

By: Jackson

H.R. No. 1998

R E S O L U T I O N

1 WHEREAS, Mary Kay Ash, founder of the Dallas-based,
2 internationally known cosmetics firm that bears her name, became
3 one of the most successful and respected American business leaders
4 of the 20th century; and

5 WHEREAS, Born on May 12, 1918, in Hot Wells, Texas, and raised
6 in Houston, Mrs. Ash enjoyed a successful career in direct sales
7 before retiring in 1963; quickly becoming restless, she embarked on
8 a book-writing project designed to help women survive in the
9 male-dominated business world; in reviewing her early notes for the
10 book, she realized that she had inadvertently created a marketing
11 plan for a successful "dream company"; and

12 WHEREAS, With her life savings of \$5,000 and the help of her
13 20-year-old son Richard Rogers, she launched Mary Kay Cosmetics on
14 Friday, September 13, 1963; within two years, the company's
15 wholesale sales had reached almost \$1 million; in 2006, the company
16 recorded \$2.25 billion in wholesale sales and had an independent
17 sales force of more than 1.7 million independent beauty consultants
18 in over 30 markets around the world; and

19 WHEREAS, Through the years, the mission of Mary Kay Cosmetics
20 has remained unchanged; powerfully influenced by her mother's
21 struggle to support her family and by her own experience of gender
22 discrimination, Mary Kay Ash intended her company to provide women
23 with unlimited opportunity for personal and financial success; and

24 WHEREAS, The company's guiding philosophy has been based on

1 three principles; from the beginning, Mrs. Ash stressed following
2 the Golden Rule and putting God first, family second, and career
3 third; she also believed that with praise and encouragement,
4 everyone could succeed; and

5 WHEREAS, In 1996 Mrs. Ash established the Mary Kay Ash
6 Charitable Foundation for the purpose of funding research on the
7 leading cancers affecting women; today the foundation also supports
8 efforts to prevent violence against women and to help women who have
9 been victims of abuse; and

10 WHEREAS, Mrs. Ash authored an autobiography, a motivational
11 book, and a volume about management, all of which became best
12 sellers; and

13 WHEREAS, The recipient of myriad accolades, Mary Kay Ash was
14 named the Most Outstanding Woman in Business in the 20th Century by
15 Lifetime Television, chosen as one of the 25 most influential
16 business leaders of the last 25 years by PBS and the Wharton School
17 of the University of Pennsylvania in 2004, elected to the Business
18 Hall of Fame by *Fortune* magazine, and designated a Horatio Alger
19 Distinguished American Citizen; Mary Kay Cosmetics has been ranked
20 by *Fortune* magazine as one of the 100 best companies to work for in
21 America and as one of the 10 best companies for women; and

22 WHEREAS, Mary Kay Ash passed away on November 22, 2001,
23 having achieved the pinnacle of success and having established a
24 legacy that will continue to provide opportunity and hope for women
25 for years to come; now, therefore, be it

26 RESOLVED, That the House of Representatives of the 80th Texas
27 Legislature hereby recognize May 14, 2007, as Mary Kay Ash Day in

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1 the State of Texas.