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CONTACT:
Amanda Parker, 317.417.2141
aparker@collectivealternative.com

Press Release

Local Executive Coach to Throw Rocks at Mary Kay Leadership in Houston

INDIANAPOLIS, IN, JANUARY 5, 2011: Lynn Zettler, ACC, an Executive and Personal Coach based in the Indianapolis area, is headed to Houston, TX for the January 12-19 Mary Kay Leadership Conference to throw rocks at the pink Cadillac driving ladies. Well, not literally. Lynn is locally known as the "Big BUT Rock" lady because of her hand crafted river rocks, which are hand painted and decorated with the word "BUT" on the face. Lynn uses these rocks with her clients and sells them as reminders related to the 'big BUTs' in their lives, such as, "I would -----, but -----". (You fill in the blanks.) The rocks are reminders that their BUT is not that big, that they can move their BUT at anytime, and that their BUT doesn't have to be ugly (the rocks are really cute). Lynn is taking her rocks on the road, all glammed up for the Mary Kay ladies, and debuting them at the Houston Leadership Conference along with Jille Bartolome, MCC, a Florida coach from The Inner Beauty Institute.

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As reported on their website (www.MaryKay.com), "Mary Kay Ash founded Mary Kay Cosmetics on Sept. 13, 1963, with her life savings of \$5,000 and the support of her 20-year-old son, Richard Rogers. Today, Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world, achieving wholesale sales worldwide of \$2.5 billion in 2009. Mary Kay® products are sold in more than 35 markets worldwide, and the global Mary Kay independent sales force exceeds 2 million."

"More than 2 million people sell Mary Kay® products worldwide. The leaders in the independent sales force are Independent National Sales Directors and Independent Sales Directors. Throughout the company's 47-year history, more than 600 independent sales force members worldwide have risen to become Independent National Sales Directors, the pinnacle of achievement in the independent sales force. Approximately 37,000 individuals across the world currently are Independent Sales Directors."

Leadership Conferences for these Sales Directors are held every year, and offer speakers and classes to keep them motivated and contribute to their personal and professional development. Coaching is not new to Mary Kay and is utilized broadly throughout the Independent Consultants and Sales Directors in the organization. Lynn looks forward to conducting numerous mini "Big BUT" workshops with the directors and attendees, while also lightening her load of 'BUT' rocks. Look for some bright pink painted and bling decorated 'BUT' rocks to show up in Mary Kay home offices near you.

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