



Mary Kay
Mary Kathlyn Ash

QUOTES

"So few people of her generation provided much real leadership in business - she did. She used it to build a corporation that helped thousands of women build their own businesses and to be an inspiration for millions of people."

- John P. Kotter, Harvard Business School

"She was part of the triumvirate," of early Dallas women sales company owners, along with Miss Halliday and the late Mary Crowley, founder of Home Gifts and Interiors. "I never met a more inspirational speaker or a greater saleswoman than Mary Kay Ash."

- Ebby Halliday, legendary real estate entrepreneur

"I think there is probably no woman in America who has been as recognized for lifting the glass ceiling for women. She had it figured out in 1963. She never cared, quite frankly, about how big her business was -- she cared about the women and that's her legacy. She said it wasn't about profit and loss, it's about people and love. She gave women in her company a sense of confidence and belief in themselves."

- Tom Whatley, president of global sales and marketing for Mary Kay Cosmetics.

"Mary Kay was a pioneer for women. She started from nowhere in her business. She became an international figure but there was never a change in her personality. She made all women feel like they should have confidence in themselves and could be successful. A giant has left our community. She was a woman to be admired. There are tens of thousands of women who have been inspired by her."

- Adlene Harrison, Dallas politician and regional administrator for the Environmental Protection Agency "Mary Kay Ash once told me something I'll never forget. She said the one suggestion she got in life that helped her most was to pretend every person you meet is wearing a sign that says, 'Make me feel important.'

This kind of genuine caring and compassion is something Mary Kay believed in and lived. She's a shining example of how treating people right truly makes a difference in the world we live in."

- Dave Thomas, founder, Wendy's Old Fashioned Hamburgers Restaurants

BOOKS

Mary Kay (Harper & Row) 1981

Mary Kay on People Management (Warner Books) 1984

Mary Kay: You Can Have it All: Practical Advice for Doing Well by Doing Good (Prima Publishing) 1995

Mary Kay: You Can Have it All: Lifetime Wisdom from America's Foremost Woman Entrepreneur (Prima Publishing) 1996 .

MARY KAY TIMELINE

SOURCE: Dallas Morning News research

May 12, 1918: Born Mary Kathlyn Wagner in Hot Wells, Texas, a spa town where her parents operated a hotel

1920: Moves to Houston with her family after her father develops tuberculosis. Her mother works in a restaurant while Mary Kay cares for her father, something she later credits with building her self-assurance.

1935: Marries Ben Rogers, a filling-station employee and a popular singer with a local band, the Hawaiian Strummers.

1939: Joins Stanley Home Products, which is credited with developing the party sales concept in homes. The company sells brooms, mops, toothbrushes & furniture cream.

1942-43: Attends the University of Houston.

1945: Ben Rogers returns from World War II and asks for a divorce from Mary Kay. The couple had three children.

1952: Leaves Stanley Home Products for World Gift Co., a Dallas-based company that sold decorative items.

1959: Moves to Dallas.

1963: Retires from World Gift Co. While working on her memoir, Mary Kay comes up with her "dream company" to be called Beauty Consultants.

July 1963: Marries George Hallenbeck, who becomes her partner in plans for the new company.

Aug. 13, 1963: George Hallenbeck dies of a heart attack while reading the final balance sheet for the company over breakfast.

Sept. 13, 1963: Launches Mary Kay Cosmetics.

Sept. 13, 1964: Holds first annual sales seminar, which later becomes the Mary Kay Conventions. Mary Kay cooks dinner for 200 attendees.

Jan. 6, 1966: Marries Mel Ash, who dies on July 7, 1980.

1968: Mary Kay Inc. goes public.

1969: Mary Kay Inc. awards the first pink Cadillacs, 1970 Coupe DeVilles, to its top five sales directors.

1971: The company opens its first international subsidiary in Australia.

1976: Mary Kay Inc. is listed on the New York Stock Exchange. Her son, Richard Rogers, 33, is one of the youngest presidents ever of a NYSE-listed company.

1979: The first Mary Kay independent consultant surpasses \$1 million in commissions.

1981: Publishes her autobiography Mary Kay.

1982: Appears on Late Night with David Letterman.

1983: Mary Kay Inc. sales exceed \$300 million.

1985: Mary Kay Inc. returns to private family ownership in a \$390 million leveraged buyout.

1987: Named chairman emeritus. Mr. Rogers becomes chairman of the board.

July 1993: The Mary Kay Museum opens, marking the company's 30th anniversary.

1996: Establishes the Mary Kay Charitable Foundation, a nonprofit that provides funding for research of leading cancers affecting women. At the onset of the new millennium, the company added violence against women as a corporate initiative for its charitable foundation.

February 1996: Suffers stroke.

June 26, 2001: Mr. Rogers returns as CEO of Mary Kay Inc. after a 10-year hiatus.

Nov. 22, 2001: Mary Kay dies in Dallas on her favorite holiday ... Thanksgiving ... leaving her legendary company in the hands of her son, CEO Richard Rogers and the Independent National Sales Directors.

QUICK FACTS

9: Number of beauty consultants when company started in 1963

800,000: Number of sales consultants today

\$5,000: Amount used to found her company

\$1.3 billion: Revenue reported by company in 2000

151: Number of Mary Kay millionaires, those who earned more than \$1 million in commissions

More than 10,000: Number of pink Cadillacs awarded

\$100,000: Amount raised after 12,000 people toured her mansion as part of a 1992 Dallas Symphony fundraiser.