



The “Mary Kay 13” MOST IMPORTANT Reasons to attend SEMINAR this year!

1. **Education:** 3 days of phenomenal training with the Top Directors and National Sales Directors (who were Consultants at one time just like you). Learn the latest and greatest, taught by the Best of the Best!
2. **Motivation:** You see the BIG Picture of Mary Kay Cosmetics as you watch literally thousands of Consultants and Directors walk across the stage, having earned Career CARS! This may include YOU! The Company always launches NEW PRIZE promotions and NEW PRODUCT lines at Seminar.
3. **Product Knowledge and Sales Vision:** Be among the “First to Know!” Visit the EXPO for exhibitions, previews, events, more information on all areas of our Company, and spend time corporate personnel from every branch of our Company who love meeting with you discussing all the topics you can bring up!
4. **Glamour:** There are Broadway-quality SHOWS, and the excitement continues as you watch many, many TOP achievers, dressed in sequins and finery, pick up diamond rings, bees, and bar pins on the stage. You will soon be visualizing yourself receiving this recognition at the next Seminar for YOUR achievements.
5. **Inspiration:** The Top Directors, National Sales Directors and Queens of each Court share what it was like when they started... You’ll think to yourself, “If she can do it, so can I!” And all Top Consultants and Directors will be there – they know the importance of attending all Seminar and training opportunities.
6. **Camaraderie:** Some of my fondest memories of Seminar are when we were sitting around the hotel room sharing ideas and goal-setting! Come meet your sister Area members from other locations so you will know who’s who in the Area newsletter... Bring your husband, too... He can play golf or sightsee with the other husbands plus see the big pictures of Mary Kay when he joins you for general assemblies and evening events. Gene never misses Seminar!
7. **Value:** This is a tax-deductible training trip, and Mary Kay provides 5 meals, plus gives us a generous FREE PRODUCT GIFT once we get there. Dallas is a neat city and well worth the trip!
8. **Heritage:** Visit the Mary Kay Museum at World Corporate Headquarters and learn all about our heritage from the moment it was a twinkle in Mary Kay’s eyes through today!
9. **Curiosity satisfied:** Ever wonder what the Manufacturing Plant looks like and how those products get into those jars and tubes? Take a tour of the Manufacturing Plant on Wednesday, July 18, 2012
10. **Shopping:** Even go Mary Kay fun-stuff shopping at the EXPO and with company-approved vendors. At the EXPO get up close and personal with the Mary Kay cars and have your picture taken in it!
11. **Special Events:** Dinners and special moments of a lifetime with your National Sales Director, our Area, plus your local unit area. Receive recognition for your achievements at these dinners in front of your National Sales Director and her area. Enjoy rubbing elbows, taking hugs, and hearing incredible life stories of the Consultants and Directors, establishing lifelong relationships and working with you to help you make your dreams come true!
12. **Special advantages:** Most years the Company has special promotions available only to Consultants and Directors who attend Seminar. This year we are “On The Grow.”
13. **And the best reason of all:** You will be ready for the new year! And you’ll have to take an extra bag with you to bring back all the great information and free product give-away you get at Seminar 2012 that will prosper your business and make it even more fun and exciting for you, your customers and your current and future team members!!