It’s a Celebration

Last week, the Rodan + Fields® Corporate Team toasted a fantastic year at our annual holiday party. With record-breaking success in 2012, incredible growth and many exciting announcements to come at Convention 2013, we certainly had a lot to celebrate.
As 2012 comes to a close, how are you celebrating your team's accomplishments? Here's how Level V Executive Consultant Holly Reed is recognizing her team's efforts:

"I'm hosting a team dinner to recognize individuals and the group as a whole, and forecast our 2013 business. To recognize my out-of-state team members, I'll be sending a hand-written letter of recognition and gratitude."

-Holly Reed
Level V Executive Consultant

As Consultants across the country are recognizing their own business partners, let's take a moment to recognize our top leaders who are paving the way to Convention with their business-building efforts:

**New Drivers on the Road to RF³**
Our Starfire Pearl Lexus fleet continues to grow with two new drivers on the Road to RF³. A huge congratulations to our newest Lexus achievers:

Jeanie Berna  
Susan and Eddie Montgomery
Use your Road to RF³ KPIs in the Pulse Performance tab to track your progress toward your own Lexus, compliments of R+F. Click here for details.

**November Promotions**
Join us in celebrating the Consultants who promoted their Titles last month:

**New Level V Executive Consultants**
Jennifer Adler, Deanna Davenport, Angela Giddens, Liz Jorgenson and Cynthia Sagarese.

**New Level IV Executive Consultants**
Leslie Bishop, Holly Brewer, Annie Enriquez, Gretta Holder, Tammy Johnson, Dame McDonough, Tricia McGuire, Renee Olson, Jennifer Parsons, Karen Rector, Michelle Schultz, Paula Schumacher, Mary Beth Silbernagel, Lisa Stirling and Lauren Tenney.

**New Level III Executive Consultants**
Alane Azzone, Katie Billingsley, Jill Carpenter, Peggy Carroll, Lauren Caston, Melissa Darnell, Brenda Deloach, Maidsha Dible, Cindy Everist-Burgess, Hannah Fisher, Pam Groue, Lynette Guinn, Ryndee Hamilton, Lynne Harris, Jaynie Harrison, Keri and Vernon Henry, Danielle Hosker, Ashlee Hovespian, Amy Jarratt, Lee Ann Larkan, Kara Loader, Denise Nichols, Melanie O'Malley, Jennifer Parrish, Debbie Pierce, Nicole Rollins, Deena Russell, Susan
Santaniello, Debi Sims, Joan Sixkiller, Lee Stalvey, Maria Starrs, Amelie Storment, Rebekah Thomas, Allyson Vogel, Raymond Weinshenker and Courtney Yount.

iStart Achievers
We are excited to recognize our newest Consultants who have started their R+F businesses strong, each earning a new iPad and unlocking their first Doctor Up keys.

Meet our November iStart Achievers

Encourage your new Consultants to run for the iStart Program. In addition to receiving an iPad and unlocking a Doctor Up key, as an added bonus, you, the Sponsor, will also receive a $250 Team Advancement Award via our Fast Start Program and one Doctor Up key. Click here for a flyer to spread the word.

Fast Start Leader Board
The Fast Start Program rewards new R+F Consultants and the leaders who help them reach Level II EC status. Please join us as we celebrate our November Fast Start Leaders:
**Team Building Leaders:**
Henry Arrowood, Deena Bailey, Shannon Burke, Jill Carpenter, Jodi and Howard Fidler, Katie Jefcoat, Tammy Johnson, Kristin Korn, Marie Li, Michele Megas, Julie Olson, Casey Roth, Donna Smith and Lea Anne Wiles.

**Team Advancement Leaders:**
Cindy Barker, Leigh and Brent Barnes, and Ali and David Box.
[Click here](#) for more details on our Fast Start Program.

**Doctor Up Leader Board**
This month, seven more leaders will be packing their bags for a 5-day, all expenses paid trip to Las Ventanas Al Paraiso Resort in Cabo San Lucas, Mexico. Congratulations to Michelle Armstrong, Bridget and Arnie Cavanaugh, Elizabeth Guess, Shanna Higginbotham, Marie Machesko and Jeannine O'Leary, Peggy Pearson and Jessica Zuroff, for each achieving at least 12 Doctor Up keys, and unlocking this incredible award.
Las Ventanas Al Paraiso Resort

With less than one month left to earn Doctor Up keys, the race is on. Congratulations to the following Consultants who top this month's Leader Board:

**Fast Start Leaders**
Hailey Albers, Michele Armstrong, Barbie Bassett, Mary Ann Benedetti, Kirsten Braden, Sara Cavallaro, Bridget and Arnie Cavanaugh, Candice Fioranelli, Kacy Forest, Elizabeth Guess, Britney Harper, Shanna Higginbotham, Craig Hom, Cheri and John LeRoy, Bridgette
Loughnane, Marie Machesko and Jeannine O'Leary, Jennifer McKay, Maura Nelson, Karen O'Hollaren, Peggy Pearson, Annjill and Matthew Redaja, Sarah Robbins, Mary Beth Silbernagel, Starboyz Inc., Natalie Wilks and Jessica Zuroff.

Start the conversation today as you work toward unlocking even more Doctor Up keys and the incredible rewards that await:

![Doctor Up Keys](image-url)
Click here for a flyer to help you spread the word.

**Holiday Hours**

Rodan + Fields Corporate Offices, including Sales Support, Elite Services, PC Perks and the RF Connection, will be closed in observance of the Christmas holiday on Monday, December 24, and Tuesday, December 25. If you have an emergency during this time, please e-mail priorityservices@rodanandfields.com; this mailbox is continuously monitored during off-hours. Regular business hours will resume on Wednesday, December 26 at 6 a.m. PST.

**Recognition Countdown - Say it Out Loud**

With 15 days left in December, there are just over two
weeks to meet your 2012 recognition goals. Increase your likelihood of achieving these goals by sharing them. Studies show that publicly declaring a goal increases your chances of making it happen. Reach out to your Sponsor or share your goals on our IRF Facebook page. Then, create a plan of action and get to work.

Click here for the Convention Recognition Roadmap to help you stay on course. Now is also the time to double your efforts to join us on the Spring 2013 Level V Arrival Trip to California Wine Country and San Francisco and our 2013 Elite V Trip to Maui.

A lot can happen in two weeks. We look forward to celebrating your accomplishments in Dallas.

'Tis the Season for PerSKINality

Continue to put this powerful tool of engagement to work for you as you close the year strong and make the most of your holidays. Here are three suggestions to get you started:

1. Add some PerSKINality to your holiday event. Host a holiday open house with a PerSKINality
2. theme. Promote your event with our PerSKINality invitation and use our PerSKINality Business Pack to set the stage. Offer guests the ability to create a "wish list" you can e-mail to their significant others.

3. Don't leave home without your iPad. Holiday gatherings help us reconnect with people we haven't seen recently. They'll want to know what you're doing to look so great, and you'll have the tools to show them with our PerSKINality App, available for the iPad and iPhone.

4. Share your own PerSKINality via your PWS on Facebook and let the power of social networking generate leads for you as your post goes viral.

PerSKINality is the perfect way to share Rodan + Fields with others this holiday season. Put this limited-time engagement tool to work for you and watch your list of leads grow. Here's how Executive Consultant Lucille Dyer, our November PerSKINality Leader, is putting this tool to work for her business:

"PerSKINality is a marvelous way to engage conversation, and a 'landing place' for prospects to find out more about Rodan + Fields. I email prospects invitations to try PerSKINality on my .com PWS. It has sparked quite a lot of dialogue, as well as several new PC's for the month - and a few of those are considering the business."
-Lucille Dyer  
Executive Consultant

For more details on PerSKINality, check out the User Guide, Demo and Support Tools that are available in your Pulse Biz Dev Library.

**Convention 2013**

**Keynote Speaker Announced**

We are delighted to announce that Alison Levine will be the keynote speaker at our Convention 2013 Business General Session. Team Captain of the First American Women’s Everest Expedition, Alison has survived subzero temperatures, hurricane-force winds, sudden avalanches and a career on Wall Street. If you haven’t already, be sure to register today to hear Alison talk about "PEAKonomics: Success Strategies from the 7 Summits," to hear her unique perspective on leadership, teamwork, innovation and much more.

**Additional Rooms Available**

Rooms at the Sheraton Dallas are currently sold out; however, we have overflow hotel rooms available at the Crowne Plaza Dallas Downtown for a negotiated rate of $179.00 per night. Click here to book your room today.

**NEW 2D Barcode Functionality on the RF Mall**
When adding a 2D barcode to your business card, you can now choose whether your barcode links to your contact information or a website of your choosing. To order your 2D barcode business cards today, simply select any of the one-sided business card designs, add the 2D barcode customization and select if you would like to share your contact information or website URL. 

Click here to place your order today.

**PFC Foundation**

**PFC Holiday Party**
This week, your Rodan + Fields Corporate Team hosted the annual Prescription for Change™ Foundation Holiday Party for the families at the Salvation Army Harbor House in San Francisco, California.
Click here for more photos from this great event, and support the PFC Foundation by adding a $1 PFC Donation to your CRP cart today. As a reminder, at Convention 2013 we will be recognizing all Gold Sponsors who have donated more than $100 to the PFC Foundation from January 1, 2012 - December 31, 2012.

**Salvation Army Bell Ringing**

We continue to be inspired by the level of commitment to giving back this holiday season. For those interested in joining the fun and organizing a bell ringing event, there's still time: Simply visit [www.salvationarmyusa.org](http://www.salvationarmyusa.org) and enter your zip code in the upper right corner to contact your local Salvation Army center and schedule your event. Once your event is scheduled, e-mail pfcfoundation@rodanandfields.com with the date, time and location so we can promote your event in the *Insider Scoop.*
For those in the Fargo, North Dakota area, please join fellow R+F Consultants at the Sun Mart grocery store on December 17. For details contact Tracy Cater: tracycater@aol.com.

For those in the Eustis, Florida area, please join your extended R+F family at the Publix on Route 19 on December 22. For details contact Julia Sammons: nu-u-now@hotmail.com.

Click here to view photos from bell ringing events across the country.

Join the Conversation on the iRF Facebook Page for a Chance to Win

Thank you to everyone who shared team coaching strategies on the iRF Facebook page. Our winner from this week’s contest is Level V Executive Consultant, Jessica Zuroff.

Jessica Zuroff Lots of praise and encouragement on our group fb page, through texts, emails, and little ‘well done’ notes in the mail. I check in with them regularly, do training calls, hold group bbqs, offer small/fun incentives and help wherever I can. I also share my not so great days with them too, so they know that we all have them! I work hard throughout the whole month and attend all events and trainings and encourage them to join me. I ❤️ my team!

December 10 at 6:49pm via mobile ‘ like

This week, we'd love to hear how you're recognizing and celebrating your team this season. Share your plan with us on the iRF Facebook page for a chance to win a $50.00 iTunes gift card next week.
In the News

Our ANTI-AGE Age Shield Hand Balm SPF 30 was featured on Vogue.com as one of "The Best Creams for Dry Winter Skin." Click here to read the full article.

Skinpact

Whether you're gearing up for Chanukah, Christmas, Kwanza or even "Festivus," the holidays are jam-packed with enough stress and excitement to make for quite the skinpact. Tune in to the latest webisode of Skinpact News, "Festivus," to hear from Dr. Katie Rodan and Dr. Kathy Fields on what the holidays mean for your skin, along with tips for coming out on top come January 1. Click here to watch now.

RF Connection - Solution Tool

Everyone's skin is unique, so it's crucial to start Customers on the right regimen to suit their individual needs. The Solution Tool is your answer for Customers who have a specific skin condition in mind that they want to address, offering them the ability to self-select their skin concern and receive a corresponding product recommendation from the Doctors ... no appointment necessary.
Putting this tool to great use is Executive Consultant Cookie Parker, whom we're excited to recognize as this month's Solution Tool Leader. Here's a look at how Cookie is using the Solution Tool to help her build:

"The Solution Tool has been such a great way for me and my team to garner interest. We set up a booth at a women's holiday expo and had our iPads loaded with the Solution Tool. Everyone that came by was so curious and excited to try it. I now have a great list of contacts that are looking forward to becoming my new PCs and Consultants!"

-Cookie Parker
Executive Consultant
As our Solution Tool Leader, Cookie will be receiving a $25 Amazon gift card. Check out next month's Insider Scoop for the Solution Tool Leader who has the most e-mailed recommendations.

**Event Spotlight**
As you grow your team, put the power of the R+F network to work for you by plugging in to one of our many corporate events. Below you will find a snapshot of upcoming events; click here for a complete list of upcoming Rodan + Fields events, including Business Presentations, Lexus Celebrations and much more.

**Cycle of Success Training Part 1 Jackson, MS**  
Saturday, January 5, 2013  
For details and to RSVP visit  
[http://meimississippi.eventbrite.com](http://meimississippi.eventbrite.com)  
[Click here](#) for the flyer

**Groundswell Series Part 1 Boise, ID**  
Saturday, January 12, 2013  
For details and to RSVP visit  
[http://groundswellboise.eventbrite.com](http://groundswellboise.eventbrite.com)  
[Click here](#) for the flyer

**Cycle of Success Training Part 1 Little Rock, AR**  
Saturday, January 12, 2013  
For details and to RSVP visit  
[http://meiarkansas.eventbrite.com](http://meiarkansas.eventbrite.com)  
[Click here](#) for the flyer

**go BiG Convention 2013**  
Thursday, February 7 - Saturday, February 9, 2013  
For details and to register, visit  
[Click here](#) for the flyer
Groundswell Series Part 2 Boise, ID  
Saturday, February 23, 2013  
For details and to RSVP visit  
http://groundswellboise.eventbrite.com  
Click here for the flyer

Cycle of Success Training Part 2 Little Rock, AR  
Saturday, March 2, 2013  
For details and to RSVP visit  
http://meiarkansas.eventbrite.com  
Click here for the flyer

Cycle of Success Training Part 2 Jackson, MS  
Saturday, March 2, 2013  
For details and to RSVP visit  
http://meimississippi.eventbrite.com  
Click here for the flyer

Market Expansion Celebration Little Rock, AR  
Friday, April 12, 2013  
For details and to RSVP visit  
http://meiarkansas.eventbrite.com  
Click here for the flyer

Market Expansion Celebration Jackson, MS  
Saturday, April 13, 2013  
For details and to RSVP visit  
http://meimississippi.eventbrite.com  
Click here for the flyer
Thank you for reading this week’s edition of the *Insider Scoop*. Have a great week.

Sincerely,

Your Rodan + Fields Home Office Team

Prescription for Change™

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