By: Shapiro S.C.R. No. 24

## 1 CONCURRENT RESOLUTION

- WHEREAS, Mary Kay Ash, founder of the Dallas-based,
- 3 internationally known cosmetics firm that bears her name, became
- 4 one of the most successful and respected American business leaders
- 5 of the 20th century; and
- 6 WHEREAS, She was born on May 12, 1918, in Hot Wells, Texas,
- 7 and grew up in Houston; Mrs. Ash enjoyed a successful career in
- 8 direct sales before retiring in 1963; following her retirement, she
- 9 embarked on a book-writing project designed to help women survive
- 10 in the male-dominated business world; upon reviewing her early
- 11 notes for the book, she realized that she had inadvertently created
- 12 a marketing plan for a successful "dream company"; and
- WHEREAS, On Friday, September 13, 1963, with her life savings
- 14 of \$5,000 and with the help of her 20-year-old son Richard Rogers,
- 15 she launched Mary Kay Cosmetics; within two years, the company's
- 16 wholesale sales had reached almost \$1 million; in 2006, the company
- 17 recorded \$2.25 billion in wholesale sales and had an independent
- 18 sales force of more than 1.7 million beauty consultants in over 30
- 19 markets around the world; and
- 20 WHEREAS, Powerfully influenced by her mother's struggle to
- 21 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 since its founding, Mary Kay Cosmetics has continued to reflect
- 25 that goal; and

- 1 WHEREAS, Throughout her life, Mrs. Ash showed others how to
- 2 give; a generous and strong woman, she believed in putting God
- 3 first, and she believed that with praise and encouragement, anyone
- 4 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; every October, the foundation observes
- 10 National Domestic Violence Awareness Month by awarding grants to
- 11 deserving women's shelters across the country; in 2008, the
- 12 foundation awarded \$20,000 grants to more than 150 shelters; and
- WHEREAS, A phenomenally talented lady who led by example,
- 14 Mrs. Ash authored an autobiography, a motivational book, and a
- 15 volume about management, all of which became best sellers; and
- WHEREAS, The recipient of myriad accolades, Mary Kay Ash was
- 17 named the Most Outstanding Woman in Business in the 20th Century by
- 18 Lifetime Television and was chosen as one of the 25 most influential
- 19 business leaders of the last 25 years by PBS and the Wharton School
- 20 of the University of Pennsylvania in 2004; she was elected to the
- 21 Business Hall of Fame by Fortune magazine and was designated a
- 22 Horatio Alger Distinguished American Citizen; Mary Kay Cosmetics
- 23 has been ranked by Fortune magazine as one of the 100 best companies
- 24 to work for in America and as one of the 10 best companies for women;
- 25 and
- WHEREAS, Mary Kay Ash passed away on November 22, 2001,
- 27 having achieved the pinnacle of success and having established a

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- 1 legacy that will continue to provide opportunity and hope for women
- 2 for years to come; now, therefore, be it
- RESOLVED, That the 81st Legislature of the State of Texas
- 4 hereby designate May 12, 2009, as Mary Kay Ash Day in the State of
- 5 Texas.

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1 Designating May 12, 2009, as Mary Kay Ash Day in the State of Texas.