

FOR THE LADIES

CHOOSING MULTIPLE ROLES

By Bonita Armstrong

Many working mothers are asked "How do you do it? How do you juggle a career and home?"

It's not easy. It's not even simple. But the fact for working mothers is that it has to be done. We don't have any choice. We have to be the best we can be to our work and our families.

We have to be so many different things to many different people. We have to know how to do a lot of things and be able to switch back and forth between them regularly without losing our grip.

But that's okay. We don't mind doing that because we grow a lot during this process. We learn a lot and become more well-rounded human beings. Most of us, while admitting this



BONITA ARMSTRONG

an exhausting undertaking, wouldn't change it for the world. We love being all that we are. We enjoy the challenge of balancing our lives, the love in our lives and the lives that we touch. We are many different women wrapped up in one. No one single thing could fulfill us. We need more than one element in our lives to make our lives complete.

Everyday, there is a possibility that we will add something new...something different into our world. Something that may challenge us more today than yesterday. We welcome those challenges and changes and face them head on. We are becoming better and better each day.

One writer puts it like this: "There is part of me that wants to write, a part that wants to theorize, a part that wants to sculpt, a part that wants to teach... To force myself into a single role, to decide to be just one thing in life, would kill off large parts of me. Rather, I recognize that I live now and only now, and I will do what I want to do this moment and not what I decided was best for me yesterday."

MARY KAY COSMETICS INDUCTS NEW BLACK WOMEN'S ADVISORY COMMITTEE FOR 1994-96

Mary Kay Cosmetics recently selected its new Black Women's Advisory Committee during the company's annual Leadership Conference for directors in Tampa, Fla. The 13-member committee, comprised of top black independent sales directors from key market areas of the United States, is the second to be named by the company.

"Since the Black Women's Advisory Committee was established in 1991, it has become an important voice at Mary Kay Cosmetics," said Kathy Reid, vice president of global marketing communications. "In the past three years, the committee has helped to generate invaluable input on the products, programs and policies related to the black sales force and consumers."

Primary responsibilities of the committee include representing Mary Kay in the media, serving as a liaison between the black sales force members and the company, and participating in community organizations and activities that reinforce the commitment of Mary Kay Cosmetics to the black community.

At the Leadership Conference, members of the Black Women's Advisory Committee

met with Mary Kay executives to discuss the vision of the board for 1994-96. Topics of discussion included new product development, sales force recruitment and training in the black community, the new Mary Kay Cosmetics women's scholarship fund for black high school seniors, and upcoming publicity plans in the black consumer market.

The Black Women's Advisory Committee is representative of the growing number of African-American women who have chosen direct sales as an avenue for owning their own business. African-Americans currently represent 12.5 percent of the membership of the Direct Selling Association. According to The Direct Option, written by Dick Bartlett, vice chairman of Mary Kay Corporation, "...Each year, some five million Americans elect the direct option (direct selling) as a means of not only earning a living, but earning a living in the style they want as people in business for themselves." Black women comprise more than 10 percent of the total Mary Kay sales force.

The new committee members are Barbara Benjamin of

Houston, Tex.; Michelle Farmer from Claymont, Del.; Joyce Grady from Severn, Md.; Caterina Harris from Oakland, Calif.; Gemealia Henry from St. Louis, Mo.; Carolyn Lucas from Dallas, Tx.; Gloria Mayfield from Boston, Mass.; Jo Shuler from Hampton, Va.; Cora Smith from Charlotte, N.C.; and Vanessa Upkins from Nashville, Tenn. Nominated by their peers, each committee member will serve a two-year term on the committee. Honorary members of the committee are Ruell Cone of Alpharetta, (See Mary Kay, Page 25)

SUGAR PUDN'

BY ZELDA PURYEAR



Pictures are the members the 1994-96 Mary Kay Cosmetics Black Women's Advisory Committee: (front row, left to right), Michelle Farmer from Claymont, Del.; Caterina Harris from Oakland, Calif.; Carolyn Lucas from Dallas, Tex.; and Vanessa Upkins from Nashville, Tenn.; (second row, left to right) Gemealia Henry from St. Louis, Mo.; Barbara Benjamin from Houston, Tex.; Joyce Grady from Severn, Md.; Jo Shuler from Hampton, Va.; and Cora Smith from Charlotte, N.C. Not pictured is Gloria Mayfield from Boston, Mass. and honorary committee members Ruell Cone of Alpharetta, Ga., Geraldine Nicholson of Hackensack, N.J., and Valerie Bagnol of New York.

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