

By: Shapiro

S.C.R. No. 65

1                                 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.