

1 SENATE CONCURRENT RESOLUTION

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

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

16 WHEREAS, She was born on May 12, 1918, in Hot Wells, Texas,
17 and grew up in Houston; Mrs. Ash enjoyed a successful career in
18 direct sales before retiring in 1963; following her retirement, she
19 embarked on a book-writing project designed to help women survive
20 in the male-dominated business world; upon reviewing her early
21 notes for the book, she realized that she had inadvertently created
22 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,

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

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

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

1 named the Most Outstanding Woman in Business in the 20th Century by
2 Lifetime Television and was chosen as one of the 25 most influential
3 business leaders of the last 25 years by PBS and the Wharton School
4 of the University of Pennsylvania in 2004; she was elected to the
5 Business Hall of Fame by *Fortune* magazine and was designated a
6 Horatio Alger Distinguished American Citizen; Mary Kay Cosmetics
7 has been ranked by *Fortune* magazine as one of the 100 best companies
8 to work for in America and as one of the 10 best companies for women;
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

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

President of the Senate

Speaker of the House

I hereby certify that S.C.R. No. 65 was adopted by the Senate on April 28, 2009.

Secretary of the Senate

I hereby certify that S.C.R. No. 65 was adopted by the House on May 25, 2009.

Chief Clerk of the House

Approved:

Date

Governor