her honor!
- May 14: Happy Mother's Day!
- May 15: PCP summer promotional early ordering begins for all consultants.
- May 16: Summer promotion begins. Official on-sale date. Ordering of the new items available for all consultants.
- May 29: Happy Memorial Day. All Company offices closed. Postal Holiday.
- May 30: Last day of the month for consultants to place telephone orders.
- May 31: Last day of the month for consultants to place online orders. Online agreements accepted until midnight Central time. Last business day of the month.

MIX GOLD INTO YOUR GOALS!

Our Top 5 Wholesale for March



Top 20 Consultants Who Invested in Their Businesses in March

Brenda Anderson \$802.50 Corrina Warwick \$658.50 \$633.00 Patricia Rougeot Linda Robinson \$607.50 Christina Blanchard \$601.50 Kathryn Bohn \$518.00 \$489.50 Amanda Martell Sara Grimes \$469.00 \$465.50 Marilyn Pientka \$457.50 **Beth Davies** \$442.50 Melissa Claudio \$373.50 Nancy Boeder \$333.00 Connie Radel \$302.00 Judy Cloud-Calloway Cheryl Kok \$301.50 **Brenda Myers** \$297.00 Julie Gabris \$284.00 \$273.00 Mary Vesperman Patricia Berry \$265.00 Flo Welk \$263.00

April Year Long Prize Consistency Club

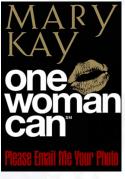
Congratulations To Our Golden Rule Achievers

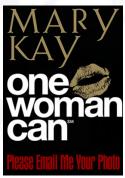






Brenda Anderson Corrina Warwick Patricia Rougeot





Linda Robinson

Christina Blanchard





You Can Do It! Be in the Queen's Court of Sharing this year!







Debra Finley Team Leader



Flo Welk Star Team Builder



Annette Monthey Senior Consultant



Beth Davies Senior Consultant



Brenda Anderson Senior Consultant



Brenda Myers Senior Consultant



Corrina Warwick Senior Consultant



Daune DeVries
Senior Consultant



Julie Johnson Senior Consultant



Monica Crayton Senior Consultant

Our Unit At A Glance

Team Leaders Debra Finley

Star Team Builders Flo Welk

Senior Consultants

Annette Monthey*
Beth Davies
Brenda Anderson
Brenda Myers
Corrina Warwick
Daune DeVries
Julie Johnson*
Monica Crayton

Consultants

Alicia Toval*
Amanda Martell
Amber Thome*
Amy Bergholz*
Amy Evans*
Angela McLaughlin*
Ann Shea*
Anne Nichols*
Beth Gawel
Bonnie Carstens*
Brenda Murray*
Brenda Peterson
Brooke Schultz

Cathy Carlsen Cheryl Kok Christina Blanchard Cindy Hanson Cindy LeClaire Cindy Nelson Connie Plaumann Connie Radel Cynthia Radtke Dawn Endries* Debi Alheim Deborah Conway* Donna Cooper* Donna DeHaven* **Dorian Loberg Beck** Drea Reichwein* Elisa Baldock* Florence Honang* Gina Ripp* Jan Chambers Jane Steidl Janet Wallace* Janice Watzke* Jeanna Schowalter Jennifer Heath* Judith King Judy Cloud-Calloway Julie Gabris Julie Zimbauer

Kassy Solis* Kathérine Oeftger* Kathryn Biadasz* Kathryn Bohn Kay Retzleff* Kay Tinguely Laura Roethle* Linda Robinson Linda Wapneski* Lisa Heltemes* Lisa Van Roy* Lisbeth Bergman Lori Windham Lorriane Sego* Maria Garcia* Marianne Lippold Marilyn Pientka Martha Brunner* Mary Ann Zielinski Mary Fischer Mary Goers Mary Mertens Mary Pekarske* Mary Rose*
Mary Vesperman
Melissa Boyd*
Melissa Claudio Merodee Buechner* Michelle Berndt Michelle Harrington

Michelle Mazola* Michelle Slawny* Milena Horan Klemens* Nancy Boeder Nancy Hipp* Nikki Eddy Patricia Berry Patricia Rougeot Rebecca Orick Sandra Toval Sandy Deibert* Sara Grimes Shannon Howery* Sherry Soehnlein Spring Fleming* Susan Dos Reis Susan Draeger Tamera South Teresa Fisher Terra Wachs Terri Skaggs* Tracy Fonte* Trisha Niesen Valerie Houk*

Karen Taylor

Welcome New Consultants



Name:	Sponsored By:
Brooke Schultz	Brenda Anderson
Nikki Eddy	Corrina Warwick
Julie Zimbauer	Flo Welk
Rebecca Orick	Kathleen Koclanes
Jane Steidl	Kathleen Koclanes

9% Commission Level Debra Finley	\$74.39
6% Commission Level Flo Welk Brenda Anderson	\$44.67 \$13.53
4% Commission Level Brenda Myers Annette Monthey Daune DeVries Beth Davies Corrina Warwick Cathy Carlsen	\$32.10 \$18.30 \$12.06 \$9.80 \$9.66 \$0.92

	Look	Who	Shared	in	March
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Flo Welk	1
Corrina Warwick	1
Brenda Anderson	1
Kathleen Koclanes	2

May Birthdays	
Mary Ann Zielinski	14
Michelle Jirousek	19
Mary Goers	24
Cindy LeClaire	25
Gina Ripp	25
Michelle Slawny	28
Donna DeHaven	28
May Anniversaries	
Kay Tinguely	32
Wendy Miller	25
Michelle Berndt	24
Sandy Deibert	22
Julie Gabris	22
Michelle Harrington	20
Dorian Loberg Beck	17
Loretta Ziegler	7
Mary Mertens	5
Angela Emmons	2
Judith King	1

Summer 2023 Program PCP Participants

Dorian Loberg Beck Beth Davies

Team Up for Women

We challenge you to host a fundraising event, encourage customers to round up their order total, or put out a simple collection box at skin care parties. We've got lots of helpful tips at www.marykayashfoundation.org to get you started; you'll be giving back in meaningful ways in no time! No heart is too big and no donation is too small, so let's Team Up For Women and support the Foundation! This annual peer-to-peer fundraising campaign is a great



way to give back by getting creative and including your team, local community, and others who love to support MKAF's mission.



Our Top 5 YTD Personal Retail Court According to MK Orders













Brenda Anderson

Corrina Warwick

Patricia Rougeot

Debra Finley

Daune **DeVries**

Year to Date Retail Court

1 Brenda Anderson	\$26,711.00
2 Corrina Warwick	\$14,992.50
3 Patricia Rougeot	\$8,172.00
4 Debra Finley	\$5,316.50
5 Daune DeVries	\$5,241.00
6 Beth Davies	\$5,169.00
7 Judith King	\$4,863.50
8 Lorriane Sego	\$4,549.00
9 Brenda Myers	\$4,447.00
10 Lori Windham	\$3,843.00
11 Cindy Nelson	\$3,679.50
12 Julie Gabris	\$3,650.00
13 Elisa Baldock	\$3,460.00
14 Christina Blanchard	\$3,093.00
15 Debi Alheim	\$3,059.00
16 Kathryn Bohn	\$3,034.00
17 Mary Goers	\$2,963.00
18 Mary Ann Zielinski	\$2,945.00
19 Patricia Berry	\$2,839.00
20 Brenda Peterson	\$2,782.00

Year to Date Sharing Court







Pamela Santoro 1 Qualified \$0.00



—— MARY KAY®———

THEN. NOW. ALWAYS. MAKEOVER CONTEST -





Makeover Contest for the Ages







CELEBRATE 60 YEARS OF BEAUTY THAT EMPOWERS.

The Mary Kay® Then. Now. Always. Makeover Contest allows you to create your own era-inspired makeup look from the '60s to the present. Your unique look could win big!

Three grand prize winners will receive a \$1,500 cash prize (gift card) and an assortment of Mary Kay® products, plus their winning looks will be turned into exclusive limited-edition 60th Anniversary Looks that will be featured on social media. Ten honorable mention winners will receive a \$500 cash prize (gift card) and an assortment of Mary Kay* products. When you win a cash prize and Mary Kay* products, your Independent Beauty Consultant does too!

WINNERS WILL BE ANNOUNCED THE WEEK OF **JUNE 5-9!**

CONTACT YOUR INDEPENDENT BEAUTY CONSULTANT TODAY. AND DISCOVER YOUR **NEW LOOK.**

HOW TO ENTER:

- 1. Book a color appointment with your Independent Beauty Consultant to create your era-inspired look.
- 2. Complete the entry form on the contest website, and submit a photo of your new look from April 3 through May 12, 2023, along with a caption including how your look is inspired by Then, Now or Always.

HOW TO WIN:

- 1. A panel of Mary Kay judges will choose the top 13 finalists based on originality and creativity, adherence to the contest theme, and the makeover look and caption.
- 2. The public will vote on the top 13 finalists to determine the three grand prize winners and 10 honorable mention winners.



EXAMPLE CAPTION

The '70s were my favorite time because people were encouraged to be themselves and to experiment with bold style and color. My look is inspired by that time and reminds me of the creativity and fun of that decade.





Images for inspiration only

Month Of March Winners

Retail Queen for the month: Brenda Anderson \$1964

Weeks over \$500: Brenda Anderson \$618, \$1023

Facials over \$100 Corrina Warwick \$268, \$355, \$250

Reorder weeks over \$300: YOUR NAME HERE

On the go/personal appointments: You Are Next :-)

PCP/Misc. Beth Davies \$107

Online orders: Corrina Warwick \$162, \$32

Skin Care Sets Sold: Patty Rouget 1, Corrina Warwick 3

Interviews for the month: Kathleen Koclanes, Flo Welk, Corrina Warwick



Princess Court of Sales, \$20,000



Princess Court of Recruiting,

12 Qualified Recruits



INTENTION IS ENERGY

Every thought and every emotion is energy. Every thought leads your mind, body, and soul in a direction. Every intention is energy. Imagine you have always wanted to take a cooking class, and you say, "I am going to take a cooking class." You have just made the intention of taking a cooking class. The moment you claimed your intention to take this cooking class, you made this a priority in your life. You put words into your intention and announced it to your family and coworkers.

You get busy, and a week later your spouse asks you what kind of cooking class you are taking and when. You admit that you had gotten busy and put it on the back burner. At work the next day a coworker tells you he saw an advertisement for cooking classes being held at the local college, and he had cut out the ad and hands it to you. You smile and excitedly rush to your desk and look at the date, cost, and location of the class. You choose to move other responsibilities out of the way so you can take this class you have wanted to take for

years. By thinking through this exercise, do you understand how powerful your intentions are and how they affect others?

If you are living your life without intentions, you may not be moving toward your full potential in your life. Intention is a powerful energy that creates an abundant intentional life of true happiness. You are the governor or manager of your time; your life is your time on earth.

- Create the intentions of your life. Live an intentional life. What is the intention of your life? Take time for reflection and ask yourself what you live for, what you are passionate about, and what your intentions are.
- 2) Prioritize. Now that you have written what your intentions are in your life, identify and prioritize what it takes for you to realize your intentions. Sit with your family so you can all work together to help each other realize and live an intentional authentic life.
- 3) Don't procrastinate. It doesn't matter how small of an amount of your energy you put toward your intentional life, every day just focusing your thoughts is enough to keep you headed in that direction.
- 4) Learn to say no. It is time for you to focus on the purpose of your life so you will have to make decisions on what you will have to delete from your life. Time is the most valuable jewel you have, so guard it and protect it. Healthy boundaries will be invaluable to you in giving you energy and helping you attain true happiness.
- 5) Don't be distracted by others and the world. Here is where the four roots are essential. When you ground yourself in the four roots, you will continually have more energy, power, and courage to move toward your intentional life.

Each choice you make leads you toward or away from your authentic life of power and true happiness. Every choice opens a door into infinite possibilities. Every choice creates something new and different in your life. Every choice invites infinite opportunities. Every choice is a fountain of energy. Every choice is a step closer to an intentional life of mental, physical, and spiritual well being. Every choice transforms obstacles into opportunities. Every choice is a building block for your life. Each choice is a reflection of who you are. Each choice is a new direction in your life. When you make a choice, your authentic power moves you to action, away from worry, fear, confusion, and chaos. If life is a classroom, then each choice is a particular lesson in life. Your choices create power, peace, prosperity, healing, and happiness in your life.

You choose what you eat, drive, and read, along with the music you listen to.

You can also choose your emotions and attitudes: anger, fear, and worry. Stop, take a deep breath, and make a new choice. There is power in knowing you have a choice.

SHARE
THE MARY KAY
DREAM

THEN. NOW.

Overcoming Objections

from EENSDE Gloria Mayfield Banks

- Objection: "I'm not like you." "I know you're not like me. I'm not looking for people like me. I'm looking for people who are like they are. I'm good at what I do because I like who I am. You're going to be good at what you do because you like who you are. And I know that you know that you have blessings that you could offer people that I may not have. I don't need you to be like me; I need you to be like you and share you with other people. So is there any reason why you couldn't take 45 minutes to one hour to listen to what I have to say?"
- Objection: "Oh, I don't have any time!" "Oh, I know you don't have any time. Most of us don't have any time. But, let me just ask you this: if making some extra money is really something you want to do, what are you going to do to make extra money?" Know the FEEL, FELT, FOUND method. "I know how you feel; I felt the same way too, but what I found was. . . ."
- Objection: "I'm not the sales type." Have a sheet of paper and have her tell you - "Tell me about the 'sales type.' What do you consider the sales type to be?" Whatever she says, you write it down. Like "Pushy," and you ask her - "Did I appear pushy at the skin care class/facial? Was I aggressive? I understand how you feel; I felt the same way too. What I found is that sales is a profession, and that everybody sells something. You wouldn't have on the clothes you have on if someone didn't sell you something. You wouldn't have your hair done the way you do if someone didn't sell you something, you wouldn't have the purse you have if someone didn't sell you something, you wouldn't live in the home you do if someone didn't sell you something. You wouldn't have the car you drive if someone didn't sell you something. Everybody sells something. Guess what, you sell some-thing. You sell your kids on this, you sell your husband on this. All of us sell something all the time. But tell me, if I could teach you how to be good, could you learn?"
- Objection: "I don't have time." "I understand how you feel. I was extremely busy when I came into MK, and I didn't have time. But what I found was my need for the extra things was more important than some of the other things I was doing with my life, and I found the time. I don't know how you're going to find the time, but what I know is when you want something bad enough, most busy women find the time. If I find out what you need and then explain what we have in MK, then we're going to decide if the time we spend together is worth it—if what we have and what you need match up. So let's talk about your time."
- Objection: "I don't want to obligate my friends." "I know how you feel. I found that once they tried the product they were thanking me for sharing it with them. There are no finer skin care products on the market today. Your friends will love the special attention you give them."
- Objection: "My husband won't let me do MK."
 Share that there are a gazillion stories of successful MK women whose husbands were not supportive in the beginning. "But we know that

- most men love Money! Let's first decide if this is something you want to do, then your 1st big sell is to sell your dream to him tonight."
- Objection: "I don't have the money." Just look at her she'll ask why just say, "Well, if you don't have the money, then you need to do MK! I am so challenged talking with kind, sharp women who don't have disposable cash, and I am sitting on an opportunity that will give you complete control over your ability to have cash. Tell me, when will you be ready to be in a position where you'd like to have complete control over disposable income whenever you want?"
- Objection: "This isn't the right time for me." "I understand how you feel. If someone had asked me at a skin care class, it wouldn't have been the right time for me either because I'd have been thinking about all the circumstances, not all the benefits. Now I'm going to ask you to do one thing, because most of us think of all the reasons why we can't do it. Now I'm going to ask you to think about why you could. Let's talk a minute about why you could do something, and then let's talk about why you can't.." (Turn it around so they can think in the right process.)
- Objection: "I hate parties." "I understand. So did
 I. Isn't it great that besides skin care classes, we
 have virtual appointments, facials, "On the Go"
 appointments, Trunk Shows, & other ways of
 earning money? That way we can give each
 customer the personal attention she deserves."
- Objection: "I need to think about it." "You know, if MK interests you, why not give it a try? With our product buy-back guarantee, you have almost nothing to lose and everything to gain! Sitting on the fence of indecision is very uncomfortable. Let me reserve your place in our unit training session next week, and let's work together to make MK work for you!"
- Objection: "I'm just not the type." "I understand your thinking a Beauty Consultant should look like she just stepped out of Vogue, right? One Queen of Sales for the entire Company was a woman who was 77 years young! Isn't that great? That's because physical beauty isn't what counts in a MK career; it's the inner beauty of a person that makes her successful. We have a prizewinning recipe for beautiful skin, & all you have to do is share it and teach it to others. There are so many women out there who would love to finally learn how to care for their skin. If I could teach you to do what I do, you could learn, couldn't you? I think you'd be great, or I wouldn't ask you to join MK. "
- Objection: "I'm afraid to stand up in front of people." "I know how you feel. I felt that way too, but I found my first few skin care classes were with friends, and it helped me to relax."
- Objection: "I'm a single parent. I need the security of a job." "That's exactly why I thought of you. In this career, your finances are not based on someone else's opinion of you, but on your ability to make as much as you want. In this company, you can really determine your own security.

- Objection: "I really don't know anyone."
 "Perfect! This career will give you an opportunity
 to meet so many people. All you need to know is
 one person. That's how it all starts. One person
 tells another, and so on and so on. "
- Objection: "I think I will wait until ..." "Just a
 thought on that: With all our product publicity,
 many women will be wanting facials and wanting
 to hear about the MK opportunity. They could be
 YOUR customers and recruits! Why wait until ...?"
- Objection: "I think I'm too shy." "I understand how you feel. I felt the same way too. But I found that once I had completed my training classes, I felt confident. I think Mary Kay is the best selfimprovement course available. Besides, we need shy people to sell to shy people!"
- Objection: "I knew someone who did this and failed. I'm afraid that will happen to me." "It's too bad about your friend, but it's unwise to judge your success or failure by what she did. It is my responsibility as your sponsor to help you get on your feet and believe in you. I know you will do great, or I wouldn't invest my time in you with training."
- Objection: "I don't wear makeup." "Absolutely no problem. MK is not about makeup; it is about skin care. I know of no one who is not interested in good skin care. Glamour is just icing on the cake."
- Objection: "I have never sold cosmetics." "No problem. If I could teach you to do exactly what I do, do you think you could learn?...and then teach other women?"
- Objection: "The time just isn't right for me now." "You know, that's like saying that once all the traffic lights have turned green, you'll begin your trip home. You'll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours; can I call you tomorrow for yours?"
- Objection: "I am too busy." "I am a busy person too, and that's why I chose you. You see, busy people make the best Consultants. They are usually the most organized and get things done."
- Objection: "My children are too small."
 "Perfect! You will love the flexibility this career offers. You schedule the hours you want to work."
- Objection: "I already have a full-time job."
 "Super! You will have a lot of contacts for your first hostesses. A lot of women sell MK products part time for extra income."
- Objection: "I love my job." "Great! Could you use some extra money? How do you know you won't like this career as well? You owe it to yourself to at least hear all the facts."
- Objection: "I don't want to impose on my friends." "I can understand your feeling that way, but let me ask you, did you enjoy your facial? Do you like our products? Did you buy the products for yourself or for Susie's benefit? Did you feel imposed upon, or were you eager for the skin care class and eager to take your products home? You'll be providing your friends and acquaintances with a valuable service, and they'll appreciate it! Let's make a list of people you know who would enjoy a complimentary facial."



Kathleen Koclanes IND. FUTURE EXECUTIVE SENIOR SALES DIRECTOR Kathleen's Super Stars!

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http://kathleenkoclanes.com

Return Service Requested



I have learned to imagine an invisible sign around each person's neck that says, 'Make me feel important!' I respond to it immediately, and I never cease to be amazed at how positively people react.

Are you asking yourself, "Should I attend Seminar this year?" My answer is an emphatic, "YES!" When you graduate from high school, the desired next step is to go to college.

There are lots of reasons that include:

What's the Ru

- Spend more time with your friends and have a great time.
- Know it will get you a better job when you graduate.
- Learn life skills that will bring you success and teach you how to excel.
- Prove to yourself that you are worth investing in, and that you can do whatever you set your mind to .
- Get help recognizing your talents.
- Learn from others who have become successful doing what you want to do in life.
- Escape from the dead-end town, family, environment you are stuck in and "make it big."

These same reasons can be listed for reasons to go to Seminar this year! You made a great decision to join one of the most amazing companies for women in the world. We have an incredible opportunity each

day of our lives, but we have to choose to get out the door to take advantage of it. By choosing to go to Seminar, you are choosing to take that next step in your Mary Kay Career. You choose to:

Have a great time with your sister consultants.

Sout Seminar?

- Know you will come home and improve your business with the skills you learn while attending.
- Attend classes that will teach you how to work your business smarter, and with more focus.
- Prove to yourself that you are worth investing in, and you will meet other women just like you who have chosen to succeed and who will inspire you!
- Be recognized for your achievements this past
- Hear incredible speeches, classes, and conversations that can completely transform your business.
- Escape from self doubt/ excuses, and SOAR!

Registration opens soon! Thope you'll plan to join us! Contact me with any questions.

