By: Shapiro

S.C.R. No. 65

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## SENATE CONCURRENT RESOLUTION

2 WHEREAS, Through their participation in the Pioneers And Leaders of the State of Texas Junior Legislator Program, young 3 4 Texans gain leadership experience and a true sense of Texas history; the program, which encourages young people to follow their 5 dreams and strive for excellence, offers Texas students the 6 7 opportunity to participate in the legislative process by proposing, supporting the introduction of, and following the progress of 8 legislation such as this concurrent resolution honoring the life 9 and achievements of a great Texan, Mary Kay Ash, and designating May 10 12, 2009, as Mary Kay Ash Day in the State of Texas; and 11

12 WHEREAS, Mary Kay Ash, founder of the Dallas-based, 13 internationally known cosmetics firm that bears her name, became 14 one of the most successful and respected American business leaders 15 of the 20th century; and

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

23 WHEREAS, On Friday, September 13, 1963, with her life savings 24 of \$5,000 and with the help of her 20-year-old son Richard Rogers,

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1 she launched Mary Kay Cosmetics; within two years, the company's 2 wholesale sales had reached almost \$1 million; in 2006, the company 3 recorded \$2.25 billion in wholesale sales and had an independent 4 sales force of more than 1.7 million beauty consultants in over 30 5 markets around the world; and

6 WHEREAS, Powerfully influenced by her mother's struggle to 7 support her family and by her own experience of gender 8 discrimination, Mary Kay Ash intended for her company to provide 9 women with unlimited opportunity for personal and financial 10 success, and since its founding, Mary Kay Cosmetics has continued 11 to reflect that goal; and

12 WHEREAS, Throughout her life, Mrs. Ash showed others how to 13 give; a generous and strong woman, she believed in putting God 14 first, and she believed that with praise and encouragement, anyone 15 could succeed; and

WHEREAS, In 1996, Mrs. Ash established the Mary Kay Ash 16 Charitable Foundation for the purpose of funding research on the 17 leading cancers affecting women; today the foundation also supports 18 efforts to prevent violence against women and to help women who have 19 20 been victims of abuse; every October, the foundation observes 21 National Domestic Violence Awareness Month by awarding grants to deserving women's shelters across the country; in 2008, the 22 foundation awarded \$20,000 grants to more than 150 shelters; and 23

24 WHEREAS, A phenomenally talented lady who led by example, 25 Mrs. Ash authored an autobiography, a motivational book, and a 26 volume about management, all of which became best-sellers; and 27 WHEREAS, The recipient of myriad accolades, Mary Kay Ash was

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named the Most Outstanding Woman in Business in the 20th Century by 1 2 Lifetime Television and was chosen as one of the 25 most influential business leaders of the last 25 years by PBS and the Wharton School 3 of the University of Pennsylvania in 2004; she was elected to the 4 Business Hall of Fame by Fortune magazine and was designated a 5 Horatio Alger Distinguished American Citizen; Mary Kay Cosmetics 6 7 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; 8 9 and

10 WHEREAS, Mary Kay Ash passed away on November 22, 2001, 11 having achieved the pinnacle of success and having established a 12 legacy that will continue to provide opportunity and hope for women 13 for years to come; now, therefore, be it

RESOLVED, That the 81st Legislature of the State of Texas hereby designate May 12, 2009, as Mary Kay Ash Day in the State of Texas.

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