



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!

A handwritten signature in black ink that reads "David B. Holl". The signature is written in a cursive, flowing style.

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!

Brought to You By:      

Party

Blue Jeans 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 - 4:00 p.m. WFDSA Governance & Finance Committee
 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
 Peony
 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. - 8:30 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
 8:30 a.m. - 10:00 a.m. Lights, Camera, Action (Meeting Planners Track)
 10:00 a.m. - 12:30 p.m. WFDSA Board of Directors 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 Foyer
 Grand Oaks A-C
 Nelson Wolff Exhibit Hall
 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

12:00 p.m. – 1:15 p.m.	Welcome Lunch
1:30 p.m. – 2:45 p.m.	Express Learning Sessions
3:00 p.m. – 4:30 p.m.	Partners Make it Possible Scavenger Hunt
4:30 p.m. – 5:30 p.m.	DSA Member Services Committee Meeting
4:30 p.m. – 5:30 p.m.	Ethics Committee Meeting
4:30 p.m. – 5:30 p.m.	Supplier Briefing & Orientation
5:30 p.m. – 6:00 p.m.	New Member Reception (<i>DS execs only</i>)
6:00 p.m. – 8:00 p.m.	Blue Jean Bash Opening Reception

Nelson Wolff Exhibit Hall
 Nelson Wolff Exhibit Hall
 Nelson Wolff Exhibit Hall
 Grand Oaks D
 Grand Oaks A-C
 Nelson Wolff Exhibit Hall
 Grand Oaks E-F
 Nelson Wolff Exhibit Hall

Monday, June 1, 2015

7:00 a.m. – 7:00 p.m.	DSA Registration Desk Open
7:15 a.m. – 8:45 a.m.	Breakfast
9:00 a.m. – 10:45 a.m.	Opening General Session
11:00 a.m. – Noon	Workshop Bank I
Noon – 1:30 p.m.	Buffet Lunch
1:45 p.m. – 2:45 p.m.	Workshop Bank II
2:45 p.m. – 3:15 p.m.	Networking Break
3:30 p.m. – 5:00 p.m.	General Session II
5:00 p.m. – 6:00 p.m.	Happy Hour in the Hall
5:00 p.m. – 6:00 p.m.	Branding Your Events (Meeting Planners Track)
6:30 p.m. – 10:30 p.m.	Parties on the River Walk

Level 2 Foyer
 Nelson Wolff Exhibit Hall
 Grand Oaks G-M
 Various Locations
 Nelson Wolff Exhibit Hall
 Various Locations
 Nelson Wolff Exhibit Hall
 Grand Oaks G-M
 Nelson Wolff Exhibit Hall
 Grand Oaks N-P
 San Antonio River Walk

Tuesday, June 2, 2015

7:30 a.m. – 3:00 p.m.	DSA Registration Desk Open
8:00 a.m. – 9:15 a.m.	Breakfast
8:00 a.m. – 9:15 a.m.	CEO Breakfast (<i>direct selling CEOs only</i>)
9:30 a.m. – 11:00 a.m.	General Session III
11:15 a.m. – 12:15 p.m.	Workshop Bank III
12:15 p.m. – 1:30 p.m.	WFDSA Association Advisory Council Meeting
12:15 p.m. – 1:45 p.m.	Buffet Lunch
1:45 p.m. – 5:00 p.m.	Exhibitor Tear-Down
2:00 p.m. – 3:30 p.m.	Closing General Session
3:30 p.m. – 4:30 p.m.	DSA Industry Research Committee Meeting
6:30 p.m. – 7:00 p.m.	Awards Gala Reception
7:00 p.m. – 10:30 p.m.	Awards Gala Dinner & DSEF Live Auction

Level 2 Foyer
 Nelson Wolff Exhibit Hall
 Grand Oaks Salon N-P
 Grand Oaks Salon G-M
 Various Locations
 Peony
 Nelson Wolff Exhibit Hall
 Nelson Wolff Exhibit Hall
 Grand Oaks Salon G-M
 Goldenrod
 Grand Oaks Foyer/Terrace
 Grand Oaks Salon G-M

**All committee meetings are by invitation only.*



Annual Meeting Details in the Palm of Your Hand

Stay up-to-date with Twitter, Text Message Reminders, and our brand new mobile app!

Follow #DSAAnnual on Twitter, text Unity to 96000 to sign up for text alerts and the DSA Annual Meeting mobile app will be available for download shortly. Look for an email with download instructions.

Wi-Fi Sponsored By **MECU**
Putting you first™

App Sponsored 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 member
- Yellow: spouse
- Green: prospective member
- Gray: subscriber member
- Salmon: evening events only

Hotel Floorplan

- Workshops
- General Sessions
- Exhibit Hall

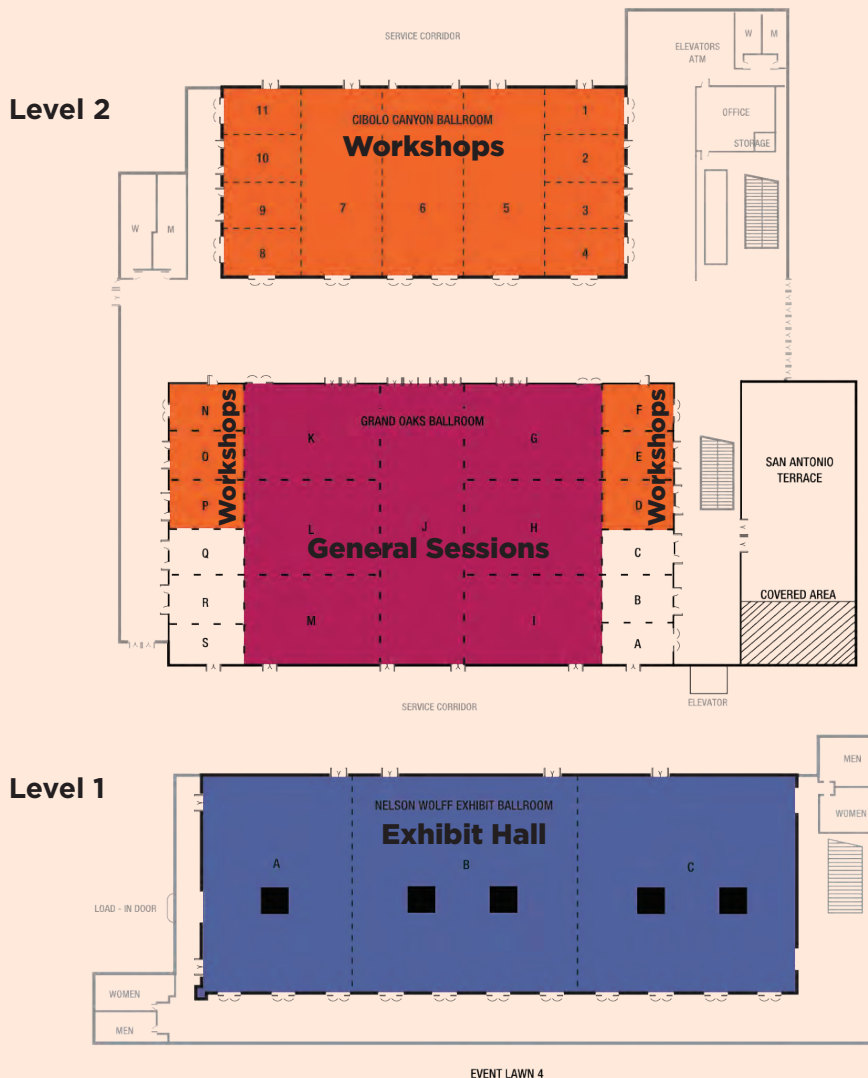


Exhibit Hall Overview

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 Jeans Bash Opening Reception

Monday, June 1

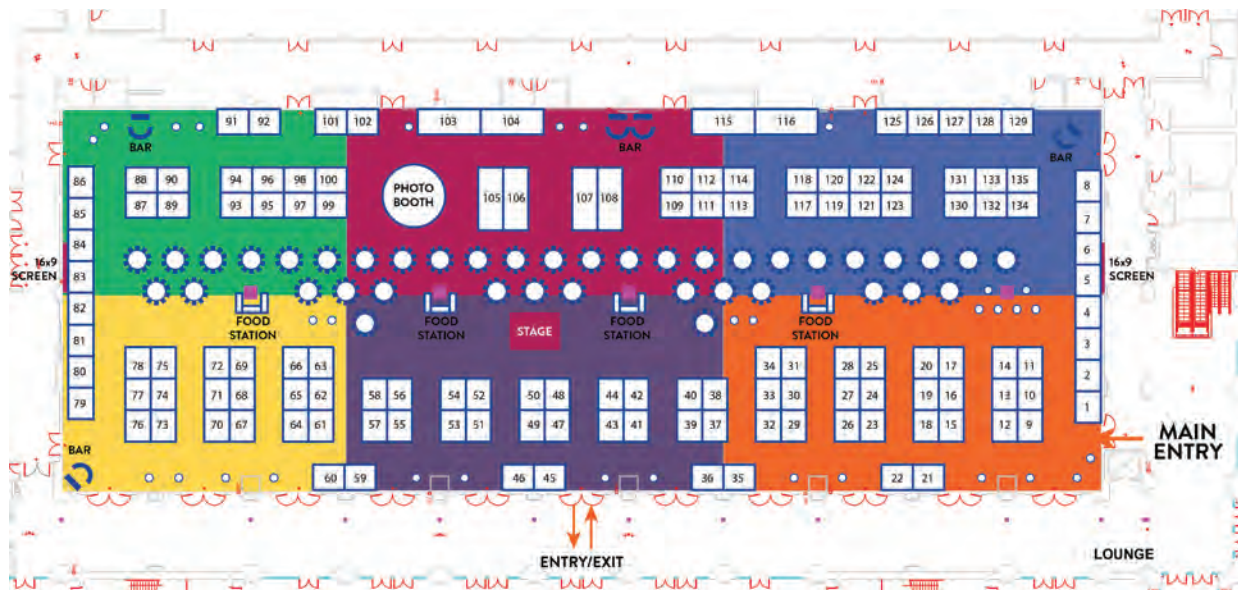
7:30 a.m. – 6:00 p.m. Hall Open for Business

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.
Opportunity to Achieve



Sally Hogshead
Master of Fascination

Why are you captivated by some people but not by others? Why do you recall some brands yet forget the rest? In a distracted, overcrowded world, why do certain leaders, friends and family members convince you to change your behavior? Get the answers when you hear Sally Hogshead's keynote address! She is the master of the art of fascination: the most powerful way to influence decision-making. Learn how this method is more persuasive than marketing, advertising or any other form of communication.

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.

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.

State of the Industry



Make sure you're in the audience as DSA releases the 2014 growth and outlook research results.

Joseph N. Mariano
President,
Direct Selling Association

ETHOS Awards Finalists to be Recognized:

Rising Star Award



Partnership Award Finalists



General Session Sponsor:

General Session II

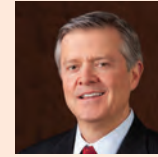
3:30 p.m. - 5:00 p.m.
Opportunity to Lead
with DSA & DSEF's Leadership Team



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.

ETHOS Awards Finalists to be Recognized:

Marketing & Sales Campaigns



Excellence in Salesforce Development



General Session Sponsor:

General Session III

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

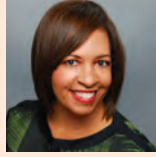
Opportunity to Engage CMO Panel



Ruth Todd
VP, Public Affairs,
Nu Skin Enterprises



Loren Castronovo
Chief Marketing
Officer,
LifeWave, Inc.



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

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



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:

Product Innovation

PRINCESS HOUSE®
Your Home, Your Life, Your Way.

RODAN+FIELDS

LIFEWAVE®

Technology Innovation

RODAN+FIELDS

MARY KAY

ISAGENIX

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



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:

Vision for Tomorrow

NU SKIN
THE DIFFERENCE DEMONSTRATED™

thirty-one™

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
VP & CLO,
AdvoCare
International, LP

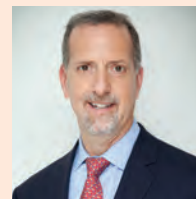
Keep the Cash Flowing! Financing Your Business No Matter the Size

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

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.


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.



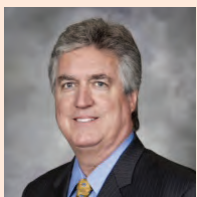
Lori Bush
President & CEO,
Rodan + Fields



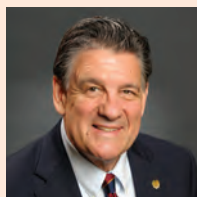
Kylie Fuentes
Vice President,
Digital Product
Management,
Rodan + Fields

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.



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



Charlie Orr
Chief Executive
Officer,
Immunotec, 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:

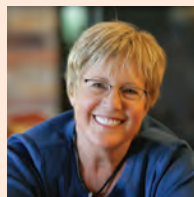
- Lead a sales field that has grown with the business to one that is empowered to grow their business
- Build a management team that can shift from reactionary to strategic
- Protect the company culture through transition
- Know when to pursue product and technology innovations
- Lead with confidence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



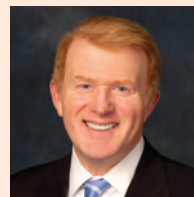
Cindy Monroe
Founder, President
& CEO,
Thirty-One Gifts

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

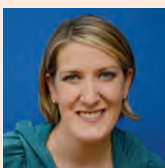
Did you know that 80 percent of the field is women? Why is that and what about direct selling is attracting women to the opportunities we provide? Even more, how do you most effectively communicate with this audience and best address what makes them different and unique? Hear about best practices for 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
Executive Vice President & Owner, 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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Herbalife	Silpada Designs
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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!



Jeff Kaufman
Director, Customer
& Field Insights,
Isagenix
International



Julie Paasche
Research Manager,
Artemis Strategy
Group



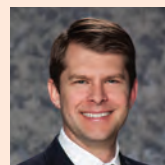
Jeff Morris
Director,
Forecasting &
Financial Analysis
The Pampered Chef

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.



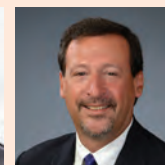
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Gary Musich
VP, Convention
Development
Meet AC

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.

Meeting planners, this is the track for you! 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. From behind-the-scenes looks at hotel functions and event production to the technical details involved in contracts and technology, these three days will provide you with the valuable insights you need to plan the best events in the industry!

To be eligible for your **FREE** registration, your company must have at least one executive already registered and your primary role at the company must be meeting and event planning. To register, visit <http://www.surveymonkey.com/s/MeetingTrackRegistration>. If you have questions regarding eligibility, contact Indira Fuller-Bey at (202) 452-8866 or ifuller@dsa.org.

Sunday, May 31

Express Breakfast

8:00 a.m. – 8:30 a.m.

Why We're Unique

8:30 a.m. – 9:00 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 direct selling clients. We'll take a tour backstage as Iacono Productions prepares for DSA's Annual Meeting. Session take-aways will include:

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

Hotel Trends & Negotiations

10:15 a.m. – 11:45 a.m.

Take a behind-the-scenes look at this hotel's operations. Then go direct to the source for an in-depth conversation on the hotel industry. Our panel of hotel staff will explore what trends they're tracking and how the economy is changing their business. They'll answer your questions including who is the director of revenue and why what they do matters to you and what matters most when negotiating a contract.

Annual Meeting Welcome Lunch

12:15 p.m. – 1:15 p.m.

Express Learning Sessions

1:30 p.m. – 2:45 p.m.

Partners Make it Possible Scavenger Hunt

3:00 p.m. – 4:30 p.m.

Blue Jean Bash Opening Reception

6:00 p.m. – 8:00 p.m.

Monday, June 1

Buffet Breakfast

7:15 a.m. – 8:45 a.m.

Opening General Session

9:00 a.m. – 10:45 a.m.

Meeting Technology – Are you Making the Connection?

11:00 a.m. – Noon

Buffet Lunch

Noon – 1:30 p.m.

Crave the Wave

1:45 p.m. – 2:45 p.m.

General Session II

3:30 p.m. – 5:00 p.m.

Branding Your Events

5:00 p.m. – 6:00 p.m.

Your events are not only opportunities for connection; they're also opportunities to brand your company. From look and feel to tone and message, the more on the money your events are, the closer they'll bring your field members to everything your company – and its business opportunity – stands for. And no one knows branding like direct sellers. Learn from an iconic corporation how it has helped direct selling companies brand their incentive trips and training opportunities – from cruise ships to theme parks. This is an opportunity to learn from the best how to make sure your field gets your message while having fun doing it!

Dinner on the River Walk

6:30 p.m. – 9:30 p.m.

Tuesday, June 2

Buffet Breakfast

8:00 a.m. – 9:15 a.m.

General Session III

9:30 a.m. – 11:00 a.m.

Simplify Your Planning with CVBs

11:15 a.m. – 12:15 p.m.

Buffet Lunch

12:15 p.m. – 1:45 p.m.

General Session IV

2:00 p.m. – 3:30 p.m.

Awards Gala Reception

6:30 p.m. – 7:00 p.m.

Awards Gala Dinner

7:00 p.m. – 10:30 p.m.

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Attorney & Manager, GR

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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 A CEO Exclusive Workshop The Rules of Fascination 11:00 a.m. - Noon

CEO Dinner on the RiverWalk Iron Cactus San Antonio 6:30 p.m. - 10:30 p.m.

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

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 the River Walk Monday, June 1 6:30 p.m. - 10:30 p.m.

San Antonio's fabled River Walk is a food haven 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!

Restaurants to try:

- Biga on the Banks
- Iron Cactus San Antonio
- Paesano's

These invitation-only events have already been confirmed, and more will be added weekly:

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

Des Moines	Ontario, CA
Nashville	Fort Worth
Kansas City	Atlantic City
Oklahoma City	Tampa Bay
Buffalo/Niagara	St. Louis
Reno/Tahoe	St. Charles

- **Riverwalk Dinner Cruise** hosted by IntegraCore
- **A Bit of Italy on the River Walk** hosted by Zoom.7

Transportation will be provided to the River Walk.

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:  Initials, Inc.
"There's only one you!"
initials-inc.com

Awards Gala Entertainment Sponsored By:  INFO TRAX



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Marketing & Sales Campaigns

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Product Innovation

 PRINCESS HOUSE®
Your Home, Your Life, Your Way.


Excellence in Salesforce Development

 MARY KAY 

Technology Innovation

 MARY KAY 

Vision for Tomorrow

Rising Star Finalists

 BEAUTYCOUNTER

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

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July 1, 2014 – June 30, 2015

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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	

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

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Jason Gough
Calvin Jolley
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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>



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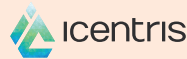
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