



2024–2025 Event-Year Award Winners

We're incredibly proud to recognize all 2024–2025 event-year award winners. Congratulations! You led with your heart and soul this year, and that alone is worthy of recognition. We celebrate you and your noteworthy accomplishments and success!

Cherish this moment—the way we cherish having you as a bright and brilliant member of our Chalk Couture family.

Note: All ChalkCon awards are based on the Chalk Couture event year, which runs June 1 to May 31. To be eligible for recognition, winners must attend ChalkCon 2025.



Legends Awards

Legends Awards recognize Designers who have surpassed “traditional” achievements and are truly in a league of their own.

Legends designations honor the dedication, daring, and panache that elevates individuals and the Chalk Couture brand. Legends designees are lifetime achievements and are not recognized in individual performance categories as they deserve an award of their very own.

Sales Legend

Lifetime achievement of \$1,000,000 or more in personal sales.

Darlene Brown



Top 10 Personal Volume

Recognized in USD retail dollar value.

Place	Name	Personal Volume
1st	Amy Mills	\$221,275.33
2nd	Laura Gilliam	\$150,744.42
3rd	Sarah Paige-Gruber	\$84,483.37
4th	Mary Jo Markel	\$75,125.22
5th	Alex Dawson	\$67,645.17
6th	Nancy Augustyn	\$52,023.55
6th	Kelley Sheldon	\$44,598.77
8th	Melanie Cromer	\$43,681.00
9th	Jessica Wilson	\$40,972.70
10th	Maria Mingolelli	\$39,190.45

Top 10 Sponsors

Recognized for most Personally Sponsored first-level Team members during the event year who are active as of the end of the event year.

Place	Name	Sponsored
1st	Brittany Tilton	50
2nd	Sarah Paige-Gruber	42
3rd	Sandra Feriancek	28
4th	Mandy Leahy	27
5th	Mary Jo Markel	20
6th	Nancy Augustyn	18
7th	Laura Gilliam	18
8th	Brenda Durrant	17
9th	Jessica Wilson	16
10th	Breigh Rodriguez	14



Top Personally Sponsored Volume

Recognized for the highest PSV for those personally sponsored during the event year in USD retail dollar value.

Place	Name
1st	Brittany Tilton
2nd	Laura Gilliam
3rd	Debbie Westbrooks
4th	Nancy Augustyn
5th	Lisa Fields

Top Chalk Site Sales

Recognized for accruing the most USD retail dollar value.

Place	Name	Retail Value
1st	Debbie Westbrooks	\$924,593.42
2nd	Brittany Tilton	\$397,418.13
3rd	Breigh Rodriguez	\$206,244.04
4th	Amy Mills	\$188,700.41
5th	Laura Gilliam	\$139,261.52

Top Club Couture™ Performer

Recognized number of Club Couture subscribers.

Place	Name	Subscribers
1st	Debbie Westbrooks	209
2nd	Brittany Tilton	84
3rd	Laura Gilliam	46
4th	Amy Mills	45
5th	Nancy Augustyn	29

Top Perks Member Performer

Awarded to Designers with the highest number of Perk Members enrolled and still active in the 2024 - 2025 Event Year.

Place	Name	Enrolled
1st	Debbie Westbrooks	386
2nd	Brittany Tilton	129
3rd	Amy Mills	72
4th	Laura Gilliam	59
5th	Sarah Paige-Gruber	38



Top Team Performance

Recognized for highest Team Volume (Levels 1 through 3, inclusive of self) during the event year, in USD retail dollar value.

Categorized by Team size. Team leader recognized cannot contribute 50% or more of total Team Volume.

Team Size 1-50

Place	Name	Team Name	Team Volume
1st	Jennifer Rider	Chalk Friends	\$112,910.58
2nd	Heidi Bostic	Aurora Chalkers	\$90,566.52
3rd	Shelly Kallach	Chalkin' History	\$78,644.98

Team Size 51-100

Place	Name	Team Name	Team Volume
1st	Melanie Cromer	Chalk On!	\$196,062.92
2nd	Darlene Brown	Team Krazy Bee Chalkers	\$192,223.07
3rd	Maria Mingoelli	Deaf Dragonfly Chalkers	\$185,712.48



Top Team Performance (Continued)

Recognized for highest Team Volume (Levels 1 through 3, inclusive of self) during the event year, in USD retail dollar value.
Categorized by Team size. Team leader recognized cannot contribute 50% or more of total Team Volume.

Team Size 101–250			
Place	Name	Team Name	Team Volume
1st	Jill Hagner	Chalk Camp	\$350,053.28
2nd	Christie Millett	Team Chalk Creek	\$318,588.35
3rd	Jen Benner	Messy Chalkers	\$231,162.92

Team Size 251–500			
Place	Name	Team Name	Team Volume
1st	Brenda Renyer	Chalk Addicts	\$575,780.18
2nd	Terina Matthews	Meet the Chalkers	\$509,139.17
3rd	Ken Hess	Ken's Chalkologists	\$472,222.32

Team Size 501–750			
Place	Name	Team Name	Team Volume
1st	Breigh Rodriguez	Beautifully Chalked	\$2,698,521.18
2nd	Amy Mills	Fuzz Club	\$2,357,832.08
3rd	Brittany Tilton	Queen Bee Chalkers	\$1,919,106.70

Team Size 751–1250			
Place	Name	Team Name	Team Volume
1st	Debbie Westbrooks	Refresh Restyle Chalkers	\$2,497,250.62
2nd	Mary Jo Markel	TeamChatandChalk™	\$1,301,303.95
3rd	Brenda Smith	Chalk Nation	\$1,053,538.38

Team Size 1251+			
Place	Name	Team Name	Team Volume
1st	Jessica Wilson	Crafty Chalkers	\$3,530,464.73
2nd	Mandy Leahy	Glam Chalkers	\$3,460,751.83
3rd	Sarah Paige-Gruber	Creative Chalkers	\$3,410,767.85



Top Enterprise Performance

Recognition for Top Enterprise Volume (self + infinite levels of depth) for the event year. Recognized leader must hold the title of Master Mentor or higher by the close of the event year; noted in USD retail dollar value.

Place	Name	Team Name	Team Volume
1st	Brenda Durrant	Team B{ee}	\$13,237,316.33
2nd	Mandy Leahy	Glam Chalkers	\$8,469,407.17
3rd	Jessica Wilson	Crafty Chalkers	\$5,646,856.05



Start the Spark Award

Given to “firestarters” who glow and go in the first two years of their business—starting strong with recruiting, Personal Volume, and positive activity in the community. Winners are selected not only for business performance, but for their support of others, genuineness, and excellence in being a brand ambassador of the values of Chalk Couture. Winners must have completed no more than their first anniversary during the event year (enrollment date after June 1, 2023). Candidates are nominated by Designers and finalized by Chalk Central.

The winner received a \$500 USD cash prize.

Kristy Moore



Luminary Leader Award

Chalk Couture's most prestigious annual award is given to a standout pillar of our community. Winner is selected based on extraordinary positivity, heart, leadership, vision, and character that is evident to customers, to Team members, and to Chalk Central, particularly in interactions with Designer Services. This individual demonstrates persistence with a smile, and radiates a light worthy of being called “luminary.” Candidates are nominated by Designers and finalized by Chalk Central. Winner received a \$3,000 USD cash prize.

Brenda Durrant