

DIRECT SELLING ASSOCIATION



celebrate!

 ANNUAL MEETING 2013

— Program of Events —

June 9-11, 2013 | Phoenix | <http://annualmeeting.dsa.org>

Saturday, June 8

9:00 a.m. – 10:30 a.m.
 10:30 a.m. – Noon
 11:00 a.m. – 1:00 p.m.
 Noon – 7:00 p.m.
 1:00 p.m. – 3:00 p.m.
 1:00 p.m. – 6:00 p.m.
 3:30 p.m. – 5:30 p.m.
 6:00 p.m. – 7:00 p.m.
 7:00 p.m. – 8:00 p.m.
 8:00 p.m. – 10:00 p.m.

DSEF Executive Committee Meeting
 DSEF Joint Communications & Development Committee Meeting
 DSA Executive Committee Meeting
 DSA Registration Open
 DSA Board of Directors Meeting
 Exhibitor Set-Up
 DSEF Board of Directors Meeting
 DSA Supplier Reception
 DSA/DSEF Board of Directors Reception
 DSA/DSEF Board of Directors Dinner

Desert Suite II
 Desert Suite I
 Desert Suite VII
 Grand Canyon Ballroom Foyer
 Grand Sonoran Ballroom F
 Grand Canyon Ballroom
 Grand Sonoran Ballroom F
 Grand Sonoran Ballroom A-B
 Wildflower Salon A
 Wildflower Salon B&C

Sunday, June 9

7:00 a.m. – Noon
 8:00 a.m. – 1:00 p.m.
 8:00 a.m. – 9:00 p.m.
 Noon – 9:00 p.m.
 12:30 p.m. – 3:00 p.m.
 1:00 p.m. – 3:00 p.m.
 1:00 p.m. – 3:00 p.m.
 1:00 p.m. – 3:00 p.m.
 1:00 p.m. – 4:00 p.m.
 3:00 p.m. – 4:30 p.m.
 3:00 p.m. – 5:00 p.m.
 3:00 p.m. – 5:00 p.m.
 4:30 p.m. – 5:30 p.m.
 5:00 p.m. – 6:00 p.m.
 6:00 p.m. – 8:00 p.m.
 8:00 p.m. – 9:00 p.m.

DSEF Golf Tournament
 Exhibitor Set-Up
 DSA Registration Open
 Cyber Café Open
 WFDSA Board of Directors Meeting
 DSA Communications Committee Meeting
 DSA Government Relations & Ethics Committees & Lawyers Council Joint Meeting
 DSA Member Services Committee Meeting
 Exhibit Hall Open for Networking
 DSA International Council Meeting
 DSA Party Plan Council Meeting
 DSA Industry Research Committee Meeting
 Supplier Briefing & Orientation
 New Direct Selling Member Reception*
 Desert Zen Opening Reception
 DSEF 19th Hole Reception
 Sponsors & Players Only

Wildfire Golf Club
 Grand Canyon Ballroom
 Grand Canyon Ballroom Foyer
 Grand Canyon Ballroom Foyer
 Desert Suite IV
 Blue Sage Restaurant
 Wildflower Salon B&C
 Chairman's Board Room
 Grand Canyon Ballroom
 Wildflower Salon A
 Desert Suite III-V
 Blue Sage Restaurant
 Grand Canyon Ballroom
 Wildflower Salon C
 Grand Canyon Ballroom
 Wildflower Salon C

Monday, June 10

7:30 a.m. – 5:00 p.m.
 7:30 a.m. – 6:30 p.m.
 7:30 a.m. – 8:15 a.m.
 8:30 a.m. – 10:00 a.m.
 10:00 a.m. – 10:30 a.m.
 10:30 a.m. – Noon
 Noon – 1:15 p.m.
 1:30 p.m. – 3:00 p.m.
 3:00 p.m. – 3:45 p.m.
 3:45 p.m. – 5:45 p.m.
 5:45 p.m. – 6:15 p.m.
 6:30 p.m. – 8:30 p.m.

Registration Open
 Cyber Café Open
 Networking Breakfast
 Opening General Session: Celebrate Selling
 Refreshment Break
 Workshops: Bank I
 Buffet Lunch
 Workshops: Bank II
 Refreshment Break
 General Session II: Celebrate Leadership
 Pre-Dinner Networking
 Direct Selling CEO Dinner*

Grand Canyon Ballroom Foyer
 Grand Canyon Ballroom Foyer
 Grand Canyon Ballroom
 Grand Saguaro Ballroom
 Grand Canyon Ballroom
 Various Locations
 Grand Canyon Ballroom
 Various Locations
 Grand Canyon Ballroom
 Grand Saguaro Ballroom
 Grand Canyon Ballroom
 Wildflower Ballroom B&C

Tuesday, June 11

7:30 a.m. – 2:00 p.m.
 7:30 a.m. – 5:00 p.m.
 7:30 a.m. – 8:15 a.m.
 7:30 a.m. – 8:15 a.m.
 8:30 a.m. – 10:00 a.m.
 10:00 a.m. – 10:30 a.m.
 10:30 a.m. – Noon
 Noon – 1:15 p.m.
 1:30 p.m. – 3:00 p.m.
 3:00 p.m. – 3:30 p.m.
 6:00 p.m. – 6:30 p.m.
 6:30 p.m. – 9:00 p.m.
 9:00 p.m. – 10:30 p.m.

DSA Registration Open
 Cyber Café Open
 Direct Selling CEO-Only Breakfast*
 Networking Breakfast
 General Session III: Celebrate What's Right
 Refreshment Break
 Best of the Best Awards Finalists Showcase
 Buffet Lunch
 Workshops: Bank III
 Ice Cream Social
 Cocktail Reception
 Awards Gala
 Awards Gala After-Party

Grand Canyon Ballroom Foyer
 Grand Canyon Ballroom Foyer
 Grand Sonoran Ballroom A-D
 Grand Canyon Ballroom
 Grand Saguaro Ballroom
 Grand Canyon Ballroom
 Various Locations
 Grand Canyon Ballroom
 Various Locations
 Grand Canyon Ballroom Foyer
 Grand Saguaro Ballroom Foyer
 Grand Saguaro Ballroom
 Grand Saguaro Ballroom

*Direct selling executives only.



In just two short weeks, the biggest event of the year for direct sellers will be taking place in Phoenix: the DSA Annual Meeting. I look forward to seeing you there!

This year's theme, Celebrate!, was unanimously chosen by the Annual Meeting Committee because there's so much to celebrate about everything direct selling offers—to our distributors, our customers and our communities. Our sales channel has so much to offer our nation and the world, so we're having a celebration!

You'll see this theme reflected throughout the entire event as we celebrate selling, leadership, what's right, ethics, culture and spirit. From the leaders who make our sales channel great, to the culture of sharing we advance that helps all of us succeed, to the ethical code we uphold and that strengthens us in the marketplace, there's plenty to celebrate!

Join us in beautiful Phoenix and create your own list of things to celebrate as you network with and learn from others in the industry. General sessions will inspire and motivate you, workshops will give you plenty of take-aways and "ah-has!", and

networking events will connect you with others who will be friends for many years ahead.

I want to extend a warm thank you to the committee members listed below. It's your thoughtfulness and creativity that have given shape to this year's agenda.

Orville Thompson
2013 Annual Meeting Committee Chairman
Chief Executive Officer, Scentsy, Inc.

Annual Meeting Committee

Orville Thompson (Scentsy, Inc.)
Melissa Brunton (Direct Selling Association)
Brett Chapman (Herbalife)
Cari Christopher (Signature HomeStyles)
Pam Dean (Avalla)
Ted Dion (E.A. Dion, Inc.)

Joan Hartel Cabral (Vantel Pearls in the Oyster)
Truman Hunt (Nu Skin Enterprises)
Michael Iacono (Iacono Productions)
Scott Monroe (Thirty-One Gifts)
Heidi Thompson (Scentsy, Inc.)
Dave Wentz (USANA Health Sciences, Inc.)

Table of Contents

Schedule at a Glance.....	2
Chairman's Welcome.....	3
Recognition.....	4
Hotel Floor Plan.....	5
General Session Details.....	6-7
Networking & Meeting Highlights.....	8
Awards Gala.....	9
Workshops at a Glance.....	10
Workshops & Best of the Best Awards Finalists Showcase.....	11-25
Exhibit Hall & Tradeshow.....	26
Meeting Details & Mobile Experience.....	27
DSA Board of Directors & Staff List.....	28
DSEF Donors.....	29
Sponsors.....	30

Thank You to Our Speaker Gift Basket Contributors

Workshop sessions come alive because of the experience, knowledge and time commitment made by each of the workshop presenters. To thank them for sharing their insights, DSA will present each speaker with a gift basket containing products from the following member companies. Thank you to each of you for making this gift possible.



Basket Packaging
Sponsored By:



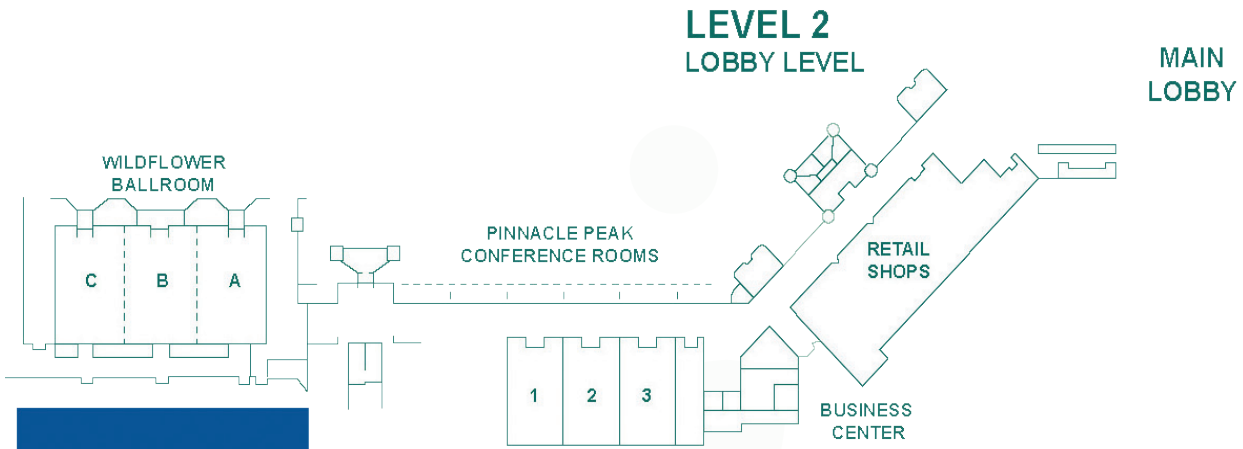
- | | |
|-------------------------------------|--------------------------------------|
| Amway | Princess House, Inc. |
| Arbonne International, LLC | Rodan + Fields Dermatologists |
| Avon Products, Inc. | Scentsy, Inc. |
| Herbalife | Shaklee Corp. |
| Hy Cite Corporation | Signature HomeStyles |
| JAFRA Cosmetics International, Inc. | Silpada Designs |
| The Kirby Company | Stampin' Up! |
| lia sophia | Take Shape for Life, Inc. - Medifast |
| Lulu Avenue | Tastefully Simple, Inc. |
| Mary Kay Inc. | Team National |
| Nu Skin Enterprises | Thirty-One Gifts |
| The Pampered Chef | Traci Lynn Fashion Jewelry |
| Premier Designs, Inc. | USANA Health Sciences, Inc. |

Code of Ethics Communication Initiative

To encourage companies to not only promote the Code of Ethics, but also go above and beyond the basic requirements, DSA is proud to recognize companies for their efforts in this area. The Code of Ethics Communication Initiative encourages companies to promote the Code to both internal and external audiences, thereby increasing public awareness and underscoring the value of its provisions. The following companies completed at least five of 14 activities between April 2012 and March 2013, each demonstrating a commitment to the Code that goes beyond the mere requirements.

- | | | |
|-------------------------------------|--------------------------------------|-----------------------------|
| 4Life Research, LLC | lia sophia | Tastefully Simple, Inc. |
| 5LINX Enterprises, Inc. | Life Shotz/Oxyfresh.com | Team National |
| ACN, Inc. | Lifemax, Inc. | The Traveling Vineyard |
| AdvoCare International, LP | Mary Kay Inc. | Thirty-One Gifts |
| All Dazzle | Nature's Sunshine Products, Inc. | Univera |
| Arbonne International, LLC | Noevir USA, Inc. | USANA Health Sciences, Inc. |
| Avon Products, Inc. | Nu Skin Enterprises | Viridian Network, LLC |
| Belcorp USA | The Pampered Chef | YOR Health |
| Celadon Road, Inc. | Paperly | |
| CUTCO/Vector Marketing Corp. | PartyLite Gifts, Inc. | |
| Dove Chocolate Discoveries | Premier Designs, Inc. | |
| Enagic USA Inc. | Regal Ware, Inc. | |
| Energetix GmbH & Co. KG | Rendi, Ltd. | |
| Gigi Hill, Inc. | Rodan + Fields Dermatologists | |
| Gold Canyon | Shaklee Corp. | |
| Herbalife | Silpada Designs | |
| Hy Cite Corporation | SimpleXity Health | |
| Initials, Inc. | Simply Said, LLC | |
| Isagenix International | SimplyFun, LLC | |
| JAFRA Cosmetics International, Inc. | Southwestern Advantage | |
| Jusuru International, Inc. | Stream Energy | |
| The Kirby Company | Take Shape for Life, Inc. - Medifast | |





Grand Canyon Ballroom

Exhibit Hall

Grand Sonoran Ballroom




Workshops

LEVEL 1
MAIN BALLROOMS

Grand Saguaro Ballroom

General Sessions

Legend

-  Grand Canyon Ballroom (Exhibit Hall/DSA Registration Area/Cyber Café)
-  Grand Saguaro Ballroom (General Sessions)
-  Grand Sonoran Ballrooms (Workshops)

Opening General Session

Monday, June 10 | 8:30 a.m. – 10:00 a.m. | Grand Saguaro Ballroom

Celebrate Selling with Dan Pink

Using a mix of research and reality, Dan Pink—best-selling author of **To Sell is Human** and **Drive: The Surprising Truth about What Motivates Us**—will captivate you with his insights about human motivation. Armed with survey research, key studies in behavioral science and spellbinding experiences, Dan will transform the way you and your colleagues think about your business. Whether you want to know how you can empower your salesforce, shape public perception about your company or need advice on what business tactics work and why, you can't miss your chance to gain wisdom and laughs from this presentation. As the creative mind behind five provocative books, Dan was ranked one of the 50 most influential business thinkers in the world by Thinkers50 in 2011. Don't miss this opportunity to get a look inside of one of today's pioneering minds in the business world!



Also in this session: DSA President's Remarks

General Session
Sponsored By:






General Session II

Monday, June 10 | 3:45 p.m. – 5:45 p.m. | Grand Saguaro Ballroom

Celebrate Leadership with CEO Talks

Tackling tough challenges head on, making hard choices for the good of your company, doing what's right, even if it's not easy. This is leadership, and some of direct selling's true leaders will take the stage during this session to share their perspectives on what this subject means to them. You'll hear from three CEOs for 15 minutes each as they pass along lessons they've learned as they've made those hard choices, so you can be better prepared when you're next facing hard times.

-  Michael O. Johnson (Herbalife)
-  Kay Napier (Arbonne International, LLC)
-  Jere Thompson, Jr. (Ambit Energy)



General Session
Sponsored By:







Also in this session: DSA Board Election Results

General Session II (cont'd.)

Monday, June 10 | 3:45 p.m. – 5:45 p.m. | Grand Saguaro Ballroom

Celebrate Vision with DSA & DSEF's Leadership Team

A panel of DSA/DSEF leadership members will address the industry's current challenges and what the future holds.

-  Brett Chapman (Herbalife)
-  Truman Hunt (Nu Skin Enterprises)
-  Joseph N. Mariano (Direct Selling Association)
-  John Parker (Amway)
-  Orville Thompson (Scentsy, Inc.)



General Session
Sponsored By:



General Session III

Tuesday, June 11 | 8:30 a.m. – 10:00 a.m. | Grand Saguaro Ballroom

Celebrate "What's Right" with Dewitt Jones

Dewitt Jones may be a prominent **National Geographic** photographer, but this session won't simply be a slideshow! Rather, you'll learn how the fundamentals of creativity can be applied to commonplace business scenes to dramatically shift your perspective. Dewitt Jones is one of America's top professional photographers. Twenty years with National Geographic photographing stories around the globe has earned him a reputation as a world-class photojournalist. In the business community, Dewitt's work is also well known. He rose to the forefront of creative marketing by photographing national advertising campaigns for organizations such as Dewar's Scotch, Canon and United Airlines. Using his own extraordinary photographs as illustrations, Dewitt will show you how to reframe challenges into opportunities and position yourself—and your company—to reach your greatest potential. This presentation will have you transfixed as you're not only inspired by the beauty of Dewitt's photos, but are also encouraged to look at your business environment differently to bring you a new vision of success.



General Session
Sponsored By:



Teleprompters
Sponsored By:



Also in this session: Presentation of 2013 ETHOS Sub-Category Awards

Celebrate DSEF's 40th Anniversary with 18 Holes!

Sunday, June 9 | 7:00 a.m. – Noon | Wildfire Golf Club



Co-sponsored by USANA Health Sciences, Inc., and Harland Clarke, the DSEF 40th Anniversary Golf Tournament brings together DSA members—company leadership, suppliers and industry friends. The Faldo at Wildfire Championship Golf Course will provide the backdrop for fun, networking and friendly competition. Tournament proceeds will support Foundation programs that stand up for consumers and champion ethical entrepreneurship, and enable DSEF to continue its work engaging and educating the public about how direct selling empowers individuals, supports communities and strengthens economies worldwide. Join the Foundation and DSA members on the links, and show your support for our industry and the values we all share.

Golf Tournament Sponsors:



Special Networking Receptions



New Member Reception

Sunday, June 9 | 5:00 p.m. – 6:00 p.m. | Wildflower Salon C

New DSA active, pending and subscriber members, and those attending the Annual Meeting for the first time are invited to join members of DSA's Board of Directors for this event. Get acquainted with direct selling veterans and begin meeting other executives you'll want to keep in touch with in the months and years ahead. *(Direct selling executives only.)*

New Member Reception Sponsored By:  **CUTCO**
The World's Finest Cutlery



Desert Zen Opening Reception

Sunday, June 9 | 6:00 p.m. – 8:00 p.m.
Grand Canyon Ballroom

Keeping cool in Phoenix can be a challenge, but this year's Opening Reception will help you stay cool and relaxed. Enjoy drinks, hors d'oeuvres and valuable networking time as you catch up with peers, make new friends and kick off your Annual Meeting experience.

Opening Reception Sponsored By:  **HERBALIFE.**  **NU SKIN.**  **Scentsy Family!**



Ice Cream Social

Tuesday, June 11 | 3:00 p.m. – 3:30 p.m.
Grand Canyon Ballroom Foyer

Get a sugar fix on Tuesday afternoon with an ice cream social, and say goodbye to colleagues who aren't staying for the Gala that evening.

Awards Gala

Tuesday, June 11 | 6:30 p.m. – 9:00 p.m.
Grand Saguaro Ballroom

Cap off your Annual Meeting experience with this Gala on Tuesday evening. You'll join your peers as we recognize companies for their stellar programming throughout the year when we present the industry's ETHOS Awards, celebrate the Direct Selling Education Foundation's 40th anniversary, bestow a very special industry leader with DSEF's Circle of Honor award and more! New this year, attendees can purchase a seat in the room and ensure they're seated where they choose! Plan now to make the most of this opportunity. The world's funniest guitar virtuoso, Mike Rayburn, is back by popular demand. His new material is sure to captivate you!

2013 ETHOS Awards

After having participated in workshops showcasing many of this year's finalists' programs earlier in the meeting, we'll honor those companies breaking ground for direct selling with stellar programming across seven categories, including:

-  Technology Innovation
-  Product Innovation
-  Excellence in Salesforce Development
-  Vision for Tomorrow
-  Marketing/Sales Campaigns
-  Rising Star
-  Partnership



40th Anniversary of DSEF

Celebrate the Foundation's first 40 years! This will be a celebration of an industry and its visionaries—past, current and future—committed to empowering individuals, supporting communities and strengthening economies worldwide. Forty years ago, direct selling visionaries formed DSEF to serve as our industry's voice of leadership to consumer welfare advocates and the academic community. The Foundation's first education programs built bridges from the direct selling industry to the academic community that led to a deeper understanding and appreciation for our business model. As DSEF turns 40, direct selling continues to face challenges, and the Foundation's steadfast focus on standing up for consumers and championing ethical entrepreneurship is just as important today as it was in 1973.

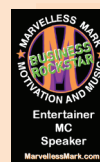


After-Party

Tuesday, June 11 | 9:00 p.m. – 10:30 p.m.
Grand Saguaro Ballroom

With entertainment by Marvelless Mark, you won't want to miss this after-party! Cut loose, cut a rug and have a great time with other Gala attendees on the dance floor!

After-Party
 Sponsored By:



Monday, June 10		Tuesday, June 11	
<u>Workshop Bank I</u> 10:30 a.m. – Noon	<u>Workshop Bank II</u> 1:30 p.m. – 3:00 p.m.	<u>Best of the Best Awards Showcase</u> 10:30 a.m. – Noon	<u>Workshops Bank III</u> 1:30 p.m. – 3:00 p.m.
Direct Selling in the Public Eye CEOs Only Grand Sonoran Ballroom A-D	CEO Roundtable CEOs Only Grand Sonoran Ballroom A-D	Technology Innovation Grand Sonoran Ballroom E	Building the Right Team Operations Grand Sonoran Ballroom A-D
Developing Leadership Sales Grand Sonoran Ballroom E	New Brand or New Company? Branding Grand Sonoran Ballroom E	Product Innovation Grand Sonoran Ballroom F	Crafting the Customer Experience for People Not Like You Marketing Grand Sonoran Ballroom E
Bridging the Generation Gap Diversity Grand Sonoran Ballroom F	Direct Selling Goes to College Field Development Grand Sonoran Ballroom F	Excellence in Salesforce Development Grand Sonoran Ballroom G	Turning an Attack on the Industry or Your Company into an Opportunity Communications Grand Sonoran Ballroom F
Speaker Showcase Party Plan Sales Grand Sonoran Ballroom G	Speaker Showcase Person-to-Person Sales Grand Sonoran Ballroom G	Marketing/Sales Campaigns Grand Sonoran Ballroom H-I	Women Can Have It All . . . If They Want It Recruiting Grand Sonoran Ballroom G
Recruiting Breakthroughs Recruiting Grand Sonoran Ballroom H-I	The Secrets to a Mobile-Savvy Salesforce Technology Grand Sonoran Ballroom H-I	Vision for Tomorrow Grand Sonoran Ballroom J-K	Recruiting & Retaining Your Salesforce with Insurance Legal Grand Sonoran Ballroom H-I
"Facebook's Fine, But I Just Don't Get Twitter!" Technology Grand Sonoran Ballroom J-K	The State of Direct Selling in the U.S. Research Grand Sonoran Ballroom J-K		Going Overseas? Where to Go & What to Know International Grand Sonoran Ballroom J-K

Monday, June 10 | 10:30 a.m. – Noon

Bridging the Generation Gap

Grand Sonoran Ballroom F

Diversity

Baby Boomers may be the foundation of your business, but now that Gen-Yers are building businesses with your company you must account for their preferences in your marketing and outreach. How do you create a growth environment that inspires and ignites leaders from both generations, and how do you keep both groups successfully growing new leaders? Learn from peers who are tackling this challenge and succeeding.



MIKE EDWARDS, Director, Global Digital Services, Amway

Mike Edwards leads the company's global digital services and is responsible for bringing Amway's business strategies to life by creating compelling distributor and consumer experiences through digital channels, tools and emerging technologies. In this role, his team supports the company's product brands with signature experiences, introduces new-age tools for Amway distributors to do business, and provides innovative ways for consumers to connect with Amway.



TERESA FICARA, Head of U.S. Sales Leadership, Avon Products, Inc.

Teresa Ficara has focused for the past 25 years on the direct selling industry, from her first association as a party plan consultant to her current role as Avon's head of the Sales Leadership business. She's led regional and national sales and recruiting organizations and her commitment has always been to develop independent consultants and representatives to grow as leaders in their businesses and in their communities.



JEAN JONAS, Senior Vice President, Sales, The Pampered Chef

Jean Jonas considers herself part of Gen Y...as it relates to her direct selling career! Having started her career 1980, she has held sales management and executive positions at Avon Products, Discover Toys and The Pampered Chef. She joined the executive management team at The Pampered Chef as Senior Vice President of Sales in August 2001. After 32 years in direct selling, she is more passionate than ever before about all the opportunities this channel can provide to so many people, especially Gen Y.

Recruiting Breakthroughs

Grand Sonoran Ballroom H-I

Recruiting

What makes recruiting new team members click for your field leaders? Is it the culture, the promotions, advertisement or luck? Hear from leaders of growing companies where the boom comes from and what tactics help new recruits stick. Given today's marketplace pressures, it is critical that you hear from our panel of executives as they talk about what inspires their distributors to become business builders and what incentives encourage them in their efforts.



MEREDITH BERKICH, Senior Vice President, Viridian Network, LLC

Meredith Berkich is an established expert and leader in direct selling with more than 20 years of experience both as a top-performing field leader and corporate executive. After transitioning from the field to senior-ranking sales and operational executive roles, she has implemented compensation programs and sales systems that have resulted in double-digit growth in revenues, a more than 300 percent increase in rank advancements and incentive achievement growth by more than 200 percent.



ALLISON LEVY, General Counsel, AdvoCare International, LP

Allison Levy joined AdvoCare in 2003 and has been head of the legal department since 2005. In her current role, she is the company spokesperson and manages all aspects of their legal, government relations and human resources work. Prior to joining AdvoCare, Ms. Levy served as in-house counsel for American Express and was in private practice in Dallas in the area of civil litigation. Ms. Levy received a BS from Boston University and received her JD from Southern Methodist University in Dallas.



JAYMA WOODS, Executive Vice President, Distribution, Miche Bag

Workshop Bank I
Sponsored By:



Monday, June 10 | 10:30 a.m. – Noon (cont'd.)

Direct Selling in the Public Eye

CEOs Only

Grand Sonoran Ballroom A-D

Be in the audience for the official announcement of vital domestic and global statistics about the direct selling channel. Then participate in a lively discussion about the impact of misperceptions, false information and unwarranted accusations made about the sales channel both in the media and on Wall Street. In addition to learning more about the current marketplace pressures impacting direct sellers, you'll find out how to secure venture and private equity capital, learn how to make your business attractive to investors and gain a better understanding of the investment community's perspective on direct selling.



ALESSANDRO CARLUCCI, *Chief Executive Officer, Natura Cosmetics*

Alessandro Carlucci has a degree in business administration from Fundação Getúlio Vargas. He completed an Executive Update course at the Kellogg School of Management and in 2009 he concluded the Avira Program from Insead, in Fointainebleau, France. Mr. Carlucci is the Chief Executive Officer of Natura, which he joined in 1989 in the sales and marketing area. In June 2002 he became the Commercial Vice President and in 2005 the CEO.



VAUGHN CROWE, *Katumba Capital Management*



ROB GOERGEN, JR., *President, PartyLite, PartyLite Gifts, Inc.*

Robert Goergen, Jr., has held advancing positions throughout the Blyth group since he joined the company in 2000. In 2012, he was appointed President, PartyLite Worldwide. He continues to manage the company's acquisition strategy and implementation. Mr. Goergen, Jr., holds a BA from the University of Richmond and his MBA is from the Wharton School at the University of Pennsylvania.



JOSEPH N. MARIANO, *President, Direct Selling Association*

Joseph N. Mariano joined the Direct Selling Association (DSA) in 1985 and assumed the role of President in 2011. Previously, he was Executive Vice President and Chief Operating Officer. Mr. Mariano has ultimate responsibility for all association programs and activities; he is charged with providing progressive association leadership, development and implementation of Association policies in the fields of government, consumer and international affairs.



ORVILLE THOMPSON, *Chief Executive Officer, Scentsy, Inc.*

Orville Thompson originally had plans to attend graduate school to become a history professor. Like many, he found his dream side-tracked while he worked to support a growing family. In 2004, he and his wife, Heidi, purchased the Scentsy product line, loading the inventory into the back of their Suburban and moving it to a 40-foot ocean container on their small sheep farm in Meridian, Idaho. After attending his first Annual Meeting, Mr. and Mrs. Thompson set to work building an industry-leading company.



DAVID WENTZ, *Chief Executive Officer, USANA Health Sciences, Inc.*

Dave Wentz joined USANA in the summer of 1992 prior to the formal organization of the company. At that time he worked to develop the company "look," establish product formulas and prepare the company for its debut. He has subsequently served in myriad managerial positions. He currently manages the company's executive team, works closely with the board of directors and oversees the corporate governance required of a publicly traded company. Mr. Wentz received a BS from the University of California, San Diego.

Monday, June 10 | 10:30 a.m. – Noon (cont'd.)

Developing Leadership

Grand Sonoran Ballroom E

Sales

Most distributors experience a life cycle that affects how they experience selling for your company. But what does that cycle look like and how can you make the most of it? This session will show you how! Our speakers will teach you how to embrace the distributor life cycle and successfully guide your distributors with cost-effective, short-term and long-range initiatives. You'll also pick up some tips for how to successfully improve results through effective coaching the leaders of tomorrow. You'll learn the distinctions between training and coaching and discover how to start implementing coaching skills right away.



JANE DEUBER, *Founder, Direct Selling Mastery Group*

Jane Deuber is a best-selling author, speaker and business strategist to top-performing direct selling leaders and company owners. Her vast experience in the direct selling profession includes 13 years as the founder and CEO of her own party plan company and six years as the CEO of the Direct Selling Mastery Group, a consulting firm that specializes in the development and implementation of distributor training programs. Ms. Deuber has a Masters degree in International Business Administration.



DANA PHILLIPS, ACC, *Managing Partner, Ultimate Coach University*

Dana Phillips, ACC, is a managing partner at Ultimate Coach University. She possesses a unique blend of skills: her experience in the field, her training as a coach, her years as an executive and now her work with direct selling professionals as an expert in direct sales coaching. She has been trained as a Franklin Covey Personal Coach, is a certified trainer of DiSC and holds credentials from the International Coach Federation.

Speaker Showcase

Grand Sonoran Ballroom G

Party Plan Sales

These three presenters know how to inspire, motivate and light the fire in your consultants. Each is an experienced field sales professional who understands what it takes to succeed in direct selling. Join this workshop as they present real ideas you can take back to the office and put to work with your sales field. You will also understand, as you listen, why each comes so highly recommended. If you're in the market for a seasoned professional to excite and train your consultants at your next convention, then you'll want to sit in on this workshop.



BELINDA ELLSWORTH, *President, Step Into Success*

With more than 30 years of experience in direct sales, Belinda Ellsworth has trained thousands of independent sales consultants, managers and executives. She has worked with more than 100 different direct selling companies, many asking her back again and again. Why? Simply because she delivers. Her vast knowledge and expertise in the industry keeps her one of the most sought-after speakers/trainers in the industry.



JAN GILMORE, *Principal, Jan Gilmore & Associates*

Jan Gilmore is an author and a member of the National Speakers Association. She serves corporate clients who are looking for wise counsel or a dynamic speaker/trainer to motivate their consultants. Ms. Gilmore's tell-it-like-it-is style resonates with her audience, leaders and consultants alike.



KAREN PHELPS, *Author & Professional Speaker, Phelps Positive Performance*

Karen Phelps is a highly sought-after professional speaker offering keynotes and seminars nationally and internationally. She will help dispel the myths that keep your salesforce from moving forward to accomplishing their dreams! Her ability to communicate from the heart captures your audience, making them feel as though she is speaking directly to them. They will be pumped, energized and ready to take action to finally achieve everything they've been dreaming about.

Workshop Bank I
Sponsored By:

PARTYLITE®

Monday, June 10 | 10:30 a.m. – Noon (cont'd.)

"Facebook's Fine, But I Just Don't Get Twitter!" *Grand Sonoran Ballroom J-K*
The Ultimate Twitter Speed Learning Session for Direct Selling Executives
Technology

Twitter may be the most cost-effective recognition tool in the direct seller's social media arsenal. This workshop is your chance to learn how to connect with your field. Our panelists will take you through five easy steps to cut through the chatter, build a following and leverage Twitter's amazing real-time connectivity for personal and professional awesomeness. Engage your field instantly by recognizing, rewarding and sharing. Bring your smartphone—you'll be tweeting and engaging while in the session (#DSATweets). Beginners encouraged to attend.



BK BOREYKO, *Founder & Chief Executive Officer, Vemma Nutrition Company*

BK Boreyko embraces a personal philosophy and company mission that go hand-in-hand: to make a positive difference in people's lives. Leveraging more than 20 years of experience in the wellness industry with a passion for health and wellness, he founded Vemma in 2004.



RICHARD BROOKE, *Chairman & Chief Executive Officer, Life Shutz/Oxyfresh.com*

Richard Brooke has been a full-time network marketing distributor, corporate executive and/or owner since 1977. He is the author of the highly acclaimed "Mach 2 with Your Hair on Fire," "Mailbox Money" and "The Four Year Career™". He has been President of Oxyfresh since 1986.



STEPHANIE WONDERLIN, *Director, Social Strategy, Momentum Factor*

Recently named a "Twitter Powerhouse" by The Huffington Post, Stephanie Wonderlin is passionate about the intersection of social media, technology and business. She brings a wealth of knowledge to direct selling companies in her current role and like all Momentum Factor team members, she has strong experience in the direct selling industry. She knows how the A-player direct sellers think, because she is one.

Monday, June 10 | 1:30 p.m. – 3:00 p.m.

Direct Selling Goes to College
Field Development

Grand Sonoran Ballroom F

The Direct Selling Entrepreneur Program, developed in partnership with the Direct Selling Education Foundation (DSEF) and the National Association for Community College Entrepreneurship (NACCE), is now being offered in community colleges across the country. Learn how this 30-hour, non-credit course benefits your salesforce by complementing your company's training, enhancing the visibility and credibility of the direct selling industry and provide your company with the opportunity to build relationships with community colleges.



KIM DRABIK, *Manager—Industry & Shareholder Relations, Amway*

Joining Amway in 1991, Kim Drabik is a direct selling veteran. Currently, she leads efforts for Amway in global markets to expand the industry relations strategy. Prior roles in Amway include leading corporate citizenship initiatives and serving as a trusted advisor to executive staff and the chief executive office on external media relations. Ms. Drabik earned a BS from the University of Michigan.



NANCY LAICHAS, *Chief Marketing & Development Officer, Direct Selling Education Foundation*

Nancy Laichas is Chief Marketing & Development Officer for the Direct Selling Education Foundation and guides the Foundation's overall strategic marketing, communications and fundraising efforts. She also oversees DSEF's Direct Selling Entrepreneur Program, the community college curriculum developed in partnership with the National Association for Community College Entrepreneurship.



CHRISTINE MOLLENKOPF-PIGSLEY, *Business & Entrepreneurship Inst., Dakota County Technical College*

Christine Pigsley is a 2013 Direct Selling Entrepreneur Program Fellow with the National Association of Community College Entrepreneurship (NACCE). Her higher education background includes serving as Associate Dean of Business and Entrepreneurship, Dean of Student Affairs, Dean of General Education and Director of the Small Business Development Center. She has also founded and operated numerous small businesses and is proud to be part of the direct selling community as an independent business owner.

Monday, June 10 | 1:30 p.m. – 3:00 p.m. (cont'd.)

Speaker Showcase

Grand Sonoran Ballroom G

Person-to-Person Sales

Try them before you buy them! If you're in the market for a fresh face to put in front of your distributors at your next convention or in-person training session, but don't want to sign on the dotted line sight unseen, then you'll want to sit in on this workshop. Tailored specifically for companies using a person-to-person sales strategy, sit in on this Showcase to hear from two outstanding success stories who know how to inspire, motivate and light your distributors' fire.



DEBBIE ALLEN, *Speaker, IMPACT This Day*

Debbie Allen is a business and brand strategist who is one of the top three percent of professional women speakers worldwide. She is an award-winning entrepreneur and best-selling author and has been featured in four motivational movies along with Entrepreneur Magazine, Personal Branding and USA Today. Ms. Allen has built and sold numerous highly successful companies in diverse industries.



RITA DAVENPORT, *Speaker, Success*

Rita Davenport is an internationally recognized expert in the principles of success, time management, goal-setting, creative thinking, self-esteem and self-confidence. In 1991 she was named president of Arbonne International, and under her 20-year leadership, the company experienced tremendous growth and recognition in direct selling, growing from a \$5 million company to nearly \$1 billion in annual sales and well more than 1 million representatives. She earned her BS from Middle Tennessee State University.

New Brand or New Company?

Grand Sonoran Ballroom E

Branding

When expanding beyond your company's core product line, is it better to start a new brand, or start an entirely new company? Scentsy chose to create an entirely new company and the results have been fascinating. This session will focus on the decisions made, the results achieved and the insights gained. Scentsy executives will share with you what they learned about this critical choice point.



CORY PUGH, *Chief Strategy Officer, Scentsy, Inc.*

Cory Pugh is responsible for Scentsy Family's holistic strategic and functional planning process, including supporting international expansion, development of new brands and the execution of functional plans. He leads a team of strategists, international managers and program managers, working across all areas of Scentsy Family to ensure alignment with strategic plans. Mr. Pugh began his Scentsy Family career as Vice President of Strategy in 2008, and has also served as Chief Operating Officer and Chief Marketing Officer.



MARK STASTNY, *Chief Marketing Officer, Scentsy, Inc.*

Mark Stastny is responsible for shaping overall sales, marketing, communications, program management, design, events planning, digital marketing, social media engagement and product development. He has more than 20 years of experience in a range of marketing and communications functions, and a demonstrated passion for delivering value to customers and building world-class brands through strategic planning, intuitive business building and advanced analytics.

The Secrets to a Mobile-Savvy Salesforce

Grand Sonoran Ballroom H-I

Technology

Getting into a mobile world is more than creating an app. This session will help you understand what it takes to have an effective mobile-savvy application strategy that brings results. From the strategy framework to the field training and incentive programs that make it work, you'll walk away from this session better understanding how to "go mobile" and get results.



BRYAN HUBER, *Director, Web Strategy, Thirty-One Gifts*

Bryan Huber has the pleasure of going to work every day knowing he'll help Thirty-One Gifts with cool things like strategy, planning, business integration and execution of Internet initiatives that will have a direct impact on more than 100,000 consultants and their customers.



RICK STAMBAUGH, *Chief Information Officer, USANA Health Sciences, Inc.*

Rick Stambaugh's current role includes oversight of technical services, online services and business analysis. He has more than 25 years of domestic and international experience in direct selling, with products ranging from vitamins to technology. His most recent work experience includes serving as president and CEO of TekVation, providing direct selling companies with technology, marketing and communication solutions. Mr. Stambaugh attended the University of Nebraska, Omaha.

Monday, June 10 | 1:30 p.m. – 3:00 p.m. (cont'd.)

CEO Roundtable

Grand Sonoran Ballroom A-D

CEOs Only

Direct selling CEOs, this is for you! Let your team members make the most of the other workshops being featured this afternoon and head to this CEO-only roundtable where you'll have a chance to dive into the critical topics you care about the most. This is a valuable opportunity to learn from others' experiences and share what's working for you and your business. (*Direct selling CEOs only.*)

The State of Direct Selling in the U.S.

Grand Sonoran Ballroom J-K

Research

The results are in! DSA conducted four ground-breaking and mission-critical research studies in the past six months, and the data paints an informative picture about direct selling—from the perspective of the consumer, the seller and companies. For the first time ever, DSA is taking a 360 degree look at direct selling in order to inform conversations with lawmakers and regulators and provide facts needed to educate media and combat the misrepresentations and distorted facts spread by critics of the channel. Be among the first to look at the data from the Consumer Attitudes Tracking Survey, Growth & Outlook Survey, National Salesforce Survey and the Sales Strategy and Segmentation Survey. Walk away with key messages you'll want to incorporate into your own messaging and share with your field.



ANNE ALDRICH, Partner, Artemis Strategy Group

Anne Aldrich applies her broad research experience and her passion for understanding what makes people tick to make Artemis' research assignments into powerful tools for its clients. Whether in support of marketing/communications strategy, tactical development or assessment efforts, or helping clients build research-based thought leadership programs, Ms. Aldrich is highly attuned to meeting client priorities. She has a BA from Indiana University.



JUDY JONES, Consumer & Market Insights—Insights Lead, Amway

Judy Jones has served Amway for more than 20 years, initially in the International Division—Housewares Marketing and later in International Public Relations. She has a background in retailing and buying for a major U.S. buying group, a department store and specialty stores. She also has experience in manufacturing, product development and as corporate consumer consultant. She has a BA from the University of Michigan and an MA from New York University in France.



JJ LeBLANC, Manager, Strategic Intelligence, Mary Kay Inc.

JJ LeBlanc leads the Customer Insights & Strategic Intelligence group at Mary Kay and has been with the company for five years. She and her team provide insights on Mary Kay's customers, consumers, industry developments and long-term trends to direct key initiatives and support strategic efforts. She also worked in the telecommunications industry for eight years. Ms. LeBlanc holds an MLS from the University of North Texas and a BA from the University of Oklahoma.



AMY ROBINSON, Chief Marketing Officer, Direct Selling Association

Amy Robinson joined the Direct Selling Association team in August 1999. As Senior Vice President and Chief Marketing Officer, she is responsible for all aspects of the association's communications program including outreach to trade and mainstream media, branding and marketing, and administration of DSA's online and social media strategy. She holds an MA in Legislative Affairs from the George Washington University in Washington, D.C., and bachelor's degrees in journalism and political science from the University of Missouri—Columbia.

Best of the Best Awards Finalists Showcase

Tuesday, June 11 | 10:30 a.m. – Noon

Meet the stars of DSA's 2013 ETHOS Awards program! This Showcase will bring you up-close-and-personal with this year's award winners. Select the award category that interests you the most and then get ready to learn more about the success these stellar programs have brought to their companies.

Technology Innovation

Grand Sonoran Ballroom E



RODAN+FIELDS
DERMATOLOGISTS

BACK OFFICE/BUSINESS SUPPORT: RODAN + FIELDS DERMATOLOGISTS' COMMUNICATIONS CORNER

Rodan + Fields feels the power of their brand is their biggest competitive advantage and protecting its integrity is their top priority. While most brand-based companies hold their image and identity very close, Rodan + Fields is represented by more than 30,000 independent consultants, each with their own voice and point of view. To empower them to share Rodan + Fields with their own personal flare, while ensuring the brand is protected, the company created the Communications Corner. This microsite, available exclusively to Rodan + Fields independent consultants, enables consultants to quickly and easily create customized, brand-appropriate marketing materials and then share their designs on social media, via email and in hard copy. Since the launch, consultants have created more than 56,000 marketing assets, with 9,600 posts to Facebook and an estimated 413,500 social media impressions. This has decreased brand compliance issues by 87 percent. The Communications Corner has successfully empowered both seasoned and new consultants to build their businesses while ensuring that they and the Rodan + Fields brand are protected.

COURTNEY WINGET, Vice President, Marketing, Rodan + Fields Dermatologists



MARY KAY

CUSTOMER/SALES SUPPORT: MARY KAY INC.'S LAUNCH OF THE ALL-NEW MARYKAY.COM

Mary Kay has always been about establishing face-to-face connections with customers. However, consumers expect to be able to shop when and how they want. In 2012, Mary Kay launched an all-new marykay.com and personal website (PWS) for independent beauty consultants (IBCs) to allow them to meet the needs and expectations of their customers. The new site puts the IBC at the heart of the digital experience, enhancing personal connections with her customers. The site experience encourages customer registration and includes personalized beauty shopping for customers with wish lists, reorder reminders and personalized product recommendations. Customers experience faster, easier shopping with advanced search capabilities, guided navigation and information-rich product pages. To build customer relationships online, the site highlights the IBC throughout as the "digital hostess," to help guide her customers and showcase her service. Additionally, the MyMK profile and wish list features help inform IBCs of customers' needs. A new consultant CRM tool integrates to the site to empower IBCs with robust customer information, providing business-building opportunities and better customer service. The results: during launch quarter, online customer spending on PWS is up nine percent over the prior year. Customer registrations on the consultants' PWS have tripled post launch.

KIM SATER, Director, U.S. Consumer Marketing, Mary Kay Inc.



Amway™

MOBILE TECHNOLOGY: AMWAY'S MOBILE COMPENSATION TOOLS

After conducting extensive field research, Amway saw a need to support distributors (independent business owners—IBOs) with mobile business tools that could help them demonstrate the potential of the Amway compensation plan to both those considering the business and existing IBOs. In order to address these needs, two mobile tools were developed by cross-functional teams within the Sales Division in a coordinated effort. The Income Simulator was developed to support IBOs in sharing the business opportunity with prospects; the companion Business Modeler was created to help existing IBOs maximize their earning potential in their Amway businesses. The Income Simulator answers questions about potential earnings, showing income scenarios at three stages of business development: immediate income, performance bonus and business building. The Business Modeler allows an IBO to model and predict the effects of changes to their businesses as a result of changes in volume, structure and ongoing incentives. IBOs can use it to analyze their own businesses, or coach downline IBOs to understand the real potential of their Amway businesses.

LYNNE KNOTT, National Accounts Manager, Amway

BRIAN WREST, Senior Instructional Designer, Amway

Best of the Best Awards Finalists Showcase (cont'd.)

Product Innovation

Grand Sonoran Ballroom F



JOCKEY
Person to person

CLOTHING/ACCESSORIES: JOCKEY PERSON TO PERSON'S TRAVEL KIT

Jockey Person To Person was founded to offer women the ability to enjoy a rewarding career and a great work-life balance. Offering a body-flattering collection of comfortable clothing that mixes and matches has always been the company's design philosophy. As a division of Jockey International, Inc., innovation is part of their DNA. Solving a thorny problem faced by every woman—packing efficiently while being prepared for everything, from an important meeting to a night on the town—was the logical "next step." There may be so-called travel collections in the retail arena, but no guidance is given on selecting styles or putting together looks. The fall 2012 Travel Kit was a true game-changer, providing an affordable solution for women of all sizes while offering their Comfort Specialist® consultants a lucrative source of income with the \$276 purchase requirement. Comprised of great-fitting, durable styles that mixed and matched with the entire fall collection, the Travel Kit included other key components: a high-ticket gift with purchase, extensive consultant support, a flyer showing 10 looks and an innovatively engaging video. With double-digit increases in party sales and a field eagerly awaiting the spring 2013 edition, the Travel Kit was a bona fide hit!

BILL JUENGER, Vice President, Product & Marketing, Jockey Person To Person



CREATIVE
MEMORIES

EDUCATION/LEISURE/OTHER: CREATIVE MEMORIES' FABULOUS YOU CAMPAIGN

Creative Memories believes in women and in connecting mothers, children, family and friends—to achieve personal growth while nurturing each other. So it's important that women feel empowered and recognize that each of them is fabulous. (The more fabulous and engaged she feels, the more likely she is to celebrate herself and the life around her with Creative Memories' products!) To that end, the company developed a line of products and a series of communication efforts designed to help women find the fabulous in themselves.

LOREN CASTRONOVO, Chief Marketing Officer & Vice President, Product Development, Creative Memories



The Longaberger Company

HOME DÉCOR/DURABLES/HOME CARE: THE LONGABERGER COMPANY'S FLAMEWARE

Flameware makes healthy cooking easy because it is constructed of all-natural materials—no alloy metals or synthetic bonding agents. Unlike traditional cookware, Flameware is non-reactive and does not release fumes or cause leaching of harmful metals. Longaberger Flameware may look familiar because of the resemblance to its wildly popular predecessor: Longaberger Woven Traditions dinnerware and bakeware. With more than 20 million pieces in American homes today, Woven Traditions set the bar high for this new cookware collection. In addition to the vitrified qualities of Woven Traditions, allowing it to be used in the refrigerator, freezer, oven, microwave and dishwasher, Flameware can also be used on the stove top, under the broiler and even on the grill. Flameware looks great on every table and is available in the same seven amazing color choices as Woven Traditions. Because of its high quality, beautiful design and complete versatility, Longaberger Flameware is the perfect addition to the Longaberger product line. Its simple, easy-to-use attributes make it easy to show, sell and own. Longaberger Flameware: Healthy Cooking Made Easy.

MICHAEL KENNEDY, Chief Creative Officer, The Longaberger Company



Celadon Road
Your path to a greener life

PERSONAL CARE: CELADON ROAD, INC.'S SKINCARE

When Celadon Road developed its new line of skincare, care was taken to avoid any and all harsh and potentially toxic ingredients often found in many skincare products on the market. The company notes that, "It's not only what is in our products that make them great, it is what isn't in them." Instead of harsh chemicals, Celadon Road found natural, organic, food-based ingredients that give amazing results without all the risks associated with more harmful alternatives. The ingredients used to make the skincare line are all 100 percent organic—relying more on nature than on science for their benefits. Containing 25 products across three skin types, these products are meant to nourish skin naturally. Celadon Road's skincare is packaged in 100 percent recyclable materials and proudly made in the USA. Its skincare is receiving rave reviews amongst its consultants, customers and the media and exemplifies the company's mission of promoting greener, healthier, more socially responsible living.

KIMBERLY CORNWELL, Chief Executive Officer, Celadon Road, Inc.

Best of the Best Awards Finalists Showcase (cont'd.)

Product Innovation (cont'd.)

Grand Sonoran Ballroom F



WELLNESS: USANA HEALTH SCIENCES' TRUE HEALTH ASSESSMENT

The patent-pending and global USANA True Health Assessment is a free, cutting-edge health program that provides a personalized approach to measuring your health, offering real-life solutions to help improve your lifestyle and nutrition. Designed to get you started on your road to optimal health and a better life, it's the USANA associate's tool for personalizing the prospect's experience and building their businesses, allowing them to provide clearer, truly personalized information.

DOUG BRAUN, Chief Marketing Officer, USANA Health Sciences, Inc.

Excellence in Salesforce Development

Grand Sonoran Ballroom G



BUSINESS TOOLS: TAKE SHAPE FOR LIFE'S BRAND & PROSPECTING VIDEOS

Take Shape For Life created a brand video that captured the essence of being a Health Coach. Discover Take Shape For Life was the starting point for a series of new prospecting videos and for the TSFL Path to Optimal Health Disc Pack. The videos show the balance of the three key components of our business: a Health Coach, the Medifast 5&1 Plan (weight loss), and the Habits of Health System. We used real clients and health coaches in the videos and the brochure, and we included their weight loss to completely connect the prospect to both portions of the pack. The brochure and DVD combination is a comprehensive and easy-to-digest overview of the core components of the program. It's a powerful tool that allows potential clients to see and hear how the program works and how others have found success. The use of real people also helps to clarify the brand and show the lifestyle inherent to our culture of health coaches. Our clients and health coaches represent the image of Take Shape for Life and establish a visual language template for Take Shape for Life materials and communications. "Freedom Through Transformation" became our brand platform.

MEG SHEETZ, President & Chief Operating Officer, Medifast & Chief Executive Officer, Take Shape for Life



BUSINESS TRAINING: RODAN + FIELDS DERMATOLOGISTS' PERSONAL ENTERPRISE IGNITER

The Rodan + Fields patent-pending Personal Enterprise Igniter (PEI) is a mobile tool designed to help even the newest Rodan + Fields consultants develop critical skills and key behaviors necessary for success. This innovative and unique approach to training is designed to deliver essential information and guidance "just in time," versus the "just in case" approach used by most online training universities. The PEI encourages consultants to embrace knowledge, develop duplicable skills and behaviors and build confidence at the exact time when the behavior is relevant and useful. Based on the Rodan + Fields award-winning Market Expansion Initiative program, the PEI leverages proven behavioral influencers and reduces them to an effective, in-the-moment, on-demand experience that is leading to unprecedented business results among users.

ORAN ARAZI-GAMLIEL, Executive Vice President, Global Strategy & Business Development, Rodan + Fields Dermatologists



INCENTIVE PROGRAMS: LIFE SHOTZ/OXYFRESH'S LIFE SHOTZ DERBY

In September 2012, the Life Shotz marketing team set out to create a Brand Rep incentive program that was simple, easy to promote and got people excited to participate. The goal was to create something that combined the gaming craze with real world competition, to engage Brand Reps and amp up the stakes. The Life Shotz Derby was an innovative game for Brand Reps to incentivize and track their recruiting activities in a fun, interactive way.

ROLLAN ROBERTS, II, Executive Vice President, Life Shotz/Oxyfresh.com

Best of the Best Awards Finalists Showcase (cont'd.)

Excellence in Salesforce Development (cont'd.)

Grand Sonoran Ballroom G



PERSONAL DEVELOPMENT/MOTIVATION: INITIALS, INC.'S BOOT CAMP 2012—OPERATION: SPARK

As a company, Initials, Inc., wanted to support its new creative partners in building strong businesses and keep the field connected, motivated, engaged and focused during the early part of 2012. Boot Camp—Operation: SPARK is a 12-week intense (and optional) accountability program aimed to educate, inspire, connect, engage and support the field in hopes of accelerating growth in sales and record enrollment of new creative partners.

BRITNEY VICKERY, Chief Executive Officer & Co-Founder, Initials, Inc.



RECOGNITION: RODAN + FIELDS DERMATOLOGISTS' REDEFINE CASTING CALL

The Rodan + Fields mantra is changing skin ... changing lives. And while brand and transformational products are key components of the direct selling opportunity, field recognition programs generally have not recognized the critical importance of inspirational brand ambassadors. Rodan + Fields believed the time had come for those consultants and customers who were the greatest product evangelists to be afforded a spotlight commensurate with the "face time" given to compensation plan title and earnings achievers. Rodan + Fields created a program whereby loyal product users had the chance to co-star in a new product "commercial" with Dr. Katie Rodan and Dr. Kathy Fields. By recognizing product evangelists, instead of the more traditional group of top earners, Rodan + Fields turned recognition on its head and created a campaign far more successful than they could have imagined. Since launching, the commercial has been viewed 10 times more than the average video and has been shared by consultants more than 100 percent more than any other video, giving these product ambassadors more "face time" than any in-the-moment recognition event.

ORAN ARAZI-GAMLIEL, Executive Vice President, Global Strategy & Business Development, Rodan + Fields Dermatologists

Marketing/Sales Campaigns

Grand Sonoran Ballroom H-I



LAUNCHES: VEMMA NUTRITION COMPANY'S VERVE BOLD LAUNCH

When Vemma formulated a new product for its healthy energy drink line, the company knew in order to reach the intended audience—mostly members of the Gen Y age group—it would need an innovative mix of marketing techniques to generate excitement and create momentum. With this in mind, Vemma went about generating brand awareness and excitement for the product in new and creative ways, turning to social outlets to reach its key audiences. The launch plan included activities ranging from a pre-launch premiere of the product at the Sundance Film Festival and on Entertainment Tonight to creating Bold Launch party kits and hosting Bold Launch blackout parties nationwide. Using social media platforms was also key to the successful launch strategy. The results have been tremendous. Verve Bold has already achieved the second-highest sales in the Vemma product line. The company expects sales to continue to increase, potentially making Verve Bold the company's top-selling product. In just a few short months, more than 850,000 cans have been sold. At this rate, projected sales will total 10 million cans this year, with more than \$30 million in sales. Verve Bold is well on its way to becoming the company's No. 1 product.

MARK PATTERSON, Vice President, Marketing & Brand Development, Vemma Nutrition Company

Best of the Best Awards Finalists Showcase (cont'd.)

Marketing/Sales Campaigns (cont'd.)

Grand Sonoran Ballroom H-I



Scentsy
Family

PROMOTIONS: SCENTSY FAMILY—SCENTSY FRAGRANCE'S SCENTREND

After seven years of rapid growth thanks to the popularity of its flagship product—a wickless candle—Scentsy Fragrance aspired to be known as more than an innovative candle company selling warmers and wax. With plans to use its fragrance expertise to expand into personal care, Scentsy sought to position itself as a leader in the fragrance industry. Scentsy and its public relations partner, Fahlgren Mortine, developed, implemented and promoted a program identifying the up-and-coming fragrance note of the year, which they named ScenTrend 2012. Program feasibility was established in early 2011 and Scentsy's fragrance experts identified the top trending fragrance note for the coming year. Ultimately, Pink Pepper was chosen for its bold, invigorating scent with warm undertones—perfect for capturing 2012's need for optimism and energy, but also comfort. The campaign reached more than 41 million people through media and blogger relations with Scentsy's message of fragrance expertise, and drove sales of \$3.4 million in Pink Pepper Scentsy Bars. A second wave of communication in fall 2012 maintained ScenTrend's relevance to consumers and positioned Scentsy to announce ScenTrend 2013: Violet Leaf, which is already surpassing Pink Pepper benchmarks.

MARK STASTNY, Chief Marketing Officer, Scentsy, Inc.

SOCIAL MEDIA/ONLINE: SCENTSY FAMILY'S BACKSTAGE PASS

The "Light It Up" Scentsy Convention 2012 in Las Vegas was game-changing. The company had just launched a new chocolate fondue brand, Velata, and was using Convention to announce a third brand, Grace Adele. They needed an efficient and cost-effective way to communicate new product launches, share the Convention experience and generate momentum-building enthusiasm with as many of their passionate consultants as possible. In 2011, they spent nearly \$20,000 to provide more than six hours of live Convention video feed to 3,700 consultants. In the end, it seemed the consultants' participation through live streaming was passive. There had to be a better way. The answer was a three-phase, social media tsunami called "Backstage Pass," designed around three stages: tease it, tell it, treasure it. The Backstage Pass program yielded a stronger and more active participation from consultants at the Convention and from those at home than live streaming ever did, at a fraction of the cost. The reaction to, and results from, the Backstage Pass program were remarkable.

MARK STASTNY, Chief Marketing Officer, Scentsy, Inc.

Vision for Tomorrow

Grand Sonoran Ballroom J-K



Scentsy
Family

PHILANTHROPY: SCENTSY FAMILY'S FOUNDATION

Shortly after Scentsy's five-year anniversary in 2009, Heidi and Orville Thompson sought to fulfill the company's motto of "Contribute more than you take" in a way that closely involved consultants and connected them to causes they care about. The Thompsons also wanted to create a process for giving to worthwhile causes locally, to give back to the community in gratitude for its support when Scentsy was a small, struggling business. And finally, they had a vision to help Scentsy employees and consultants, many of whom took a chance on Scentsy in its early years, with college financial aid for their children. The Scentsy Family Foundation was created in late 2009 to fulfill the Thompsons' dream to "contribute" in each of these areas. They deliberately decided not to incorporate the Foundation as a nonprofit so they would have greater flexibility to support a variety of causes. As a result, Scentsy received no tax benefits from the Foundation. Three years after it was created, the Scentsy Family Foundation has given more than \$2.5 million to national charities, \$633,000 to local charities and \$380,000 in college scholarships to more than 190 people.

CORY PUGH, Chief Strategy Officer, Scentsy, Inc.



RODAN+FIELDS
DERMATOLOGISTS

PUBLIC AWARENESS: RODAN + FIELDS DERMATOLOGISTS' HARVARD BUSINESS SCHOOL CASE STUDY

Rodan + Fields partnered with Harvard Business School researchers to write a business case study that would be memorialized and taught to high-profile audiences. The case was built on Rodan + Fields' innovative solutions to motivating and compensating a "volunteer" (i.e., nonemployee) sales-force. The case offered a unique, inside look into the world of direct sales, one that was not previously incorporated into higher education curricula. In doing so, hundreds of current and future business leaders were exposed to Rodan + Fields' learning and decision processes, including the outcomes of some difficult decisions, that would not only create positive and professional experiences for the company, but further shine a light on the legitimacy and breadth of successful outcomes that are possible—and happening—in this marketing channel throughout the world.

LORI BUSH, President & Chief Executive Officer, Rodan + Fields Dermatologists

Tuesday, June 11 | 1:30 p.m. – 3:00 p.m.

Building the Right Team

Grand Sonoran Ballroom A-D

Operations

CEOs, you'll want to attend this workshop! Building a successful sales organization starts with building the right corporate team to lead them. Attendees will take a closer look at the many facets that go into this and help you understand how to make the right decisions for your company. Just a few of the angles to be explored include:

- Proper recruiting techniques to ensure you're looking for the right people in the right places
- Bonus programs and incentives that will keep your corporate staff just as motivated as your field members
- Training new team members to understand the facets of direct selling that make this sales channel so very different from the others



CARRIE ADAMS, Vice President, Human Relations, Mary Kay Inc.

Carrie Adams is responsible for leading Mary Kay's HR initiatives in the U.S., playing an instrumental role in orchestrating strategic, operational and fiscal initiatives for more than 2,500 employees who service the needs of more than 600,000 members of the company's U.S. independent salesforce. In addition, she leads HR Technology and Corporate Security functions on a worldwide basis. Ms. Adams earned a Bachelor of Business Administration from the University of North Texas.



STUART MACMILLAN, Chairman & Managing Partner, IMPACT This Day

Stuart MacMillan is a senior executive with more than 25 years of management experience, the last 14 of which have been in direct selling. After a successful career in the telecommunications industry Mr. MacMillan moved to Excel Communications, where he was responsible for its explosive international growth. He also led Arbonne in its foray abroad to Canada, where the company set business records with unparalleled results.



JIM NORTHROP, President & Chief Executive Officer, Winfield Consulting

Since 2006, Jim Northrop has been the principal of Winfield Consulting, providing consulting services to the direct sales channel. He has served as the leader for such successful direct selling companies as Immunotec, Princess House and the Quality School Plan Division of Reader's Digest. His skills are in strategic planning, facilitating and coaching management teams to adopt new directions and adapt to new strategies, as well as re-vitalizing companies that have stalled.

Crafting the Customer Experience for People Not Like You

Grand Sonoran Ballroom E

How to Delight & Engage the Customers Your Competitors Don't Understand

Marketing

A "one size fits all" approach to customer service is no longer a viable option. Best-selling author Kelly McDonald will show how companies, brands and products struggling to differentiate themselves in a "sea of sameness" can foster long-term loyalty and brand preference with exceptional and customized customer service. Crafting a customer experience that caters to people not like you will bring in new customers and create a competitive advantage over companies that fail to recognize their customers' diversity. This session will include such take-aways as:

- A detailed guide to core customer groups including women, the five generations (Matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments such as Hispanics and African Americans, and those who are defined by key lifestyle and life-stage attributes
- Consumer insights that will help business leaders deliver a better business experience to every customer
- Seven principles for creating an inclusive and inviting customer experience for every consumer group



KELLY McDONALD, President, McDonald Marketing

As a professional speaker to businesses and organizations, Kelly McDonald shares marketing insights and teaches strategies and tactics for cultivating diverse consumers emotionally, rationally and with cultural relevance. Her topics are always customized to the specific industry and localized geographically as appropriate.

Tuesday, June 11 | 1:30 p.m. – 3:00 p.m. (cont'd.)

Recruiting & Retaining Your Salesforce with Insurance

Grand Sonoran Ballroom H-I

Legal

The Affordable Care Act (aka Obamacare) will bring about new rules with some wide variances in health insurance coverage. Learn how these changes can be leveraged to help increase retention and recruiting. Field insurance is one of the most impactful salesforce benefits your company can provide your field members and it will be crucial that you understand the changes DSA's brokerage firm expects and how they will affect this major benefit you are able to provide to your distributors through your DSA membership.



KRISTIE ARSLAN, *President, National Association for the Self-Employed*

With years of advocating on behalf of America's self-employed and her own personal experience working for her family's small business, Kristie Arslan provides critical insight into the issues affecting America's smallest entrepreneurs. She has been quoted and published in a variety of publications and has appeared on many news channels.



RICH FUCHS, *President & Chief Executive Officer, PRO Insurance Managers, Inc.*

Rich Fuchs has been with PRO Insurance for more than 40 years. The firm primarily focuses on providing a full suite of beneficial insurance programs that support entrepreneurs who belong to association/affinity groups. PRO currently works with more than 80 national and multi-national associations and with more than 16 million members including representatives from Mary Kay, The Pampered Chef, Avon, USANA Health Sciences, Shaklee and others.



LAURA WHITTIER, *Manager, Consultant Business Tools, Mary Kay Inc.*

Laura Whittier works with suppliers to provide goods and/or services that help Mary Kay's independent beauty consultants with their businesses. She started with Mary Kay in 1983 and was fortunate to be able to work directly with Mary Kay Ash on merchandising the company's quarterly contests, creating career apparel programs and buying jewelry and furs each year for annual Seminars. She has a purchasing background and has worked on a variety of special projects while at Mary Kay.

Women Can Have It All . . . If They Want It

Grand Sonoran Ballroom G

Recruiting

Today's women want it all—a high-paying job, a family and a career, not to mention a social life, vacations, time to themselves... the list goes on and on. Women searching for a work-life balance, and the opportunity to break through the glass ceiling, should be looking to direct selling and this session will show you how to position your company to attract this growing cadre of female career-seekers—while not losing touch with your part-time seller base. Hands-on tips including adjusting your sponsoring materials and language and broader company messaging will also be covered.



LORI BUSH, *President & Chief Executive Officer, Rodan + Fields Dermatologists*

Lori Bush joined Rodan + Fields as the company's President in October 2007. With more than 25 years of experience in the consumer and health care products industries, she was responsible for overseeing the brand's entrance into the direct selling arena. A seasoned direct selling leader, she previously served as President of Nu Skin International. Ms. Bush received an MBA from Temple University and a BS from The Ohio State University.



HEATHER CHASTAIN, *Senior Vice President & Chief Sales Officer, Arbonne International*

Heather Chastain joined Arbonne in September 2012 and guides key areas of the business related to Arbonne's independent consultant salesforce—field development and sales—including expanding and supporting the multicultural markets, public relations, salesforce events and online marketing. With more than 16 years in the direct selling industry, she was most recently President of Celebrating Home. Ms. Chastain graduated from the University of Texas with a degree in Business Administration.

Tuesday, June 11 | 1:30 p.m. – 3:00 p.m. (cont'd.)

Turning an Attack on the Industry or Your Company into an Opportunity

Grand Sonoran Ballroom F

Communications

The direct selling business model has recently faced a spate of criticism and misunderstanding, generated primarily by a few financially motivated "short selling" investors who have built upon and perpetuated myths and misrepresentations that have existed for years. Even when seemingly focused on a handful of companies, criticism of the model undercuts the credibility of all direct sellers. Moderated by DSA President Joseph Mariano, this panel of company, association and marketing experts will explore DSA's short- and long-term communications strategy, the implications of these recent challenges for individual companies, and how companies can incorporate DSA and DSEF resources into their communications and marketing efforts. You'll learn more about industry messaging and how you can adapt those messages to give your field powerful resources that reinforce the benefits of the business model while promoting the unique aspects of your company.



LINDA FERRELL, *Prof. of Marketing, Bill Daniels Professor of Business Ethics, Univ. of New Mexico*
Linda Ferrell's research focuses on business and marketing ethics issues and she has published in the *Journal of Business Ethics*, *Journal of Public Policy & Marketing*, *AMS Review*, *Journal of Business Research* and others. She is co-developing the National Association of State Boards of Accountancy (NASBA) ethical leadership certification program. She worked for Pizza Hut's and McDonald's advertising agencies prior to completing her Ph.D.



O.C. FERRELL, *Bill Daniels Professor of Business Ethics, University of New Mexico*
O.C. Ferrell, Ph.D., is the co-author of leading business ethics, marketing and management textbooks and has published more than 100 articles. He is currently developing ethical leadership certification with the National Association of State Boards of Accountancy (NASBA). He has served as an expert witness in many high-profile litigation cases as a business ethics expert.



JOSEPH N. MARIANO, *President, Direct Selling Association*
Joseph N. Mariano joined the Direct Selling Association (DSA) in 1985 and assumed the role of President in 2011. Previously, he was Executive Vice President and Chief Operating Officer. Mr. Mariano has ultimate responsibility for all association programs and activities; he is charged with providing progressive association leadership, development and implementation of Association policies in the fields of government, consumer and international affairs.



SCOTT MONROE, *Chief Brand Officer, Thirty-One Gifts*
Scott Monroe helped start Thirty-One with his wife, Cindy, in the basement of their family home in Tennessee eight years ago. Mr. Monroe's role as Chief Brand Officer is ideal due to his passion for staying true to the company's roots, mission and values. He ensures Thirty-One's brand image, message and promise is infused into all parts of the company from marketing to finance, customer service to product development and everything in between.



ROBERT PETERSON, PH.D., *Associate Vice President, Research, University of Texas at Austin*
Dr. Robert Peterson is a professor of marketing and an associate vice president for research at The University of Texas at Austin. He is a former board member of the DSEF and recipient of its Circle of Honor award.

Tuesday, June 11 | 1:30 p.m. – 3:00 p.m. (cont'd.)

Going Overseas? Where to Go & What to Know *Grand Sonoran Ballroom J-K International*

Looking to expand your company's reach beyond U.S. borders but don't know where to begin? Plan to attend this session to learn the whys, hows, dos and don'ts of global expansion from the experts who have "been there, done that." Top take-aways will include countries you should expand into first and setting goals that are country-specific to your products.



ADOLFO FRANCO, *Executive Vice President, Direct Selling Association*

Adolfo Franco is responsible for managing and directing the government relations efforts for the association in Washington, D.C., and throughout the U.S. He works to promote direct selling's interests with Members of Congress, state legislatures and federal and state regulatory authorities. He also provides counsel to member companies engaged in international activities, including serving as liaison to U.S. government agencies on matters affecting direct selling companies' access to foreign markets.



DAVID MERRIMAN, *Global Executive Vice President, ACN, Inc.*

Dave Merriman serves as ACN's Global Executive Vice President. He joined the company in 1995 and works alongside its four co-founders, executive management and top representatives to globally promote and expand ACN's direct selling business. Mr. Merriman oversees all aspects of representative support, leads the company in its international expansion and helps ensure ACN and its representatives understand and comply with government regulations and affairs.



KARL OSSIG, *Founder, MERIDIAN GERMANY*

After studying business administration at Cologne University in Germany, Karl Ossig held various management positions as Director of Sales and Marketing in Germany and abroad. His career as a consultant in direct selling covers more than 25 years. As a founder of a consulting company specialized for the direct selling industry, he has assisted numerous U.S.-based companies in either entering European markets or improving the performance of their entities onsite.



RUDY REVAK, *Founder & Chief Executive Officer, Symmetry Corp.*

Rudy Revak has been involved in direct selling for more than 40 years. He started as a distributor and quickly became part of the company's management team. As President and CEO, he has developed companies in Germany, Canada, Italy and the U.S. As an international executive, he has managed businesses in Asia, Europe, South America and North America. In 1995, Mr. Revak started his own company, Symmetry Direct, which now does business in more than 15 countries.



Your company relies on outside vendors and consultants to help conceive, design and implement the projects that make it successful. Finding the right person or company for the job is crucial. During this year's Annual Meeting tradeshow you'll have access to 120 industry vendors who can help you with everything from overhauling your compensation plan to picking the next incentive trip for your sales leaders.

We encourage you to make the most of the tradeshow's open hours throughout the meeting to have conversations with exhibitors about how their companies can help yours grow. New this year, we're opening the hall

early so you can get a jump on valuable networking time. Meet one-on-one with the vendors you need or join your peers at tables to network informally before the Opening Reception.



Something Special Awaits You Inside the Pavilions!



Six industry vendors will be at the center of the exhibit hall inside unique pavilions with give-aways for those who stop by. Whether you stop by during Sunday's Desert Zen Opening Reception or browse through their exhibits during one of the networking breaks, you'll want to check out what these pavilions have to offer!

Pavilion Exhibitors: Iacono Productions, InfoTrax Systems, L.C., IntegraCore, Multi Image Group (MIG), VideoPlus, L.P. and Zoyto.

Sunday, June 9

- 1:00 p.m. – 4:00 p.m.
Open for Networking & Business Appointments
- 4:30 p.m. – 5:30 p.m.
Supplier Briefing & Orientation
- 6:00 p.m. – 8:00 p.m.
Desert Zen
Opening Reception

Monday, June 10

- 7:30 a.m. – 6:30 p.m.
Hall Open for Networking

Tuesday, June 11

- 7:30 a.m. – 1:30 p.m.
Hall Open for Networking

Buffet Sponsors

Monday Breakfast
Sponsored By:



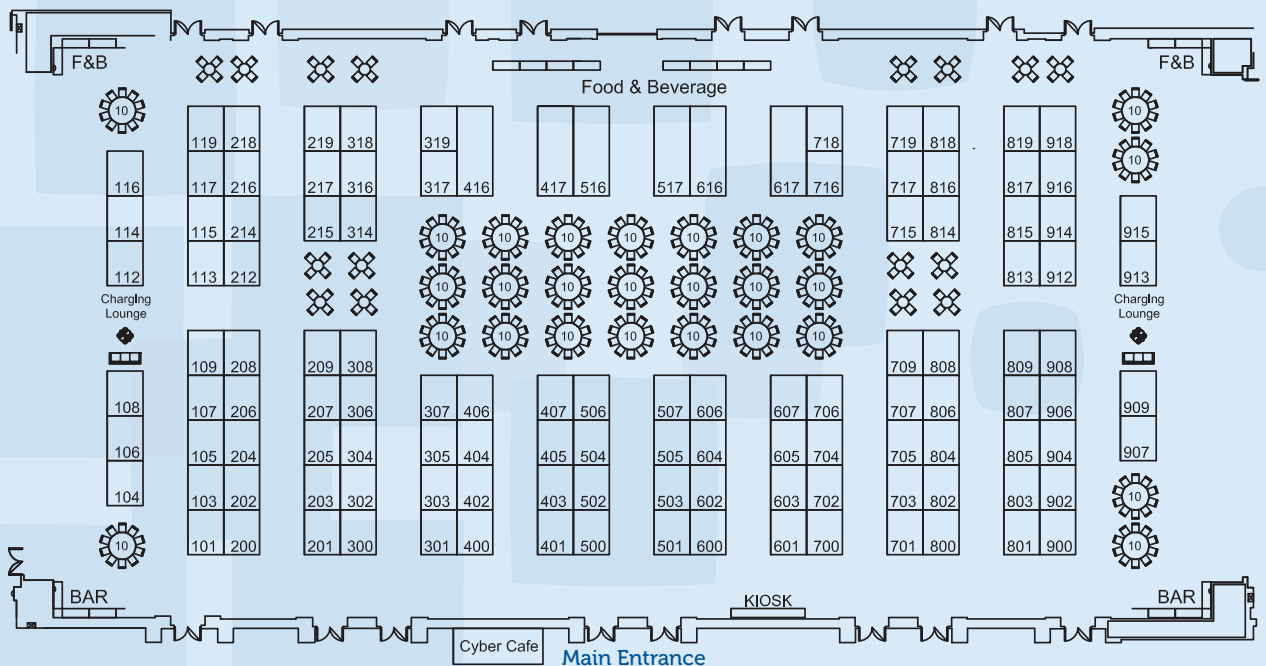
Monday Lunch
Sponsored By:



Monday Refreshment
Break Sponsored By:



Tuesday Lunch
Sponsored By:



Grand Canyon Ballroom

Event Information

Registration Desk Hours

Saturday, June 8:	Noon – 7:00 p.m.
Sunday, June 9:	8:00 a.m. – 9:00 p.m.
Monday, June 10:	7:30 a.m. – 5:00 p.m.
Tuesday, June 11:	7:30 a.m. – 2:00 p.m.

Badge Holders Sponsored By:



Registration Bags Sponsored By:



Thumb Drives Sponsored By:



Room Keys Sponsored By:



Registration Sponsored By:



Signage Sponsored By:



Drink Tickets Sponsored By:



Water Bottles Sponsored By:



Text Messaging Sponsored By:



Dress

Business casual is recommended for all events except Tuesday evening's Awards Gala, which is black-tie optional attire. The hotel is air conditioned and meeting rooms are generally cool.

Badge Colors & Policy

Badges are your passport to all DSA functions. All registered delegates must pick up their badges at the DSA Registration Desk. If you misplace your badge, please notify the DSA Registration Desk immediately. Lost badges will be replaced for a \$10 fee. Should DSA determine your original badge has been used after a replacement badge has been issued you will be charged a full registration fee of \$1075. For ease in identifying your fellow delegates, badges are color-coded:

<i>White: direct selling member</i>	<i>Green: prospective member</i>
<i>Blue: supplier member</i>	<i>Gray: subscriber member</i>
<i>Yellow: spouse</i>	<i>Salmon: evening events only</i>

First-Time Attendees

A special ribbon designates direct selling registrants who are attending a DSA meeting for the first time. Please take a moment to introduce yourself, get acquainted and help answer questions for those individuals.

Awards Gala Ticket Exchanges & Purchases

If you plan to attend the Awards Gala, Tuesday, June 11, exchange the ivory attendance card in your registration materials by Noon on Monday, June 10. You may choose to pay an extra fee of \$100 to reserve a seat at the Gala, guaranteeing you the seat of your choice for the evening (tables may be purchased for \$1,000). Those wishing to do so must be present to exchange their tickets for their reserved seat assignment. Visit the Gala Table near the DSA registration desk and review the details in your registration packet for more information.

DSA Annual Meeting on Your Mobile Device

Have a 21st-century Annual Meeting experience! You can stay up-to-date about all the excitement in Phoenix through Twitter, a mobile website and even text message reminders. Take advantage of all of these great new tools and you won't miss a moment of the excitement!

Twitter: Be involved in the conversation by following [#DSAAnnual](#) and stay in the loop about your fellow attendees' fabulous experiences. Share what you learn throughout the event, ask your colleagues questions and spread the fun around!

DSA's Mobile Events Website: Access Annual Meeting details on the go! Visit www.dsa.org/mm on your mobile device and then save this address to access Annual Meeting details any time. From the schedule to tradeshow information and the attendee list, you can learn what you need to know at the touch of a button.

Text Message Reminders: Need to know where to go next? Want to know if there are last-minute schedule changes? If you want these details in the palm of your hand, text [CELEBRATE](#) to 96000 and stay up to speed throughout your time in Phoenix!

DSA Board of Directors

CHAIRMAN

Brett Chapman
Herbalife

VICE CHAIRMAN

Orville Thompson
Scentsy, Inc.

VICE CHAIRMAN

Truman Hunt
Nu Skin Enterprises

TREASURER

William Dangl
Amway

IMMEDIATE PAST CHAIRMAN

Jerry Kelly
Silpada Designs

PAST CHAIRMAN

Marjorie Fine
Shaklee Corporation

PRESIDENT

Joseph Mariano
Direct Selling Association

SECRETARY

Adolfo Franco
Direct Selling Association

COUNSEL

Deborah Ashford
Hogan Lovells US LLP

DIRECTORS

John Burczyk
Hy Cite Corporation

Traci Lynn Burton
Traci Lynn Fashion
Jewelry

Janice Capinegro
The Pampered Chef

Heather Chastain
Arbonne Int'l., LLC

Cari Christopher
Signature HomeStyles

Angela Chrysler
Team National

Matt Dorny
Nu Skin Enterprises

Joan Hartel Cabral
Vantel Pearls in the
Oyster

Tim Horner
Premier Designs, Inc.

Richard Jutkins
Stampin' Up!

Friedrich Kroos
JAFRA Cosmetics
International, Inc.

Michael Lunceford
Mary Kay Inc.

Rich Makover
Avon Products, Inc.

David Merriman
ACN, Inc.

Cindy Monroe
Thirty-One Gifts

Mike Nichols
The Kirby Company

Joani Nielson
Tastefully Simple, Inc.

John Parker
Amway

Peter Schneider
Primerica, Inc.

Connie Tang
Princess House, Inc.

David Wentz
USANA Health
Sciences, Inc.

Richard Wright
AdvoCare International, LP

John Wyckoff
Dove Chocolate
Discoveries

ANNUAL MEETING COMMITTEE

Orville Thompson
Scentsy, Inc.

AWARDS COMMITTEE

Lori Bush
Rodan + Fields
Dermatologists

COMMUNICATIONS

COMMITTEE
Scott Monroe
Thirty-One Gifts

ETHICS & SELF- REGULATION COMMITTEE

Laura Beitler
Mary Kay Inc.

EXECUTIVE COMMITTEE

Brett Chapman
Herbalife

FINANCE COMMITTEE

William Dangl
Amway

GOVERNMENT RELATIONS

COMMITTEE
Bryan Harrison
Amway

INDUSTRY RESEARCH

COMMITTEE
JJ LeBlanc
Mary Kay Inc.

INTERNATIONAL COUNCIL

John Venardos
Herbalife

LAWYERS COUNCIL

Renee Cogdell Lewis
lia sophia

MEMBER SERVICES

COMMITTEE
Michelle Jones

NOMINATING COMMITTEE

Jerry Kelly
Silpada Designs

STRATEGIC PLANNING

COMMITTEE
Marjorie Fine
Shaklee Corporation

SUPPLIER ADVISORY

COMMITTEE
Edward Dion
E.A. Dion, Inc.

DSA, DSEF & WFDSA Staff in Attendance

Nancy Burke
Senior Director, Membership

Molly Cox
Communications Assistant

Jennifer Dunleavy
Director, Finance & Operations

Adolfo Franco
Executive Vice President

Tamuna Gabilaia
Executive Director, WFDSA

Ben Gamse
Market Research Manager

Karen Garrett
Dir., Marketing & Publications Svcs.

Jeff Hanscom
Attorney & Gov't. Relations Manager

Valerie Hayes
Senior Dir., Global Regulatory Affairs

Tamara Ingram
Program Manager, DSEF

Nancy Laichas
Chief Marketing & Development
Officer, DSEF

Joseph N. Mariano
President

Lindsay Marquardt
Meetings Assistant & Registrar

Lacie Rawlins
Membership Assistant

Tom Nutton
Front Desk Manager

Maureen Paniagua
Manager, International, WFDSA

Marcia L. Davis Rhinehart
Dir., Executive Office & Board Activities

Amy Robinson
Chief Marketing Officer & Senior
Vice President

Britta Shillingsburg
Exhibit & Supplier Coordinator

Bettie Smith
Senior Program Director, DSEF

John Webb
Senior Dir., GR, & Assoc. Legal Counsel

Alyssa Wolice
Marketing & Communications Specialist

**2013 Annual Fund Corporate Contributors
December 1, 2012 – November 30, 2013**

Reflects contributions and pledges received as of May 24, 2013

SPONSORS (\$25,000 - \$39,999)

- *Nu Skin Enterprises ±
- *The Pampered Chef ± (G)
- *Premier Designs, Inc. ±
- *Scentsy, Inc.
- *USANA Health Sciences, Inc. ± (G)

DONORS (\$5,000 - \$14,999)

- 4Life Research, LLC (G)
- AdvoCare International, LP
- Arbonne International ±
- Beachbody LLC
- *Dove Chocolate Discoveries (G)
- *Enagic USA Inc. ±
- GNLD International

- JAFRA Cosmetics International, Inc.
- lia sophia ±
- Mannatech, Inc. ± (G)
- *Morinda Bioactives
- Princess House, Inc. (G)
- Regal Ware, Inc. ±
- Reliv International, Inc. ±

SUPPORTERS (\$15,000 - \$24,999)

- *ACN, Inc. ±
- *CUTCO/Vector Marketing Corp. ± (G)
- Direct Selling News (In-Kind) (R)
- *Hy Cite Corp. ±
- Luce, Murphy, Fong & Assoc., LLC (In-Kind) (R)
- NSA
- *The Scott Fetzer Foundation

CONTRIBUTORS (\$1,000 - \$4,999)

- 3D Destinations (R) (G)
- *Agel Enterprises, LLC
- Bartha (R) (G)
- The Connection (R) (G)
- Enzacta USA +
- FOCUS Communications LLC (G)
- GoldMail, Inc. (In-Kind) (R)
- Harland Clarke (R) (G)

- *Immunotec, Inc.
- John A. Parks Co. Inc. (R) (G)
- *LifeShotz/Oxyfresh.com
- PartyLite Gifts, Inc. (G)
- PRO Insurance Managers, Inc. (R)
- Rena Ware International
- ROAM (R) (G)
- Sabika, Inc.

- Rodan + Fields Dermatologists
- Shaklee Corporation (G)
- Silpada Designs ±
- Stampin' Up! ±
- Take Shape for Life +
- * Team National ± (G)

- Smart Office Solutions, Inc. (R) (G)
- Southwestern Advantage (In-Kind) ±
- Talk Fusion
- Thatcher Technology Group (R) (G)
- Vemma Nutrition Company (In-Kind) +
- VideoPlus, L.P. (R) (G)
- WineShop At Home (G)
- Winfield Consulting (R)

FRIENDS (\$100 - \$999)

- Babener & Associates/SourceNet Group
- Carico International (R)
- Celadon Road, Inc.
- Cosmo International Fragrances (R)
- Dan Jensen Consulting (R)
- DeMarle At Home, Inc. (In-Kind)
- Dudley Beauty Corp., LLC (G)
- E.A. Dion, Inc. (R)
- Essential Bodywear
- Exclusive Destinations (R)
- Gigi Hill, Inc. +
- The Hartford (R) (G)
- Hepfer & Associates (R)
- Hogan Lovells US LLP (G)

- *HomeTec
- Iacono Production Services, Inc. (R)
- iCentris, Inc. (R)
- IMN (R)
- IMPACT This Day (R)
- Initial Outfitters
- Initials, Inc. (In-Kind)
- IntegraCore (R)
- Jenkon (R)
- L'Bri Pure N' Natural
- Multi Image Group (MIG) (R)
- Nehra & Waak, Attorneys At Law (R)
- Paperly (In-Kind) +
- Paul Anthony Awards

- *Pink Papaya, LLC
- ProPay Inc. (R)
- Simply Said, LLC
- *Simply You +
- Soul Purpose Lifestyle, Inc. (In-Kind) +
- Sylvina Consulting
- Tealightful Inc. (In-Kind) +
- Traci Lynn Fashion Jewelry
- Utley Brothers Printing (In-Kind) (R) (G)
- Vantel Pearls In The Oyster (In-Kind) ±
- Votre Vu
- Wakefield Global (R)
- ZOOM.7 Meetings and Events (R)

**2013 Annual Fund Individual Contributors
December 1, 2012 – November 30, 2013**

Reflects contributions and pledges received as of May 24, 2012

EXECUTIVE'S CIRCLE (\$1,000 to \$2,499)

- Mike Christensen (G)
- Heather Chastain
- Phil & Angela Chrysler ±
- Matt & Nancy Dorny
- Marjorie Fine ±
- Stan Fredrick ± (G)
- W. Alan & Carolyn Luce
- Joseph N. Mariano ±
- Nathan & Joy Moore
- John Parker (G)
- Dave Wentz (G)
- John & Karen Whelpley

CHAIRMAN'S CIRCLE (\$10,000 to \$24,999)

- Doris K. Christopher ±

PRESIDENT'S CIRCLE (\$5,000 to \$9,999)

- Joey & Nora Carter ±
- Jim Northrop ±
- Charles L. Orr ±

LEADERSHIP CIRCLE (\$500 to \$999)

- Deborah T. Ashford ± (G)
- Anne Butler
- John T. Fleming
- Jennifer & John Fong
- Nancy J. Laichas
- Deborah T. Ashford
- Dan & Maria Moore

BUILDER'S CIRCLE (up to \$499)

- Paul Adams (G)
- Lynda Baum (G)
- Tim Belanger (G)
- Richard Brooke (G)
- Jeff Brown (G)
- Shad Brunson (G)
- Joan Hartel Cabral (G)
- Trey Campbell (G)
- Deanna Conn (G)
- Patrick Crosson (G)
- David Daniel (G)
- Pam Dean (G)
- Randall Decker (G)
- Michael DeFabis (G)
- Edward Dion, Jr. (G)
- Brett Duncan (G)
- Linda & O.C. Ferrell
- Michael Fisher (G)
- Dave Fleming (G)
- Francisco Ortega Gaxiola (G)
- Keith George
- Bruce Hale (G)
- Tom Hall (G)
- Ashley Harrison (G)
- Matthew Herrera (G)
- Carol Higgins (G)
- Nan Holloway (G)
- Calvin Jolley
- Donald Karn
- Terry Keller (G)
- Bart Kennington (G)
- Dave Litwak (G)
- Michael McMillan (G)
- Dana Mehrer (G)
- Scott Monroe (G)
- Jeremy Monte (G)
- Scott Nelson (G)
- Paul Noack (G)
- Michael Norris (G)
- Brad Novak (G)
- Joe Novak (G)
- Dee Oldroyd (G)
- Gregory Probert (G)
- Mike Ramsey (G)
- John Ricketts (G)
- Wynn Roberts (G)
- Sam Robinson (G)
- Justin Rose (G)
- Whitney Rose (G)
- Kelly Sobotka (G)
- Sue Schroeder (G)
- Richard Schubkegel
- Rick Stambaugh (G)
- Linda Sullivan (G)
- Tal Swails (G)
- Jonathan Swick (G)
- Monica Tautkus (G)
- Jason Trummell (G)
- Brad Wayment (G)
- CJ Yeh (G)
- Michael Zarrelli (G)



CELEBRATING 40 YEARS

DSEF Board Member | ± Capital Campaign Contributor | * Fair Share (Active Member Companies Only) | + First Time Contributor (Active Member Companies Only) | (R) Red Ribbon Contributor (Supplier Member Companies Only) | (G) 40th Anniversary Golf Tournament Sponsor/Player

Package Sponsors

Emerald Sponsors:



Platinum Sponsors:



Gold Sponsors:



Silver Sponsors:



Bronze Sponsors:



À la Carte Sponsors:



Mark Your Calendars for These Upcoming Events!



DIRECT SELLING ASSOCIATION

2013 Direct Selling Association Tax Seminar



Back by popular demand and being held outside Washington, D.C., the Direct Selling Association is once again presenting its Tax Seminar, designed to provide direct selling attorneys and tax professionals with the critical information needed stay up-to-date on ever-changing tax regulations and the many ways small changes in the law can affect your operations.

July 9-10, 2013 | Arlington, Va. | www.dsa.org/2013tax

Save the Date



Global Regulatory Summit

An Exploration of
Emerging Direct Selling Trends
in the U.S. and Abroad

**October 3-4, 2013
Washington, D.C.
dsa.org/2013regulatory**

Be Connected



December 4-6, 2013 Washington, D.C.

www.dsa.org/2013beconnected