



KATHLEEN'S SUPER STARS NEWSLETTER

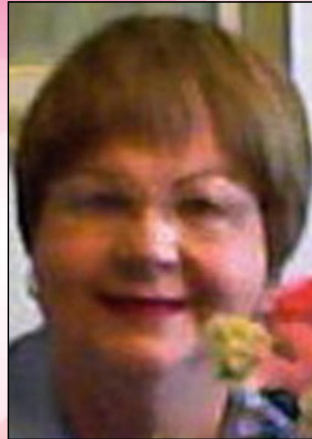


If it is to be it is up to me!

December 2021 Unit Newsletter



Queen of Wholesale
Brenda
Anderson



Sharing Queen
Mary
Ann Zielinski



YTD Sharing Queen
Brenda
Anderson



YTD Retail Queen
Brenda
Anderson

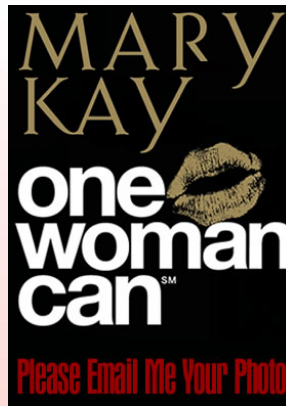
Congratulations to our Powered By Pink Achievers



Brenda Anderson



Brenda Myers



Linda Park



Debra Finley



Corrina Warwick



**When you're
Powered by Pink, all
your dreams come true!**





From the Director's Chair

Dear Super Star,

I hope you had a wonderful Thanksgiving with your family. I certainly did! I found myself thinking about the many reasons I'm thankful for my Mary Kay Career. I am so

thankful that I have the opportunity to spend as much time with my family as I desire for the holidays. I am thankful that I determine my work schedule, how much extra holiday cash I have to spend, and the position I desire in Mary Kay and make it happen! Isn't it wonderful to have no glass ceiling? No one else can limit how far you go and what dreams you make a reality this next year!

This really is the most wonderful time of the year. Our mission is to enrich women's lives, and there are so many different ways to do that right now. Whether it's offering the perfect gift, making your customer feel like a movie star with a custom look, or offering her the career opportunity for some extra holiday cash, we have so many great offers to provide. I hope you've contacted each one of your customers already and have dozens of wish lists on hand.

This December, I encourage you to decide where you want to be in 2022. We all know it takes 30 days to form a habit. The habits you begin to form this month will take you where you want to be this next year. I know the holidays can be crazy, and you won't have the time each day to do exactly what you want. I also know that each time you work your business, it's a little victory. Each victory will form habits that will set you up to succeed in the future. Remember when you first start working out? You hurt all over. But, if you keep at it, a week later you don't hurt quite as bad. A month later, you start seeing results. Six months later, you are down a size (or more), and you notice when you don't work out instead of being surprised when you do. Any habit takes time and investment.

When you are faithful in the little things, bigger things come together, because you have a lifestyle of dedication! You don't think twice about being there for your friends and family because you care about them and also because it's a habit. I encourage you to take the same approach with your business. View it as a relationship- the more you give to it and make time for it, the more you will get back from it. Will you choose to give your all to your business during those hours you have set aside for it? Reach out and bring a smile to each of your customers as you share how much you care. After all, that's what Christmas is all about.

I give thanks this Christmas season for each and every person in my life and I truly cherish having you in our unit.

Love and Belief, Kathleen



Important Dates:

- **December 24:** Christmas Eve Day
- **December 25:** Christmas Day
- **December 31:** New Years Eve Day
- **January 1:** Happy New Year's Day. All Company offices are closed. Postal holiday. Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **January 3:** All Company offices closed. International Mind-Body Wellness Day
- **January 16:** Leadership 2022 begins in Atlanta.
- **January 17:** Martin Luther King Jr. Day. Postal holiday. PCP last day to enroll online for spring mailing of The Look, including exclusive samples.
- **January 21:** Get to Know Your Customer Day
- **January 28:** Last day of the month for consultants to place telephone orders.
- **January 31:** Last day of the month for consultants to place online orders. Online agreements are accepted until midnight CST. Last business day of the month. Orders and agreements submitted by mail must be received today to count towards this month's production.

WE'RE POWERED BY PINK!

Our Top 5 Wholesale for November



Brenda
Anderson

Brenda
Myers

Linda
Park

Debra
Finley

Corrina
Warwick

Top 20 Consultants Who Invested in Their Businesses in November

Brenda Anderson	\$1,713.05
Brenda Myers	\$698.25
Linda Park	\$697.00
Debra Finley	\$614.00
Corrina Warwick	\$600.13
Cindy Nelson	\$526.50
Daune DeVries	\$498.60
Merodee Buechner	\$481.00
Dawn Endries	\$405.50
Elisa Baldock	\$403.50
Mary Fischer	\$397.00
Sharon Maginnis	\$369.50
Nancy Bartlett	\$358.75
Melissa Boyd	\$346.25
Spring Fleming	\$331.00
Nancy Boeder	\$323.00
Pat Petrowiak	\$295.00
Patricia Rougeot	\$288.50
Angela McLaughlin	\$267.50
Sandra Toval	\$256.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 12/15/21

Star Achieved	Name	WS Needed for Next Star
Diamond	Brenda Anderson	\$164.45
	Corrina Warwick	\$48.37
	Daune DeVries	\$765.40
	Patricia Rougeot	\$802.00
	Nancy Bartlett	\$964.25
	Michelle Berndt	\$1,012.50
	Brenda Myers	\$1,101.75
	Linda Park	\$1,103.00
	Debra Finley	\$1,186.00
	Michelle Slawny	\$1,247.50
	Cathy Carlsen	\$1,254.50
	Lori Windham	\$1,270.50
	Cindy Nelson	\$1,273.50
	Merodee Buechner	\$1,319.00
	Florence Honang	\$1,336.00
	Wendy Miller	\$1,338.50
	Mary Goers	\$1,366.50
	Vickie Puzach	\$1,370.25
	Cynthia Radtke	\$1,374.50
	Marilyn Pientka	\$1,375.00
	Melissa Claudio	\$1,384.50
	Dawn Endries	\$1,394.50
	Elisa Baldock	\$1,396.50
	Mary Fischer	\$1,403.00
	Sharon Maginnis	\$1,430.50

POWERED BY
pink
MARY KAY

December Prize

These stunning drop earrings feature light pink glimmering stones asymmetrically set to catch the light with every tilt of your head.





**YOU CAN DO IT! BE IN
THE QUEEN'S COURT
OF SHARING THIS YEAR!**



Debra Finley
Team Leader



Annette Monthey
Senior Consultant



Beth Davies
Senior Consultant



Brenda Anderson
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



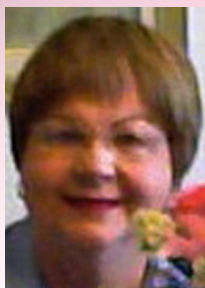
Daune DeVries
Senior Consultant



Elisa Baldock
Senior Consultant



Julie Johnson
Senior Consultant



Mary Ann Zielinski
Senior Consultant



Mary McLaughlin
Senior Consultant



Monica Crayton
Senior Consultant



Nancy Bartlett
Senior Consultant



Sandra Toval
Senior Consultant

Our Unit At A Glance

Team Leaders

Debra Finley

Senior Consultants

Annette Monthey
Beth Davies
Brenda Anderson
Brenda Myers
Cathy Carlsen
Daune DeVries
Elisa Baldock
Julie Johnson*
Mary Ann Zielinski*
Mary McLaughlin
Monica Crayton
Nancy Bartlett
Sandra Toval

Consultants

Alicia Toval

Amanda Martell*
Amy Bergholz*
Amy Evans
Angela McLaughlin
Bonnie Carstens*
Brenda Peterson*
Cheryl Kok*
Cindy Hanson
Cindy Nelson
Connie Plaumann*
Connie Radel*
Corrina Warwick
Cynthia Radtke
Danette Hicks
Dawn Endries
Donna Cooper
Donna DeHaven*
Dorian Loberg Beck
Drea Reichwein*
Emily Jackson

Fayth Block*
Flo Welk*
Florence Honang*
Gloria Liska*
Jan Chambers
Jennifer Graczyk*
Jennifer Gutkowski
Judy Cloud-Calloway
Julie Gabris
Karen Taylor
Kassy Solis*
Kay Retzleff*
Kay Tinguely*
Laura Erickson*
Laura Roethle
Linda Park
Linda Robinson*
Lisa Van Roy
Loretta Ziegler*
Lori Windham

Malissa Turner
Marianne Lippold*
Marilyn Pientka
Martha Brunner*
Mary Fischer
Mary Goers*
Mary Mertens
Mary Vesperman*
Melanie Carlsen*
Melissa Boyd
Melissa Claudio
Merodee Buechner
Michelle Berndt
Michelle Jirousek*
Michelle Mazola
Michelle Slawny*
Nancy Boeder
Pamela Santoro*
Pat Petrowiak
Patricia Berry

Patricia Rougeot
Patti Mezel*
Rebecca Gramer*
Sandy Deibert
Sara Grimes
Sharon Maginnis
Spring Fleming
Susan Dos Reis
Susan Draeger
Tammy Collins*
Teresa Fisher
Teresa Ploch
Terri Skaggs
Trisha Niesen
Valerie Houk
Vickie Puzach
Wendy Miller
Wendy Zweifel*

♥ Welcome New Consultants

Michelle Mazola

Sponsored By:

Mary Ann Zielinski

♥ Look Who Shared in November

Mary Ann Zielinski

1

♥ Winter 2021 Program PCP Participants

Nancy Bartlett
Monica Crayton
Daune DeVries
Debra Finley
Cynthia Radtke
Drea Reichwein
Mary Ann Zielinski
Dorian Loberg Beck
Brenda Myers
Patricia Rougeot
Corrina Warwick
Beth Davies
Brenda Anderson

♥ Team Commissions

9% Commission Level

Debra Finley \$98.21

4% Commission Level

Brenda Myers \$68.52
Brenda Anderson \$38.02
Julie Johnson \$28.32
Beth Davies \$27.88
Mary Ann Zielinski \$19.10
Cathy Carlsen \$18.36
Elisa Baldock \$13.85
Mary McLaughlin \$10.70
Monica Crayton \$10.24

January Birthdays

Maria Garcia 2
Linda Park 5
Danette Hicks 5
Melissa Boyd 5
Tammy Collins 10
Tracy Fonte 10
Elisa Baldock 11
Beth Gawel 12
Kelly Hernandez 13
Drea Reichwein 20
Bonnie Carstens 21
Michelle Berndt 22
Terra Wachs 25
Mary Fischer 28
Monica Crayton 29
Nancy Boeder 30
Patricia Rougeot 31
Sharon Maginnis 31

January Anniversaries

Susan Draeger 29
Shannon Howery 25
Beth Davies 18
Mary Vesperman 16
Barbara Maki-Tiede 8
Patti Mezel 7
Cheryl Kok 5
Brenda Anderson 4
Martha Brunner 2
Alicia Toval 2
Angela Simpson 1

Don't get stuck worrying about what you've missed out on; instead, open up your eyes for the new opportunities right in front of you. When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.

~ Helen Keller

The Mary Kay App makes shopping for products incredibly convenient. If a new customer downloads the app, she could be matched with you as her new Consultant. The app showcases all available products and trends with access to personalized service and beauty advice from you. It recommends products so customers can create wish lists and then share them with you & others. They can even receive reorder reminders.

Starting December 15, the MKMen range of products will be a part of the MK Skin Analyzer App! It's a great opportunity for you and your unit members to provide personalized product recommendations for men and expand your customer base. If you haven't already downloaded the Skin Analyzer App, go to your app store to download it for free, and encourage your customers to do the same!





PINK HAS BECOME A SYMBOL OF POWER, PASSION & PURPOSE. WHEN YOU'RE POWERED BY PINK, IT MEANS YOU'RE LIVING YOUR LIFE AND WORKING YOUR BUSINESS THE MARY KAY WAY.



**PINK IS BEAUTIFUL.
PINK IS CONFIDENT.
PINK IS CONNECTED.**

**Our Top 5
YTD
Personal
Retail Court
According
to MK
Orders**



Brenda
Anderson



Corrina
Warwick



Debra
Finley



Patricia
Rougeot



Daune
DeVries

♥ Year to Date Retail Court

1	Brenda Anderson	\$15,835.20
2	Corrina Warwick	\$7,919.25
3	Debra Finley	\$5,139.00
4	Patricia Rougeot	\$5,115.00
5	Daune DeVries	\$3,181.00
6	Nancy Bartlett	\$3,053.50
7	Michelle Berndt	\$2,684.00
8	Cindy Nelson	\$2,669.50
9	Brenda Myers	\$2,350.50
10	Michelle Slawny	\$2,210.00
11	Cynthia Radtke	\$2,029.00
12	Cathy Carlsen	\$1,934.00
13	Lori Windham	\$1,832.00
14	Mary Goers	\$1,734.00
15	Linda Park	\$1,716.50
16	Julie Gabris	\$1,706.00
17	Julie Johnson	\$1,494.00
18	Florence Honang	\$1,474.00
19	Judy Cloud-Calloway	\$1,398.00
20	Elisa Baldock	\$1,390.00

♥ Year to Date Sharing Court



Brenda
Anderson
1 Qualified
\$59.88



Beth
Davies
1 Qualified
\$27.88

Sharing the opportunity can take you where you want to go! Be in the Queen's Court of Sharing with 24 new qualified personal team members this year!



MAKE YOUR SEMINAR DREAMS COME TRUE THIS YEAR!

EARN YOUR MK BUCKS

EARN 1 MK BUCK FOR EVERY \$100 WHOLESALE ORDER
PLACED IN THE MONTH
FOR EXAMPLE:

A \$122 ORDER = ONE (1) MK BUCK EARNED
A \$593 ORDER = FIVE (5) MK BUCKS EARNED

July 1 2021–June 30 2022



- \$25 Gift Amazon Gift Cards
- Toward Unit & Company functions
- Product
- Samples
- Link: <https://www.facebook.com/groups/371648670251637>
- Also go onto www.kathleenkoclanes.com to check out the calendar for fun zoom and Facebook events.

Month Of November Winners!

Retail Queen for the month! Brenda Anderson \$4617
Weeks Over \$500 Brenda Anderson \$1108, \$3509 Corrina Warwick \$1087.85
Party's Over \$200 Brenda Anderson \$536
Facials over \$100 Corrina Warwick \$165
Reorders weeks over \$300 Brenda Anderson \$496, \$449 Corrina Warwick \$1087.85
On The Go/Personal Appointments Brenda Anderson \$368, \$659 Beth Davies \$18
Corrina Warwick \$166
PCP/Misc *this could be you*
Online Orders *this could be you*
SkinCare Sets Beth Davies 1 Brenda Anderson 4 Corrina Warwick 4
Interviews for the month Corrina Warwick 3

MADSON AREA & PANKOW AREA
CONSULTANT CONTEST

DECEMBER drawings

DECEMBER 1-31, 2020

Fill in each day that you call the hotline!

WILL YOU CALL ALL 22 DAYS?

MADSON AREA HOTLINE:

209-647-1308



	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	MERRY CHRIST MAS! NO HOTLINE
28	29	30	31	

5 DRAWINGS
TO ENTER!

1

**\$250
CASH
drawing**

Earn your entry by
calling the hotline each
day it's changed!

(All 22 days. No missed days.)

2



**KATE SPADE TOTE
drawing**

Earn an entry for
EACH day you
call the hotline.

3



**KATE SPADE TOTE
drawing**

Earn an entry for
EACH \$225 wholesale
order placed.

4



**KATE SPADE TOTE
drawing**

Earn your entry
by being a
Star Consultant
on December 15th!

5

**\$100
CASH
drawing**

Earn an entry
for EACH
new personal
teammate.

Check with your Sales Director to be sure that
your Unit is participating in the contest.

The hotline is changed each day at 11:00 am CST.
The hotline is not changed over the weekend.
Please do not leave a message unless you have met
the requirements said at the end of each message.

Complete the google form by January 5th
<https://bit.ly/decemberdrawings>

DECEMBER COUNTDOWN TO CHRISTMAS



C

Call your customers. It's wise to do a sweep through of every customer the first week of December to be sure they have enough of everything to get them through the holidays. You might check on their gift needs at the same time and tell them that you have wrapped gifts and stocking stuffers for their last-minute emergencies. You might say, "Do you have everything you need to look gorgeous during the holidays?"

O

Order as early as possible: anything you need for your own gifts, for your customers and their gifts. Make sure to stock up on limited-edition items early because they are, after all, available for a limited time only. Remember that the distribution centers will be closed a couple of days for the holidays. If you still need things, order early!

U

Use your time wisely. Remember, the holidays last a couple of days, not the entire month. If you take off the entire month, you might regret it in January. You might want to go ahead and book appointments for January with customers who want to start the new year off with a new look. Imagine what that will feel like to open up a full datebook on January 2nd!

N

Notice the needs of the people with whom you come in contact. December can be a great month to build your team! When someone tells you they want to wait until after the first of the year, then you might say, "Great! We can start the paperwork now so you'll be ready to begin the first of the year."

T

Treat those on your gift list to a Mary Kay product gift. It will not only be welcome, but it's smart money management! Not only can you purchase quality gifts at a 50% discount, but those gifts increase the variety of products your recipient tries, and this can mean additional orders for you over the next few months.

D

Determine your prize goal in the quarterly Star Consultant program, and plan your orders now. Be sure to check your totals to see if you're on-target for Star Consultant status. You don't want to miss out on that special prize or earning double team building credit.

O

Organize for maximum effectiveness! This is the time of year that we usually have to wait in lines: at the post office, grocery store, shopping, etc. Always have something with you that you can do as well as business cards, Beauty Books, eye color and lipstick samplers that you can use to book someone with while you are waiting in line. Also, bunch all of your errands so they can be done at one time.

W

Wherever you go, you may want to carry stocking stuffers with you. Make them quick and easy. Put them in cello bags, add some colorful shred, and tie them with a ribbon.

N

Notify me, your Independent Sales Director, what is going on with you this month and what your goals are! I'd love to hear from you.

OVERCOMING HOLIDAY BOOKING OBJECTIONS

This holiday season offers unique opportunities to serve your customers and earn extra profits! Besides learning about skin care and glamour at your skin care classes during the holiday seasons, your customers can also enjoy the convenience and fun of gift shows or open houses to select holiday gifts for themselves, their family & friends.

Due to the many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care class, gift show or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses.

Remember, an initial "no" response usually means, "I need more information; tell me how holding a class will benefit me." You'll want to practice and use these dialogues to schedule additional holiday bookings with ease!

- "With the holidays, I'm too busy with parties & family gatherings." "_____, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary facial where they'll learn how to develop a good skin care routine. Suppose we do this (with date book in hand). Let's set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date."
- "I've just about finished my holiday shopping." "As usual, _____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess points toward a lovely gift or skin care or glamour items for yourself. Which part of the week is better for you, the first part or the latter part?"
- "Oh, my relatives will be visiting from out of town." "That's fantastic, _____, not only will they enjoy getting together, I know (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may

want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"

- "Keeping up with the kids' activities this time of year really keeps me on the go." "I can understand that, _____. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, particularly when you're meeting teachers and other parents. Why don't we schedule a complimentary facial for next week? Let's look at my date book and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."
- "The kids will be home from school." "I bet there will be times when you'll want to get

away and do something special for yourself. I'll have a special gift for the person who baby-sits the kids when you hold your skin care class."

- "It's so cold and inconvenient to go out in this weather." "_____, you'll be surprised how, by inviting a few friends over for a complimentary facial, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. Which is better for you, morning or afternoon?"

By overcoming holiday booking objections, you can have a full date book and a successful holiday sales season. Use these dialogues to build your profits and book your gift shows and skin care classes!



KATHLEEN KOCLANES
IND. FUTURE EXECUTIVE SENIOR SALES DIRECTOR
KATHLEEN'S SUPER STARS!

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Madison, WI 53716
Phone: (608) 772-0847
kkoclan@aol.com
Conference Call: 605-313-5106 Passcode: 1097823#
Playback CC: 605-313-5099 Passcode: 1097823#
<http://kathleenkoclanes.com>

Return Service Requested



WORDS OF WISDOM
BY MARY KAY ASH

My goal is to live every day as if it were Christmas – to be kinder, gentler, more loving than ever before – to everyone I meet. If you will pledge – with me – to do this – then we can indeed change this old world – for the BETTER!

LET'S MAKE THIS A

RED DECEMBER!



Are you determined to make your dreams a reality for this holiday season? What personal goals have you set? Have you scheduled your time to include business, family, and personal time?

You can make each day count by using a Weekly Plan Sheet and finishing your Six Most Important Things List each night so you'll know where to focus the next day. Make each day count, and you could be driving free for Christmas and celebrating finishing your directorship with your family around the Christmas tree!

**Power Up
Your Holiday!**

This is a great time to go for it and finish these challenges that end December 31:

- ♦ Powered by Pink Fall Consistency Club
- ♦ \$100 First-Time Red Jacket Challenge
- ♦ \$100 Red Jacket Team Building Bonus
- ♦ Bring Your Besties Starter Kit Discount