

# I HAD “NO IDEA!”

*SrNSD Pat Danforth... Seminar 2010 Speech*

**BRING: PEARL BIRDSNEST RING ... CADILLAC KEYS... RED MARKER**

CONGRATULATIONS FOR HAVING SUCH WISDOM COMMITMENT TO YOUR FUTURE, THAT YOU “MOVED HEAVEN AND EARTH” TO BE HERE! I, MARY KAY CORPORATE, AND ALL OF OUR INDEPENDENT SALES DIRECTORS AND NATIONALS, APPLAUD YOU! IF THIS IS YOUR FIRST SEMINAR, LET ME ASSURE YOU... YOU HAVE “**NO IDEA**” WHAT IS AHEAD FOR YOU IN THE NEXT THREE DAYS, AND WHAT YOU CAN ACCOMPLISH IN YOUR MARY KAY CAREER BY PUTTING TO USE THE EDUCATION AND INSPIRATION THAT YOU RECEIVE!

MY HUSBAND, TIM, RETIRED FROM THE AIR FORCE IN 1988 AND THEN FROM A MAJOR AIRLINE IN 2004. HE RETIRED TWO YEARS EARLY AS AN AIRLINE CAPTAIN BECAUSE HIS COMPANY ANNOUNCED A 40% PAY-CUT FOR THE PILOTS. 40%! BETTER THAN LOSING THE JOB ENTIRELY, BUT STILL NOT ACCEPTABLE. FORTUNATELY, WE HAD BUILT A MARY KAY CAREER GIVING US ANOTHER OPTION: EARLY RETIREMENT FOR HIM. TIM IMMEDIATELY WENT ABOUT UPDATING OUR WILLS AND TRUSTS WITH A VERY QUALIFIED ATTORNEY. THEY SPOKE ON THE PHONE AND THEN WE WENT IN TOGETHER FOR AN APPOINTMENT. THE ATTORNEY WAS AN ATTRACTIVE, WELL-DRESSED MAN ABOUT OUR AGE AND HE SEATED US IN A VERY ATTRACTIVE, VERY EXPENSIVE OFFICE. HE QUESTIONED US ABOUT OUR FINANCES IN ORDER TO AID US IN MAKING THE WILLS AND TRUSTS DECISIONS. DURING IT

ALL I WAS JUST QUIETLY TAKING NOTES. THE ATTORNEY EVEN LOOKED AT ME APPEARING TO QUESTION MY NOTE-TAKING. I SAID, "I KNOW I MUST LOOK FOOLISH BUT I AM NOT 'UP' ON THESE THINGS AT ALL." HE JUST SMILED POLITELY. I WILL TELL YOU, MY CLOSEST FRIENDS, THAT IN ALL HONESTY, TIM IS THE MONEY MANAGER AND INVESTOR. IF I WERE TO TEACH A MONEY MANAGEMENT CLASS (WHICH WILL NEVER HAPPEN) MY ENTIRE CLASS WOULD BE TWO WORDS: "MAKE MORE". THE ATTORNEY HAD US LIST OUR LIABILITIES, AND OUR ASSETS, INVESTMENTS, ETC. THEN HE GOT SPECIFICALLY TO OUR YEARLY INCOME. TIM OUTLINED HIS RETIREMENT PAY FROM THE AIR FORCE AND THE AIRLINE. HE HADN'T YET SAID THE WORDS, "MARY KAY" WHEN THE ATTORNEY SAID, "IS THAT ALL?" TIM LOOKED AT ME AND ASKED, "DO YOU WANT TO TELL HIM?" I RESPONDED, "NO, YOU'RE ON A ROLL... PLEASE CONTINUE!" TIM TOLD HIM I WAS AN INDEPENDENT CONTRACTOR FOR MARY KAY. YOU COULD JUST SEE THE LIPSTICKS DANCING ACROSS THE MAN'S FIELD OF VISION. BUT WHEN TIM STATED MY YEARLY INCOME THE MAN'S JAW LITERALLY DROPPED. NOW, YOU HEAR "JAW DROPPED" AS AN EXPRESSION, BUT HAVE YOU EVER *SEEN* IT? IT'S QUITE A SIGHT. BUT WAIT! THERE WAS MORE TO COME. TIM TOLD HIM ABOUT OUR NSD FAMILY SECURITY PROGRAM. THAT I WOULD RETIRE AT 65 WITH A 15-YEAR RETIREMENT INCOME AHEAD OF ME. THAT THE INCOME WOULD BE BASED ON 60% OF MY INCOME THE TOP THREE OF MY LAST FIVE YEARS AS AN ACTIVE INDEPENDENT NATIONAL SALES DIRECTOR. LET'S ALLOW THAT TO "SOAK IN" FOR A MOMENT. AT

MY CURRENT INCOME THAT IS APPROXIMATELY \$250,000 A YEAR FOR 15 YEARS... WITH NO BUSINESS EXPENSES! THAT TOTALS APPROXIMATELY \$3,750,000 IN RETIREMENT. THIS TIME THE MAN'S JAW ACTUALLY HIT HIS CHEST AND HE SAID THESE WORDS, "I HAD **NO IDEA!**" I COULDN'T RESIST... I RESPONDED, "BETCHA I DON'T LOOK SO FOOLISH NOW!" WE ALL LAUGHED! TRULY, EVEN TIM AND I FIND IT HARD TO BELIEVE SOMETIMES. WE LOOK BACK AT COVERING THAT CHECK FOR MY STARTER KIT, BORROWING THE MONEY FOR A SMALL INVENTORY, SETTING A GOAL FOR ME TO MAKE \$50 A MONTH, AND WE THINK ABOUT WHAT WE HAVE BUILT. THANK GOODNESS HE HAS SUPPORTED ME WHOLEHEARTEDLY AND I PERSEVERED EVEN WHEN WE HAD "**NO IDEA**" WHAT LAY AHEAD FOR US.

EVEN MORE AMUSING THAN THE APPOINTMENT WITH THE WILLS AND TRUSTS ATTORNEY WAS THE APPOINTMENT WITH THE INVESTMENT PEOPLE! WITH THEM, WE REPEATED THE SUMMARY OF OUR FINANCIAL STATUS AND THEY ASKED IF WE WOULD COME BACK IN TWO WEEKS AFTER THEY HAD THE OPPORTUNITY TO "ANALYSE OUR PORTFOLIO". WHEN WE RETURNED, THEY LOOKED AT US AND EXCLAIMED, "YOU HAVE A LOT OF MONEY; DO YOU PLAN TO LEAVE IT TO YOUR DAUGHTERS?" WE RESPONDED THAT OUR DAUGHTERS WERE PERFECTLY CAPABLE OF CREATING THEIR OWN WEALTH... JESSICA IS A DOCTOR AND ATTORNEY, AND REGAN IS A SUCCESSFUL MARY KAY INDEPENDENT SENIOR SALES DIRECTOR. THEY THEN ASKED WHAT OUR GOALS WERE FOR ENJOYING OUR

WEALTH. DID WE WANT TO BUILD A DREAM HOME? WE ALREADY HAD ONE. DID WE WANT TO TRAVEL? WE ALREADY TRAVEL THE WORLD COURTESY OF MARY KAY. DID WE WANT TO BUY AN AIRPLANE FOR TIM TO FLY? WELL, IF WE WANT AN AIRPLANE WE WILL BUY ONE! HONESTLY, THEY HAD **“NO IDEA”**.

WHEN I SIGNED MY AGREEMENT IN 1973 I WROTE A “LUKEWARM” CHECK FOR MY STARTER KIT. THE ONLY REASON IT WASN’T A “HOT” ONE IS THAT ELECTRONIC BANKING DIDN’T EXIST YET! AT THE TIME I DIDN’T EVEN KNOW THE HIGH QUALITY OF THE PRODUCTS, LET ALONE HOW GREAT THE COMPANY IS. I LEANED INTO THE ENTHUSIASM AND BELIEF OF MY RECRUITER, JAN CUSHMAN... SHE NEVER LED ME WRONG! JAN AND I WENT TO MY FIRST MEETING THAT NIGHT. I WAS SKEPTICAL OF THE RECOGNITION, REWARDS, AND RELATIONSHIPS. I WAS A YANKEE IN A ROOM FULL OF SOUTHERN WOMEN WHO HUGGED EACH OTHER AND... GASP... SANG A SONG! YET, I WAS IMPRESSED THAT THEY WERE SINCERELY INTERESTED IN EACH OTHER, AND I BECAME EXCITED ABOUT EARNING MY VERY FIRST MARY KAY PRIZE, A PEARL BIRDSNEST RING. (SHOW BIRDSNEST RING) I HAD **“NO IDEA”** OF THE AWARDS AHEAD FOR ME; MY NSD BRACELET ALONE IS APPRAISED AT ALMOST \$25,000!

AT TIM’S AND MY FIRST SEMINAR WE SHARED A ROOM WITH MY NEW TEAM MEMBER AND HER HUSBAND. WE ALSO SHARED OUR SNACKS (THE MARY KAY SEMINAR STAPLE: CRACKERS AND

CHEESE!). WE MARVELED AT WHAT WE THOUGHT WAS THE “BIG PICTURE”... I SET MY GOAL ON DIRECTORSHIP. I MAY HAVE BEEN NEW, BUT EVEN I COULD SEE THAT I WANTED “THE SUIT, THE SCOOP, AND THE LOOT” THAT WENT ALONG WITH BEING A DIRECTOR. STILL... WE HAD “**NO IDEA**” OF THE MANY ADDITIONAL BENEFITS OF DIRECTORSHIP!

WHEN I EARNED THE USE OF MY FIRST MARY KAY CAREER CAR THE COMPANY HAD JUST BROUGHT OUT THE PREMIER CLUB LEVEL; THERE WAS NO CONSULTANT LEVEL CAREER CAR YET. OUR UNIT QUALIFIED FOR THAT PREMIER CLUB CAR BY *ONE* ORDER! NINE MONTHS LATER WE QUALIFIED FOR CADILLAC BY *ONE* ORDER. AT THE TIME, WE HAD “**NO IDEA**” THAT BY THE TIME I RETIRE FROM MY CAREER I WILL PICK UP THE KEYS FOR 17 PINK CADILLACS AND WILL BE ADDING TWO MORE KEYS TO THIS CHAIN! (*SHOW KEYS*)

I CLEARLY REMEMBER OUR FIRST TOP DIRECTOR TRIP IN 1985... HAWAII LIKE WE HAD NEVER SEEN IT! WE HAD BEEN TO HAWAII VISITING FRIENDS BEFORE, BUT IT WAS NOTHING LIKE THIS! YEARS AGO, AFTER WE STAYED WITH OUR FRIENDS, TIM AND I VISITED ANOTHER ISLAND AND STAYED IN A “NO-TELL MOTEL”. YUK. QUITE DIFFERENT FROM THE TOP DIRECTOR TRIP HOTEL WITH A N ELEVATOR THAT HAD A SETEE AND AN ORIENTAL RUG! AND THEN THERE WAS THE TIME WE WERE STATIONED WITH THE AIR FORCE IN GERMANY AND WENT TO PARIS WITH TIM’S SQUADRON. WE

STAYED IN THE *IDEAL* HOTEL... IT WASN'T. WE HAD TO PUT THE LITTLE CAFÉ TABLE ON THE LITTLE BED TO OPEN THE SHUTTERS ON THE WINDOW. AGAIN, QUITE DIFFERENT FROM MARY KAY'S PARIS HOTEL... THE FIVE-STAR LE MEURICE ON THE CHAMPS ELYSEE, ACROSS FROM THE JARDIN TUILLERIES, INBETWEEN THE LOUVRE AND THE ARC DE TRIOMPHE! ON YET ANOTHER MARY KAY TRIP WE WENT TO THE HAYMAN ISLAND PRIVATE RESORT AND OUR SUITE WAS AS BIG AS OUR FIRST HOME... NO KIDDING. WAS TRAVEL LIKE THAT REALLY IN *OUR* FUTURE?! WOULD WE GO ON A FIVE STAR TRIP FOR 18 CONSECUTIVE YEARS BEFORE MY RETIREMENT? ONCE AGAIN, WE HAD “**NO IDEA**” WHAT WAS AHEAD FOR US!

IN 1986 OUR UNIT WAS #9 IN THE NATION AND THE TOP TEN DIRECTORS AND HUSBANDS WERE TREATED TO THREE DAYS IN DALLAS... FIVE-STAR OF COURSE. WE HAD DINNER WITH MARY KAY IN HER MANSION... CAN YOU BELIEVE IT? I WAS SEATED ACROSS THE TABLE FROM MARY KAY AND NOTICED THAT SHE HAD ON A SIMILAR RING TO THE ONE HER LATE HUSBAND MEL HAD GIVEN HER. THE DIFFERENCE WAS THIS RING WAS A RUBY SURROUNDED BY DIAMOND BAGUETTES INSTEAD OF A CANARY DIAMOND SURROUNDED BY DIAMOND BAGUETTES. I ASKED HER IF SHE HAD DUPLICATED HER ORIGINAL RING USING A RUBY. “NO.” WAS IT FASHION JEWELRY? “NO.” I WAS TRYING TO IMAGINE HOW YOU MIGHT “POP” OUT A DIAMOND AND “POP” IN A RUBY WHEN SHE LOOKED AT ME WITH A TWINKLE IN HER EYE AND SAID, “MAGIC

MARKER"! WAS SHE FRUGAL?! YOU HAVE "**NO IDEA**"! THE HALF-MILLION DOLLAR RING THE FOLLOWING YEAR WAS THE SAME STYLE, A DIAMOND SURROUNDED BY BAGETTES. (*SHOW RING AND COLOR WITH MAGIC MARKER*)

WHAT A DREAM LIFE TIM AND I LEAD. I GREW UP IN A VERY "PRACTICAL AND REALISTIC" ATMOSPHERE... ABOUT THE ONLY POSITIVE, AND DEFINITELY MOST IMPORTANT, INFLUENCE WAS THAT MY MOTHER ALWAYS TOLD MY BROTHER AND ME WE WERE SMART AND COULD DO ANYTHING WE SET OUR MINDS TO DO. MY BROTHER IS A SCIENTIST WITH A PhD IN NEUROPHYSICS... AND OF COURSE TO HIM I JUST "SELL LIPSTICK"... HE HAS "**NO IDEA**"... OH WELL!

I WILL SAY, THOUGH, THAT MY LIFE IS NOT WITHOUT ITS CHALLENGES. THERE HAVE BEEN SEVERAL SURGERIES: JAW, BACK, SKIN CANCER, AND EYE SURGERY; ALONG WITH TREATMENT FOR BREAST CANCER, BELL'S PALSY, AND SHINGLES. STILL, I BELIEVE THAT I AM A HEALTHY PERSON! MY MARY KAY EXPERIENCE HAS SO DRAMATICALLY IMPACTED MY ATTITUDE THAT, ESPECIALLY DURING THE YEAR-LONG TREATMENT FOR CANCER, I KEPT MY SENSE OF GRATITUDE. I WAS SO GRATEFUL THAT IT WAS I, NOT TIM OR EITHER OF OUR DAUGHTERS, WHO WAS EXPERIENCING IT. I WAS SO GRATEFUL THAT WE WEREN'T ELIGIBLE TO PARK IN THE HANDICAPPED PARKING PLACES FOR MY TREATMENTS AT THE HOSPITAL! I ALSO KEPT MY SENSE OF

HUMOR. TIM AND I LAUGHED MORE THAT YEAR THAN EVER. AT ONE TIME I WAS IN THE HOSPITAL FOR SOME COMPLICATIONS AND I WAS SOOOOOOO BORED. THIS WAS BEFORE LAPTOPS. WHEN TIM CAME TO VISIT I INFORMED HIM THAT IF HE DIDN'T GET ME OUT OF THERE IMMEDIATELY I WOULD SET MY HAIR ON FIRE AND RUN DOWN THE HALL. HE LOOKED AT MY BALD HEAD AND SAID, "IT WILL BE A SHORT FIRE". HOW VITAL WOULD MY MARY KAY EXPERIENCE BE TO MY HEALTH? WE HAD "**NO IDEA**".

AND ON THE SAME SUBJECT... HEALTH... HOW VALUABLE WILL YOUR MARY KAY EXPERIENCE BE IF YOU, OR SOME ONE YOU LOVE, HAS A SERIOUS HEALTH CHALLENGE? WILL YOU BE ABLE TO SKIP THE STAGES OF SHOCK, DENIAL, AND ANGER TO MOVE STRAIGHT INTO ACTION? WILL YOU BE ABLE TO COMMUNICATE CLEARLY AND WITH POSITIVE EXPECTANCY WHEN YOU NEED SOMETHING DONE FOR YOU OR YOUR LOVED ONE? WE FREQUENTLY HAVE SALES FORCE MEMBERS WHO FIND THAT THEIR MARY KAY EXPERIENCE HAS DRAMATICALLY INFLUENCED THE DIAGNOSIS AND TREATMENT FOR THEMSELVES OR THEIR LOVED ONE. I SINCERELY HOPE THAT YOU NEVER HAVE "**ANY IDEA**"!

MARY KAY HAS MADE SUCH A DIFFERENCE, TOO, FOR OUR FAMILY. WHEN I WAS A CONSULTANT MY INCOME CONTRIBUTED TO PAYING FOR GROCERIES AND A PERHAPS THE UTILITIES. AS A DIRECTOR MY INCOME MORE THAN PAID FOR, GROCERIES, UTILITIES, AND THE MORTGAGE. MY TOP DIRECTOR, AND LATER NATIONAL



INCOME, THOUGH, ADDS A WHOLE NEW DIMENSION! ONCE ON A CONFERENCE CALL I HEARD OUR DAUGHTER, REGAN, SAY, "MY FATHER'S AIR FORCE AND AIRLINE INCOME PROVIDED OUR LIVING BUT MY MOTHER'S INCOME PROVIDED OUR LIFESTYLE." ASK TIM IF IT BOTHERS HIM THAT I MAKE MORE MONEY THAN HE DOES. HE WILL SAY, "YEAH! I CRY ALL THE WAY TO THE BANK!" YET, WHEN IT ALL BEGAN WITH THAT "LUKEWARM" CHECK FOR MY STARTER KIT, WE HAD "**NO IDEA**"!

DO THE PEOPLE OUTSIDE OF MARY KAY "GET IT"? USUALLY NOT. AT MY HIGH SCHOOL REUNIONS MY CLASSMATES COMMENT ON HOW YOUNG I LOOK. EACH REUNION I EXPLAIN THAT IT IS A RESULT OF OUR PRODUCT AND LIFESTYLE. THEY KNOW ABOUT THE TRIPS. BUT YOU REALLY "HAVE TO BE THERE!" TO UNDERSTAND THE LEVEL OF LUXURY. THEY TEASE ME ABOUT THE FACT THAT I AM THE HIGHEST PAID WOMAN IN OUR CLASS OF 600 (PROBABLY HIGHER PAID THAN ANY OF THE MEN TOO). THEY REMEMBER THE GIRL SCOUT WITH THE GOOD GRADES WHO NEVER ATTRACTED MUCH ATTENTION! THEY HAD "**NO IDEA**".

DO YOU LIKE TO TRAVEL? WE HAVE ENJOYED AMAZING FAMILY TRIPS TO SCUBA, SNOW SKI, OR TOUR IN MANY PARTS OF THE U.S. AND THE WORLD. ON YEARLY FIVE-STAR MARY KAY TRIPS SINCE 1985 TIM AND I HAVE BEEN AROUND THE WORLD: HONG KONG, AUSTRALIA (THREE TIMES), NEW ZEALAND, HAYMAN ISLAND, HAWAII (TWICE), CANADA (TWICE), BERMUDA, PUERTO RICO AND

THE VIRGIN ISLANDS, MEXICO, IRELAND, SCOTLAND, ENGLAND, DENMARK, SWEDEN, GOTLAND, ESTONIA, RUSSIA, SPAIN, FRANCE, MONTE CARLO (TWICE), ITALY (FOUR TIMES), SWITZERLAND (TWICE), AUSTRIA, TURKEY, CROATIA, AND GREECE (TWICE). NOW, IF YOU'D RATHER GO CAMPING, YOU CAN DO THAT TOO, BUT I CAMPED ENOUGH DURING GIRL SCOUTS AND THE EARLY YEARS OF OUR MARRIAGE. TODAY MY IDEA OF CAMPING IS A HAMPTON INN INSTEAD OF A HILTON! THE CHOICE IS YOURS. WOULDN'T IT BE NICE TO HAVE THE CHOICE? YOU HAVE **"NO IDEA"**!

OR, WOULD YOU RATHER STAY HOME? OUR HOME IS A 7.5 ACRE PROPERTY WITH AN 8000 SQUARE FOOT TIMBER AND STONE HOUSE INCLUDING AN OFFICE WING FOR ME AND A FULL APARTMENT OVER THE GARAGE, A BOAT AND DOCK HOUSE, A "DISNEY WORLD" QUALITY POOL, AND AN 1800 SQUARE FOOT TWO-STORY, AIR-CONDITIONED, "GARAGE-MAHAL" FOR TIM. I BET THE GUYS KNOW WHAT A "GARAGE-MAHAL" IS! IF I HAD NOT LEARNED THROUGH MARY KAY TO BALANCE MY PRIORITIES: FAITH FIRST, FAMILY SECOND, MARY KAY CAREER THIRD, I WOULD MOST LIKELY HAVE REVERTED TO MY HOME ECONOMICS EDUCATION BACKGROUND. I WOULD HAVE MADE EVERY BED AND WASHED EVERY DISH THE MOMENT THEY NEEDED IT, INSTEAD OF DELAYING IT UNTIL AFTER A BUSINESS APPOINTMENT. HAD I DONE THAT, I MOST CERTAINLY WOULD NOT BE IN THIS HOME; LOOKING OUT THE BACK WINDOWS AT THE POOL AND THE LAKE, AND OUT THE FRONT WINDOWS AT THE DEER IN OUR YARD (EATING ALL OF MY

FLOWERS I MIGHT ADD... I HADN'T REALIZED THAT THEY ARE JUST GIANT, PRETTY, RODENTS!). WE'VE COME A LONG WAY FROM MY SIGNING AN AGREEMENT IN A MOBILE HOME SURROUNDED BY A SEA OF RED MUD. DID WE DREAM THAT WE WOULD EVER LIVE LIKE THIS? WE HAD "**NO IDEA**"!

SO WHAT DOES ALL OF THIS MEAN TO YOU?! WHAT IS YOUR DREAM HOME? WHAT TYPE OF TRAVEL DO YOU WANT TO EXPERIENCE? WHAT CAR DO YOU WANT TO DRIVE? MAYBE MORE IMPORTANT, WHAT KIND OF CAR DO YOU WANT YOUR TEENS TO DRIVE... A SAFE, STURDY ONE, OR THE AFFORDABLE JUNKER THAT BREAKS DOWN AND LEAVES THEM STRANDED SOMEWHERE? WHAT SCHOOLS DO YOU WANT YOUR CHILDREN TO ATTEND? DO YOU WANT TO PAY FOR BRACES WITH ONE CHECK? WHAT WEDDINGS DO YOU WANT FOR YOUR GIRLS?

SOME DON'T UNDERSTAND THE MARY KAY CONCEPT OF "DO THE THINGS YOU OUGHT TO DO WHEN YOU OUGHT TO DO THEM, AND YOU CAN DO THE THINGS YOU WANT TO DO WHEN YOU WANT TO DO THEM." WILL YOU COMMIT TO DOING THE RIGHT THINGS, TO PERSEVERENCE, AND TO CONSISTENCY? WHEN YOU DO IT WILL BRING YOU SUCH FREEDOM, FLEXIBILITY, AND FINANCIAL SECURITY... YOU HAVE "**NO IDEA**"!