



SEMINAR 2018

JULY 19th - 23rd

DALLAS, TEXAS

STEP 1: Go to www.whitneywemhoff.com → Consultants → Seminar → Seminar RSVP and fill out the form so that we can start planning things for Seminar!!! (This is NOT the registration for seminar, just to help us figure out room arrangements, cars, etc.)

STEP 2: Register for Seminar. Registration ends July 1st, however Seminar can SELL OUT so register right away! Registration includes your entry into the event, 2 lunches, and \$140 in FREE product. Husbands/significant others are encouraged to attend and need to register as well, their registration cost will cover the same things including an additional \$140 in free product.

STEP 3: Register for the James Area Banquet Dinner by going to www.nsdstacyjames.com. Your registration cost includes your 3 course dinner and helps cover the cost of the Banquet Room. Husbands will need to register as well. Please see the Banquet Flyer for details on attire.

STEP 4: Book your hotel room at the Omni ASAP in our James Area Block through MK Housing on Intouch. Everyone stays at the Omni.

Check Intouch under Events for more Seminar details and watch for the FOCUS Area Seminar e-mails.

Hey Friends! I want to talk to you about Seminar! Seminar is our BIGGEST celebration event in Mary Kay! Our MK year goes from July to July so every July we have our Year-end Celebration & Awards Party! The recognition we receive at Seminar and during our awards party is out of this world! The top Consultant and Director in each category are crowned on stage, while they literally sit on a throne, as their mentors and family join them to share a few words. The recognition we receive at Seminar is truly remarkable! They do a count down of the top 10 Consultants and Directors in different categories and they gift them with sashes, flowers, plaques, diamonds and then they crown the #1 Consultant and Director.

Even if you are not being recognized for anything when you are there, you get to see the big picture; a vision and a dream will be born within you! You get to see what is possible in this company and hear other women's testimonies and stories of how they got to where they are at now.

You will never TRULY understand & see the FULL picture of what is all available to you in this company until you have been to Seminar! On top of all the glitz and glamour and recognition there is phenomenal education & training that goes on! You will be taught by the best of the best! Women who have all been right where you are and know what it takes to get to the top. Most companies hire outside speakers and educators to come in and train and we are so privileged to have the most powerful self made millionaires in our company to pour into us and help us work our businesses the RIGHT way, because what we have is so different than anything else out there. This is a fact- other companies are literally hiring OUR Nationals to come & speak at THEIR Seminars! They are paying \$10,000 to have someone else come speak at their events. MK doesn't have to pay to bring in outside education like that, which is one of the reasons they can keep the registration costs down. I know other companies that charge around \$600-\$1,000 just to register for their conferences. When I spoke with the head of our events department at corporate, she informed me that MK spends Millions to put on events for us, and they only recover a fraction of that from our registration. She said they do this to keep costs low and because we are worth it to them!

I know it is an investment in your time & money to get yourself to Seminar but I PROMISE you it will be soooooo worth it! Nothing compares to this experience! The life-long friendships that are made at Seminar will impact your life forever, the memories & bonds we get to make as a Unit and a National Area are priceless.

The relationships the men make are life altering! My husband values his friendship with all the other MK husbands so much. They have such a close relationship and have so much fun together! This is the perfect environment to put your husband in and allow him to see the big picture as well and develop new friendships of his own.

Whatever you need to figure out to get yourself to Seminar, PLEASE do it! You will be so glad you did! Do NOT rob yourself of this amazing experience! I know that every Seminar will plant a new seed in you, a new direction and a new Dream. Your decision to attend Seminar is not just a decision you are making about where you are investing your time and money this summer, it is a decision that will impact what your life and business will look like at this time next year! Please do not take this invitation to Seminar lightly because it is truly a life altering experience!



Love,
Whitney Wernhoff

WHAT DOES SEMINAR FEEL LIKE...

BY PINK CADILLAC DIRECTOR Whitney Wernhoff

I would ask you to close your eyes.. but then you can't read this.. So, just imagine... Imagine that you are pulling up to the hotel in Dallas; there are PINK Cadillacs and MK Cars everywhere! You get out of the car and you feel the Dallas heat on your shoulders. You look slamin in your professional MK attire. You walk into the beautiful luxurious hotel and you gather with your MK girlfriends in your Unit. Some you know, some you have only met on Facebook, and some you have never even met. You spend the day checking out the MARY KAY MUSEUM and getting to know your MK sisters, and then that afternoon you get back to the hotel and you put on your gown and you get all dolled up and ready for your National Area Banquet! You arrive at the Banquet and it is decorated beautifully, you see all the beautifully wrapped gifts on the stage, and the head seating for all the top Directors! You post pictures of your gourmet dinner and the fancy dessert that the wait staff bring you at the end of your meal. You listen to the Top 3 Directors and your National speak. You laugh and cry and laugh some more.... By the end of the evening your heart is overflowing with joy and love for all of the women around you! You are so full of life that you feel like you could already go home and take over the world! But Seminar hasn't even begun yet! You go back to your hotel room, talking and laughing with your roommates, most likely staying up way too late. You get up early the next morning for general assembly and you aren't even tired, you are EXCITED! You get dressed up in your business attire and head over to the convention center with your new best friends! You walk into general assembly and the FEELING of Seminar overtakes your body! You look around and watch all the women hugging and laughing, and you are trying to snap pictures and record every second of the entertainment! You have never seen live singing, dancing and entertainment like this before! There's fire and lights and people swinging from the ceiling! And then you look back at the stage.. And through a cloud of pink smoke they are ELEVATING the #1 National from under the stage! WHAT!? You go back to the hotel and you get ready for your Unit night where you get to know each other on an even more intimate level, developing forever friendships with each other. The next day you attend classes specific to your level in MK and all day you are just overflowing with anticipation and excitement for this thing called Awards Night that everyone keeps talking about! Once you return to your hotel and get all fancy again in a ball gown and sparkly jewelry. Your roommate is covering every inch of her body with glitter.. And you think why not.. So you do it too.. You meet everyone in the lobby for pictures and you see the company picking up the Nationals and Top Directors and their family in Limos. You post pictures of the limos next to the red carpet at the convention center and all of your friends and family back home are thinking what is this Hollywood life you get to live!? You step back into that Seminar arena but this time it is even more decorated and everyone is looking fabulous in their dresses! You watch their gowns sparkle as they cross the stage. You see the women in the top 20 of each of our different MK categories that we celebrate, being sashed and applauded and then the Top 10... and then it is down to the Top 3 and you wait in anticipation to see who the runner up will be and then WHO is the QUEEN! And as confetti is flying and everyone is standing and cheering and then a THRONE comes down.. from the ceiling.. and the Queen's family come up on stage and you listen to her share her story, you laugh and you cry and you think to yourself, now THAT is what I call recognition.. The next day you fill up on your last bit of education, you attend your last luncheon where you decide to actually join everyone in dancing to the DJ in the middle of the room.. You don't know how to Wobble, but who cares you are having a blast. It's time to leave and head back home, and you don't want to say goodbye to all your new best friends. You hug everyone for the 10th time and continue chatting with all of them in your Seminar Voxer Group alllllll the way back home.. You get home and you are SO on fire for your business and your life! You don't know how to possibly explain what you just experienced to anyone else so you just jump right into your business. You book and hold more appointments in that following week than you have ever completed before but everyone is saying yes to you because they are attracted to your new zest for life! That power week launches you into a whole new level of your business. By the time Seminar rolls around next year you are a Director and you are trying to explain to your Consultants what Seminar FEELS like...



SEMINAR Attire

We know you always want to look your best at the fun-filled events planned for Seminar. Below is the required attire, which is especially important for onstage recognition. You **MUST** wear Mary Kay Professional Attire at all company events. (NO PANTS) You want to look sharp and professional. We are representing Mary Kay the company, our Future FOCUS Area and our James National Area so it is **VERY** important that we look professional.

>>> PLEASE WEAR:

- Your Red Jacket or a nice black or colored Blazer/Jacket if you have not earned your Red Jacket yet.
- A nice coordinating top. Please do not show any midriff or cleavage.
- A nice black business skirt that is an appropriate length (meaning it comes to, below or just above the knees...)
- Nylons or tights, nude or black look the best. (NO LEGGINGS)
- Wear cute but comfortable shoes or put some comfortable flats in your bag. (NO FLIP FLOPS OR SANDALS)

Please be dressed in MK Attire when you arrive at the hotel & when you leave the hotel. We stop and change at a gas station on the way home. Bring a WRAP or SHAWL or something to keep yourself warm in the Convention Center, it gets VERY cold in there!

It is very important to remember we are representing MK and the James National Area when we are there. Always presenting ourselves professionally and treating everyone with respect and a smile.

Whether they are with our company or they work at the hotel, convention center or at a restaurant.

The Dallas area LOVES having us because they said we are the most polite and happy women they have ever met. Husbands will want to wear dress shirt & pants with a tie for all events. A suit jacket would be appropriate for the more formal occasions such as our Area Banquet & the Awards Show. A suit jacket is encouraged but not necessary for the rest of the events.

>>> JAMES AREA BANQUET:

See Banquet Flyer for this year's Attire

>>> AWARDS DAY/NIGHT:

- Long gown or cocktail dress in any color/style
- Men in Suit & Tie

SEMINAR packing List

>>> CLOTHING:

- ___ Jacket/Blazer or Red Jackets (3 team members or more)
- ___ If you are a Red Jacket wear a White top (SR, TL, TM) or Black Blouse (DIQ's)
- ___ Business Skirt
- ___ Business style dress to wear with a Jacket or you can wear skirts the whole time
- ___ Black pumps
- ___ Future Director Scarf if you are a FD
- ___ Dress for Banquet (see attire for this year on Banquet Flyer)
- ___ Clothes for our FOCUS Area Night (see flyer)
- ___ Business skirted suits or dresses if not qualified to wear Red Jacket (2 suits are plenty)
- ___ Nylons (4-5 pair)
- ___ Spanx
- ___ Cool business skirted suit or dress for touring Mary Kay Museum & Manufacturing Plant on Sunday.
- ___ Shawl or wrap if you get cold in the Convention Center
- ___ Comfortable walking shoes or put some flats in your bag
- ___ Any color long gown for Awards Night
- ___ Accessories, Jewelry
- ___ PJs

>>> TOILETRIES:

- ___ Toothbrush
- ___ Band-Aids (for heels)
- ___ Hair Care Products
- ___ Skin care
- ___ Toothpaste
- ___ Shampoo
- ___ Skin Supplements
- ___ Sunscreen
- ___ Fragrance
- ___ Foundation
- ___ Sponges/Blotters
- ___ Lipsticks
- ___ Color Cosmetics
- ___ Nail Care Products
- ___ Jewelry
- ___ Razor

>>> OTHER:

- ___ Cold, Headache and/or stomach medication
- ___ Ear Plugs
- ___ Envelope for Receipts
- ___ Sanitizer
- ___ Umbrella
- ___ Bag for Dirty Clothes
- ___ Large Tote Bag
- ___ Camera
- ___ Cell phone & charger
- ___ Batteries
- ___ Snack food, water bottle
- ___ Notebook or iPad
- ___ Ink Pens
- ___ Daily Devotional
- ___ Prescription Drugs
- ___ Vitamins

>>> PACK IN PURSE:

- ___ Hotel Confirmation (if you booked it)
- ___ Registration confirmation
- ___ Tip Money (Ziploc bag w/ 25 \$1.00 bills)
- ___ Mints
- ___ Sunglasses
- ___ Tipping Guide (print from InTouch)
- ___ Business Cards (lots)
- ___ ID & Credit Card/Wallet

Leave hotel phone # with family members in case of emergency.

TRANSPORTATION:

If you are flying to Dallas, you'll need transportation from the airport to the Omni hotel. I love Uber, but there are also shuttle services and taxi cabs. The shuttle is usually about \$13 one way. You can also share a ride with other Mary Kay consultants at the airport! The shuttle vans will make multiple stops at the numerous hotels that Mary Kay has booked. (Always verify the price from the driver before hopping in a shuttle van or taxi.) The Omni Dallas Hotel is connected to the Convention Center with a Sky-Walk. If you wish to explore downtown you can check out the DART system. Go to www.dart.org to check the schedule. It costs about 50 cents to ride the DART.

ACCOMMODATIONS:

OMNI Dallas Hotel: 555 S Lamar St, Dallas, TX 75202 (214) 744-6664
Sign up for free OMNI SELECT loyalty program and enjoy some GREAT perks! Check into The Omni Dallas Hotel when you first get there. Even though check in time is not until 4:00 PM, get registered at the front desk; pick up your room key as soon as the rooms are available.

You are going to LOVE this hotel! There is a coffee pot and coffee in every room plus a hair dryer. Free Internet connection, luxurious bedding, floor to ceiling windows, heated infinity swimming pool and state of the art fitness center. So many great amenities to this hotel! If you are driving, you can park at the Omni; Valet \$30/day, Self Park \$20/day.

Your word is your bond. If you commit to going... please go! If not, pay your portion of the rate if you can't be replaced. Honoring your word, even in the face of an emergency, reflects character and honesty.

EXPECTATIONS:

Follow the Golden Rule always, not only at the hotel and convention center but also while traveling, eating at restaurants, etc. Expect long lines, possible airport issues, packed elevators, and maybe even people around you that are not go-give, positive or even with Mary Kay. You may room with women who have very different personality styles than your own. Please make a conscious effort to remain kind, positive and Go-Give at all times. Imagine that Mary Kay Ash is standing by your side. Imagine a sign around everyone's necks that says "Make Me Feel Important." There is no need to repeat stories about experiences with people who were not following the Mary Kay way. Remember it is not what happens to us, but how we respond. I recommend preparing yourself to go to every class or speaker. Keep your priorities clear and invest your time listening to the women who have paved the trail for you to follow. You never know when you will hear the words that could alter your life forever! If combining family vacation with Seminar, go BEFORE SEMINAR and then send family home. Seminar is a BUSINESS EXPERIENCE that will be much more enjoyable if it is just for you and your husband. Taking a vacation after seminar can be extremely counterproductive. You want to come home to a full packed datebook. Mary Kay Seminar is the #1 most quoted event given in I-stories around the world as 'THE PLACE WHERE DREAMS ARE BORN. This will be a life changing event! You will love every second and when Seminar concludes you will be so grateful that you chose to invest in yourself! You will be thanking your Director profusely!

ETIQUETTE:

- Turn cell phones on silent or completely off during all company speeches and presentations.
- Tell your loved ones that if there is an emergency to call you 2 times in a row, back-to-back. That way if you see a call from home, you won't be tempted to pick it up and miss part of a speech, or worry if something is wrong. If it's just one call, you can check your voicemail later.
- Stand and applaud when National Sales Directors are being introduced to speak or videos of Mary Kay Ash are played.
- Mary Kay asks us to refrain from drinking alcoholic beverages. This includes refraining to going into bars or lounges.

PACKET PICKUP:

You will need to show your driver's license to pick up your packet. Your name badge, seat assignment, agenda, class topics, etc. will be in your packet. You must wear your name badge to everything or you cannot get in. DO NOT LOSE YOUR NAME BADGE. If you do, you will have to purchase another one for \$50.

VENDORS:

Many Consultants enjoy browsing the vendors' products while at Seminar (business tools, jewelry, etc). These are independent vendors and not endorsed by Mary Kay. If you choose to go to the vendors, spend carefully. It is easy to get caught up in the moment and purchase unnecessary things. Make a list of musts, and stick to it. Or be wise and collect catalogs, make notes about products you like, and order from home. Paying a few shipping charges could be a smart expense.

MEALS:

- You will need to register for the James Area Banquet and your Unit Night Banquet.
- Lunches are provided on Day 1 and Day 2.
- There are also restaurants in the hotel and food in the convention center.
- Pack snacks and a water bottle to have in your room and carry with you.