



May 31, 2015 | San Antonio

<http://annualmeeting.dsa.org/>



**DSA Annual Meeting
Program of Events**

Welcome to the 2015 Annual Meeting! I'm pleased you can join us for this event, as executives from across the industry and around the world unite to discuss our industry's trends, challenges and most pressing issues.

The theme of this year's annual meeting is opportunity and we'll spend our time in San Antonio celebrating the opportunities facing our sales channel - opportunities to shine, lead, inspire and achieve more than we have ever imagined. The future is bright and as I prepare to take the helm as DSA's Chairman of the Board next year, I'm excited about what our industry can achieve in the coming years. It is only by making the most of our opportunities to lead and achieve that we can protect our business model and continue to empower our field's visionaries and entrepreneurs to shine as a beacon for everything right about direct selling.

Never before have direct selling's opportunities been so great, and never before has it been so important for our companies - brand-new and tenured, party plan and person-to-person - to unite under a single banner and step forward in the marketplace as the great movement of the past, present and future that we are.

I'll look forward to seeing you in San Antonio, where our general sessions, workshops and other learning opportunities will help you better understand current marketplace trends, learn from your peers about what's working at their companies and be inspired to think big and generate success for yourself, your company and the industry.

This critical event is the result of significant effort on the part of many talented executives from across the industry, without whom this year's Annual Meeting could not have gone forward. Thank you to you all for your time, talents and effort.



Have a great Annual Meeting experience!

David Holl
2015 Annual Meeting Committee Chairman
President & CEO, Mary Kay Inc.

Annual Meeting Committee:

David Holl (Mary Kay Inc.)
Melissa Brunton (Direct Selling Association)
Lori Bush (Rodan + Fields)
Kim Drabik (Amway)
Joan Hartel Cabral (Vantel Pearls)
Truman Hunt (Nu Skin Enterprises)
Michael Iacono (Iacono Productions)
Charlie Kirschner (Rodan + Fields)
John Parker (Amway)
Kara Schneck (Nu Skin Enterprises)
Orville Thompson (Scentsy, Inc.)
Britney Vickery (Initials, Inc.)
Al Wakefield (Wakefield Global)

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Network

Welcome Lunch

Noon - 1:15 p.m.

Expand your circle of contacts when you break bread with industry leaders, newcomers, Suppliers and others in the exhibit hall for a networking luncheon. This event will give you a great opportunity to make new friends in time for the afternoon's learning sessions.

Lunch Sponsored By: 

Learn

Express Learning Sessions

1:30 p.m. - 2:45 p.m.

Join direct selling executives for two sets of mini-workshops, each lasting 30 minutes, where you can choose from a variety of subjects being presented by almost 50 valued industry partners. With topics ranging from field recognition and brand expression to marketing and salesforce tools, you'll walk away from these express learning experiences bursting with creative ideas you can start implementing right away.



Explore

Partners Make It Possible Scavenger Hunt

3:00 p.m. - 4:30 p.m.

Join your peers Sunday afternoon, May 31, on a Scavenger Hunt through the Exhibit Hall! This fun and interactive learning experience will combine networking with some friendly competition as you improve your core knowledge about the industry. Be one of the first to check off all the boxes on your team's scorecard and you'll win one of our exciting prizes! All players receive a free copy of Sally Hogshead's latest book.

Brought to You By:   
  

Party

Blue Jean Bash

6:00 p.m. - 8:00 p.m.

Sunday night you'll don your favorite denim and go cowboy casual at the Grand Opening Reception! Rock out in jeans, vests, cowboy boots and more as you work the room, catch up with old friends, chat with exhibitors and make the most of this opening night in San Antonio!



Pre-Conference Activities

Saturday, May 30, 2015

10:00 a.m. - 11:15 a.m.	DSA Lawyers Council Meeting
11:30 a.m. - Noon	DSA China Working Group Meeting
11:30 a.m. - 1:00 p.m.	DSEF Development Committee Meeting
Noon - 1:00 p.m.	DSA International Council Meeting
Noon - 6:00 p.m.	Exhibitor Set-Up
Noon - 7:30 p.m.	DSA Registration Open
1:15 p.m. - 2:45 p.m.	DSEF Executive Committee Meeting
3:00 p.m. - 4:00 p.m.	DSA Executive Committee Meeting
4:00 p.m. - 6:00 p.m.	DSA Government Relations Committee Meeting
4:00 p.m. - 6:00 p.m.	DSEF Academic Council Meeting
6:00 p.m. - 7:00 p.m.	Supplier Reception
7:00 p.m. - 8:00 p.m.	DSA/DSEF Board Reception
8:00 p.m. - 10:00 p.m.	DSA/DSEF Board Dinner

Grand Oaks D-F
 Grand Oaks Salon A-C
 Grand Oaks Salon E
 Grand Oaks Salon A-C
 Nelson Wolff Exhibit Hall
 Level 2 Foyer
 Grand Oaks Salon F
 Grand Oaks Salon E
 Grand Oaks E-F
 Grand Oaks D
 Magnolia
 Sunday House
 Periwinkle/Verbana

Sunday, May 31, 2015

7:30 a.m. - 9:00 p.m.	DSA Registration Open
8:00 a.m. - 8:15 a.m.	Express Breakfast (Meeting Planners Track)
8:00 a.m. - 10:00 a.m.	DSA Board of Directors Meeting
8:00 a.m. - 11:00 a.m.	Exhibitor Set-Up
8:15 a.m. - 8:45 a.m.	Why We're Unique (Meeting Planners Track)
8:45 a.m. - 10:00 a.m.	Lights, Camera, Action (Meeting Planners Track)
10:00 a.m. - Noon	WFDSA Board of Delegates Meeting
10:15 a.m. - 11:45 a.m.	Hotel Trends & Negotiations (Meeting Planners Track)
10:15 a.m. - 11:45 a.m.	DSEF Board of Directors Meeting
10:15 a.m. - 11:45 a.m.	Party Plan Council Meeting (DS Execs Only)

Level 2 Foyer
 Grand Oaks N-P
 Grand Oaks A-C
 Nelson Wolff Exhibit Hall
 Grand Oaks N-P
 Grand Oaks N-P
 Begonia/Bottlebrush
 Grand Oaks N-P
 Grand Oaks Salon E-F
 Grand Oaks A-C

Schedule At-A-Glance

Sunday, May 31, 2015

Noon – 1:15 p.m.	Welcome Lunch	Nelson Wolff Exhibit Hall
1:30 p.m. – 2:45 p.m.	Express Learning Sessions	Nelson Wolff Exhibit Hall
3:00 p.m. – 4:30 p.m.	Partners Make it Possible Scavenger Hunt	Nelson Wolff Exhibit Hall
4:30 p.m. – 5:30 p.m.	DSA Member Services Committee Meeting	Grand Oaks D
4:30 p.m. – 5:30 p.m.	Ethics Committee Meeting	Grand Oaks A-C
4:30 p.m. – 5:30 p.m.	Supplier Briefing & Orientation	Nelson Wolff Exhibit Hall
5:30 p.m. – 6:00 p.m.	New Member Reception (DS execs only)	Grand Oaks E-F
6:00 p.m. – 8:00 p.m.	Blue Jean Bash Opening Reception	Nelson Wolff Exhibit Hall

Monday, June 1, 2015

7:00 a.m. – 7:00 p.m.	DSA Registration Desk Open	Level 2 Foyer
7:15 a.m. – 8:45 a.m.	Breakfast	Nelson Wolff Exhibit Hall
9:00 a.m. – 10:45 a.m.	Opening General Session	Grand Oaks G-M
11:00 a.m. – Noon	Workshop Bank I	Various Locations
Noon – 1:30 p.m.	Buffet Lunch	Nelson Wolff Exhibit Hall
1:45 p.m. – 2:45 p.m.	Workshop Bank II	Various Locations
2:45 p.m. – 3:15 p.m.	Networking Break	Nelson Wolff Exhibit Hall
3:30 p.m. – 5:00 p.m.	General Session II	Grand Oaks G-M
5:00 p.m. – 6:00 p.m.	Happy Hour in the Hall	Nelson Wolff Exhibit Hall
5:00 p.m. – 6:00 p.m.	How Your Event Tells Your Brand Story	Grand Oaks N-O
6:00 p.m. – 10:30 p.m.	Shuttle Busses Service Available for River Walk Events	Nelson Wolff Exhibit Hall
6:30 p.m. – 10:00 p.m.	Parties on the River Walk	San Antonio River Walk
6:30 p.m. – 10:00 p.m.	Various Committee Dinners	San Antonio River Walk

Tuesday, June 2, 2015

7:30 a.m. – 3:00 p.m.	DSA Registration Desk Open	Level 2 Foyer
8:00 a.m. – 9:15 a.m.	Breakfast	Nelson Wolff Exhibit Hall
8:00 a.m. – 9:15 a.m.	CEO Breakfast (direct selling CEOs only)	Grand Oaks Salon N-P
9:30 a.m. – 11:00 a.m.	General Session III	Grand Oaks Salon G-M
11:15 a.m. – 12:15 p.m.	Workshop Bank III	Various Locations
12:15 p.m. – 1:30 p.m.	WFDSA Association Advisory Council Meeting	Peony
12:15 p.m. – 1:45 p.m.	Buffet Lunch	Nelson Wolff Exhibit Hall
1:45 p.m. – 5:00 p.m.	Exhibitor Tear-Down	Nelson Wolff Exhibit Hall
2:00 p.m. – 3:30 p.m.	Closing General Session	Grand Oaks Salon G-M
3:30 p.m. – 4:30 p.m.	DSA Industry Research Committee Meeting	Goldenrod
6:30 p.m. – 7:00 p.m.	Awards Gala Reception	Grand Oaks Foyer
7:00 p.m. – 10:30 p.m.	Awards Gala Dinner & DSEF Live Auction	Grand Oaks Salon G-M

**All committee meetings are by invitation only.*



Annual Meeting Details in the Palm of Your Hand

Mobile Annual Meeting Details

Stay up-to-date with Twitter, text message reminders and our brand new mobile app!

Follow #DSAAnnual on Twitter, text Unity to 9600 to sign up for text alerts and download the DSA Annual Meeting Mobile App, DSAConnect, for free on iTunes now www.dsa.org/DSAMobile-App. Build your personal schedule, connect with attendees and stay up-to-date on the most recent happenings at the conference all in the palm of your hand.

Wi-fi sponsored by **MECU**
Putting you first™

Text Messages brought to you by **SMART OFFICE**
Your Communication & Technology Partner

Mobile App brought to you by **loopfactor**

Dress

Daytime: Business Casual attire is recommended for all events except for the Awards Gala. The hotel is air-conditioned and meeting rooms are generally cool.

Awards Gala: Black Tie Optional

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. There is a \$10 fee for lost badges. For ease in identifying your fellow delegates, badges are color-coded:

White: direct selling member

Blue: supplier

Yellow: spouse

Green: prospective member

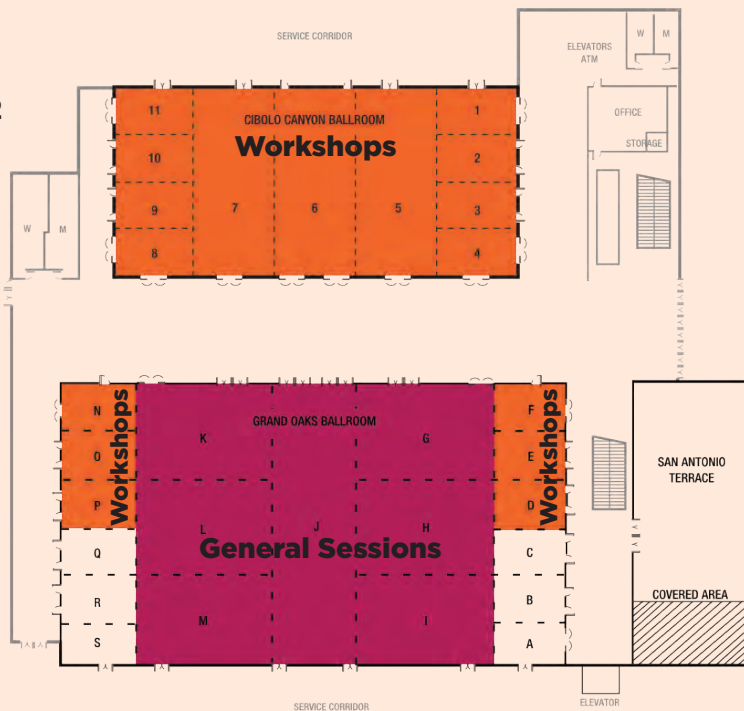
Gray: subscriber member

Salmon: evening events only

Hotel Floorplan

- Workshops
- General Sessions
- Exhibit Hall

Level 2



Level 1

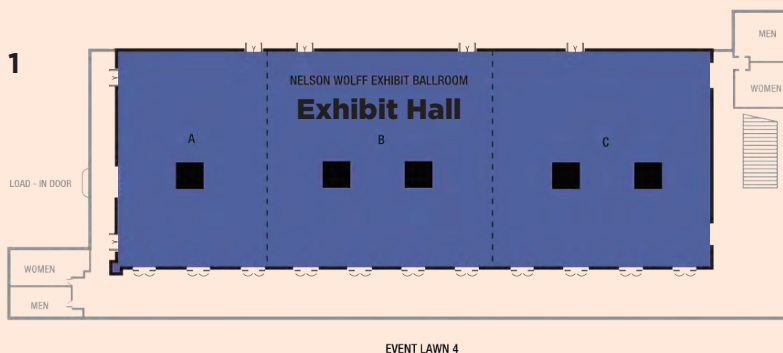


Exhibit Hall Overview

Find Your Solutions

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 135 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. Make the most of this time to meet one-on-one with vendors and build the partnerships that will transform your business.

Share Your Experience

Visit the solution-filled exhibit hall with your team and take photos inside the 360-degree photo booth, developed by Iacono Productions. Then, share your photos and tweets of your experience on large screens at either end of the expo floor! Have fun and be a part of this amazing technology!

Exhibit Hall Schedule:

Sunday, May 31

Noon – 4:30 p.m. Hall Open for Learning Opportunities

6:00 p.m – 8:00 p.m. Blue Jean Bash Opening Reception

Monday, June 1

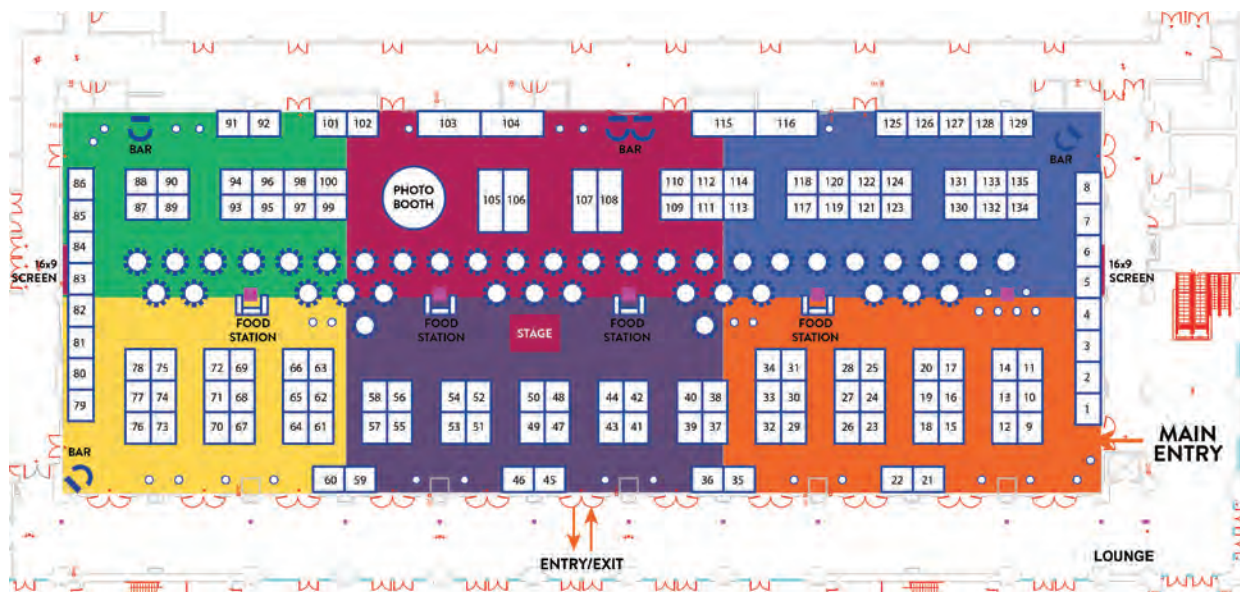
7:30 a.m. – 6:00 p.m. Hall Open for Business

Tuesday, June 2

8:00 a.m. – 1:00 p.m. Hall Open for Business

Inside the Pavilions:

Eight industry vendors will be in the center of the exhibit hall inside unique pavilions. Whether you enjoy a special treat during Sunday's Blue Jean Bash or browse through their exhibits during one of the networking functions, you'll want to check out what these pavilions have to offer! Pavilion exhibitors include:



General Session I

9:00 a.m. - 10:45 a.m.

Has Anyone Ever Told You You're Fascinating?



Sally Hogshead
Master of Fascination

We all want a leg up when it comes to making first impressions and winning people over. From leadership training to personality evaluations, there are dozens of ways to hone our image and better understand ourselves. What we often overlook, and what author and Annual Meeting keynote speaker Sally Hogshead works to highlight, is the value of knowing how others perceive us.

To find out what your personality's unique advantage is, take Sally's Fascination Advantage online assessment www.dsa.org/SallyHogshead before her session. Our special access code for the test is: DSA2015.

Innovative Company in Focus



Britney Vickery
CEO & Founder,
Initials, Inc.

Believing there's only one you, Initials, Inc., inspires bold style, big dreams and your best life. The company's personalized product line, sold exclusively through creative partners, boasts bright colors, bold prints, innovative design and free personalization. Britney's mission is to create an environment where every person can blossom into something even they may not have thought possible! In

1997, Britney began her professional career with a Fortune 100 company and exited corporate America upon the arrival of her first child. Since she launched Initials, Inc., in her home in 2005, the company has seen significant growth and has been recognized for the past three years on the prestigious Inc. 500/5000 list of America's Fastest Growing Privately Held Companies.



Joseph N. Mariano
President, Direct
Selling Association



Also in this Session:

DSA President's Remarks,
ETHOS Awards Finalists Recognition for Rising Star and Partnership Award Finalists

ETHOS Awards Finalists to be Recognized:

Rising Star Award



BEAUTYCOUNTER

Partnership Award Finalists



Belinda Ellsworth
—AND STEP INTO SUCCESS

General Session Sponsor:



General Session II

3:30 p.m. - 5:00 p.m.

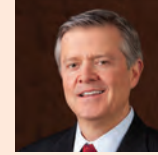
Opportunity to Lead with DSA & DSEF's Leadership Team



Lori Bush
President & CEO,
Rodan + Fields



David Holl
President & CEO,
Mary Kay Inc.



Truman Hunt
President & CEO,
Nu Skin Enterprises



Joseph N. Mariano
President, Direct
Selling Association



John Parker
Chief Sales Officer,
Amway

DSA/DSEF leaders will engage in a discussion about the industry's opportunities and successes in today's marketplace and what the future holds. They'll share their perspectives as company and industry leaders on the most critical issues facing direct selling today.

Innovative Company in Focus



Mark "Bouncer" Schiro
President & CEO,
Stream Energy

Stream Energy is the longest-tenured network marketing energy company in the world and it provides residential and commercial energy service to customers. In its first decade, the company's revenue growth catapulted to more than \$800 million in 2013, a remarkable achievement since it operates only in deregulated markets. With

Bouncer overseeing all company operations, Stream runs as smoothly as a well-oiled machine. To date, 1.6 million customers have switched to Stream.

Stream runs as smoothly as a well-oiled machine. To date, 1.6 million customers have switched to Stream.

ETHOS Awards Finalists to be Recognized:

Marketing & Sales Campaigns



MARY KAY

RODAN+FIELDS

Excellence in Salesforce Development



MARY KAY



SIMPLY SAID

TEAM BEACHBODY

General Session Sponsor:



General Session III

9:30 a.m. - 11:00 a.m.

Opportunity to Engage CMO Panel



Ruth Todd
Vice President,
Public Affairs,
Nu Skin
Enterprises



Loren Castronovo
Chief Marketing
Officer,
LifeWave, Inc.



**Sheryl Adkins-
Green**
Chief Marketing
Officer,
Mary Kay Inc.



Heidi Wissmiller
Chief Customer
Officer,
Rodan + Fields

Featuring four marketing executives, this roundtable dialogue will showcase the new perspectives, groundbreaking initiatives and communications, marketing and sales strategies that are changing our industry. These leaders will share how their companies maintain their momentum to execute various marketing initiatives that engage their salesforces.

Innovative Company in Focus



Kathy Coover
Co-Founder &
Executive Vice
President,
Isagenix
International, LLC

In 2002, Jim and Kathy Coover started Isagenix with a vision to improve world health and free people from physical and financial challenges. In the process, the couple created one of the largest health-and-wellness companies in the world. Kathy developed the company's dynamic training system and is an expert trainer who has helped people to learn and duplicate Isagenix's proven selling techniques. She has coached hundreds of thousands of their

associates, who are responsible for driving Isagenix sales up an astonishing 1300 percent in just five years.

ETHOS Awards Finalists to be Recognized:

Product Innovation



RODAN+FIELDS



Technology Innovation

RODAN+FIELDS

MARY KAY



General Session Sponsor: **Amway**

General Session IV

2:00 p.m. - 3:30 p.m.

Opportunity to Inspire



Allison Massari
Become Inspired,
Get Results

Hailed as "life-changing," "riveting," "extraordinary," "bold" and "deeply moving" by audiences worldwide, Allison Massari's message of courage, compassion and perseverance will resonate with you long after this year's Annual Meeting has closed. Having triumphed over two traumatic accidents, one in which she was severely burned on 50 percent of her body, Allison

will capture your heart and show you how anyone can move forward from life's challenges with speed and grace, achieving success in the process.

Allison has been featured on ABC News, NBC and FOX, showcasing how she has dedicated her career to catapulting individuals and organizations toward total success, mastery and fulfillment. As an interdisciplinary artist, international keynote speaker and executive coach, she provides an exceptional blend of business acuity, clarity, creative perspective and real understanding. Prepare to be taken on a journey!

Innovative Company in Focus



Mark Jarvis
Founder, Co-CEO &
President, Zurvita

With more than 25 years of industry experience, Mark sets the vision and leadership direction for Zurvita. His drive to build high-performance teams is a powerful catalyst for Zurvita's increased sales and organizational growth. Though Zurvita launched as a service business, offering everything from cell and video phones to tech support, electricity and gas, the company experienced its milestone success when it switched its focus to the wellness market in 2011. The company's growth since then has been spectacular, with annual revenue growing from \$3.6 million in 2011 to nearly \$90 million last year. One of the most interesting aspects of this company's story is that its fastest-growing demographic comes from small-town America. As Zurvita embraces its main-street growth, company leadership is already thinking beyond borders with operations in seven countries.

ETHOS Awards Finalists to be Recognized:

Vision for Tomorrow



General Session Sponsor: **iacono**
CREATIVE
EVENT
PRODUCTION

Monday, June 1 | 11:00 a.m. – Noon

A CEO Exclusive: The Rules of Fascination (direct selling CEOs only)

CEOs, this is your chance to get some one-on-one time with Sally Hogshead! You've discovered your archetype and you heard during her keynote address how playing to your strengths can help you influence and fascinate others. Now, find out more about how you can put this to work within your company! Sally will give you a detailed look at her system so you can figure out how primary and secondary personalities combine to affect your home office team, field leaders, seasoned sellers and new recruits. Everyone has an archetype – learning to use it properly will improve your personal and company success! Make sure you're in the audience for this exclusive session!



Sally Hogshead
Master of Fascination

Finding the Risky Needle in the Vast Internet Haystack

The prevalent use of social media increases the risk of off-message distributor statements and the negative impact they can have on your company's image. Unfortunately, available monitoring tools are limited and as a result, legal and compliance officers struggle with how to best and most efficiently review the thousands of online conversations that take place on a daily basis. During this session, you'll learn the latest best practices to monitor, identify and quickly address online compliance issues, as well as options to educate and encourage your field to protect their businesses and yours. You'll also learn the latest tips and techniques you can use to reduce your exposure and encourage your field to comply with your policies and protect your global brand.



Jonathan Gilliam
President,
Momentum Factor



Allison Levy
Vice President
& Chief Legal
Officer, AdvoCare
International, LP

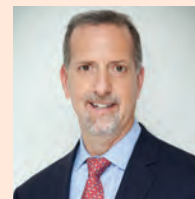
Keep the Cash Flowing! Financing Your Business No Matter the Size

We all need money. This panel of financial gurus is going to tell you how to get it! Join us for this session as we explore the pros and cons of several cash flow strategies from a variety of perspectives, discussing the resources available and what you will need to do to bring home the bacon. You can expect details about:

- Financing options available for companies of all sizes
- What to say—or not—to make the best case for your company
- Best ideas from those who have already run the financing race



Jim Northrop
President & CEO,
Winfield Consulting



Jamie Dworkin
Managing Director,
Threadstone
Advisors, LP

Mexico and Beyond

Latin America has become one of the largest international markets for the direct sales channel and is a popular choice for many U.S. companies deciding to expand abroad. But navigating through the legal, tax and product challenges you'll face as you expand may be very difficult. Gain a greater understanding of these challenges when you sit in on this session, as well as the necessary measures you must take to achieve your goals.



Carlo Ledezma
General Manager
for Mexico,
USANA Health
Sciences, Inc.



**Francisco Ortega
Gaxiola**
Partner, Turanzas,
Bravo & Ambrosi

Monday, June 1 | 11:00 a.m. – Noon

Trends in Operational Support

Benchmark your organization's operations as our experts discuss important trends in fulfillment and distribution systems and inventory management. Shipping costs present huge problems—especially for those companies that ship directly to the consumer. This session will cover:

- Ten questions to consider as you evaluate your distribution processes
- Money-saving measures your company can take that will benefit everyone
- Resources to keep up with the latest inventory management and shipping industry changes—from freight to the USPS



Casey Adams
President,
Pro Star



Rob Kamman
Director of Global
Logistics,
ViSalus



Martin Southwick
Director of
Transportation,
Young Living

Meeting Technology—Are you Making the Connection?

During this session you'll gain a refreshing and creative look at how to integrate technology into your events in a strategic way that makes sense for your company. Your conferences and events are a platform for connection opportunities that help your field break through their daily distractions and focus on the messages you want them to receive. This session will help you identify the ways various technology platforms can help you achieve your goals while staying in budget and tapping into the audiences that matter the most.



Lionel Carrasco
Chief Executive
Officer,
Leapfactor, Inc.



Scott Kerr
EVP, Business
Development
VIVA Creative



Scott Kramer
President & CEO
Multibrain


Making Learning Fun the Mary Kay Way


Who would guess teaching your salesforce ethical and legal compliance could be a standing-room-only session at your annual convention? It can be if you make it interesting and fun! Mary Kay is creating live educational classes, including a spoof of the Wizard of Oz, to educate their independent salesforce about what they need to know about staying above the law, and it's a show-stopper! Find out how you can replicate this success with your field and watch your compliance issues diminish because of it!



Jim Riekse
Director, Legal
Resources
Mary Kay Inc.

Join us in the exhibit hall for breakfast and lunch!

Monday Breakfast Sponsored By:  SMART OFFICE SOLUTIONS
YOUR COMMUNICATION TECHNOLOGY PARTNER

Monday Lunch Sponsored By:  mdc dot™
DIGITAL OPTIMIZATION TOOL

Monday, June 1 | 1:45 p.m. – 2:45 p.m.

Social Commerce: Opportunity Redefined

SoLoMo (Social, Local and Mobile) not only refers to hot trends in digital technology, but it also describes how a modern direct sales organization can create a tour de force. Smartphones, Google Search, e-commerce, Facebook, Twitter, Instagram, location-based services—all of these and more have changed the sales landscape dramatically, just in the past five years. While social commerce comes with its headaches and drawbacks, it also presents a huge opportunity for direct sales to redefine and reinvent itself into a modern and even more relevant economic model. Learn from Rodan + Fields how they've done exactly that, challenging conventional wisdom, breaking the mold on all channel assumptions and, as a result, attracting one of the sleekest, savviest, most professional fields in the business.



Lori Bush
President & CEO,
Rodan + Fields



Kylie Fuentes
Vice President,
Digital Product
Management,
Rodan + Fields

Best Ideas Workshop

Have you ever said at the end of a conference, “This one idea was worth the trip!”? Make plans to be in the room for this session and find that one idea. Industry pros will share with you specific ideas, tactics and approaches that have helped their companies overcome a variety of challenges while increasing their margins of success. Some ideas are simple, others are more complex, but no matter what, you will come away with ideas that are simply the best.



Charlie Orr
Chief Executive
Officer,
Immunotec, Inc.



Greg Probert
Chairman & CEO,
Nature's Sunshine
Products, Inc.

Insights from the Whitewater

From 2009 to 2013, Thirty-One Gifts grew more than 1900 percent, with its consultant base growing from 12,000 to more than 100,000 field members. Join Cindy Monroe for this personal look at the lessons learned and insights gained as she led the business through the transition from the “crazy fun growth” stage to the “sustainable, predictable growth” phase of today. She'll share how to:

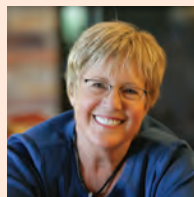
- Lead a sales field that has grown with the business to one that is empowered to grow their business
- Build a management team that can shift from reactionary to strategic
- Protect the company culture through transition
- Know when to pursue product and technology innovations
- Lead with confidence when you've never been “here” before



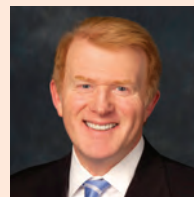
Cindy Monroe
Founder, President
& CEO,
Thirty-One Gifts

Opportunity from Diversity

Direct selling is a true meritocracy. If you are willing to work hard, you can be successful, no matter your age, gender, race, socio-economic status or any other factor. But diversity can't just be a buzz word. Each of our companies has to demonstrate how much it values diverse backgrounds and perspectives as a core component of your success. During this panel, you'll learn from Primerica, one of the industry's largest and most successful companies, about how diversity is a driving part of its success. With a salesforce that is 50 percent female, Hispanic and African American Leadership Councils and other company-designed platforms that demonstrate their diversity, this company can show us all how to truly model diversity.



Cheryl Bartlett
Independent Sales
Representative,
Primerica, Inc.



Peter Schneider
President,
Primerica, Inc.

Monday, June 1 | 1:45 p.m. – 2:45 p.m.

Small is a Beautiful Opportunity

Celebrate small with Traci Lynn Burton! Her company has been taking the direct sales channel by storm, inspiring field members and customers with its message of beauty and empowerment, and during this session she'll share with you how she's not only making "small" work for her, but is also working to stay small so she can stay strong. Many companies may want to be big, but Traci will show you why small is beautiful.



Traci Lynn Burton
CEO & Founder,
Traci Lynn Fashion
Jewelry

Best Practices for Start-Ups

Calling all start-up companies! If you need great ideas, flashes of inspiration and some tried-and-true techniques to help you tighten up your operations, make sure you're in the audience for this discussion. We're assembling a panel of CEOs to address industry best practices as they pertain to start-ups, from field development to technology to finance and operations and beyond. Not all advice is created equal — get yours from company leaders who have been there, done that and have found the best solutions available.



Nancy Bogart
Chief Executive
Officer,
Jordan Essentials



Konrad Mayr
Vice President,
Operations,
Sabika, Inc.

Crave the Wave

Want to maximize your travel incentive budget? Looking to find new ships, resorts and destinations to motivate your field? Catch the wave and explore the products that keep the best companies on top! This window into the world of cruising and all-inclusive resorts will provide you with an overview of the products and destinations many direct selling companies are using for their incentive programs. This presentation will include details on packages ranging from the basic and budget-oriented to the luxurious and elaborate — and then learn how to pick the right one for your incentive. You'll also learn how to develop a multiyear plan that will motivate your salesforce to continue to reach for the next level, how to customize your options, how a planning partner can help, how to conduct contract negotiations and more. Think cruises are beyond you? Think again! They're trending as the most popular incentive in the industry right now and it's critical that your company learn how to leverage them for your advantage.



Shari Wallack
President,
Buy the Sea

Enjoy a refreshment break before heading to the afternoon general session!

Refreshment Break Sponsored By:



Tuesday, June 2 | 11:15 a.m. - 12:15 p.m.

Making your Opportunity Work for Women

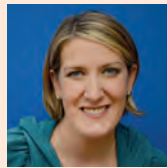
Did you know that 80 percent of the field is women? Why is that and what about direct selling is attracting women to the opportunities we provide? Even more, how do you most effectively communicate with this audience and best address what makes them different and unique? Hear about best practices for developing women — from women. Female leaders from across the industry will answer these questions and others as you look at the motivations behind your field sellers and help them have everything they want and more!



Jane Creed
President & Chief Executive Officer, WineShop At Home



Pam Dean
Executive Director of Sales Strategy, Thirty-One Gifts



Meg Sheetz
President & COO, Medifast Inc. & CEO, Take Shape for Life, Inc.



Connie Tang
President & Chief Executive Officer, Princess House, Inc.

Opportunity Ahead

Kathy Coover has been named one of the most influential women in direct selling. Having begun her career in the field and then founded Isagenix in 2002, she has seen tremendous success in her life and sees even more in her future! Listen to this case study as Kathy shares with you why Isagenix, one of the largest companies in direct selling today, is making such an impact in the field and take home some lessons from her story that you can put to work for your company.



Kathy Coover
Co-Founder & Executive Vice President, Isagenix International

Join us in the exhibit hall for lunch!

Tuesday Lunch Sponsored By: ARBONNE.

Reversing a Company: Opportunity from Challenge

Founded in 1975, Arbonne is a hybrid business selling skincare and nutritional products. Hear the secret to how this fast-start success has steadied its course to recover from single-digit decline to double-digit growth in just two years. Heather will specifically discuss:

- The different stages of growth and what they mean to direct selling companies
- How you can recognize the warning signs that indicate change is necessary
- The critical steps to turnaround



Heather Chastain
Senior Vice President & Chief Sales Officer, Arbonne International, LLC

Balancing the Product and Opportunity

What makes direct selling companies successful are the products they sell, but continued growth is driven by the earning opportunity delivered to the field. This panel of experts will look at the product and opportunity balancing act and the challenges they produce, and provide best practices for addressing them, including:

- How do we best balance product- and opportunity-driven businesses?
- What's on the horizon for earnings claims and disclosures?
- Should we track retail sales, and if yes, how?
- How do we best monitor the salesforce to promote ethical behaviors, and what do we do with offenders?
- How is social media impacting direct selling?



Marjorie Fine
Board of Directors, Shaklee Corporation



Jonathan Gelfand
Chief Legal Officer & Senior Vice President, Business Development, Team Beachbody

Tuesday, June 2 | 11:15 a.m. - 12:15 p.m.

Social Media Results You Can Measure

Ready for some solid tactics that will provide undeniable social media ROI metrics? Make sure you attend this session. Jamberry Nails leveraged social media, effective technology and a strategic training plan to grow its business from 3,000 new sign-ups per month to more than 10,000 – in less than six months. Rather than a flash in the pan, their success can be yours with the proper training and best practices in place for long-term success.



Dave Fleming
Vice President, Sales
& Field Development
meet.fm



Jennifer Harmon
Business Development
Director,
Jamberry Nails

Thank you to our Speaker Gift Basket Contributors

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Arbonne International, LLC	Rodan + Fields
Blyth/PartyLite	Scentsy, Inc.
CUTCO/Vector Marketing Corporation	Shaklee Corporation
Dove Chocolate Discoveries	Signature HomeStyles
Herbalife	Silpada Designs
Initials, Inc.	Stampin' Up!
The Kirby Company	Take Shape For Life, Inc.- Medifast
Mannatech, Inc.	Team Beachbody
Mary Kay Inc.	Thirty-One Gifts
Melaleuca, Inc.	Traci Lynn Fashion Jewelry
Nature's Sunshine Products, Inc.	

U.S. Direct Selling Strategic Insights

Following the unveiling of top-line U.S. direct selling industry performance and benchmarking data from DSA's 2015 Growth & Outlook Survey, join DSA Research Committee members and DSA's research partner, Artemis Strategy Group, as they dive even deeper into the data and present you with a first look at research and insights that can help you better understand our industry and important trends. Also, engage the expertise of our analytically minded panel during a panel discussion and Q&A. Don't miss out on the opportunity to be among the first to see and utilize this valuable industry data!



Daniela Farmache
Simkins Market
Insights &
Intelligence Manager
– Americas, Amway



Jeff Kaufman
Director, Customer
& Field Insights,
Isagenix
International



Jeff Morris
Director, Forecasting
& Financial Analysis
The Pampered Chef



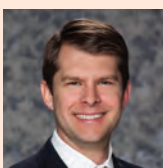
Julie Paasche
Research Manager,
Artemis Strategy
Group

Simplify Your Planning with CVBs

This fast-paced presentation will include a panel of seasoned CVB reps from across the country who will share the latest tips on getting the most out of a destination and simplify your planning process. They'll share what cities and venues made the hot spots list and where to go to find the best value for your dollar.



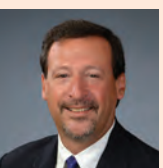
Linda D'Agostino
Director of Sales,
Visit Buffalo
Niagara



Marcus Johnson
Business
Development
Manager,
Reno Tahoe USA



Proscovia Mattas
National Sales
Manager, Louisville
Convention &
Visitors Bureau



Gary Musich
Vice President,
Convention
Development,
Meet AC

CD-ROM & Photo Ordering

Are you interested in purchasing a CD-ROM recording of the Annual Meeting workshops? Did you have your photo taken at the Annual Meeting? Look for an email following the meeting with details on how to order, or visit annualmeeting.dsa.org.

This year's Annual Meeting will feature focused education for meeting and events industry professionals to come together to share your best practices for providing exceptional event experiences for your field members. All direct selling executives are welcome so make sure you have someone from your team attend these sessions. We've assembled an amazing faculty to teach these focused sessions. Here's the sessions being held outside the other meeting workshop schedule.

Sunday, May 31

Express Breakfast

8:00 a.m. – 8:30 a.m.

Grab a Starbucks and breakfast sandwich with your peers before the day's program kicks off.

Why We're Unique

8:15 a.m. – 8:45 a.m.

We've convened a panel of experienced veterans to discuss what makes event planning in the direct sales channel unique.



Cortney Carroll
Co-Founder,
Avec Events



Laura Urso
Co-Founder,
Avec Events

Lights, Camera, Action

8:45 a.m. – 10:00 a.m.

A successful meeting is like a great theatrical production: what happens behind the curtain is crucial to the onstage performance. Here's your chance to slip backstage to learn how one of the industry's largest production companies executes hit conventions for its direct selling clients. We'll take a tour behind the scenes as Iacono Productions prepares for DSA's 2015 Annual Meeting and give you a close-up look at how production companies make your magic happen. Session take-aways will include:

- Best practices for selecting and working with a production partner
- Technology, staging and graphic trends—and costs
- Pitfalls to avoid when bringing in an outside production company
- How to get the most bang for your production buck.

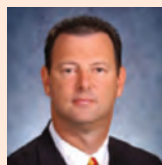


Leslie Blye
National Account
Executive,
Iacono Productions

Hotel Trends & Negotiations

10:15 a.m. – 11:45 a.m.

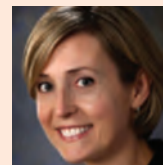
Go direct to the source for an in-depth conversation on the hotel industry with our panel of hotel staff who will explore what trends they're tracking and how the economy is changing their businesses. They'll answer your questions, too, including who is the director of revenue, why what they do matters to you and what matters most when negotiating a contract.



Jeff Perrin
Director, World
Wide Events
Hyatt Hotels &
Resorts



Rhoderika Miranda
Director, National
Accounts
Marriott Resorts
Hawaii



Christie Post
National Sales
Office
Disney Resort
Destinations



Holly Smith
Director, Global
Sales
MGM Resorts
International

Monday, June 1

How Your Event Tells Your Brand Story

5:00 p.m. – 6:00 p.m.

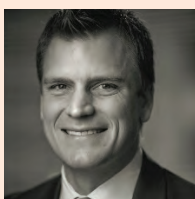
It's no secret that events provide great opportunities for connection, but they also offer unique forums for companies to share their brand stories in compelling ways. From décor to entertainment, every detail plays a role in immersing attendees in your company's strategic business goals. Learn from an iconic corporation how they creatively use events to tell their brand story. You'll also learn how they've helped direct selling companies showcase priority business messages in fun and engaging ways.

Learning outcomes:

- Learn insights from a Fortune 100 company about how to successfully tell your brand story through meetings and events.
- Understand how the Disney Tradeshow and Event team has effectively leverage the renowned Disney brand to creatively promote the Disney Meetings business.
- Identify how Disney Meetings can help direct selling companies share their key messages in creative and compelling ways.



**Cindy
Campbell-Taylor**
Tradeshow & Event
Director, Disney
Resort Destinations



Casey Adams
President,
Pro Star

Casey Adams

Casey Adams is an attorney who has specialized in transportation law and the direct sales industry for the past decade. For the past year he has been the President of Pro Star Fulfillment, Inc., a warehouse and fulfillment company specializing in direct sales distribution channels and has led that entity through the purchase of ABS Packaging, Parcel Partners and PS Parcel to create a complete supply chain solution, known as Visible Supply Chain, targeted at providing exceptional, transparent, consultative, supply chain solutions for direct sales companies.



Sheryl Adkins-Green
Chief Marketing
Officer,
Mary Kay Inc.

Sheryl Adkins-Green

Sheryl Adkins-Green serves as Mary Kay's Chief Marketing Officer. Sheryl leads Mary Kay Inc.'s global marketing strategy, brand positioning, new product development, advertising, digital marketing, social media, product education, and customer insights to drive long-term growth and support the more than 3 million Independent Beauty Consultants. As CMO, Sheryl's goal is to strengthen Mary Kay's position as an irresistible beauty brand around the world.

Sheryl joined Mary Kay Inc. in January 2009 as the Vice President of Global Brand Development and was named Chief Marketing Officer and executive team member in July 2011. Sheryl has been instrumental in developing and implementing the product portfolio strategy that is generating a sustainable stream of innovative skin care, color and fragrance products that are strengthening Mary Kay's competitive position globally. She has also driven the development of digital marketing and social media tools that enable independent beauty consultants to successfully sell Mary Kay products anytime and anywhere. Sheryl's passion for helping people reach their fullest potential is evident in her regular blog posts on The Mary Kay Way blog. Sheryl is actively involved in a variety of not-for-profit initiatives.

Sheryl received a Bachelor of Science in retailing from the University of Wisconsin and holds a Masters of Business Administration from Harvard Business School.



Cheryl Bartlett
Independent Sales
Representative,
Primerica, Inc.

Cheryl Bartlett

Cheryl Bartlett, Senior National Sales Director (SNSD) and Million Dollar Earner, with a hierarchy of thousands, was introduced to Primerica (A.L. Williams at the time) in 1983 by a former high school teacher. In October of 1984, a year after she joined the business as an entrepreneur, she advanced to the Regional Vice President Level and within seven years had reached Primerica's highest rank, SNSD. She became a charter Financial Independence Council Member at \$100,000 of income in her early days in the business. She continued to grow, becoming one of the highest earning women in the company when she became Primerica's 67th Million Dollar Earner in 2014. She has served on the Women In Primerica Board of Directors since its founding in 1996. Additional honors include induction into the Primerica Wall of Fame in 1990, 2013 Primerica Champion, and many production awards.



Leslie Blye
National Account
Executive,
Iacono Productions

Leslie Blye

Leslie Blye, National Account Executive at Iacono Productions, earned her BA in English from the College of Charleston. Prior to joining Iacono, she worked in field sales management and product management in the financial services industry. Her years as both the client and the sales professional enables her to see an event environment from multiple perspectives – management, attendee and production company. An active participant in industry organizations such as the Direct Selling Association and Financial & Insurance Conference Planners, Leslie supports clients in the corporate, association and public spaces to deliver an exceptional attendee experience.



Nancy Bogart
Chief Executive
Officer,
Jordan Essentials

Nancy Bogart

Nancy is a tremendous motivator who shares a message of empowerment and encouragement. She has gone Kitchen to Corporate and has over 13 years' experience balancing life as a Wife, Mom and CEO. Nancy began her company as Country Bunny Bath and Body in February of 2000 which is now a National, multi-million dollar, success story called Jordan Essentials bath and body. Nancy's initial goal was to create opportunities for women, like herself, who needed an income and flexibility, while keeping the family and faith top priority, but she didn't stop there. Nancy serves as leader over the Marketing, Manufacturing and Training departments and always keeps her eye on the vision to improve lives One Lotion Bar at a Time.



Traci Lynn Burton
CEO & Founder,
Traci Lynn Fashion
Jewelry

Traci Lynn Burton

Whether she's performing as an in-demand motivational speaker, an author (Wealth Without Sorrow & The Mind of a Millionaire) or the owner and driving force behind the hugely successful direct sales company Traci Lynn Fashion Jewelry, Dr. Traci Lynn, nicknamed "The Millionaire Motivator," continues to impact her consultants with her mission of "Passing the MIC" (MIC: Motivate, Inspire, Change). "Passing the MIC" fuels her desire to motivate people to step out of their comfort zones, inspire them to greatness and change their lives. As an established, worldwide motivational speaker, she has also earned two doctorate degrees in Divinity and Theology and a degree in Finance. Dr. Lynn has grown her Fort Lauderdale-based business into a multimillion-dollar enterprise with more than 15,000 independent sales consultants in 42 states. Her goal is to continue to empower her consultants and create a legacy business.



Lori Bush
President & CEO,
Rodan + Fields

Lori Bush

Lori Bush joined Rodan + Fields as the company's President in October of 2007. With more than 25 years experience in the consumer and health care products industries, Lori was responsible for overseeing the brand's entrance into the direct selling arena. A seasoned direct selling leader, Lori previously served as President of Nu Skin International, a \$500 million division of Nu Skin Enterprises, Inc., (NSE), a global direct selling company operating in more than 40 markets around the world. During her tenure with the company, Lori acted as a global spokesperson for the brand while leading the marketing, operations and research and development functions. Lori has also held several leadership positions within the skincare franchise of Johnson & Johnson Consumer Products Companies including Worldwide Executive Director Skin Care Ventures and Vice President of Professional Marketing at Neutrogena.

Lori received a Masters in Business Administration in Marketing from Temple University and a Bachelor of Science in Medical Technology from The Ohio State University.



Cindy Campbell-Taylor
Tradeshaw & Event
Director, Disney
Resort Destinations

Cindy Campbell-Taylor

Cindy leads the team responsible for coordinating client acquisition efforts for the resort sales organization in Disneyland Resort in California, Walt Disney World Resort in Florida, Aulani, a Disney Resort and Spa, on the island of Oahu and National Sales offices in major cities across the U.S. Prior to this role, Cindy was the Asia Pacific Travel Business Development Director at Hong Kong Disneyland, responsible for marketing and sales efforts to Southeast Asia markets.

With over 20 years of industry experience, Cindy has promoted Disney's global portfolio of hotels, resorts, theme parks and services through consumer, trade and group initiatives – from brand platforms and marketing campaigns to sales promotions and special events – all designed to forward these unique destinations and magical vacation experiences.

A native of Southern Illinois, Cindy holds a master of business administration from Rollins College's Crummer School of Business located in Winterpark, Florida. She currently resides in St. Cloud, Florida.



Lionel Carrasco
CEO, Leapfactor

Lionel Carrasco

Lionel has more than 20 years of experience as senior executive of technology and consulting firms in over 15 countries. His goal is to influence the way people and businesses use technology to drive change and innovation, fostering a better quality of life and a more fair society. Over the years, Lionel has been able to found and exit startups, lead Silicon Valley firms as CTO to position products on the Gartner magic quadrant, and help to develop the SAP business for a global consulting partner, Neoris. Throughout the past decades he has worked with global 1000 firms and has an impeccable track record with clients in many projects.



Cortney Carroll
Co-Founder,
Avec Events

Cortney Carroll

Cortney C. Carroll, CMP, CMM is Co-Founder of Avec Events, a full-service event management company specializing in Conventions and Incentives for Direct Selling Companies. Avec Events is known for creating experiences and powerful memories in Unexpected Destinations with Ultimate Experiences.



Loren Castronovo
Chief Marketing
Officer,
LifeWave, Inc.

Loren Castronovo

Loren has a 25+ year track record of enthusiastically building brands. She recently joined LifeWave as CMO. Loren began her career in the cosmetics industry in NYC working for cosmetic giants Chanel, Estee Lauder, and Revlon in product development and marketing. She also went through the Executive Training Program at Bloomingdale's. One of the milestones in her career was as Director of Global Marketing at Mary Kay, where she developed her love of direct selling. She saw first-hand the power of culture and community – and how each helps build brands. Loren moved on to leadership roles with 2 startups: The Body Shop at Home and Big Yellow Box by Crayola. She was then recruited by Creative Memories for CMO and Executive VP Sales, helping navigate the home office team and sales field through many challenges. She ultimately played an instrumental role in the sale of the company. Loren holds a BBA in Marketing from Hofstra University.



Heather Chastain
Senior Vice President
& Chief Sales Officer,
Arbonne
International, LLC

Heather Chastain

Heather joined Arbonne in September 2012 and guides key areas of the business related to Arbonne's Independent Consultant sales force—field development and sales—including expanding and supporting the multicultural markets, public relations, sales force events and online marketing. With more than 17 years in the direct selling industry, Heather was most recently President of Celebrating Home and successfully executed several Vice President roles at BeautiControl. Chastain is also a member of the board of the Direct Selling Association. Heather graduated from the University of Texas with a degree in Business Administration.



Kathy Coover
Co-Founder &
Executive Vice
President, Isagenix
International

Kathy Coover

Kathy Coover, Co-Founder and Executive Vice President, Isagenix International, is a nationally recognized and respected field leader and trainer in the Network Marketing industry. Since 1992, Kathy has become a top money-earner in three separate companies, generating millions in income. Her training and support systems have helped to create many Isagenix millionaires* and helped tens of thousands of entrepreneurs achieve new levels of financial freedom. Kathy is responsible for developing the most dynamic training system in the industry. An expert at training people to learn and duplicate proven selling techniques, Kathy has coached hundreds of thousands of Associates, who are responsible for driving Isagenix sales up an astonishing 1300% in just five years. Kathy Coover started Isagenix with Jim Coover in 2002, with a vision to impact world health and free people from physical and financial pain: and in the process create the largest health-and-wellness company in the world.



Jane Creed
President & Chief
Executive Officer,
WineShop At Home

Jane Creed

Jane Creed's direct selling and food and wine experience spans across 20 years. She spent nine years as a Senior Vice President with The Pampered Chef Ltd., where she was part of the executive team that helped the company grow from \$220 million to almost \$1 billion and be acquired by Berkshire Hathaway. At WineShop At Home, Ms. Creed executed a turn-around strategy for the once-struggling business, bringing the company to its current unprecedented growth and profitability. Her wine, food and consumer goods experience is extensive. She has hosted international press events for California wine-growing regions; developed strategic plans for wineries, chefs, and lifestyle, luxury and consumer goods companies; and introduced a French wine company's products to the American market. As a noted writer, Ms. Creed has written a monthly food and wine column for California's oldest food and agricultural magazine and has written features for numerous publications including Direct Selling News, Europe and the U.S. She serves the Direct Selling Education Foundation on the Board of Directors and is a member of the DSA/DSEF, The French American Chamber of Commerce and an Advisory Board Member of Women of the Vine.



Linda D'Agostino
Director of Sales,
Visit Buffalo Niagara

Linda D'Agostino

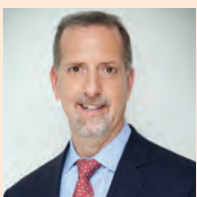
Linda D'Agostino is a hospitality sales executive with over 20 years in the meetings industry and is currently the Director of Sales for Visit Buffalo Niagara. Holding previous sales and marketing positions at several hotel chains and a convention center, she earned her CMP (certified meeting professional) designation in 1998 and regularly attends continuing education to further her career and to be the best resource for her clients. In 2010 Linda opened a satellite office in the state capitol to work more closely with New York State Associations. She also works with National Associations, Direct Selling groups and Government meeting planners. Linda promotes Buffalo Niagara as a meeting and convention destination and is also an information resource for meeting and event planners about the hospitality and tourism industry within the Buffalo Niagara Region. She is a member of many meeting industry associations including Meeting Professionals International (MPI) where she is currently the President of the Northeastern New York Chapter of MPI.



Pam Dean
Executive Director
of Sales Strategy,
Thirty-One Gifts

Pam Dean

With a lifetime of experience working for some of the world's leading direct selling companies, Pam Dean has crafted a career centered on helping women find their wings and achieve their dreams. First and foremost a mother and grandmother, sister and daughter, Ms. Dean's entrepreneurial interests stem from her deep passion to help women understand and embrace their own personal power of choice to change their circumstances, define their futures and influence the lives of future generations of leaders. Her extraordinary journey began more than 35 years ago when she joined Avon as a representative, going door-to-door in her home town in Ohio. Throughout the many years that followed, she has served at a variety of companies in South America, Europe, Australia, Canada and the U.S. in leadership roles that include party plan and network marketing systems. Ms. Dean's mission is to support companies that champion independent business owners in direct sales.



Jamie Dworkin
Managing Director,
Threadstone
Advisors, LP

Jamie Dworkin

Jamie Dworkin joined Threadstone Advisors in 2013. Before joining Threadstone, Jamie spent over 20 years as a private equity investor culminating in co-founding the 1903 Equity Fund, a \$320 million fund targeting investments in middle market retail and consumer companies. Jamie began his career at Bankers Trust's Investment Banking Group participating in a variety of M&A and financing transactions. Jamie received his B.S.B.A. from Georgetown University and his JD/MBA from the University of Pennsylvania's Law School and Wharton School of Business.



Daniela Farmache Simkins, Market Insights & Intelligence Manager – Americas, Amway

Daniela Farmache Simkins

Daniela Farmache has worked at Amway for 5 years, the last 3 as the Manager of Market Insights & Intelligence–Americas. She received a MBA from AC Nielsen Center for Marketing Research at the University of Wisconsin. Prior to Amway Corporation she worked in consumer packaged goods and retail companies.



Marjorie Fine Board of Directors, Shaklee Corporation

Marjorie Fine

Marjorie Fine served as Executive Vice President, General Counsel, and Secretary of Shaklee Corporation, headquartered in Pleasanton, California for nearly 25 years. Currently, Ms. Fine serves on the Shaklee Corporation Board of Directors and manages Field Administration, Government Relations and Trade Association relations for the Company. She represents the Company on a number of boards of directors, including the California Employment Law Council, the Council for Responsible Nutrition, the Direct Selling Association, and the Direct Selling Education Foundation. Ms. Fine received her B.A. from Smith College and her J.D. from the University of California, Berkeley, School of Law.



Dave Fleming Vice President, Sales & Field Development, meet.fm

Dave Fleming

Dave Fleming has been turning heads and earning recognition in business for nearly 15 years. His ability to lead and drive strategic direction has led to a direct impact on some of the largest and fastest growing companies in the industry. He has a strong background in sales and marketing, with past positions including national sales director, vice president of sales and marketing, and president. With a degree in psychology and his MBA, Dave has a focused, but very personal perspective applied to business. Dave earned his BS in psychology from Brigham Young University, and later earned his MBA from BYU's Marriott School of Management. He has spent four of the last 15 years abroad in Asian markets, and understands an international business perspective.



Kylie Fuentes Vice President, Digital Product Management, Rodan + Fields

Kylie Fuentes

Kylie is an internationally experienced digital product executive who has been working in fashion & beauty for 10+ years. She has a passion for building digital products that make shopping better, especially where digital and physical experiences merge. At Rodan + Fields she leads the digital product, user experience design & digital marketing teams, who are responsible for shaping the future of how digital experiences will enhance the business of our Consultants and enable them to serve their Customers better. Prior to Rodan + Fields Kylie was located in Sydney, Australia where she was the Head of Product Management for Westfield; one of the world's biggest names in shopping malls. She lead the product management, user experience & digital marketing teams in creating digital experiences that drive incremental revenue for merchants by improving experiences for shoppers at home, on the go & in the mall; across web and mobile platforms. She has also held roles in mobile product & customer experience at Australia's largest telecommunications company, Telstra. Kylie holds a BA Marketing & Comms from the University of Newcastle, NSW Australia.



Jonathan Gelfand Chief Legal Officer & Senior Vice President, Business Development, Team Beachbody

Jonathan Gelfand

Jonathan Gelfand has over 19 years of experience representing clients involved in entertainment, new media and emerging technologies, advertising, privacy and marketing, and intellectual property matters with a focus on direct response marketing, multi-level marketing, and electronic retailing. For nine years, Jonathan has been General Counsel and now Chief Legal Officer for Beachbody, LLC, a health and wellness company focused on home-based DVD workouts and premium supplements, encompassing internationally recognized brands such as P90X®, Insanity®, Focus T25®, 21 Day Fix®, PiYo®, Body Beast® and Shakeology®. Jonathan additionally serves as the Senior Vice President, Business Development exploring new business opportunities and distribution models for the company. Jonathan lives in Los Angeles with his amazing wife, two daughters, dog and cat.



Jonathan Gilliam
President,
Momentum Factor

Jonathan Gilliam

Jonathan Gilliam is a direct selling industry expert in areas of social media, marketing, reputation management and compliance monitoring. He is President of Momentum Factor, a renowned marketing and digital risk mitigation firm serving Direct Selling companies exclusively. He is the author of *Social Selling: How Direct Selling Companies Can Harness the Power of Connectivity—and Change the World*, a widely-read industry-focused book on social media. His latest book, *Blastoff! Creating Growth in the Modern Direct Selling Company* takes a look at how Direct Sellers can drive momentum in our new, digitally connected age.



Jennifer Harmon
Business Development
Director,
Jamberry Nails

Jennifer Harmon

As the Business Development Director at Jamberry, Jennifer acts as the liaison between the company and its direct-selling, independent consultants. She's responsible for creating consultant training programs, facilitating leadership training, consultant meetings and incentives. Jennifer was hired in 2011 as Jamberry's second full-time employee. She graduated from Chico California State University with a bachelor's in social work. She came to Jamberry with over 18 years of experience in the Direct Sales and Party Planning industry. Not only is Jennifer passionate about her work at Jamberry, but she is all about empowering other women. She co-founded Utah County's Women in Business group, an organization that aims to develop business alliances for women. Along with her enjoyment of traveling, entertaining and good food, Jennifer enjoys training, making her the perfect person to work with all of her company's consultants.



Sally Hogshead
Master of Fascination

Sally Hogshead

Sally Hogshead is an internationally celebrated speaker, author, and brand innovation consultant, helping companies develop messages that persuade and captivate. She is also the "Chief Fascination Officer" at Fascinate, Inc.

In her early 20s, Sally was named "the most successful junior copywriter of all time." During her early career in marketing, her work won hundreds of awards for creativity and effectiveness. At age 27, she founded her first ad agency, and next, founded the West Coast office of the illustrious agency CP+B., with clients such as Nike, Coca-Cola, Godiva, Aflac, MINI Cooper, Godiva, and The Wall Street Journal.

Sally's first book, *Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life* is about building a fascinating personal brand. In February 2010, her critically acclaimed *Fascinate: Your 7 Triggers of Persuasion and Captivation* was released. The book explores the seven universal triggers of fascination: power, lust, mystique, and prestige, alarm, vice and trust. Her most recent book, *How the World Sees You: From First Impressions to Lasting Value* was released in 2014.



David Holl
President & CEO,
Mary Kay Inc.

David Holl

As President and Chief Executive Officer, David is responsible for the day-to-day decisions involved in Mary Kay Inc. He is a member of the Mary Kay Inc. Board of Directors.

David joined Mary Kay Inc. in June 1993, and in 1996, he became Chief Financial Officer and Treasurer. In 2001, he was named President and Chief Operating Officer. In 2006, David assumed the title of Chief Executive Officer. Prior to joining the Mary Kay family, he was a Vice President at Citibank, based in New York. Preceding Citibank, David was a financial analyst for Union Texas Petroleum in Houston.

Under his leadership, Mary Kay has expanded into 14 new markets and successfully diversified its revenue across more than 35 markets worldwide. The Company also has made significant progress on key strategic initiatives, including global rebranding and global standardization of core systems and processes. During David's tenure as President and Chief Executive Officer, Mary Kay's global revenue has more than doubled, with various markets around the world regularly setting sales and independent sales force records.

David earned a Bachelor of Science in finance from Clemson University, where he currently serves on the President's Advisory Board. He earned his MBA from the University of South Carolina, where he was designated the outstanding MBA candidate and, in 2008, received USC's Moore School of Business Distinguished Alumnus Award.



Truman Hunt
President & CEO,
Nu Skin Enterprises

Truman Hunt

Truman Hunt was appointed president of Nu Skin Enterprises in January 2003, and was named chief executive officer in May 2003. Under his leadership, the company conducts business in 47 markets, with recent expansion into China, Eastern Europe, and Latin America. Hunt is also active in industry associations, most recently serving as chairman of the World Federation of Direct Selling Associations (WFDSA) from 2005 to 2008. As chairman, he was committed to expanding the influence of local direct selling associations, fostering a positive regulatory environment, further strengthening industry ethics and increasing the stature of direct selling among key constituencies.

He is focused on the company's mission to be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and an enriching, uplifting culture. Hunt serves on the advisory boards for the Nu Skin Force for Good Foundation and Nourish the Children Initiative.

Prior to his current appointment, Hunt served as vice president and general counsel of Nu Skin Enterprises from 1996 to January 2003. He was also named executive vice president of Nu Skin Enterprises in January 2001 and served as vice president of Legal Affairs from September 1996 to May 1998.

Prior to joining Nu Skin Enterprises, he was president and chief executive officer of Better Living Products, Inc., a Nu Skin affiliate involved in the manufacture and distribution of houseware products sold through traditional retail channels. Prior to joining Better Living Products in 1991, he was a securities and business attorney in private practice. Hunt earned a B.S. degree from Brigham Young University and a J.D. degree from the University of Utah.



Mark Jarvis
Founder, Co-CEO &
President, Zurvita

Mark Jarvis

Mark sets the company vision and leadership direction for Zurvita. His prosperous 25+ year career includes direct sales experience with national companies including Ameriplan, Reliv Nutritional Products, Primerica Financial Services and Amway. At Zurvita, Mark's guidance and drive to build high-performance teams is a powerful catalyst for our increased sales and organizational growth.



Marcus Johnson
Business Development
Manager,
Reno Tahoe USA

Marcus Johnson

Marcus Johnson has been actively involved in the hospitality industry for over 15 years. He is currently the business development manager for the Reno-Sparks Convention and Visitors Authority representing their 500,000 square foot Convention Center, Reno Events Center, Livestock Events Center and National Bowling Stadium. He has a depth of sales and marketing experience within resort destinations promoting global hotel brands such as Hyatt Hotels & Resorts and Westin, part of Starwood Hotels & Resorts. In his current business development role he prospects and develops new leads for convention sales managers from the association, corporate, major third-parties and SMERF markets. Mr. Johnson's career in the hotel industry began on an owner-operated guest ranch and conference resort in the Central Oregon Cascade foothills which was home to over seventy horses! His passion for hospitality sales and destination marketing combined with his ability to connect with people serve the Northern Nevada community in which he resides very well.



Rob Kamman
Director of Global
Logistics, ViSalus

Rob Kamman

Currently, Mr. Kamman is the Director of Global Logistics with Visalus, Inc. He brings more than 20 years' experience in Customer Satisfaction, Operations, Trade Compliance, Supply Chain & Logistics. Previously, Rob has held management positions with major corporations including: BASF, GE Capital, Ingram Micro, & Oriental Trading Company. He is Six Sigma and ISO trained and currently is responsible for expanding European operations for Visalus.



Jeff Kaufman
Director, Customer &
Field Insights,
Isagenix International

Jeff Kaufman

Jeff Kaufman has a passion for helping brands make intelligent marketing decisions based on research and analytics. With nearly 20 years experience in consumer insights for clients and suppliers, Dr. Kaufman joined Isagenix in 2013 as the company's first Insights Professional. Previously, he worked for Avery Office Products Printable Media Division, ConAgra Foods and Kraft Foods, and was awarded the prestigious Ogilvy award in Advertising Research in 2005. Dr. Kaufman earned his M.A. and Ph.D. in Organizational Psychology from University of Michigan.



Scott Kerr
Executive Vice
President, Business
Development,
VIVA Creative

Scott Kerr

Scott has been an advocate for the Direct Selling Industry for over 15 years and serves on the DSA's Supplier Advisory Board. His teams have helped design and produce some of the finest events in our industry, including shows for Mary Kay, Tupperware, Discovery Toys, Advocare and Stream Energy. He started his career in Sports Marketing working with the Florida Marlins, Miami Hurricanes, and the Doral Ryder Open. Scott then bridged over to corporate communications in the mid-1990s. As VP of Business Development for VIVA Creative, Scott's love of connecting people & creating powerful experiences continues on and he truly believes using technology to drive real-time collaboration and engagement during your events is the key to success. He looks forward to sharing his expertise with the DSA.



Scott Kramer
President & CEO,
Multibrain

Scott Kramer

Scott Kramer is considered a pioneer in developing in integrated/multi-platform strategies for entertainment, media, and consumer brands. Kramer currently serves as Chief Brain at Multibrain, an award winning software company focused on building simplified social software to empower the Direct Selling industry. Prior to the launch of Multibrain, Kramer served in senior roles at IMG Worldwide and Creative Artist Agency. Kramer was also responsible for creating and producing Force of Nature, one of the largest Tsunami Benefit Concerts in the world, in Kuala Lumpur, Malaysia, which raised over \$8M for Tsunami victims. Kramer has received numerous awards, including the AAAA Advertising Excellence Award and the Creative City Award for Communications.



Carlo Ledezma
General Manager
for Mexico,
USANA Health
Sciences, Inc.

Carlo Ledezma

Carlo Ledezma has a B.A. in Economics, graduating with honors. He subsequently pursued postgraduate studies and conducted research at UCLA (University of California, Los Angeles,) Cal-State, Los Angeles (California State University, Los Angeles) and Harvard University, as well as an M.A. in Public Administration and Public Policies from Mexico's Monterrey Tech (Tec de Monterrey) and an MBA from the IPADE, Instituto Panamericano de Alta Dirección de Empresas (Pan American Institute for Corporate Management.)

Carlo began his career in USANA as a Call Center Representative. Today, as VP of Latin America, Carlo is in charge of the company's business strategy for Mexico, Colombia and the United States' Hispanic community, as well as the yearly budget's return on investment and the creation and support of growth strategies for the company's Independent Distributors.



Allison Levy
Vice President
& Chief Legal
Officer, AdvoCare
International, LP

Allison Levy

Allison Levy currently serves as Vice President and Chief Legal Officer of AdvoCare International, LP. She joined the company in 2003 and has been head of the legal department since 2005. In her current role, Mrs. Levy is the company spokesperson and manages all aspects of the company's legal, government relations, human resources & community relations work. Prior to joining AdvoCare, Mrs. Levy served as in house counsel for American Express in the Merchant Acquisition Division from 2000 until 2002. From 1997 to 2000 Mrs. Levy was in private practice in Dallas, Texas in the area of civil litigation. Mrs. Levy received a B.S. degree in Political Science from Boston University in Boston, Massachusetts and received her J.D. from Southern Methodist University in Dallas, Texas.



Joseph N. Mariano
President, Direct
Selling Association

Joseph Mariano

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. In his role as chief executive officer of the Association with 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. Joe has been responsible for representing the Association's interests in all fifty state capitals and on Capitol Hill. He serves as a personal resource to direct selling companies who need overall guidance on general legal and business trends that affect direct sellers both in the US and worldwide. Joe also serves as President of the Direct Selling Education Foundation.



Allison Massari
Become Inspired,
Get Results

Allison Massari

Hailed by Meetings & Conventions magazine as one of the top 10 best motivational speakers in the U.S. and repeatedly included on their list of "Best Keynote Speakers," Allison Massari has established herself as a steadfast advocate for the potent power of compassion, kindness, and indestructible perseverance, dedicated to equipping others with tools to better manage their lives and become more grounded.

A successful entrepreneur, she created four successful businesses in 25 years, beginning with a thriving fine arts business and jewelry line, Massari Fine Arts, LLC, earning commissions from Fortune 500 companies, including Lockheed Martin, General Mills and US Airways. With characteristic vigor, she launched her coaching and speaking career and within 18 months, she was invited to give a TEDx talk on The Future of Happiness and shortly after was voted the "No.1 Rising Star in Speaking" by the National Speakers Association.

Massari found peace, purpose and happiness after overcoming two extraordinary personal tragedies. In 1998, she survived a 60 mph car crash, after being trapped, burned alive and conscious the entire time. Three years later she was hit again at 60 mph and sustained a closed-head brain injury. She credits her determination and love from family and friends for her full recovery. Her inspiring story is one of 10 featured in the documentary film, *ReSolve*, acclaimed for its powerful message and focus on solutions to come through post-traumatic stress and successfully overcome challenges. Now devoted to healthcare advocacy, Massari brings attention to patient-centered care and its relation to health care reform, as well as the impacts of compassionate care from various perspectives.



Proscovia Mattas
National Sales
Manager, Louisville
Convention & Visitors
Bureau

Proscovia Mattas

Proscovia Mattas is the National Sales Manager for the Louisville Convention and Visitors Bureau. Her responsibilities are attracting Direct Selling, Government and National Association meetings and tradeshow to Louisville. She is an active member of DSA, and the Louisville CVB has been a member for 16 years, the 1st CVB to join DSA. Proscovia holds a Bachelor of Arts in Hospitality Business Management from Washington State University at its Cesar Ritz campus in Brig, Switzerland, and is a 2002 initiate of Eta Sigma Delta International Hospitality Management Honor Society from the University Center Cesar Ritz, in Brig, Switzerland. She is multi lingual (German, English & Luganda) with hotel and tourism management experience in Europe, Africa and USA including Hilton, Accor and Marriot hotels. She is married to Dr. Steven Mattas and together they share a 9 year old son, David.



Konrad Mayr
Vice President,
Operations,
Sabika, Inc.

Konrad Mayr

With more than 30 years of marketing experience and a PhD in economics, Konrad brings a wealth of business acumen to Sabika. He has successfully marketed products for a variety of industries: steel, automotive, textile, healthcare, heavy machinery – and now, jewelry. Konrad's forward thinking approach to I.T. systems and emerging technologies makes him a vital member of senior leadership.



Rhoderika Miranda
Director, National
Accounts, Marriott
Resorts Hawaii

Rhoderika Miranda

After earning her degree in Communications, it was evident that the Hospitality industry was best suited for Rhoderika Miranda because of her love for building relationships and helping organizations use travel to meet, grow and excel in their respective industries. Her stops have included hotels in the Midwest, Southern California and now Hawaii. After 15 years representing multiple Marriott brands in the 50th State, Rhoderika is intimately acquainted with all the islands and understands how the economy, culture and business is so uniquely special.



Cindy Monroe
Founder, President
& CEO,
Thirty-One Gifts

Cindy Monroe

Cindy Monroe is the Founder, President and CEO of Thirty-One Gifts, a home party direct sales company that offers home organization solutions, totes, purses, wallets, artisan jewelry and more. Thirty-One was named the fastest-growing woman-owned company in the world in 2014, and is the 17th largest direct-selling organization in the world. The company was named for Proverbs 31, a chapter of the Bible that celebrates women, and Cindy's goal when founding the company was to help women by giving them an opportunity to own their own business and earn extra income. Today there are more than 102,000 independent sales Consultants throughout the U.S. and Canada. One of Cindy's strongest values is giving back, and to-date their philanthropic initiative, called Thirty-One Gives, has contributed more than \$36 million to nonprofit organizations that support girls, women and families. Cindy serves on the Board of Directors for the Direct Selling Association, and is an Advisory Board member of The Salvation Army of Central Ohio, who recognized her recently with their 2014 Need Knows No Season Award for outstanding service.



Jeff Morris
Director, Forecasting
& Financial Analysis
The Pampered Chef

Jeff Morris

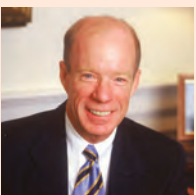
Jeff has been with Pampered Chef for over 20 years, holding a number of roles in Finance, Information Technology and Strategy. Currently, as the director of Insights and Analytics, his team is responsible for analyzing all sales and marketing programs as well as leading the companies research initiatives.



Gary Musich
Vice President,
Convention
Development, Meet AC

Gary Musich

Since 2005, Gary Musich has been Vice President of Convention Sales for Meet AC. Prior to the Authority, Mr. Musich was regional vice president of sales and marketing for Caesars Entertainment. Mr. Musich was recruited by Bally's Atlantic City in 1992, and promoted to assistant vice president of sales and marketing by Caesars Entertainment in 1998. During that time, he merged the Atlantic City Hilton and Bally's Atlantic City sales departments. His past experience also includes the position of director of sales and marketing for Hyatt Hotels Corporation in Chicago, IL, where he was a member of the Hyatt Hotels National Account Team for the pharmaceutical industry and was a nominee for Director of Sales and Marketing of the Year. In his current role, Mr. Musich leads the Authority's convention, meeting and trade show development program, and oversees the planning, execution and participation in trade shows, conventions and sales missions, and a satellite office in Washington, DC. Mr. Musich is a graduate from the hotel school at Paul Smith's College in New York.



Jim Northrop
President & CEO,
Winfield Consulting

Jim Northrop

Since 2006, Jim has been the principal of Winfield Consulting, LLC, providing consulting services to the direct selling industry. 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 and re-vitalizing companies which have stalled. His unique breadth of experience in direct selling supports the Winfield approach to collaborate with management to define and articulate new directions and then work with the team to develop, sell and implement these directions within the enterprise.



Charlie Orr
Chief Executive Officer,
Immunotec, Inc.

Charlie Orr

Charlie Orr has been CEO of Immunotec Inc. since June 2013 and a Director of the company since 2006. Between 2009 and June 2013, he was the Executive Director of the Direct Selling Education Foundation. Prior to 2009, he served as an advisor and Board member to several private and public companies. He was President and CEO of Shaklee Corporation from 1993 to 2000. Charlie earned a BA in Psychology from Wesleyan University and an MBA from the University of Connecticut. He was the recipient, in 2005, of the Circle of Honor Award from the DSEF and DSA's Hall of Fame Award in 2007.



Francisco Ortega Gaxiola
Partner, Turanzas,
Bravo & Ambrosi

Francisco Ortega Gaxiola

Francisco Ortega is an attorney at law (admitted in Mexico) from the Universidad Panamericana with specialty studies in tax law. He has been educated to tax law for more than 15 years and is currently a Partner of Turanzas, Bravo & Ambrosi, a tax law boutique in Mexico City that has been ranked as a leading firm in Mexico, by Chambers and Partners as well as other ranking firms. Francisco specializes in tax consulting and tax planning, mainly in for the direct selling and energy industries. He has given lectures in several tax matters the Law Department of the Universidad Panamericana, both for JD and LLM courses, and is a member of the Mexican Bar (BMA) where he served as member of the Tax Law Commission and sub-coordinator of the Law Firm Management Commission.



Julie Paasche
Research Manager,
Artemis Strategy
Group

Julie Paasche

Julie Paasche is a seasoned researcher and relationship builder who understands that strong communication leads to success. Her clients have noted that she has the rare ability to take in and process a multitude of facts and details and focus on what's most important. Then to ask the questions to identify what to do next, carving away the fat and the distractions. With Artemis Strategy Group she applies her experience and focus to ensure excellence and insight, whether the assignment is to build a communications plan, conduct a domestic research project, or undertake a global research program.



John Parker
Chief Sales Officer,
Amway

John Parker

As Amway's chief sales officer, John Parker is responsible for the company's global sales operations. In this role, he oversees distributor compensation and incentives, sales plan, customer service, meetings and events, digital and consumer marketing, and training and education. He's also a member of Amway's executive staff, the company's top advisory team to the Office of the Chief Executive, composed of Amway Chairman Steve Van Andel and President Doug DeVos.

Parker has worked for two decades with Amway Business Owners around the world. He joined Amway in 1993 as a distributor relations sales manager and later became director of sales for North America. Parker was later named Amway North America's vice president of sales and marketing, overseeing sales, marketing, communications, catalog, customer support and public relations. In 2003, Parker became chief marketing officer for Amway and in 2007 was named president of Amway Japan, leading all operations for one of Amway's largest affiliates. He returned to Ada as vice president and chief sales officer in 2013.

Parker is a member of the United States Direct Selling Association board of directors and executive committee, serves as chairman of the Direct Selling Education Foundation and is a past member of the leadership advisory board for the College of Business at Ferris State University. Parker earned a Bachelor of Business Administration degree with a concentration in finance from the University of Notre Dame, where he was a member of the varsity golf team.



Jeff Perrin
Director, World Wide
Events, Hyatt Hotels
& Resorts

Jeff Perrin

Jeff has been with Hyatt Hotels and Resorts Since 1984 when he started his career at the Hyatt Regency Dearborn. Throughout his career, he has worked at the Hyatt Cherry Hill, Hyatt Regency Crystal City, Hyatt Regency Atlanta, (where he worked during the Olympics), and Hyatt Orlando. Jeff started in World Wide Sales in 2003. He became a Hyatt Master in 1994 and has been a Certified Meeting Professional since 1997. In 2012 he received the Hyatt Elite designation as one of Hyatt's Top Sales People. He was nominated as Sales Manager of the year in 1993, 1994, 2000, 2001, 2011, and 2012. He has been a member of ASAE, PCMA, RCMA, HSMIAI, and MPI, and has served as President for the Orlando Chapter of MPI from 2012 - 2013. In his free time, he Camps with Indian Guides, Coaches youth Soccer, plays Tennis and Scuba Dives.



Christie Post
National Sales Office,
Disney Resort
Destinations

Christie Post

As part of Disney's National Sales Team, Christie represents Disney's convention resorts in Orlando, California, Hawaii, Paris and Hong Kong, to organizations located throughout the Western United States. Christie has over 18 years of experience in the meetings and hospitality industry, and has previously been in NSO roles with Gaylord Hotels and Krisam Group, as well as on-property positions with Ritz-Carlton and Bristol Hotels and Resorts.



Greg Probert
Chairman & CEO,
Nature's Sunshine
Products, Inc.

Greg Probert

Mr. Probert has served as CEO since October 2013. He has served as Executive Chairman since January 2013. Prior to this, Mr. Probert served as Executive Vice Chairman since June 2011, and served as an independent consultant to the Company from October 2010 to June 2011. Previously, he was Chairman of the Board and Chief Executive Officer of Penta Water Company, President and Chief Operating Officer of Herbalife International of America, Chief Executive Officer of DMX Music and Executive Vice President of Worldwide Home Entertainment at the Walt Disney Company. He has been a member of the Board of Trustees of the California Science Museum since 2007. Mr. Probert received his B.A. from the University of Southern California in 1979. Mr. Probert brings to our Board significant direct selling experience, as well as extensive leadership and operational management skills in global consumer-oriented businesses, which strengthens the Board's aptitude in these key areas.



Jim Riekse
Director, Legal
Resources,
Mary Kay Inc.

Jim Riekse

Jim Riekse is the Director, Legal Resources for Mary Kay Inc., where he has worked since 2005. In this role, Jim oversees Mary Kay's education and compliance program in the Company's North America Region. As a native of Grand Rapids, MI, Jim does see the irony of working for Mary Kay despite the fact that many of the defining moments in his life took place in buildings named after Amway or its founders, including his wedding reception.



Mark "Bouncer" Schiro
President & CEO,
Stream Energy

Mark "Bouncer" Schiro

Mark "Bouncer" Schiro spent six years on the board of Stream Energy before accepting the role of president and CEO in December of 2011. In his current role as President and CEO, Bouncer, as he is affectionately known throughout the company, oversees all operational aspects of the firm. Through his experience and true leadership, Bouncer has helped skyrocket Stream's revenue to \$7 billion in total sales, transforming a startup to one of the largest direct selling companies in the world.



Peter Schneider
President,
Primerica, Inc.

Peter Schneider

Peter W. Schneider was named President of Primerica, Inc. in April 2015. Prior to that, he served as the Company's Executive Vice President, General Counsel, and Chief Administrative Officer, a position he held since joining the company in 2000. During his tenure with Primerica, Schneider has had responsibility for compliance, government relations, media relations, human resources and initiatives to grow the Company's sales force of nearly 100,000 independent representatives. Schneider received his Bachelor of Science in Industrial Relations with Highest Honors in Political Science and his Juris Doctor with Honors from the University of North Carolina at Chapel Hill.



Meg Sheetz
President & COO,
Medifast Inc. &
CEO, Take Shape
for Life, Inc.

Meg Sheetz

Margaret "Meg" Sheetz is the President and COO of Medifast, Inc. In March 2011, Meg also became the CEO of Take Shape for Life, a division of Medifast. As Medifast continues to see strong year-over-year growth, Ms. Sheetz has provided the operational and technical leadership that has resulted in Medifast providing the proper infrastructure to support the growth of the company. Ms. Sheetz sits on the Board of Directors for Stevenson University, the Greater Baltimore Committee, and Siloam, and is also a member of the Villanova President's Advisory Council. She holds a Bachelor of Arts degree from Villanova University and received an Executive MBA from Loyola University. In March 2014, Meg was honored by Direct Selling News as one of "The Most Influential Women in Direct Selling".



Holly Smith
Director, Global
Sales, MGM Resorts
International

Holly Smith

Holly Smith has been in the hotel business for over 20 years. Starting her career with Marriott Hotels, she worked for Hilton Hotels and spent 19 years with Loews Hotels. She then changed careers to work for her mentor Michael Dominguez and has been with MGM Resorts International for almost 2 years. Holly lives in Los Angeles with her husband and 3 children.



Martin Southwick
Director of
Transportation,
Young Living

Martin Southwick

A graduate of BYU with a BA in history, Martin has 18 years supply chain experience. He is also a 6 Sigma Black Belt, and Lean and ISO Auditor. Martin is currently the Director of Transportation with Young Living.



Connie Tang
President & Chief
Executive Officer,
Princess House, Inc.

Connie Tang

Connie Tang, the first woman President and CEO of Princess House, has also held executive positions at JAFRA Cosmetics and BeautiControl. She serves as Chairman of the DSA Diversity & Empowerment Council of the Direct Selling Association, and is on the Board of Directors of the Direct Selling Education Foundation. Connie has been named one of the Most Influential Women in Direct Selling by Direct Selling News for three consecutive years, and in 2014 was named one of the Outstanding Top 50 Asian Americans in Business by the Asian American Business Development Center. Princess House revenue is up by more than 50% since 2010 and is growing steadily as Princess House continues to contemporize their business model and revitalize their brand supported by a largely Hispanic Sales Field. The company is now focused on an innovative, long-term digital strategy.



Ruth Todd
Vice President,
Public Affairs,
Nu Skin Enterprises

Ruth Todd

Ruth Todd currently serves as the Vice President of Public Affairs for Nu Skin Enterprises. Prior to joining Nu Skin at the beginning of last year, she spent 25 years in the media as an award-winning journalist anchoring the news in Salt Lake City and Phoenix. She was also on the news for the ABC and CBS affiliates in Washington, D.C. Following her years in television news, she taught for four years in the Communications Department at Brigham Young University and spent three years working in LDS Church Public Affairs as a spokesperson. Ms. Todd has enjoyed many years of community involvement with The United Way, The American Cancer Society, The Huntsman Cancer Institute, The Huntsman Awards for Excellence in Education, Race for the Cure, Primary Children's Medical Center, and many other organizations. She also served as the spokesperson for KSL's "Family Now" initiative. She currently sits on community service boards and enjoys interacting with the wonderful people of Utah. Ms. Todd graduated from Brigham Young University with a degree in Communications.



Laura Urso
Co-Founder,
Avec Events

Laura Urso

Laura Urso is Co-Founder of Avec Events, a full-service event management company focused on creating custom Meetings, Conventions and Incentive programs for Direct Selling Companies. With over 20 years of experience in the Direct Sales industry, Avec Events helps our clients produce innovative and powerful events centered around unexpected destinations and ultimate experiences.



Britney Vickery
CEO & Founder,
Initials, Inc.

Britney Vickery

Britney Vickery brings more than 16 years of professional and executive management experience to her company. A serial entrepreneur, Initials, Inc., represents Ms. Vickery's strongest accomplishment to date: the company was ranked No. 762 on the Inc. 5000 list of America's fastest-growing, privately held companies for 2013. Beginning her professional career with a Fortune 100 company in 1997, she later moved into collegiate advancement, where she held various positions and truly honed her strategic leadership skills. She exited corporate America upon the arrival of her first child, only to found and launch Initials, Inc., from a spare bedroom in her home a year later. A graduate of Valdosta State University, a Georgia University school, with a BFA in organizational communications, Ms. Vickery is an active member of several organizations such as her church, where she serves as the Chair of the Personnel Committee; the North Georgia CEO Forum; Vistage International; and the chair of the Direct Selling Association's Education Committee. She and her husband, Darren, have a son, Pierce (12), and a daughter, Blair (8). They reside in Clarkesville, Ga.



Shari Wallack
President,
Buy the Sea

Shari Wallack

Shari Wallack's journey in the travel industry started at Club Med where she introduced the concept of all-inclusive incentive travel programs to third parties and corporations. In 1993, Shari joined Renaissance Cruises and then Celebrity Cruises, specializing in group and charter programs. In 2002 she started Buy The Sea, a cruise and all-inclusive resort brokerage company. Buy The Sea, a certified woman-owned business, is celebrating its eleventh year in business and has earned many awards including "incentive account of the year" at multiple cruise lines. Shari is most proud of being selected one of South Florida's top entrepreneurs in 2010 as well as winning Royal Caribbean and Celebrity Cruises top honor as "Incentive Partner of the Year" multiple times. She has spent the past thirteen years involved in FICP and DSA, in addition to sitting on the Royal Caribbean incentive advisory board.



Heidi Wissmiller
Chief Customer
Officer,
Rodan + Fields

Heidi Wissmiller

Heidi is a results-oriented and accomplished executive with over 25 years of leadership responsibility in the consumer products industry. At Rodan + Fields Heidi oversees field strategy, initiatives and communication for our Consultants and Preferred Customers. Heidi has broad-based functional expertise in general management, national sales, distribution, marketing, trade management and strategic planning. She has held corporate leadership positions at globally recognized consumer products companies including E & J Gallo Winery, Nabisco, and PepsiCo, where she served as Director of Sales for Frito Lay and oversaw a multi-million dollar snack division. Heidi holds a BS in Communications Management from the University of Portland and a Certificate in Finance for Executives from the University of Chicago.

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AdvoCare International, LP

Michael MacDonald
Take Shape for Life, Inc.-
Medifast

Dana Mehrer
Silpada Designs

Raymond Miley, Jr.
The Kirby Company

Cindy Monroe
Thirty-One Gifts

John Parker
Amway

Gregory Probert
Nature's Sunshine
Products, Inc.

Peter Schneider
Primerica, Inc.

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4Life Research, LLC

Frank VanderSloot
Melaleuca, Inc.

John Whelpley
CUTCO/Vector Marketing
Corporation

John Wyckoff
Dove Chocolate Discoveries

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Mary Kay Inc.

Awards Committee

Landen Fredrick
Mannatech, Inc.

Communications Committee

Mark Stastny
Scentsy, Inc.

Diversity & Empowerment Council

Connie Tang
Princess House, Inc.

Education Committee

Britney Vickery
Initials, Inc.

Ethics & Self-Regulation Committee

Heather Chastain
Arbonne International, LLC

Executive Committee

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Nu Skin Enterprises

Finance Committee

Matt Blok
Amway

General Counsel Committee

Jonathan Gelfand
Team Beachbody

Government Relations Committee

Michael Lunceford
Mary Kay Inc.

Industry Research Committee

Jeff Morris
The Pampered Chef

International Council

Richard Hartvigsen
Nu Skin Enterprises

Member Services Committee

Konrad Mayr
Sabika, Inc.

Nominating Committee

Orville Thompson
Scentsy, Inc.

Strategic Planning Committee

Marjorie Fine
Shaklee Corporation

Supplier Advisory Committee

Al Wakefield
Wakefield Global

DSA/DSEF Staff in Attendance

Joseph Aquilina
Attorney

Brian Bennett
Attorney & Manager, GR

Melissa Brunton
SVP, Education & Meeting
Services

Nancy Burke
Vice President, Membership

Regina Clay
Director, Consumer Initiatives,
DSEF

Amanda Del Sontro
Membership Assistant

Megan Downey
Marketing Specialist

Adolfo Franco
Executive Vice President & COO

Indira Fuller-Bey
Meetings Assistant & Registrar

Tamuna Gabilaia
Executive Director, WFDSA

Ben Gamse
Market Research Manager

Gary Huggins
Executive Director, DSEF

Tamara Ingram
Program Manager, DSEF

Ryan Kennedy
Global Regulatory Affairs
Assistant

Nancy Laichas
Chief Marketing & Development
Officer, DSEF

Joseph N. Mariano
President

Lindsay Marquardt
Education & Meetings Planner

Tom Nutton
Front Desk Assistant

Keyvon Pahz
Accounting Assistant

Maureen Paniagua
Manager, International, WFDSA

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

Britta Shillingsburg
Supplier & Marketing Coordinator

Paul Skowronek
SVP, Public Affairs

John Webb
Senior Director, GR, & Associate
Legal Counsel

Supplier Reception Saturday, May 30 6:00 p.m. - 7:00 p.m.

What better way to kick off your experience at Annual Meeting than by attending the Supplier Appreciation Reception? Join your peers and friends for tasty treats as you are welcomed to the meeting as a valued industry partner by DSA and DSEF Board Members.

New Member Reception Sunday, May 31 5:30 p.m. - 6:00 p.m.

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. Nervous about attending this meeting for the first time? This event will help you get your feet wet before diving into the deep end! (*direct selling executives only.*)

Sponsored By:  HYPERWALLET

Direct Selling CEO Events

Direct Selling CEOs, this is your opportunity while in San Antonio to network with each other, discuss your high-level concerns and get to know each other better during the conference. Start with an exclusive workshop with Sally Hogshead, then head to the CEO Dinner Monday Night on the San Antonio River Walk, and plan to attend the CEO Breakfast on Tuesday Morning, sponsored by Thatcher Technology Group. These exclusive events promise to be some of the best hours you'll spend at Annual Meeting!

Monday, June 1
11:00 a.m. - Noon **6:30 p.m. - 10:00 p.m.**
Sally Hogshead Workshop **Iron Cactus Dinner**

Tuesday, June 2
8:00 a.m. - 9:15 a.m.
CEO Breakfast

Happy Hour in the Hall
Monday, June 1
5:00 p.m. - 6:00 p.m.

It's time to relax and give your brain a break! After a full day of learning on Monday, head to the exhibit hall and unwind before heading out to the River Walk. Enjoy a refreshing beverage and some nibbles while you mingle with fellow attendees.

Parties on San Antonio's River Walk Monday, June 1, 6:30 p.m. - 10:00 p.m.

Gather in the exhibit hall foyer to take the buses to San Antonio's fabled River Walk. Food is a haven here and we intend to make the most of it! Monday night, June 1, DSA executives will fill the restaurants that line the San Antonio River and enjoy soaking up the local culture and cuisine. Get out of the hotel, have dinner with your peers and enjoy this top attraction!

Shuttle Bus Service between the hotel and the River Walk 6:30 p.m. - 10:30 p.m., Departs from Exhibit Hall Foyer

Supplier Hosted Events

- BIGA on the Banks hosted by Image Technologies.
- Destination Adventure at Bella on the River, hosted by 12 of your favorite CVBs:

Des Moines	Buffalo/Niagara	Atlantic City
Nashville	Reno/Tahoe	Tampa Bay
Kansas City	Ontario, CA	St. Louis
Oklahoma City	Fort Worth	St. Charles
- River Walk Dinner Cruise hosted by IntegraCore
- "A Bit of Italy on the River Walk" hosted by Zoom.7
- Networking Dinner at BIGA on the Banks, hosted by Amware
- "A Social Hour on the River Walk" at Acenar, hosted by Digital River World Payments
- Dinner at Boudro's hosted by Mills James Creative Media
- Client Appreciation Dinners at Landry's and Iron Cactus hosted by IMN

DSA Council & Committee Dinners

- CEO (direct selling CEOs only) – Iron Cactus Agave Room
- Communications Committee Dinner – Landry's Seafood, Balcony Patio Room
- General Council Committee – Landry's Seafood, Wine Room
- Meeting Planners Track – Landry's Seafood, Balcony Patio Room
- Research Committee – Iron Cactus San Antonio
- WFDSA GRAC – Little Rhein Steakhouse

Opportunity to Shine: Awards Gala Tuesday, June 2 6:30 p.m. - 10:30 p.m.

Add some glitz and glamor to your Annual Meeting experience with this Gala on Tuesday, June 2. Be in the room to find out who will win the 2015 ETHOS Awards, take part in DSEF's live auction and learn who will be inducted into the DSA Hall of Fame. It's an evening full of memories — make sure you're on the guest list to be a part of it!

Tuesday, June 2 | 7:00 p.m. - 10:00 p.m.

Add some glitz and glamor to your Annual Meeting experience with this Gala on Tuesday evening. You'll want to be in the room when we present the industry's ETHOS Awards and induct a special executive into the DSA Hall of Fame.

DSEF Live Auction

At this year's Gala Celebration, be ready to raise your paddle once again in support of the Direct Selling Education Foundation (DSEF) during its Live Auction! Last year's event was a tremendous success resulting in a significant investment to advance the Foundation's important work on behalf of our industry. Once again, you will have the chance to bid on an "Experience of a Lifetime" for yourself or your team. Join last year's generous contributors and invest in the future of your industry by placing a bid on one of several unique experiences.



Awards Gala Program Sponsored By:



Awards Gala Entertainment Sponsored By:



Subcategory Winners

Marketing & Sales Campaigns

Jusuru INTERNATIONAL MARY KAY RODAN+FIELDS

Product Innovation

LIFEWAVE PRINCESS HOUSE RODAN+FIELDS

Excellence in Salesforce Development

ISAGENIX MARY KAY Scentsy SIMPLY SAID TEAM BEACHBODY

Technology Innovation

ISAGENIX MARY KAY RODAN+FIELDS

Vision for Tomorrow

NU SKIN THE DIFFERENCE DEMONSTRATED thirty-one

Rising Star Finalists

All'asta BEAUTYCOUNTER

Partnership Finalists

buy the sea multi:brain Belinda Ellsworth

2015 Annual Fund Corporate Contributors

July 1, 2014 – June 30, 2015 (reflects contributions pledged and received as of May 1, 2015)

BENEFACTORS

(\$75,000+)

PATRONS

(\$40,000 – \$74,999)

*Amway ‡ (A)

Herbalife ‡

*Mary Kay Inc. ‡

SPONSORS

(\$25,000 – \$39,999)

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*The Primerica Foundation, Inc.

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*USANA Health Sciences, Inc. ‡

Zoyto (R) (A)

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(\$5,000 – \$14,999)

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Silpada Designs ‡

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Wakefield Global (R)

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Jane Creed

David Merriman

Dan & Maria Moore

Connie Tang

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(up to \$499)

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Jennifer Bennet

Melissa Brunton

Heather Chastain

Regina Clay

Mike Costache

Grant Deviney

Brett Duncan

Michelle Flick

Adolfo Franco

Keith George

Barb Girson

Laurie Granger

Tamara Ingram

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(Active Member Companies Only)

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(Supplier Member Companies Only)

(A) DSEF's Live & Silent Auction Sponsor

2015 ANNUAL FUND

INDIVIDUAL CONTRIBUTORS

July 1, 2014 – June 30, 2015

(reflects contributions pledged and

received as of May 1, 2015)

FOUNDATION CIRCLE

(\$25,000+)

Doris K. Christopher ‡

CHAIRMAN'S CIRCLE

(\$10,000 to \$24,999)

Joey & Nora Carter ‡ (A)

Craig Fleming (In-Kind) (A)

Scott & Cindy Monroe

PRESIDENT'S CIRCLE

(\$5,000 to \$9,999)

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(\$2,500 to \$4,999)

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(\$1,000 to \$2,499)

Phil & Angela Chrysler

Marjorie L. Fine ‡

W. Alan & Carolyn Luce

Joseph N. Mariano ‡

John Parker

John Whelpley

Thank You Participants

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 15 activities between April 2014 and March 2015, each demonstrating a commitment to the Code that goes beyond the mere requirements.



4Life Research, LLC	Enagic USA Inc.	LifeVantage Corporation	Saladmaster	Traveling Vineyard
5LINX Enterprises, Inc.	ENERGETIX Bingen	LifeWave, Inc.	Scentsy, Inc.	USANA Health Sciences, Inc.
ACN, Inc.	Gold Canyon	Living Fresh Collection, LLC	Shaklee Corporation	Vemma Nutrition Company
AdvoCare International, LP	Herbalife	Mary Kay Inc.	Silpada Designs	WineShop At Home
All Dazzle	Hy Cite Enterprises, LLC	Morinda, Inc.	Simply Said, Inc.	YOR Health
Ambit Energy	Initials, Inc.	Nature's Sunshine Products, Inc.	SimplyFun, LLC	Zurvita
Amway	Isagenix International, LLC	New Earth	Southwestern Advantage	
Arbonne International, LLC	JAFRA Cosmetics International, Inc.	Nu Skin Enterprises	Stampin' Up!	
Beautycounter	Jusuru International, Inc.	The Pampered Chef	Stream Energy	
Belcorp USA	The Kirby Company	PartyLite	Take Shape For Life, Inc.-Medifast	
Celadon Road, Inc.	Kitchen Fair	Premier Designs, Inc.	Tastefully Simple, Inc.	
Compelling Creations, Inc.	L'Bri Pure n' Natural	Regal Ware, Inc.	Team National	
CUTCO/Vector Marketing Corp.	Lemongrass Spa Products	Reliv International, Inc.	Thirty-One Gifts	
Dove Chocolate Discoveries	Life Shotz	Rodan + Fields	Traci Lynn Fashion Jewelry	

Direct Selling Empowers America 2014 - 2015 Contributors

Platinum \$30,000 - \$50,000

Nu Skin Enterprises
Rodan + Fields

Silver \$10,000 - \$19,999

4Life Research, LLC
Morinda, Inc.

Gold \$20,000 - \$29,999

AdvoCare International, LP
Arbonne International LLC

Bronze \$2,500 - \$9,999

LifeWave, Inc.
USANA Health Sciences, Inc.
YOR Health

DSA PAC 2014 - 2015 Contributors

Direct Selling Executives:

Nelson Altamirano
Steven Apple
Deann Carter
Marjorie Fine
Jason Gough
Calvin Jolley
Jeffrey Kalnin
Daniel Lee
Jennifer McGaha

Kathryn Olson
Mark Ostler
Jaime Pierce
Tyler Rasch
Diane Taylor
Norman Taylor
Trent Tenney
Steven Tew
Andrew Weeks

Direct Selling Salespeople:

Stacey Cernicky
Deborah Cook
Peggy Ragus

Planning for Prosperity Through DSA Executive Education

What do you get when you set aside time to participate in professional education? Everything you need to help you and your company succeed, of course! Receive the following benefits when you participate in any DSA educational opportunity:

1. **Expert Knowledge.** Gain the information you need to grow your business.
2. **Friendly Advice.** Meet the people you can call when you need answers to your most pressing questions.
3. **The Inside Scoop.** Learn strategies from your direct selling industry colleagues.

Calendar of Events www.dsa.org/calendar

Oct. 14	Pre-Summit Focus on Canada Seminar <i>Hosted by the Canadian DSA</i>	Washington, DC	Fairfax Hotel
Oct. 15-16	DSA Global Strategies Summit	Washington, DC	Fairfax Hotel
Dec. 9	DSA Smart Start Seminar	Las Vegas, NV	Mandarin Oriental Hotel
Dec. 9-11	 DSA Focus on the Field Sales & Marketing Conference	Las Vegas, NV	Mandarin Oriental Hotel
June 5-8	DSA 2016 Annual Meeting	Phoenix, AZ	JW Marriott Desert Ridge Resort & Spa

CEOs In Focus Podcasts Available for Download <http://www.dsa.org/member-resources/ceos-in-focus-interview-series>



Jeff Bell, LegalShield
 Kim Cornwell, Celadon Road, Inc.
 Cindy Monroe, Thirty-One Gifts
 Gregg Renfrew, Beautycounter
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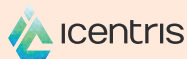
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