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TRANSCRIPTION

(Tape 2, Side 2, Opening Announcement)

S.P.: And do you remember what you were just saying?

005 J.S.: Yeah. So I don't really get to know them on a one-on-one basis until I'm talking to them at the end of the show, closing with them individually on the couch. And that's usually where I get to know a little bit more about them unless it is a one-on-one facial. But, really I don't get to know my customers until I talk to them on a reorder type basis or when they're a hostess and I come to their home and have that half hour that I'm visiting with them before the show, but just a customer at a show, I really don't get to know them that well until I've spent some time with them or in another atmosphere or whatever. So really as far as heavy conversation, we really don't usually get into that.

S.P.: I was thinking of a lonely woman by herself. You come to give her a facial and she really wants to talk. She needs the--

014 J.S.: --Yeah, I've had that, you know, and that's usually just a function of, like you say, being lonely. And that's fine 'cause especially like if it's a facial, then that facial will usually last longer. For instance, I met a lady who was new in Bowling Green and she started asking me about what doctor I take Betsy to, 'cause she has a little baby at home that's the same age as Betsy and a little boy. And so she was asking me what Mother's Day Out program I use and who do I use for a babysitter and where I take her for this and that. She was really seeking a lot of information. We talked a lot and she did give me that--or after I left I did think probably that she was lonely, 'cause

COUNTER

TRANSCRIPTION

J.S.: being new in town and not working, she didn't know that many people, and so she did need some adult conversation, if you want to say that. But it makes me feel good. I mean, I really like to get to know my customers and to know where they're coming from and what makes them tick. So I really enjoy getting to know them. It's usually just a function of time that I don't get to know them, [^]but if it's a one-on-one facial, it really makes me feel good when they start asking things and they want to tell me about themselves, 'cause then I feel like they're comfortable with me, and they like me as a person, and we can build a friendship. And probably out of my hundred and twenty-five customers, I really feel like there's only probably just a handful that I'm not very close to. I really consider them all my friends. I like that rapport that I build with them and I think it also helps in my business because they look at me as a friend as well as their own beauty consultant.

031 S.P.: Do you tend--do most of your customers tend to be fairly well-educated? Do you, or do you have, do you have any that are, like, poorer women or women who are out on farms and things? Can they afford these cosmetics, or are they interested?

035 J.S.: Well, when I lived in Illinois, particularly, I had a lot of customers who lived out on farms and things because I met a lot of them through Tom's business. They were, of course, very, very interesting to people to talk to. But as far as poorer and not very well educated, no, I probably don't have that many just because--

S.P.: --I was thinking the nature of the product and the fact that

COUNTER

TRANSCRIPTION

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that type of prices, that that limiter--

J.S.: --yeah, we're very medium-range priced cosmetic, a very, very competitively priced. There are many cosmetics on the market that are very more expensive than ours. But there are also some that they can buy in the drugstore or at the grocery store that are less expensive. Probably that type woman usually will just buy it in the grocery store or whatever. Not to say that I wouldn't offer a facial, because I have offered them; but most of the time the women in that position will refuse to have a facial. I think it's probably because they feel like I'm going to pressure them into buying or whatever, and they know they can't afford it. So usually they just refuse to have one. That's kind of unfortunate 'cause I would like to help them feel better about themselves and to teach them to wear their make-up, and as I said before, I want to try to help them get their things if that's what they want. Really, because we're so very economical because Mary Kay lasts so long, it really takes a small amount. And so when you compare the price of like ours to what you buy in the grocery store-- I had a girl that cleaned house for me, for instance, and she was buying one of the products in the grocery store, and I would say, "Well, how often do you buy Day Radiance type foundation?" And she said, "About once a month." And she was paying \$3 once a month, whereas if she had been buying our Day Radiance for \$6.50 it would be lasting her three or four months. So she was really paying more for what she was buying in the drugstore which appeared to her to be less,

COUNTER

TRANSCRIPTION

J.S.: when, because because the other is so economical it really would have paid her to be using Mary Kay. So, you know, that's kind of unfortunate 'cause I would like to help those people. But as I said, most of the time, number one, I guess because my paths don't cross with those that much 'cause I meet people at the spa or out at the mall or places where I go, and so I very probably don't interact with them, that income class or whatever, 'cause that's not the places that they go. But if I had the opportunity I would love to give them facials.

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S.P.: Who are the biggest competitors with Mary Kay as far as this type of--of cosmetic company rather than the ones in the stores?

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J.S.: Well, uh--

S.P. --How many other kinds of companies do you know of?

J.S.; There are a few who also are in the home, uh, direct selling. Jaffra and Luzere, I hear some of that. But mainly our competitors are those that are in the store: Merle Norman, Clinique, Estee Lauder, Elizabeth Arden, those are probably our biggest ones. Avon to a certain extent, although Avon has just not that long ago come out with a skin care program. And as I said before, my primary reason for being a consultant and my emphasis is in skin care. So until they came out with a skin care program they were really were not that big a competitors of ours, because they mainly sell in the glamor and the nail polish and they've also got a lot of other things. So they really were not that big of a competitor. But I guess they were indirectly, but probably I

COUNTER

TRANSCRIPTION

run across more that buy in the stores Elizabeth Arden, Estee Lauder and the Cliniques and that.

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S.P.: Uhhh, do you, uhm--have you heard some interesting stories from any of the other women at these conventions or conferences you go to? Anything particular you can think of? . . .

J.S.: You mean anything particular?

S.P.: Yeah, or we--yeah or we could--uh, this is another topic that we could be great for--to, uh, for some for future tape, I was going to say, other interesting stories like the one you told.

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J.S.: Well, uhhh, you know, they all have their "I" stories and about how they started with the company. There's a lady that when she started couldn't--like they were living in government housing; they didn't have a car, and she had three or four kids and they couldn't do anything. And now shes one of the highest paid women in the whole company and in the United States for that matter. "Cause Mary Kay has more women making over \$50,000 a year than any other company in the United States. So our to women who are paid the most are also the top earners of any company in the whole United States. So there's all kinds of interesting stories like that, but as far as like instances one-on-one or anything like that, I really haven't. There are some neat--there's a national sales director that was packing shotgun shells in Minneapolis when she was recruited. There's a lady, she's one of the most glamorous women you'd want to meet, was a T.V. personality like on a talk show in Minneapolis and a girl just called her up one day and said, "I think you're; I'd love giving you a facial." And she recruited her and

COUNTER

TRANSCRIPTION

J.S.: she is now probably, I guess the number two national sales director in the whole company. So sometimes we're intimidated that we shouldn't ask women who are very successful in their careers, but just because they're very successful doesn't mean they're necessarily happy in that career. So I do try and look for women in all walks of life who might enjoy a career with Mary Kay.

100 S.P.: Tell me about--a little more about your, your own life. Obviously, because you were talking a lot about how the self-esteem and the goals and all, you said, affects your own personal life, are you involved in the community besides doing Mary Kay? I mean, are there any organizations or do you work with, oh, the Scouts or any of those kinds of things?

104 J.S.: Not at this point. I'm, you know, teach Sunday school and do some things like that. I've been trying to get into the good habit like visiting nursing homes and things like that. with Betsy, 'cause they really like to visit, you know, the older people like the little kids. But I really find that because I have my Mary Kay meetings on Monday nights and church on Wednesday nights and Sunday nights, and then I usually work on Tuesday and Thursday nights 'cause that's the only two nights a week that I do shows that I usually really don't have time to get involved in like clubs and things like that, because they would usually have their meeting like say on a Tuesday--first Tuesday night of the month or whatever, which would take me away from my business. And because so many women do work I'm usually booked about three weeks in advance for my nighttime appointments, and

COUNTER

TRANSCRIPTION

J.S.: with having two a week. So I really hate to take away my time from doing that in order to get involved in clubs and things. But I do try to do a lot for church. Also I intend when Betsy gets Scout age to probably be a Scout leader and things like that, to work with those kinds of activities with her. But at this point I really want to just concentrate on, you know, sometimes I feel like even with my business and with her and with Tom and everything else I've probably got too many irons in the fire as it is (laughs) so I try to just keep it as it is.

S.P.: Uhm, tell me a little bit about your, uh, your church or your religion. I don't know much about Church of Christ. How do they differ from some of the other, uhm, like from the Baptists and from some of the other Protestant-Christian groups?

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J.S.: Well, it is a a Bapt--I mean, a Ptotestant religion. We really feel like that it came out of the Reformation movement, and we use the Bible as our main, uh, as our only source of doctrine. We have no overhead governing body. We're--each congregation is autonomous, directed by a group of men called elders. They are responsible for the direction of each congregation individually. And then we have deacons who help the elders in administering different types of benevolent programs and things like that. We believe in immersion baptism and we believe that that's the for salvation--

S.P.: --What age?

J.S.: Uh, age of accountability, whenever a person is ready to make that decision on their own. Uhm, and a, we partake of

COUNTER

TRANSCRIPTION

J.S.: the Lord's supper every Sunday, every first day of the week. We use the example of the Apostles as they got together every first day of the week and broke bread and so that's why we do it every Lord's Day. We do not use instrumental music which is different from a lot of congregations. Again basically we use the New Testament Church as our guide. We do not find any record of, you know, they--it says they say, "He made music in their hearts." And, you know of course, there are references to harps and things like that in the Old Testament, but as far as any example of that in the New Testament, you don't find any. So we sing a cappella.

S.P.: Does that mean in your own personal life you're not allowed to have, uh, I see you have records--you're allowed to have records; you're allowed to go to concerts, and things like that?

J.S.: yeah, sure, yeah. And, uhh--

S.P.: --just not part of your church service--

J.S.: --of the church worship. And, uh, you know, I play the piano and I enjoy that. I have no aversion about that at all. That is basically it.

S.P.: What do you feel or how do you feel about these deacons and, who did you say the others were?

J.S.: Elders?

S.P.: And the elders all being men?

J.S.: Uhhh. I agree with it. I feel like that we're commanded that the women are not to usurp authority over the men, and I feel like that the Lord--that we have scriptural basis for--that Christ is the head of the Church and that the man is over the woman. And even in my home, Tom is the head of the

154

COUNTER

TRANSCRIPTION

J.S.: house, and I am to be submissive to him. That doesn't mean that I don't have a mind and that I don't express my opinions. Basically we have worked through this and I--when we have a point of discussion that we want to talk about, if I have an opinion and Tom has an opinion we discuss it. We both discuss what we feel and what we feel would be best, and if we cannot come to an agreement then Tom makes the decision and then he's responsible for that decision. And it will hold him responsible for that, and that he is to do what is best for our family. So that's worked in our home and also in the Church. But the men do serve on--in the public capacity, and then the women, you know, we don't pray also. You know, women don't pray or anything--

S.P.: --So what do you think of, uh, the current atmosphere in the country with "women's lib" and the E.R.A., and things like that? Do you--

172 J.S.: --Well I'm really opposed to E.R.A., uhmm, as it is written. I personally don't want to have to go fight (laughs) what's wrong with those things, and I kinda like, you know, that things are a little, uhm--I guess I'm kind of old-fashioned, but I want to--I want to see women have equal pay for equal jobs. I think that that's very horrible that that isn't in existence. There are a lot of things that are very unfair, like divorce settlements and all kinds of things where women really kind of get the . . . (unclear words) with a lot of bills. But as far as--I don't think that that's something you can legislate.

180 S.P.: What about women who get involved in politics and things like that--who are--who are in there trying to be governors.

COUNTER

TRANSCRIPTION

and senators and things? Do you disagree with women trying to--

J.S.: --No, no. I really don't. I feel like that there are a lot of really intelligent women who would make excellent leaders. My aunt is on the President's Council for Aging and is very involved in politics. She is on our national committee for the Republican Party and very, very involved in politics. I don't have any problem at all with that. I really don't have any problems with women doing anything other than in a religious type atmosphere. I don't feel like that they should be preachers or elders or deacons, but other than that I feel like that they can be anything that they want to be. I really feel like that especially when they're doing equal jobs, they need to be paid equally. Now I also feel though that that's kind of hard to say because there are physical differences between men and women, and sometimes you just--it's not practical application to say that a woman can do the same job as a man, or that a man can do the same job as a woman. So it's kind of unfair, but at Seminar they were talking that when Mary Kay opened the doores in 1963, women made, I think it was 53¢ on the dollar to what a man makes. Now, that is almost the exact firure; that we really haven't made that much progress. So that's really very unfortunate..I feel like there are a lot of really unfair situations in the world where women-- and for me though, personally I really don't want to be the president of some corporation or something. I want to--I love my Mary Kay, and I really like having a world where I don't have to worry about discrimination and everything. Because of Mary Kay, she's got a career that's

183

187

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COUNTER

TRANSCRIPTION

J.S.: equal to ambitions of women everywhere and we can really go as far as we want to go. So it's caused me to realize that there are women in the world that don't have that opportunity. And I think it's very unfortunate if they don't. That may all sound like it kind of contradicts itself, but I guess I feel pretty comfortable with with how I feel. I don't know if I described it very well, but (both laugh).

S.P.: How did you meet your husband?

214

J.S.: Well, Tom was--I was going to Center College in Danville, and it was my first Sunday back, my sophomore year. And it was really kind of uncanny because I had just broken off a relationship with this guy in Williamsburg where I'd been home all summer. He really wasn't a good relationship, and so we had kind of broken that off, and my mom knew I was real upset about it. She called me on Saturday. It's the first and probably the only time she'd ever called me at school on Saturday. She said, "I know you're really upset and that you had a hard summer and everything, but I really feel like that you're going to meet some guy, and the Lord's going to bring some guy into your life. And he's just going to be great." She says, "You know I heard the preacher in Danville left; maybe the preacher tomorrow will be single, you know, and may be good-looking." And I said, "Yeah, Mom. Have you ever seen a single preacher? I never have met a single preacher." And so she hung up, and the next morning I went to church, and our preacher had left, and so Tom was filling in (Pomerantz laughs) to preach for like about a month or six weeks while we were finding somebody else. He was driving from Lexington. It was about forty-five minutes, and he did that

COUNTER

TRANSCRIPTION

pretty often for different small congregations aroun, but--

S.P.: --Did your mother have ESP?

231
J.S.: Well, I don't know. It's just really kind of uncanny that it happened that way, but I met Tom and he asked me out, and two weeks later we went out and we dated for, oh, probably six or eight weeks. And in the same processed time he had lost a hundred pounds just a few months before that and, you know, he'd just recently started dating because he had never had a date until he was eighteen, and, uh, mm, 'cause he had been so heavy. So he was kind of praying and wishing that somebody would come into his life. And so , we really feel like the Lord probably brought us together. And we dated for about six or eight weeks and then we kind of started getting, you know, kind of serious, but he was just like, "I've never taken the same girl out more than two or three times." So it was getting too heavy for him, so we kind of cooled it for a while. And in the same process I decided that I wanted to major in accounting, and Center didn't have an accounting major, so I made a major decision to transfer to U.K. So from November till January, Tom and I didn't date, but he had already committed to my dad to come down and preach New Year's Day at my home congregation. So he came down New Year's Eve and we kind of got back on speaking terma, you know, at this point, and so we got to be good friends. And I went to school in January, and we got that, oh you probably don't remember it, but we got like sixteen inches of snow, which is just unheard of for here, and the whole school had to close, and nothing was moving in Lexington. And I was walking down the street and here came Tom

241

COUNTER

TRANSCRIPTION

J.S.: driving his old '69 convertible and just buzzing down through there. And he picked me up and gave me a ride. So we kind of got, you know, to be good friends again, and he was trying to fix me up with his roommate, you know, and everything. And so (Pomerantz chuckles) for about a month I would go over to him and his roommate's house a lot and type their papers, and they'd do things for me, and we just had a really good friendship going. Then on Valentines Day I was over there typing a paper and I said, "Well, I'm gonna go and see 'Saturday Night Live' "--I mean-- "'Saturday Night Fever'", and he said, "Well," he says, "uh, tell you what. If you'll let me drive your car," he says, "I'll take you." And I said, "Well, O.K." I had a (Pomerantz chuckles) brand new Z28. My dad was a Chevrolet dealer, and so I got to drive demos all through school. So I always had a new car. And here Tom was driving in this old klunker that wouldn't hardly ever run. So he says that I'd let him drive my car, he's let me-- he'd take me out. So I said, "O.K." So--

S.P.: --an offer you couldn't refuse.

J.S.: (laughs) Yeah. So he went with me, and from then on we really started dating again. It was really very unspoken, but it was just from that point on we were dating again. We dated from, uh, let's see, from February of that year for another year and a half. And then Tom went away; he moved in May. He graduated May of '79 with Illinois. Took a job with Amanco and was up there, and so for--well he left and we didn't have any, you know, marriage plans or anything. We had talked about it, but nothing definite. So he went off--way off into (laughs) Never-Neverland. He came home.

COUNTER

TRANSCRIPTION

276

J.S.: about once a month, and then in November, it was my sorority's Formal, and I'd invited Tom to come home for it but he had a district meeting that week and he couldn't come home. And it was Friday night and so he couldn't get there 'cause even if he flew he wouldn't get there till it was over. So I said, "Well, O.K., I'll take my little sister and I'll go to the dinner part, but I won't stay for the dance," 'cause they all wanted me to go. So I went without a date, and just about the time the dinner was over I was getting ready to leave; the lights were going down and all of us getting all huggy-dovey with their date and everything. And I turned--my best friend poked me on the leg and said, "Turn around," and there was Tom, and he had come in and surprised me, and of course I stood up and started crying. Everybody started clapping, because everybody in the whole sorority knew he was coming home to surprise me but me. So he whispered in my ear and said would I marry him, and I said, "Yes." So he took me out by the pool and gave me an engagement ring.--

S.P.: --How romantic!

J.S.: Then I got to have my candlelight which is when you pass the candle around and they're singing the sorority song and you blow it out and tell everybody you're engaged. And I got to have that that night. And, uh--yeah, he's a real romantic person. That was November 16, and we were married April 5th uh, the next spring. And I moved to Illinois. We lived there for about four years. then Tom got an opportunity to take this job back in Kentucky and change companies, and we were both from Kentucky. He had an offer for about 17% more money, and so we said, "Definitely, we'd like to move move back

289

COUNTER	TRANSCRIPTION
	<p>to Kentucky. So he quit Amanco and we moved here, uh, almost two years ago, and I find out I was pregnant that day and had Betsy in July of '84.</p>
	<p>S.P.: All right! (both laugh) uhmm, tell me about--about your family. Is it fairly close-knit?</p>
	<p>J.S.: Mmm, hmm, we're very close. Uhmm--</p>
	<p>S.P.: --Do you have special traditions as far as, uh, celebrations together? What do you do at holidays, and so on?</p>
307	<p>J.S.: Tom says we celebrate everything. Uhm, we're very, very close. We do celebrate everything. We're going home next week to celebrate every birthday. Tom's birthday is next week so we're going home for that. And we all have a big dinner together for a birthday, and then we have a cake and presents, and everything. And then at Christmas we go to each of my grandparents. And my extended family is also very, very close. My dad had four brothers; they were all doctors. So all their families get together, and I have about, I don't know, there's probably about fifty of us all together now. My grandmother had fifteen grandchildren. And so we all get together and everything and are very close. So we celebrate Christmas with them. Then on New Year's Eve we go to my other grandfather's. Then we usually go to Tom's mother's Christmas morning and then to my family's Christmas afternoon. We have lunch together and then we sit around and have to open one package at a time; 'cause my mom likes to see all the gifts and doesn't like to see everybody tearing into everything at once. Then after that we usually go around to my neighbor's house. My mom and dad are very close friends with all the--with a couple of couples there on the street. So we</p>
310	
313	

COUNTER

TRANSCRIPTION

tour and see what everybody got for Christmas. Then we usually have dinner together Christmas night then. But we're very, very close. I see them about once every two or three weeks.

S.P.: How about Thanksgiving?

333

J.S.: Thanksgiving we go to my aunt's from, uh, on my dad's side from my extended family. They're very untraditional. They're--they have a gorgeous home, and we all get together. And then usually either we'll barbecue a pig on a spit and then cook it all night, or beef; or they'll do duck or something. We don't have turkey and dressing at that celebration. And they--everybody brings two or three dishes; and then everybody usually brings two or three extra people with them. So we usually have probably sixty or seventy people that eat together on Thanksgiving. Then, before we do that, Tom and I usually spend Thanksgiving morning with his family and eat a big turkey dinner with his mom. She's a country cook, and there's four in his family. There were five counting him, so they're a pretty big family, too. So we sit around the table and all eat traditional turkey and dressing, corn and green beans. She's a great cook (laughs). And then we go on down to my aunt's and have that celebration. Then Friday night after Thanksgiving we usually celebrate my dad's birthday, 'cause his is November 23, and it always falls right around Thanksgiving. So my family--immediate family always has a Thanksgiving-birthday celebration and we usually have turkey and dressing and all the traditional things. So we usually have at least three or four different celebrations for each holiday.

351

COUNTER

TRANSCRIPTION

363

S.P.: So, do you have any other--are those main reunion times or do you have any other, like family reunion officially during the year, or anything like that?

J.S.: No, we really don't on my side. Now Tom's family has a family reunion, but we really don't. But I see my extended family even when I go home, usually every two or three weeks because they all live right there in Corbin..So I see my grandparents at church, and so I see my aunts and uncles and, you know, a handful of my cousins at least, every time I go home. And then I see my other grandfather when I go home. So we really don't have a big need to have a big family reunion--

S.P.: --'cause you see each other so often. Are most of the female--your female relatives buying cosmetics from you?

374

J.S.: Yeah, almost all of--well, all my aunts are, and probably all but one or two of my cousins, and that's just, well really my cousins' wives, and that's just because they got married and I haven't gotten with them yet (both laugh). It's just a matter of time.(Janet continues to laugh).

S.P.: So then they're all pretty supportive, obviously.

377

J.S.: Yes, very supportive. Mom and Dad, you know, at first were probably kind of skeptical. My mom said, "Why are you doing that, Janet?" And they would kind of ask me questions in to-ken just to see how it was going, but now that they see that I love it and that I'm really doing well with it, then they're very proud of me. And I'm sure when I win my car and every-thing that they'll just be very tickled. But my mom says I got my selling ability from my Dad 'cause she said she could-n't sell anybody anything. But of course my dad's been in the car business for twenty-two years, and he's just a very

385

6-18

COUNTER

TRANSCRIPTION

J.S.: genuine person. He's not a sales type person either. He's just deals with people on a one-on-one basis and helps them get what they need. I really feel like that's probably the main quality that I look for for a good consultant, is somebody who just likes to work with people and is very genuine and is will--interested in people and wants to help them get they want.

S.P.: So do you feel he was a real--he was an influence on you?

404

J.S.: Yeah, I'm sure that he was. My goal in life was to have my own car dealership, and I really haven't probably totally given up on that, because I would enjoy running a car dealership, 'cause when I was working in his bookkeeping, you know, he taught me a lot, and plus the dealer in Lexington taught me a lot knowing that I was from the car background. I've gone to Chevrolet accounting school and so I really love that business, and could see myself following in his footsteps some day.

S.P.: Uhmm; so selling Mary Kay, you feel, has really affected many aspects of your life as well as--aspects of your life that have affected it.

419

J.S.: Right! Definitely! You know, earlier we were talking about Tom said it would be a really good Dale Carnegie type class for me, and it really has. It's really added a whole new dimension to my life. It's built my self-esteem and my self-confidence. I don't just have to stand behind Tom now and let him do all the talking. I feel like that I have something to say. And the positive attitude and the positive recognition that I'll get makes me feel good about myself. I'm very positive, recognition motivated, and so it fulfills a lot of needs in those areas. But the biggest difference is I can see--

(END OF SIDE 2)

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427

FA 36