

SENATE RESOLUTION NO. 992

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

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

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

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

WHEREAS, The company's guiding philosophy has been based on three principles; from the beginning, Mrs. Ash stressed following the Golden Rule and putting God first, family second, and career third; she also believed that with praise and encouragement, everyone could succeed; and

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

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

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

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

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RESOLVED, That the Senate of the State of Texas,
80th Legislature, hereby recognize May 14, 2007, as Mary Kay Ash
Day in the State of Texas.

Shapiro

President of the Senate

I hereby certify that the
above Resolution was adopted by
the Senate on May 14, 2007.

Secretary of the Senate

Member, Texas Senate