

# Goodland woman a Mary Kay national sales director

**By Sharon Corcoran**  
*The Goodland Star-News*  
A former Goodlandite has achieved the status of Mary Kay independent national sales director. Of more than 950,000 independent beauty consultants worldwide who own their own Mary Kay businesses, only 300 have reached the level of national sales director in the company's 40-year history. One of them is Diana Heble, formerly of Goodland, now of Lawrence. Heble said she began as a consultant when she was a newlywed in 1973 and continued for 25 years in Goodland. She became a national sales director last June and moved to Lawrence in September to be closer to her son and to an airport where her daughter can fly in. Milton and Darlene Walter of

Kanorado are her parents. She and her husband Alleyn have two children, Autumn Renee Heble, 26, of Alexandria, Va., and Tanner Ryan Heble, 24, of Topeka. A u t u m n graduated from Fort Hays State University with a communications degree, and Tanner is attending Washburn Law School. Heble said her children have achieved a measure of success, and Mary Kay has a lot to do with that. The money she has earned has paid for their education, and the job allowed her to be at home to raise them.



Diana Heble



Alleyn Heble

"My passion with Mary Kay," she said, "has been to stay at home with my children rather than to go to work certain hours." And the business has supported her family for the past 15 years. Heble said Alleyn quit farming 15 years ago and the two of them have worked in the business together since. Mary Kay has provided a lifestyle for the family. "A career in direct sales is very rewarding because you are paid what you are worth," Heble said. "I'm proud that I can pass the value of being your own boss and the

power of a strong work ethic on to my children." And the job has had other benefits. Heble said she has earned 10 pink Cadillacs during her years as a sales director. To qualify, Heble said, a sales director has to have about \$96,000 sales for two quarters. National sales directors don't have to qualify, she said. Heble said she and Alleyn have traveled all over the world at Mary Kay's expense. She said they have been to 16 foreign countries and will be taking a cruise starting in Rome and traveling around Italy in May. To qualify for the top director trips, she said, her unit had to sell at least \$650,000 worth of beauty products. As a national sales director, she said, it's just a perk.

"It has been a very exciting part of my career," Heble said, "working very hard to receive these experiences." Heble said she had the No. 1 unit in Kansas for six years. A unit has to have at least 30 beauty consultants in it, she said. A director has to have at least 18 units of 30 consultants in order to be considered for national sales director. Mary Kay's president of global sales and marketing, Tom Whatley, said Heble earned the position with her extraordinary skills and hard work. A national sales director, Heble said, trains consultants and works with directors to train their consultants. Heble said she has 36 directors and close to 1,500 consultants in her area. She said she has helped them to earn cars and become directors.

Heble said her aunt suggested she become a Mary Kay consultant and she still has clients in Goodland, sells products and continues to look for consultants in the area. Mary Kay is a good company for women to work for, she said, and its marketing plan is taught at Harvard School of Business and others. Mary Kay is a Fortune 500 company and has been listed among the top 100 companies to work for in the United States five times, she said, and in the top 10 for women to work for. Mary Kay, one of the largest direct sellers of skin care and color cosmetics in the world, achieved its fourth consecutive year of record results in 2002, reaching nearly \$1.6 billion in wholesale sales. It was founded in 1963.

## Students win Hansen scholarships

Three Goodland students and 13 from nearby schools are among 178 high school seniors from 68 northwest Kansas schools chosen by the Dane G. Hansen Foundation in its annual scholarship competition. In addition to three winners from Goodland, seven were from Sharon Springs, one from Brewster, two from St. Francis and three from Bird City.



Jolly



Topliff



Schwasinger

Amanda Jolly and Tiffany Schwasinger, Goodland High seniors, each received a \$3,000 scholarship which may be renewed for one year. Josh Topliff, also of Goodland, won a \$2,000 scholarship.

Stephanie Snyder, Cheylin High School; Heidi Rohweder, St. Francis High School; and JoAnna Klinge and Sara Mettlen, Wallace County High School, won \$2,000 scholarships. Students interested in vocational training received \$1,500 scholarships. Among them were Matthew Wilson and Jill Zumbahlen, Cheylin High School; Brian Draper, St. Francis; Tyson Dixon, Brewster; and Elizabeth Bussen, Lindsay Fixsen, Brock Heyl, Renee Rains and Justin Schemm, Wallace County High School.

## Farm/city banquet will be Saturday

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Dave Lang, a humorous motivational speaker and magician, will entertain the crowd. Following the dinner and an awards presentation, there will be a dance with Heartland providing the music. The Agri-Business person of the year will be presented by last year's winner, Gordon Colip. The award is

given to a Sherman County citizen who exemplifies the spirit and feeling of enthusiasm for the quality of life in the county. Winners over the years have been Bill Gray and Bill Shaw Davis, 1992; Jesse Craft, 1993; Larry Morgan, 1994; John Golden, 1995; Dale Stephens, 1996; R.A. True, 1998; Ken Palmgren, 1999; Dick Short, 2000; and Ralph Duell, 2001. Corporate sponsors for this

year's banquet are Aquila and Kyle Railroad. The program is also sponsored by Sherman County Farm Bureau, Sherman County Extension Council and the Chamber. Members of the committee are Dale Stephens, Karen Duell, Nancy Kear, Dana Belshe, Kris Armatys, Simmons, Brooke Draper, Jeff Deeds, Linda Charron, Andy House and Tim Rath.

## Sherman County donors help K-State

Kansas State University alumni and friends from Sherman County helped the world's largest all-volunteer telephone campaign for higher education raise \$1,403,303 up two and a half percent from the 2002 pledge total. There were 28 pledges from Sherman County, totaling \$1,965. K-State's Telefund, coordinated by the KSU Foundation, has set records for pledges, participation, or both, for 24 consecutive years. "Considering the economic and geo-political challenges facing our nation, the success of Telefund 2003 is absolutely amazing," said Gordon Dowell, director of annual giving and Telefund. "The pledge and participation totals speak volumes about alumni pride, student leadership and generous support from the business community." Telefund 2003 at the university reached the \$1.4 million total through 21,221 pledges. The 2003

pledge total is \$34,650 above the previous record set during Telefund 2002. Telefund 1980 raised about \$135,000. Telefund first topped \$1 million in 1998 and ranks among the nation's elite collegiate telephone campaigns. Telefund 2003 also received \$35,374 in pledges to the Parents Telefund Scholarship Program, which randomly awards \$250 scholarships to Telefund student callers. Alumni, friends and businesses donated more than \$60,000 in prizes to encourage and recognize callers, including a Nissan Frontier King Cab pickup truck provided by the Wichita Area Big wheels. Additionally, corporate matching gifts generated by Telefund could total \$250,000. Christine Chalender of Manhattan made a \$10,000 gift to Telefund to endow a scholarship honoring her late husband, Bob, who passed

away in December. Chalender, formerly of Hays, decided to make the gift through Telefund when she learned the overall pledge total, based on calls that ended Feb. 24, was about \$7,000 below the goal. She is a former Telefund leader with the college of Human Ecology. During the 24-day calling marathon, 1,660 volunteer student callers representing all nine academic colleges received pledges from all 105 Kansas counties, all 50 states, Canada and Puerto Rico. K-State ranks No. 1 in the Big 12 Conference and No. 4 nationally among similar colleges and universities based on the percentage of alumni support. Telefund is a key to the 25 percent participation rate. The KSU Foundation Annual Giving Department coordinates Telefund to provide scholarships and educational benefits for all nine colleges.

## Navy band to perform tonight in Colby

**By Tom (TD) Dreiling**  
*Colby Free Press*  
When the United States Navy Band performs in Colby tonight, it will be under the baton of Commander Ralph M. Gambone, who, in April 2001, was inducted into the prestigious American Bandmasters Association, the professional association of master conductors and musicians. The concert will be held in the Colby Community Building at 7:30

p.m. Although free, admittance is by ticket and these can be secured from Pat Ziegelmeier at Colby Community College. Ziegelmeier is executive director of the Western Plains Arts Association. The association joined with the *Colby Free Press* in sponsoring the band's appearance. Ticket holders are asked to be seated no later than 7:15 p.m. If there is room available after seating, those without tickets will be admitted.

Commander Gambone is a native of Annapolis, Md., and enlisted in the Navy in 1969 after receiving his bachelor's degree in music from Towson State University (Maryland). He was first assigned to the U.S. Naval Academy in Annapolis as a clarinet instrumentalist, and also served as conductor of the Midshipman Stage and Concert Bands. While there he earned a master's degree in music from Catholic University in Washington, D.C.

## Flowers announce spring's arrival



Spring "officially" arrived Friday afternoon with the vernal equinox, the point in the earth's orbit where day and night are the same length. One of the first signs of spring is the arrival of the jonquils, which can be seen dotting lawns across the city. These were in the front lawn of Judy Helm, 603 Arcade, and she had both the traditional yellow flowers and some that were white with yellow centers. The National Weather Service office is predicting a 30 percent chance of spring showers late tonight. There is another chance for rain on Thursday possibly changing to un-spring-like snow, and more rain or snow through Friday morning.

Photos Tom Betz / The Goodland Star-News



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