



FEDERAL TRADE COMMISSION ENGAGEMENT

- **Authored letter to the Federal Trade Commission** stating that the March 15 letter rescinding the 2004 Advisory Opinion and updated *Business Guidance Concerning Multi-Level Marketing* is inconsistent with current law.
- **Met with newly confirmed Federal Trade Commission Commissioners** Andrew Ferguson and Melissa Holyoak to discuss rules under consideration that could impact direct selling, updated guidance, and the Direct Selling-Self-Regulatory Council
- **Supported language included in the FY 2025 Financial Services and General Government appropriations bill** that prohibits the FTC from proceeding with rulemakings on the Business Opportunity and Earnings Claims rulemakings except under certain conditions

EXPANDING OUR INFLUENCE

- **Direct Selling Day on Capitol Hill brought almost 100 direct sellers and executives** representing 14 DSA member companies to meet with over 70 Members of Congress' offices to discuss the direct selling channel as a low-risk path to entrepreneurship.
- **DSA issued its 2024 Voters' Guide** to all DSA member companies for distribution to field members.
- **Representative Richard Hudson (R-NC)**, the Republican co-chair of the Direct Selling Caucus, attended DSA's September Board meeting to remark on H.R. 2700, the Employee Rights Act, which removes restrictions placed on independent contractors. He also engaged in a dialogue with the Board, answering questions posed.
- **DSA hosted a fundraiser for Senator Markwayne Mullin** at his Washington, DC residence.

DEFENDING INDEPENDENT CONTRACTOR STATUS

- **Held a meeting with senior Department of Labor officials** to discuss the impact of the final independent contractor rule on direct sellers and advocate for clarity under the rule
- **Direct seller impact under DOL independent contractor rule** questioned during House Education and Workforce Committee hearings
- **Led inter-industry effort supporting the Congressional Review Act resolution** that would nullify the impact of the Department of Labor Independent Contractor final rule
- **Impact of DOL Independent Contractor Rule mentioned in the report** released by Senate Health, Education, Labor and Pensions Committee.

CONNECTING DIRECT SELLERS & POLICYMAKERS

- **Hosted an event on Capitol Hill and the White House** with senior Biden Administration officials and Members of Congress with direct selling CEOs
- **Held a Women's Entrepreneurship Roundtable** with Rep. Marianne Miller Meeks in Davenport, Iowa that connected the Congresswoman with five constituent direct sellers.
- **Hosted a Capitol Hill briefing with the Congressional Selling Caucus** on the future of work and young workers' attitudes towards business ownership and direct selling's role in the economy

BOOTS ON THE GROUND IN STATE CAPITOLS

- **Reviewed and evaluated over 400 state bills** introduced for the 2024 legislative season, actively tracking over 200.
- **Actively participated in meetings** for the Democratic Attorney Generals Association, Republican Attorney Generals Association, and Republican Legislative Campaign Committee, engaging with dozens of state attorneys general and state legislative leaders, recognizing their crucial role in the legislative process.
- **Achieved significant success in Arizona**, successfully working to protect the independent contractor status of direct sellers, a crucial win for the direct selling industry.
- **Worked in Oklahoma** to successfully stop a bill that would have negatively impacted direct selling.