

JEWELS BY  
*Park Lane*

*RUE  
ROYALE  
COLLECTION*



CONVENTION AWARDS & RECOGNITION  
12 • 2 • 2009 - 2 • 10 • 2010



[www.jewelsbyparklane.com](http://www.jewelsbyparklane.com)



## TOP 50 PERSONAL SALES COUNTDOWN

Company-wide, the top fifty personal sales producers will be recognized on convention stage and awarded this stunning CZ bracelet.

All fifty will be entered in a drawing for a...  
**\$500 cash award!**



### TOP FIVE NATIONAL SALES PRODUCERS

Our top 5 personal sales producers will be honored on convention stage. Runner-ups will receive a crystal tower trophy. The number one personal sales producer will be presented with a bouquet of roses, awarded a crystal trophy, and crowned QUEEN / KING OF SALES.



## Personal Sales & Recruiting Award

Exclusively designed and created for  
Convention Recognition - RUE ROYALE COLLECTION



#### LEVEL 1

\$2,000 personal sales + TWO Recruits  
receive the Rue Royale earrings

#### LEVEL 2

\$4,000 personal sales + TWO Recruits  
receive the Rue Royale Bracelet & Earrings

#### LEVEL 3

\$6,000 personal sales + TWO Recruits  
receive the Rue Royale Ensemble

Net and non-commissionable sales count  
toward your personal sales qualification.  
Recruits must start & submit a minimum of  
\$500 net sales during the contest dates.

## Personal Recruiting

Share the Park Lane  
opportunity with **ONE  
new recruit** (\$500 net  
sales) and receive this  
gorgeous Rue Royale  
CZ ring.



### TOP TEN COUNTDOWN

Our top 10 personal recruiters will be honored on convention stage. Runner-ups will receive a crystal tower trophy. The number one personal recruiter will be presented with a bouquet of roses, awarded a crystal trophy, and crowned QUEEN / KING OF RECRUITING.



#1 Recruiter



Runner-ups

Minimum of four (4) personal recruits required to compete for placement as a finalist. Sales of new recruits will break a tie.

## \$500 DRAWING

The names of the top ten personal  
recruiters will be entered in a drawing  
for a \$500 cash award!

## Founder's Excellence Awards



1st Place  
Founder's Excellence Award



Runner-up  
Founder's Excellence Award

### **GROUP RECRUITING & SALES**

At each management level, the top five organizations in group sales & recruiting will receive the Founder's Excellence Award. This sparkling glass trophy, crowned with a dazzling crystal diamond, will forever commemorate your teams achievement.

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#### **Management level competition:**

Branch, Region/Area, Division,  
Senior Division, Sales Vice-President,  
and Company Vice-President.

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The top three Company Vice Presidents and the top Executive Company Vice-President will be awarded a trophy for group sales and group recruiting achievement.

## Leadership Goal

Every manager that meets their assigned group goal will receive this exquisite Swarovski leather watch to commemorate their achievement. Enroll your team members in the mission to meet the challenge and reach your group goal.



- For the purpose of all Convention recruiting awards described in this brochure, a recruit must start and submit a minimum of \$500 net sales within the convention competition time frame. EXCEPTION: Dinner Reception contest recruits must have \$1,000 within their first five weeks or by 02/04/09 whichever comes first.
- A sub-manager cannot account for more than 50% of an upline group goal.
- Meeting the Company's minimum expectation for group production is required to be considered for recognition.
- Qualifier(s) must be active, exclusively representing Jewels by Park Lane, and fulfill the obligations of their position. If it is subsequently determined that a prize recipient was not eligible, then such recipient shall reimburse the company for the value of such prize, plus ten percent (10%) to cover the company's expenses.

**Jewels by Park Lane's 2010 Spring Convention • The Paris Resort – Las Vegas  
February 19th and 20th, 2010**



The lights on The Strip will experience a "power surge" when Park Lane representatives arrive in Las Vegas for our Spring 2010 Convention! The energy and excitement that ensues when Park Lane Conventioneers hit town is anticipated, but it promises to be especially powerful THIS time! Las Vegas is the Entertainment Capital of the World! Try to arrive early and bring your spouse or significant other; make it a memorable vacation wrapped around a magical Convention weekend. Whether you want to dine, dance, tour, casino-hop, or shop-'til-you-drop, this amazing city has it all! While you are in town, take in a world-class show, party at a star-studded club, or dine at a world-renowned restaurant; it's all here and waiting for you to enjoy! Then it's on to experience the wonders of a Park Lane Convention! Kick it off officially on Friday evening at "THE GOLD PARTY"! Fun, friends, fashion and more await you as you soar through the moments of Convention weekend and "Discover the Possibilities" in Park Lane!

**Be Prepared and Primed for Success!**

Convention will EXCEED your expectations. You can expect to be delighted and dazzled by the stunning new jewelry and interested to view different and varied ways to wear it. You can expect to be inspired and motivated by all you learn and excited about taking those ideas home with you and putting them into play. After attending Convention, you will be armed with the tools you need to help you build a super-successful business. Our presenters are all proven achievers; they walk the walk and talk the talk. You will hear from the very best of the best!



**Nancy Summers**  
National Director



**Awards Galore!**

In addition to all you will see and hear, keep in mind all you can GET! Yes, Park Lane has an incredible package of give-aways, awards, drawing gifts, prizes and surprises in store for Convention attendees. This Convention's drawing prizes are multiple and many, and even include genuine gemstone and diamond rings!

**Start Your Engines!**

As if diamonds aren't enough, how does a NEW CAR sound? At the 2010 Spring Convention you will receive one chance for every personal qualified (\$1,000) recruit for a brand new Chevy Camaro. You must be in attendance to win! When your name is drawn, if your new recruit is present then he / she will also win a 2010 Chevy Camaro. So we may give as many as TWO 2010 Chevy Camaros away!

**Join us at Convention and drive away a winner!**



**2010 CHEVY CAMARO**



**Bill & Giuliana Rancic**  
Spokespersons for the Starlight Children's Foundation Bracelet campaign

**Celebrity Guests!**

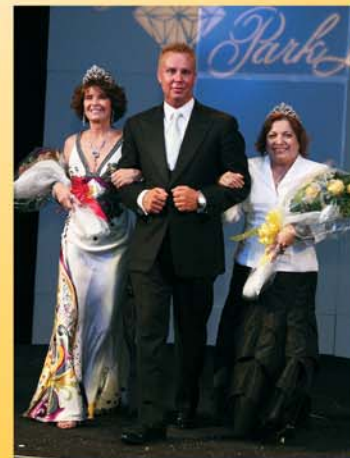
Park Lane is delighted to announce that two outstanding guest celebrities who share our vision and passion for Starlight Children's Foundation will attend, and speak at, our Convention. Bill Rancic, successful entrepreneur, reality TV star and the winner of television's The Apprentice-Season One, is an avid supporter of Starlight, as is his wife, Giuliana. A television star in her own right, Giuliana is the co-host of E!-News.

**Convention Recognition**

Experience what it feels like to be winner! Hear your name called, and soar to convention stage to receive your award! Everyone who meets the challenge in sales and/or in recruiting is deemed a winner and receives the respective prize. This Convention prize package is incredible! Review the gorgeous Rue Royale awards that are being offered exclusively for this, Park Lane's 2010 Spring Convention, and make it your mission to earn every item!

**The Race Is On!**

Beginning on December 2nd, the slate is wiped clean and everyone has an equal opportunity to take a top spot in personal and/or group performance. Compete with fellow Park Laners and leaders in your peer category as all vie for a place among the "BEST of the BEST". The competition contest dates are business processed December 2nd, 2009 through February 10, 2010. May the best woman/man win!



From left to right: **Shirley Ellwein** (Aug. 2009 Star of Sales) • **Scott LeVin** (CEO) • **Juanita Garcia** (Aug. 2009 Star of Recruiting)

**CONVENTION HIGHLIGHTS**