



# Race to the Finish!

February 21-22, 2015

## Special Guest Speakers



**Sonja Hunter Mason**  
Dacula, GA  
Sr. National Sales Director Emeritus



**Holli Lowe**  
Walhalla, SC  
National Sales Director



**Deb Erickson**  
Business Coach  
"Rut Buster"

### REGISTRATION DEADLINES

**Earlybird Registration - DEADLINE December 31, 2014**  
Consultants \$115 & Directors \$135

**General Registration January 1 - February 6, 2015**  
Consultants \$135 & Directors: \$155

**Late Registration After February 7-12, 2015 (Space Permitting)**  
Consultants \$155 & Directors: \$175

**ABSOLUTE LAST DAY TO REGISTER: FEBRUARY 13, 2015**

*This event will SELL OUT!  
Register early to guarantee your Spot!*

Book your rooms by January 30th.  
Ask for the Mary Kay Room Block  
(no holding multiple rooms under the same name)  
Rate: King or Double \$97

*Check out Website for  
Payment Plans!*

PLEASE NOTE ALL ROOMMATES WILL BE REQUIRED TO CHECK IN AND CHECK OUT TOGETHER OR THE ROOM FEE WILL BE PLACED ON ONE PERSON'S CREDIT CARD. TO BREAK UP THE ROOM RATE YOU WILL NEED TO CHECK IN ALL TOGETHER

**No Refunds!! • Transfers Okay!!!  
Beautiful Location**

Holiday Inn Hotel & Conference Center  
9000 W. Airport Dr. • Visalia, California 93277  
559-651-5000

### RETREAT DETAILS

<b>Friday</b>	Director's Meeting 3 PM - 6 PM
<b>Saturday</b>	General Session Noon - 4 PM & 6 PM - 11 PM
<b>Sunday</b>	8 AM - 2 PM
<b>Meals</b>	Include Saturday Dinner & Sunday Breakfast (Optional Friday Lunch for Director's Meeting is Available) (Optional Saturday Lunch is Available)
<b>Husbands</b>	Husband's register for \$75

### Director's

Visit Website to be added to Director Mailing List and Voxer Group  
Please note: Director registration includes Director Shirt and Director's Meeting

Like Us on Facebook & Twitter   
West Coast Summit

**Don't Delay Register TODAY at [www.westcoastsummit.net](http://www.westcoastsummit.net)**



# Race to the Finish!



## AGENDA

### Friday, February 20, 2015

Director Registration Only	2:00 PM - 4:00 PM
Director's Meeting	3:00 PM - 6:00 PM

### Saturday, February 21, 2015

Registration	Opens at 10:00 AM
General Session	12:00 PM - 4:00 PM
Break	4:00 PM - 6:00 PM
Dinner Session	6:00 PM - 11:00 PM

### Sunday, February 22, 2015

Breakfast	6:30 AM - 8:15 AM
Optional Workshop Service	7:00 AM - 8:00 AM
Race to the Finish Training Classes and Closing	8:30 AM - 2:00 PM

*No Refunds!!  
Transfers Okay!*

## ATTIRE

<b>Friday</b>	Director's Meeting - Business Attire
<b>Saturday</b>	Career Attire
Dinner	Lace & Leather (Pants Ok! - Jeans Okay)
<b>Sunday</b>	WCS T-Shirt and Slacks (no jeans) (Purchase shirt on website.)

**T-shirt Price**  
Consultants \$20 Available on the Website  
Director Shirts Included in Registration

## BE A SPEED RACER

**Stand Out From the Crowd!**  
Speed Racers Winners Will Receive:

- Reserved Seating
- The Speed Racer Treatment throughout the entire conference
- Framed Picture with you and our Guest Speakers

To qualify to be a Speedy Racer:

- Option 1 - Be a Ruby Star Consultant or Above Sept 16-Dec15 +\$600 in for New Star by Jan 31st
- Option 2 - \$1200 in for New Star by Jan 31st
- Option 3 - First Month DIQs (Jan 1st or Feb 1st) or OnTarget DIQs

### PROCEDURE FOR SUBMITTING RECOGNITION Directors ONLY - Submit Recognition Information

Online at [www.westcoastsummit.net](http://www.westcoastsummit.net)  
Submit Recognition online by 2/7/15 - NO EXCEPTIONS  
Click on Details Button on Website

## AWARDS DINNER

### SPECIAL RECOGNITION

Stars, On-Targets, DIQ's  
New Directors as of last WCS  
Top in Sales and Team Building

**Speed Racers receive reserved seating.**

### Star Consultants

Receive Reserved Seating  
The Bigger the Star... the Closer You Are!

**"Registration does NOT include Hotel Reservation"**  
Go on line or Call the Holiday Inn to reserve your room.

**Don't Delay Register TODAY at [www.westcoastsummit.net](http://www.westcoastsummit.net)**



**Sonja Hunter Mason**  
Dacula, GA  
Sr. National Sales Director Emeritus



**Holli Lowe**  
Walhalla, SC  
National Sales Director

Sonja is married to Walter Mason Sr. for 47 years!! They have 2 children, Walter Jr. and Mia Mason Taylor, National Sales Director with Mary Kay. Sonja and Mia are the first African American Mother /Daughter Duo in the 49 year History of Mary Kay!!! Sonja has Three grandchildren. She was the 10th African American NSD in History.

Sonja began building her Mary Kay Empire in January 1982. She was a Real Estate Broker. She became a Director in 6 months. She later stepped down from directorship. In 1987, Sonja received another Mary Kay Wake-up call . In order to send her daughter to the University of her choice, Sonja began to build a SECOND Mary Kay Unit!!

Sonja made a promise to Mia that she would pay for four years at Howard University and that she would come to her graduation in a "PINK CADILLAC"!

1987 she won her first Car. 1988 she became a Sales Director for the Second time. 1989 and 1991 she qualified for Career Cars. 1992 she achieved the Super Achiever Cadillac and completed Director Queens Court of Personal Sales and the \$250,000 Unit Circle of Achievement!! Sonja lead her unit to the Circle of Achievement every year after that to include the \$350,000, \$400,000, \$500,000, \$550,000 and the \$875,000 Circle of Excellence!!!!

Sonja was a Star Consultant 53 Quarters and a Triple Star Achiever . She earned the prestigious Top Director Trip to Scotland and the Extended Trip to Ireland AND England! She ranked NUMBER 9 in the Pearl Seminar the same year she debuted as a NATIONAL SALES DIRECTOR!! Sonja has Won 16 Gold Medals and 30 Carats of Diamonds. Voted 'MISS GO GIVE' in 1995.

She is a Mary Kay Millionaire with her highest check in one month \$21,229.57. Trips??...her passport reads like a book: Sonja and Walter visited Scotland, Ireland, Spain, London, Rome, France, Switzerland, Bermuda, Cruising the Baltic Sea, Sweden, Austria, Copenhagen, St. Petersburg Russia, Venice, Milan, Maui, Sydney, Athens, Istanbul and Beijing.

She has been featured in Black Enterprise, Hair Magazines, The Applause Magazine ,Living the Dream Brochure.

Sonja Hunter Mason and the Legacy Area was retired to the position of Emeritus in January 2011. Sonja's new journey is mentoring and coaching Directors who want to tap into her Mary Kay life experience.

Holli Lowe began her Mary Kay business at the ripe age of 20! She was a college student at Clemson University and was earning her degree in Elementary Education when she said yes to adding another thing to her already busy schedule.

She debuted as an Independent Sales Director in 2002 and earned her first company car as a junior in college. Holli enjoyed working her business part-time while she graduated with high honors and began her teaching career.

Holli has earned a total of 7 free cars and over 23 carats of diamonds, topaz and sapphires in her business. She has enjoyed all expense paid trips to, Four Seasons Resort in Maui, Hawaii, a cruise to Greece and Turkey, Trips to Germany and Beijing China .

Holli was named to the National Biltmore Who's Who Among Executives and Professional Women.

Her highest income for one month not including diamonds, prizes, cars, or trips is over \$24,000!

Holli's favorite memory is retiring her husband from his management position 7

years ago allowing him to pursue a career in professional fishing! Holli & Matt have

10 years and 2 young children.

She is a person who believes God has already given you everything you need to

be successful inside yourself. Just dream BIGGER and expect success. Holli battled with self-worth and feelings of not measuring up. She learned to deal with those feelings and went on earn her first pink Cadillac and 5 years later debuted as the youngest National Sales Director at that time.

She gives credit to this company for offering her flexibility, freedom, morals, values, Christian Principles, abundant thinking, financial freedom and the chance to truly live the American Dream.

**• Deadline •**  
**Must be Received by February 7, 2015**

**NO EXCEPTIONS. ☐**



# MAC Productions Recognition Sheet

*For Directors Only*  
 Submit this form online at  
**www.westcoastsummit.net**

**February 21-22, 2015**

Director: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_ Car Status: \_\_\_\_\_

**Director Recognition**

\_\_\_\_\_ # of Unit Stars YTD as of 1/31/15  
 Unit Retail as of 1/31 (over \$75,000): \_\_\_\_\_  
 Personal Retail as of 1/31(over \$15,000): \_\_\_\_\_  
 Personal YTD # Qualified Recruits (over 6) : \_\_\_\_\_  
 (include commissions earned): \_\_\_\_\_

**(If you experience problems, fax by February 7, 2015)**

Fax to (925) 779-7997

**Please NO CALLS. Email: recognition@westcoastsummit.net**

**List consultants who qualified for the Speed Racer Contest**

Achieve Ruby Star Consultant or Above Sept 16 - Dec 15 and \$600 in for New Star by January 31st  
 or \$1200 in for New Star by Jan 31st. (See flyer page 2 for details)

List Consultants who qualify for Speed Racer Recognition and pay \$15 for their prize.

If submitting on line, please go to [www.westcoastsummit.net](http://www.westcoastsummit.net) and pay for your Speed Racer winners. \$15 per consultant

	Name		Name
1		6	
2		7	
3		8	
4		9	
5		10	

**Personal Recruits YTD July 1st - January 31st**

Only list recruiters with recruits that are seminar qualified, \$600 wholesale+

Example: Jane Doe, 3 recruits \$725 total Commission earned

	Recruiter	#of Qualfd Recruits	Total Comm Earned		Recruiter	#of Qualfd Recruits	Total Comm Earned
1			\$	6			\$
2			\$	7			\$
3			\$	8			\$
4			\$	9			\$
5			\$	10			\$

**List Consultants with retail sales of over \$10,000 YTD July 1st - January 31st**

Example: Jane Doe, \$13,750 YTD Retail

	Consultant Name	Total Retail Sales		Consultant Name	Total Retail Sales
1		\$	6		\$
2		\$	7		\$
3		\$	8		\$
4		\$	9		\$
5		\$	10		\$

**PLEASE SUBMIT ALL RECOGNITION VIA ONLINE FORM • WWW.WESTCOASTSUMMIT.NET**