

Her Mary Kay business became a blessing



Independent National Sales Director Joanne Bertalan

"I sincerely believe that faith is an important part in anything we undertake. We can indeed do great things when we believe. Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in their way."
— Mary Kay Ash

From the moment she first heard about Mary Kay more than 10 years ago, **Independent National Sales Director Joanne Bertalan** was drawn to the Company's mission of enriching women's lives. When she began her Mary Kay business, she already was living a life focused on others as a mother to three daughters, a minister's wife and a teacher.

The fact that Mary Kay also offered flexibility was simply a nice-to-have. That is, until a brutal reality check seven years later nearly took her middle daughter's life. A car wreck so devastating that Amy lay comatose for two weeks with a brain injury while her medical team fought to save her life and normal functioning. That's when moment by moment, day by day, Joanne began to understand what lay ahead for Amy and the family, and the sacrifices she and others would have to make to continue her Mary Kay business. In those dark days, Joanne learned the true meaning of support.

"With all the prayers, cards, e-mails, meals and flowers that flooded in from my Mary Kay friends during those stressful months" she shares, "I felt like I was being wrapped in a warm blanket. Had I been working in corporate America, I believe I would have lost my job from all the time I took to be with Amy. Had I still been teaching, I would have had to take leave without pay. But because of my Mary Kay business, I lost nothing. I continued to earn commissions while I focused on Amy's recovery and rehabilitation."

At the time of the accident, Joanne was one step away from becoming an NSD. She and her then future area kept the goal steadfastly before them. "My area Independent Sales Directors pulled together and worked right up to the final minute," she recalls. In fact, her oldest daughter, Independent Senior Sales Director Marianne Bertalan, who balances her Mary Kay business with full-time college, was one of Joanne's goal-focused future area members. Now, Marianne, currently a new Cadillac driver, has set a personal goal to debut as an NSD in 2006!

Joanne says God increased her passion to complete Independent National Sales Director-in-Qualification and become an NSD. "My dream to complete my goal for my three daughters and my husband grew stronger," she says. "I knew God would see us through. What I couldn't see then was that God would heal Amy physically, spiritually and emotionally so that she would be a Grand Prix Independent Senior Sales Director when I debuted onstage at Seminar in 2003! What a thrill and a blessing to have my brain-injured daughter overcome her obstacles and be there for that proud moment onstage."



Being Mary Kay businesswomen together is just one of the life-enriching aspects of Joanne's relationship with her daughters, Marianne and Amy, who are Independent Sales Directors. Joanne believes the flexibility of her Mary Kay business gave her the extra time to develop strong mother-daughter bonds with all three daughters.



Joanne's family celebrated onstage at Seminar 2001 when she was crowned Queen of the Court of Recruiting for the Emerald Seminar. And today, mother and daughters sharing a "run in the sun" also is cause for celebration after Amy's amazing recovery.

Joanne's "six most important things" list for success:

1. Be consistent and disciplined.
2. Use the 3+3+3 plan weekly — three skin care classes, \$300 in sales and three team-building appointments. Work it personally!
3. Focus on personal growth. Read and listen to Mary Kay books and tapes and attend as many Company special events as possible — from Seminar to Career Conference.
4. Learn to be a "people developer" and others-focused.
5. Always think BIG. Constantly stretch personally, spiritually and mentally.
6. Enroll your family in your dream. Help them understand how a Mary Kay business can benefit them personally.