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Money of Her Own By Charity Wanta

Margaret Heinze, 58, has bright red hair and wears leather, high-heeled, knee-high boots. She likes expensive clothes and big, dangling earrings, but she has never liked asking her husband for money to buy things that she didn't really need.

"For years when my kids were little, I wrote the check for groceries \$10 over the actual amount, and I kept the change," said Margaret Heinze. "That way I had some money of my own."

However, she felt as if she were cheating; so in 1981, just as her children were going off to college, Margaret decided to do something so that she would have her own spending money. She became a Mary Kay consultant, selling cosmetics and skin care products. Now she is a Mary Kay director with 62 consultants reporting to her. The business has given her 8 diamond rings, 9 free cars, and, most important to her, money of her own.

"This business has always been so successful for me," she said. "I can't even go into town without meeting someone from a skin care class. It's given me prestige and clout in the community."

Margaret became involved in Mary Kay through a friend she met in the Lutheran Women's Missionary League. The friend saw Margaret's desire to help women better their lives and thought Margaret would be a good Mary Kay consultant. They had tea together one Saturday afternoon, and Margaret was enrolled within 15 minutes.

Margaret says that the first time she led a skin-care class her legs were shaking.

"A friend who lives a mile from here invited two friends over. I just presented the product as I had been taught and got it on their faces. One of the ladies stills buys from me," she said with a laugh.

This July she will have been in the business for 19 years.

"Our job is to enrich the lives of other women by offering them an opportunity to use the number-one, best-selling brand of skin care and cosmetics in the U.S.," she said.

Every time Mary Kay directors meet another production level, they receive a new car in exchange for their previous one. Margaret has received 9 cars during the past 12 years. Her first car was a red Ferenza in 1987. She has also had a pink Cadillac. Right now she has a red Grand Am.

"I'm on target to get a pink Grand Prix next," she said with enthusiasm. "It seems like every time my car gets to the point where it really needs a wash, Mary Kay takes my dirty car and gives me a new one."

Every summer, Margaret looks forward to Mary Kay Seminar in Dallas.

"It's all about education, motivation, and recognition," explained Margaret.

Seminar is four days long and includes various workshops. The women wear formal gowns for the evening events.

"I talked to one consultant last year who had never been out of her country in South America before," said Margaret. "She was amazed by the luxury in the United States. It's hard to imagine one woman, Mary Kay, starting her own business at 49 and having this great effect on thousands of women all over the world."

Margaret sees Mary Kay as a role model and suggests Mary Kay's book, *Mary Kay on People Management*, to her friends.

"It's about the things Mary Kay has learned from her faith and her life," said Margaret. "She teaches that our priorities should be God, family, and then career. She also tells us to live the golden rule."

Margaret's husband, Roland, is 67. Until recently, he was a mechanic, working in his garage at the back of their several-acre property in Franksville, Wisconsin, just outside of Racine. He had a successful business there for many years until he had to quit when his lower left leg was amputated because diabetes kept blood from circulating properly. He now has a prosthesis.

Margaret and Roland have been married for 39 years. Their daughter, Catherine, has 3 children and lives in Racine. Her husband is the associate pastor of their church, Racine Assembly of God. Margaret calls her granddaughter "the icing on the cake." Margaret and Roland's son, Bill, lives in Beaver Dam, Wisconsin, with his wife and 2 boys.

Since Margaret had a stroke 2 years ago, she hasn't been able to use her left hand. And although she used to work 20 hours per week, she now works about 10. She has had to relearn to walk and still uses a cane. She cannot drive, so Roland delivers the products to her customers. The women affectionately call him "the Mary Kay man."

"They love him," she said.

The story of how they met sounds like something out of a romance movie. The story begins at her high school graduation in New Albany, Mississippi, when her dad, who was drunk, tumbled through the windows of the room in the middle of the ceremony.

"I was so embarrassed," said Margaret. "I decided I was never going home again."

So she went to Arkansas after the ceremony with her brother-in-law.

"I took off with just the clothes I was wearing at the graduation ceremony," she said. "I went back home only a couple times."

While she was in Arkansas, she worked as a waitress at a hotel café. Roland was in town for a few weeks on business and came to the café every afternoon for lunch.

"He'd leave me dollar tips, and a dollar back then was like ten dollars now," she said. "I thought he was so handsome."

They talked often when he came in, and one Sunday he asked her to come to church with him. After church, they ate lunch together and looked at the boats on the Mississippi River.

"I didn't see him for months after his business trip was over," she explained. "Then he called me one day and asked if I would come to Wisconsin if he sent me a ticket. I met his family on that trip in September, and we were married the following May."

Margaret says that she loves to encourage her consultants. She tells a funny story from her life, "the boot story," to show them the importance of persistence.

She was trying to sell a certain amount of product before a deadline in order to win a prize from the company. She had a skin care class on the day the order form had to be sent in, and she sold just enough to win the prize. She hurried from the class to the post office in order to get the form post-marked before the deadline. George, the postmaster, stamped the letter, locked the doors, and went home for the night. Meanwhile, Margaret stood in the lobby of the post office, trying to add the amounts on her order form without a calculator.

"I stood there until it got dark outside," she said. "I'm so bad at math. Eventually, I had been there so long that I really had to go to the bathroom."

She couldn't leave until her order form was filled out and mailed because the doors were locked and she would not be able to get back in. She could not go to the bathroom in the post office because the bathroom doors were locked.

"So I just relaxed and let it go," she said. "Most of it ran into my boots, but some landed on the floor. I figured anyone who saw the puddle would think it was from snow melting off boots. I finished the order form, mailed it, and went right home. Walking to my car, I could feel my feet going squish, squish in my boots."

Her leather, high-heeled, knee-high boots were ruined, but she did receive the prize for meeting the deadline.