

FEBRUARY 2017

NETWORK

parklanejewelry.com

Happy Valentine's Day

PARK LANE JEWELRY PRESENTS...

HOLLYWOOD *Glam*



FRIDAY NIGHT AT CONVENTION



REGISTER TODAY @
parklanejewelry.com/cr

PARK LANE CONVENTION LAS VEGAS 2017 *Success*

"The secret to achieve true success is found in your daily routine."

CUSTOMER SPECIAL

Snowflake
EARRINGS

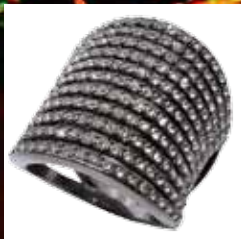
NEW!



*park*lane*[®]
JEWELRY | SINCE 1955

RING IN THE NEW YEAR

2017



Extended Through Convention any hostess can choose any ring in the entire collection for **only \$19.**

Legacy ring does not apply to this promotion.



NEW YEAR'S CA\$H WINNERS

USA:

Sheila Benear
Jennifer Horton
Janice Morgan
Claudia Sanchez
Julie Tullis

INTERNATIONAL

Shannon Keller - Australia
Linda McCormick - Canada
Heike Rudmann - Germany
Laura Zammit - Australia
Melanie Zupancic - Canada

Congratulations!



PARK LANE CONVENTION LAS VEGAS 2017 Success

“The secret to achieve true success is found in your daily routine.”

SUCCESS is the theme of February’s Convention. We have extraordinary, talented leaders already preparing training seminars that will rock your 2017 business.

You LOVED the show demo at last Convention so we’re offering another show demo with different Park Lane stars.

You LOVED the fashion segments at last Convention so we’re planning an entire seminar focusing on Image, Style & Fashion.

You LOVE Signature bracelets so attend Convention and you and your teammates can earn the Lavender Signature bracelet when your team meets their attendance goal.



LAVENDER
Signature
BRACELET





HAWAII



Here's your **SECOND CHANCE** to vacation in Hawaii
 Contest Dates: November 9, 2016 - February 1, 2017

ALOHA LEVEL 1



20,000 pts + 2 personal qualified recruits. Your ALOHA gift package includes a petite, crystal pineapple necklace, a Park Lane beach tumbler and snack pack of Muana Loa nuts. It signifies that you're 1/2 way to earning a free trip to Hawaii!

TRIP FOR ONE

4 Personal Qualified Recruits + 40,500 points in personal and new recruit sales.



TRIP FOR TWO

4 Personal Qualified Recruits + 57,000 points in personal and new recruit sales.



- Points: Every dollar of your personal (net/non) sales = 1 point AND every dollar of your personal recruits' (net/non) sales = 1 point.
- Bonus Points apply to all three Hawaiian Holiday Contest Levels.
- Alternate Prize: \$1500 per trip earned.

DOUBLE - DOUBLE POINTS BONUS

December 21, 2016 - February 1, 2017

DOUBLE all your personal (net/non) sales submitted within the BONUS timeframe!

DOUBLE all your Hawaiian Holiday personal recruits' (net/non) sales submitted within the BONUS timeframe!



Monthly Customer Specials are on trend, must-have items that are on super sale. Use them to enhance your net sales by offering one, two or more monthly specials that fit YOUR sales criteria!

Try offering one customer special at \$30 net sales, two at \$50 and offer unlimited quantities when your customer spends over \$100! Use them to your advantage!

Customer specials through convention:



Glistening like a **SNOWFLAKE**, these adorable earrings are available in white or black. At the discounted price of only \$14 per pair, SNOWFLAKE earrings are this season's must-have item! #13013 - Specify white or black - glass beads.

Attached to a Valentine theme Social Media card, these are the perfect "you're special to me" remembrance gift.



Crystal clear, pear shaped CZ earrings add just the right amount of **SPARKLE!**

Your clients and hosts can purchase SPARKLE earrings at the special price of only \$12. Attached to a festive Park Lane Social Media card and individually boxed, SPARKLE earrings are perfect for Valentine's Day! #11669 - Specify hematite or silver

For an added personal touch, add SPARKLE or SNOWFLAKE earrings to a small box of Valentine candy.

Maximize your sales:

- Post, email and text pics of SPARKLE and/or SNOWFLAKE to recent customers to attract repeat business.
- Pre-load SPARKLE and/or SNOWFLAKE earrings to text with SMS order links.
- Display SPARKLE and SNOWFLAKE earrings at your shows.
- Order samples through the Supply Department.

CUSTOMER BUYING PLAN

BUY **2** @ FULL PRICE

GET **4** @ HALF PRICE

FREE SHIPPING

ON DIRECT ORDERS ONLY!
 Your customers will receive
FREE SHIPPING
 until February 8th, 2017

SABRINA CHOKER



FOUR
CHARMS
1 CHOKER



The **TREE** is symbol of life and harmony. A **CROSS** has symbolized life, strength and faith. Originating from the Hebrew word **HAMESH**, this ancient icon symbolizes feminine power.

The modern **PEACE** sign is recognized globally as an expression of acceptance and tranquility.

Wear one charm or wear all at once!

Customers may purchase Sabrina necklace (retail \$66) at the sale price of only **\$14!**

#12930 13" + 3"



Exclusively for hosts through Convention:

MIXER ring

ONLY \$10

Hosts who say, "YES" to having their own Park Lane get-together can receive MIXER ring for only \$10! Retail \$80



Black & White is not a fashion trend... it's a fashion statement! When in doubt... choose B&W! It's classic, chic and always in style. (#12931, sz 6 - 10)

TORI watch

It's a watch, it's a bracelet, it's a Hostess FAV! Tori watch is extended WHILE QUANTITIES LAST. With a minimum \$250 net sales show, your hosts can purchase Tori watch at the discounted price of just \$19! #12813 (retail \$330)



Through Convention Hosts can receive 1, 2, 3 Host Gifts!

With a minimum \$250 net sales show:



One \$50 Host Gift for \$10

or for your special hosts...



THREE \$50 Host Gifts for \$30!

That's an extra \$150 in host credit for only \$30!



two \$50 Host Gifts for \$20

Use the \$50 Host Gifts to increase your paycheck:

- Offer your hosts \$50 in extra host credit for obtaining outside orders. One outside order = \$50 extra, two outside orders = \$100 extra and three outside orders = \$150 extra host credit!
- Challenge your host to get THREE bookings for you and you'll reward her with an extra \$50 in free credit PER BOOKING!

Now available for sale



Rows of aurora borealis crystals artfully arranged in a stretch-to-fit bracelet to adorn your wrist! Elsa bracelet is available for sale at the retail price of \$168. Item #12944

Submit a minimum of \$2,500 (n+n) personal sales in February

Here's just a little teaser...



February's RRC Level 3 reward will be revealed at Convention. Know this... removable parts and charms gives you multiple options for your neckline and wrist! This season's charming, must-have!



Elsa necklace and earrings is available for sale now at the retail price of \$198 (#12937 - necklace) and \$38 (#12945 - earrings)



RRich ewards

C L U B

JOIN the CLUB

Earn the rewards you so richly deserve with Park Lane's Rich Rewards Contest!

LEVEL 1 - \$250 FREE JEWELRY

Your choice of \$250 in free jewelry includes regular line items at full price, Hostess Only Collection at retail price and 3 Booking Gifts at retail price. Qualify by submitting personal sales of \$1,000 (n+n) processed within the first 2 commission dates of a calendar month.

LEVEL 2 - FREE CATALOGS

Park Lane will match the number of catalogs you purchase with the same number of FREE catalogs! For example, purchase 30 catalogs and you will receive a total of 60 catalogs. Qualify by submitting personal sales of \$1,500 (n+n) processed within the commission dates of an entire calendar month.

LEVEL 3 - FREE NEW JEWELRY

Each month, Park Lane will introduce a new ensemble of gorgeous, on-trend jewelry for sale to your customers and hostesses. YOU can be among the first to receive it for FREE! Qualify by submitting personal sales of \$2,500 (n+n) processed within the commission dates of an entire calendar month.

ALOHA necklace

is now available for sale to your hosts and clients! It's southwest inspired and city-chic at the same time. Say "Aloha" to being fashion forward! #12921 - \$162 measures 20" + 3"



PARADISE

necklace A beautiful blush color statement necklace embellished with champagne and mini clear crystals. \$124 #12929



Natalie necklace and earrings are now available for sale to your hosts and clients!



Medallions of Aurora Borealis crystals on a midnight blue elastic ribbon fashion a choker-style necklace or a tres chic headband. Wear solo for a boho statement or make NATALIE necklace the first layer when you add golden Verona or Chic necklaces. (30" - 60" stretched, Necklace #12940 Retail \$50 Earrings #12942 Retail \$28

Check the Rich Rewards Contest brochure for even MORE levels of awards that you can earn!



On Trend and On Sale!

With the introduction of every new jewelry line, several existing items are retired. Of course, retired items are still available but they will not be featured in the new spring 2017 catalog being revealed at convention in February.

Now is the perfect time to call clients to let them know that some of their favorite Park Lane items are being retired and are ON SALE!

Sample phone call:

"Hi Laurie, I know how much you LOVE your Park Lane jewelry... Park Lane just announced that select pieces are being retired and are on sale! You're on my list of VIP clients to call FIRST! Let's meet for coffee and I'll show you what's on sale."

"Hey Annie, since you're one of my best 2016 hosts, I'm calling you first to let you know about a new SALE that Park Lane just announced! There's Bling, men's items for Valentine's Day and even E! Line jewelry on sale! Did you want to meet for coffee OR just set up a get-together for you and a few friends?"

"Hi Terry, as one of my VIP clients, I have to let you know FIRST that Park Lane has lots on sale... even men's items – just in time for Valentine's Day! Plus, you can get the sale items at an additional 50% off with Park Lanes 2&4 customer sale. So, do you want to shop or PARTY!"



SALE OF THE SEASON



12599 - Oasis necklace
\$88 - **\$78**



12627 - Ace bracelet
\$54 - **\$42**



12628 - Helix bracelet
\$144 - **\$98**



12652 - Bavaria necklace
\$92 - **\$78 (black)**



12652 - Bavaria necklace
\$92 - **\$78 (blue)**



12752 - Gala necklace
\$128 - **\$98**



12783 - Thea necklace
\$94 - **\$78**



12788 - Kendall necklace
\$132 - **\$120**



12869 - Leo bracelet
\$54 - **\$26 (gold or silver)**



12876 - Terra earrings
\$48 - **\$36 (gold or silver)**



12665 - Live it up ring
\$68 - **\$50 (white)**



12665 - Live it up ring
\$68 - **\$50 (orange)**



12736 - Mulberry ring
\$80 - **\$68**



20023-Tribal Beauty nk
\$85 - **\$68**



20065- Angel City ring
\$78 - **\$48 (silver)**



20065- Angel City ring
\$78 - **\$48 (hematite)**



20065- Angel City ring
\$78 - **\$48**
(gold or rose gold)



20113 - Castaway nk
\$62 - **\$48**



20114 - Montana earrings
\$81 - **\$48**



12663 - Buckle up bracelet
\$64 - **\$48**
Specify orange, blue, pink, or khaki

Attn: Branch Directors

Area Level Promotion Special!

EXTENDED FOR JANUARY and FEBRUARY

Park Lane's first level of leadership is the Area position. It's halfway between Branch Director and Division Leader. For the next two months, Park Lane is offering a very special Area Promotion opportunity...

Branch Directors can use January and February to go from Branch to Area by doing HALF the Division qualifications!

QUALIFICATIONS: Average \$10,000 net sales (personal + group volume) during the commission dates in December and January (ONLY \$5,000 net per month!) and have 2 active Branch Directors! Branch Directors can begin 2017 as Area Leaders! PLUS, each be honored on Convention stage as newly promoted Area Leaders.

**Area Leader Perks:**

- 40% – 50% Commission
- 10% override on FDs
- 6% override on BDs
- Annual Bonus eligibility
- Same MCP qualifications as BDs

Through Convention, your new recruits have THREE kit options:

**\$129 KIT SALE
for recruits
US MARKET EXCLUSIVE!**

STANDARD KIT



Option #1: Purchase a standard kit for only \$129! The standard kit contains \$1,000 worth of jewelry and supplies! The \$129 payment covers the \$39 registration plus a reduced kit cost of only \$120. Paying \$129 upfront means your newest recruits will earn commission on their very first sales!

Option #2: Pay only the \$39 registration fee with ZERO OUT OF POCKET COST FOR A KIT! Commission will be withheld on the first \$600 in net sales to pay for the standard kit. The standard kit contains \$1,000 worth of jewelry and supplies!



PRESIDENTIAL KIT

Option #3: Purchase a Presidential Kit for \$500 and pay the \$39 registration fee. The Presidential Kit contains \$2,500 worth of jewelry and supplies! Paying \$539 upfront means your newest recruits will earn commission on their very first sales! PLUS contest credit will be earned on their \$500 investment.

CONVENTION RECOGNITION

Contest Dates: November 2, 2016 - February 1, 2017



\$3,500
Personal (n+n) Sales

2 Personal
Qualified Recruits



Crystal clear stones set in gleaming silver tone compliment every new Pantone color! Park Lane will be adorning you with this hottest new trend.

VIP LEVEL 1 \$7,500 Personal & 2 Personal, Qualified Recruits combined (n+n) sales



Mother of pearl brings iridescent beauty to Park Lane's new 2017 Host Only Collection and you can be the first to own this exquisite ensemble!

Created by nature in a range of neutral, luminous hues, mother of pearl adds a mysterious radiance to any skin tone. Whether in chic drop earrings or a vintage - inspired necklace, its distinctive shimmer lends a quiet elegance to fine jewelry.

VIP LEVEL 2

\$15,000 Personal & 3 Personal, Qualified Recruits combined (n+n) sales.

PRIVATE NEW LINE REVEAL

(Approx. 9:00 PM Thursday)

Immediately following the Executive Leader meeting, YOU will have the distinct honor to view the entire new line of jewelry in a private champagne reception.

Inside this private room you'll see the entire new jewelry line, artfully displayed with the newest palate of Pantone colors, jewelry combinations and display ideas that will rock your business in 2017!

Join the LeVins and celebrate your accomplishments and toast the exquisite new line!



Access to a private suite where you'll be the FIRST to view the entire new jewelry line!

What to do with all this new fabulous jewelry...

Take your presentation to the next level with Park Lane's new VIP Display Package.

Diamond white trays nestled in one carry-all logo case is perfect to reveal your jewelry capsules one at a time and always keeps your jewelry "presentation ready".

The logo tablecloth in updated pearl grey accentuates hematite, rose gold, gold and silver metals alike.



Park Lane's VIP Display Package will be presented to winners on Convention stage.

Levels are accumulative! Goal yourself to earn VIP Level 2 and you'll have earned:

- NEW Crystal Earrings , NEW Crystal Bracelet
- NEW Jewelry Line Private Reveal, NEW VIP Display Package
- Private Champagne reception with the LeVins in your honor
- PLUS all the paycheck perks that accompany your central team's growth!

Travel home with your VIP Display Package complete with Park Lane's newest Host Only ensemble and on-trend earrings and bracelet.

CONVENTION RECOGNITION

Contest Dates: November 2, 2016 - February 1, 2017

**TOP 50 GLOBAL
PERSONAL SALES PRODUCERS
RECEIVE THIS GOLDEN TOPAZ
SIGNATURE 2.0 BRACELET**



PERSONAL EXCELLENCE

**RECRUITING
Global**

Top 10 Countdown

Runners-up will receive a crystal trophy and a \$250 Park Lane Gift Card. #1 in personal recruiting will receive **\$500 cash!**



**SALES
Global**

Top 10 Countdown

Runners-up will receive a crystal trophy and a \$250 Park Lane Gift Card. #1 in personal sales will receive **\$500 cash!**



TEAM EXCELLENCE



USA: The TOP 5 leaders at every level will be honored with a crystal trophy on convention stage.

#1 at each level will also receive \$500 CASH!

International: The TOP 3 leaders at every level will be honored with a crystal trophy on convention stage.

#1 at each level will also receive \$500 CASH!

Global Superstar

One leader, at every level, will be recognized as the #1 Global Superstar and awarded a crystal globe trophy and **\$500 CASH!**





Attend Convention and master the skills necessary to be in the fast lane on your road to SUCCESS in 2017!

Convention Schedule - February, 2017

Times listed are approximate

CONVENTION AGENDA

Thursday

- 2:00 pm - 4:30 pm Leader Seminar - Division & above levels (Concord C)*
- 1:00 pm - 8:00 pm Welcome Packet pick-up & Sales Center Open (Concord A&B)
- 7:00 pm - 9:00 pm Executive Leader Meeting (Conocrd C)*
- 9:00 pm - 10:00 pm Private VIP Jewelry Reveal & Champagne Reception (Concord A&B)

Friday

- 9:30 am - 11:30 am General Session Training (Paris Ballroom)*
Effective Social Media, Fundraisers, Tech Enhancements
- 11:30 am - Noon New Jewelry Launch (Paris Ballroom)
- Noon - 5:00 pm Sales Center Open (Concord A&B)
Pre-ordered supply & jewelry pick-up
- Noon - 2:00 pm Break
- 2:00 pm - 4:30 pm General Session Training (Paris Ballroom)*
Fashion, Style & Image Seminar, Live Show Demo
- 7:00 pm Hollywood Theme Night (Paris Ballroom)
Awards, Drawings & Recognition

Saturday

- 9:00 am - 5:00 pm Sales Center Open (Concord A&B)
- 9:30 am - Noon General Session Training (Paris Ballroom)*
Multiple ways to Book, Events, Success tips
- 10:00 am - 11:30 am Significant Other & Spouse Meeting (Concord C)
- Noon - 2:00pm Break
- 2:00 pm - 4:30 pm General Session Training (Paris Ballroom)*
Team Building, Q & A, See actual Role Play Scenarios
- TBA Awards Banquet (Paris Ballroom)
Dinner, Awards, Drawings & Recognition

TWO BUSINESS BUILDING TOOLS FOR DIRECTORS!



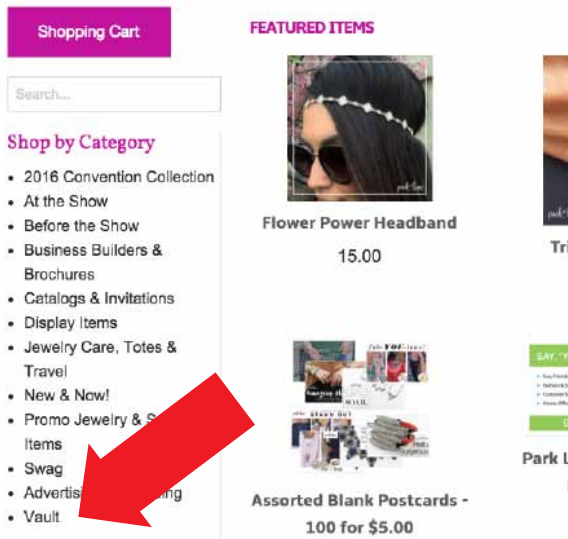
1 While Park Lane's Five-Star Host Rewards are the BEST in the industry, there are times when you need just a little something EXTRA to seal the deal.

Retired jewelry, limited edition contest items and seasonal treasures are now available at DEEPLY DISCOUNTED prices for your INCENTIVE use!

- Need a tangible, NOW tool to secure that booking date?
- Want to offer spectacular drawing items at your vendor event?
- Need prizes for your top fundraiser sales?

Park Lane's got that covered! Directors can now CHOOSE the incentive items that best fits their use. The crystal incentive bracelets are still available and are the most economical choice but Home Office has received a multitude of field requests for incentive jewelry that has more of a "WOW"... more of a "YES" factor especially for BOOKINGS and EVENTS.

Look for the new VAULT in the Supply Cart section of the Field Interface. (Only \$6.50 for standard shipping!)



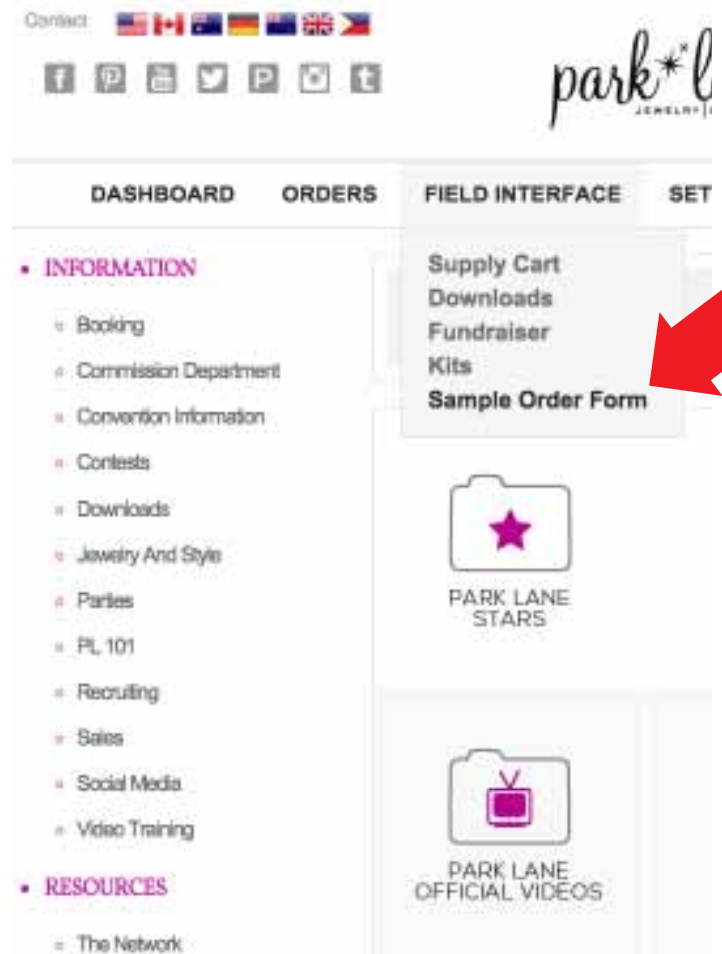
2 For decades, Park Lane has offered current line jewelry items to active Directors at a 60% discount. We still have this option available but now, you'll be able to submit your sample order online.

Directors can select:

- Current line items @ 60% off
- Hostess Only items @ the Hostess discounted price
- 3-Booking rings at the sample price of only \$30 each

The very best way to obtain jewelry samples is to earn them for FREE with Park Lane's RRC Contest. Purchasing samples is simply an added offer for when you just gotta' have MORE and gotta' have it NOW!

Field Interface...





ASK CRYSTAL

Dear Crystal,

I'm so excited to be going to Las Vegas for Park Lane Jewelry's convention! It's my first time attending and I just have so many questions!

- a. What is the dress code?**
- b. Where do I go for the convention?**
- c. Where do I get information about the weekend?**

Sincerely,

Joan from Idaho

Dear Joan,

Great questions! We are so excited that you will be attending your very first Park Lane convention! You are going to have a wonderful time at all of the seminars and events that Park Lane has been planning!

a. The dress code is business casual for all of the seminars. On Friday night, we have our Hollywood Glam theme where you can dress like your favorite celebrity or character! On Saturday night, we have a fabulous gala that is cocktail attire.

b. Our convention is in the convention center of the Paris Hotel. There you will find all of the meeting rooms you will be in.

c. When you get to convention, you want to go to the Convention center of the hotel and follow the signs for the Sales Center. In the Sales Center you will find our registration where you can pick up your packet of information for the weekend. In your packet, you will find your name badge, drawing ticket, a map of the hotel and meeting rooms, along with all of the convention information you will need!

We hope you have the most fabulous experience! We can't wait to see all of your pictures too! Remember to #parklanejewelry and #PLLV on all of your posts!

USA OPPORTUNITY CALL

Everyone knows someone who they would love to bring into Park Lane. Perhaps they've heard you rave about how great the Company is and how much you LOVE what you do. Maybe you've already suggested that they come on board and give it a try, but so far, they haven't joined you. Maybe, if they heard the Park Lane story from someone ELSE, that might be just what it takes.... HERE IS YOUR OPPORTUNITY!

Join us for our Monthly Opportunity Call. Invite your recruit prospects to call in and listen to an enthusiastic 17 minute explanation of the Park Lane opportunity. After the presentation, your prospects will be able to ask questions. They will be instructed on how to sign-up and follow through with the person (you) who invited them to participate in the call. (The Opportunity call is LIVE and is not recorded.)

**USA Opportunity Call/Webinar:
Monday, February 6th, 2017
9 PM EST, 8 PM CST, 7 PM MST, 6 PM PST
arkadinoneplace-nh.adobeconnect.com/plnews**

**CONFERENCE CALL DIAL-IN Number(s):
Toll free access number: 1-888-407-5039
Participant pin code: 75555045#**

