



# Communications & Marketing CONFERENCE 2016

NOVEMBER 30 - DECEMBER 2

MANDARIN ORIENTAL, LAS VEGAS, NEVADA

*All events take place in the Oriental Ballroom and Foyer.*

## Wednesday

9:00 a.m. to 8:00 p.m.	Registration Open
10:00 a.m. to 5:45 p.m.	Boot Camp Program <i>(separate registration required)</i>
6:00 p.m. to 8:00 p.m.	Welcome Reception

## Thursday

7:30 a.m. to 6:00 p.m.	Registration Open
7:30 a.m. to 8:30 a.m.	Continental Breakfast
8:30 a.m. to 8:45 a.m.	Putting the Pieces Together: Your Brand's Role in Preserving Direct Selling's Opportunity
8:45 a.m. to 9:15 a.m.	Resonance: Audience Nuances and Finding the Most Effective Voice
9:15 a.m. to 10:15 a.m.	The Zen of Social Media Marketing
10:15 a.m. to 10:30 a.m.	Networking Break
10:30 a.m. to 11:00 a.m.	Building Brand Equity: Inspiring Your Field to Play a Role
11:00 a.m. to 11:45 a.m.	Wonking it Up: How a Brand Can Make a Difference
11:45 a.m. to 12:15 p.m.	Thought Leadership: The Role of Amway's Global Entrepreneurship Report
12:15 p.m. to 12:45 p.m.	Lunch Buffet
12:45 p.m. to 1:30 p.m.	Introducing New Avon: The 130-Year-Old, \$1 Billion Startup
1:30 p.m. to 2:00 p.m.	The Power of A Hashtag: One Company's Continuous Brand Journey
2:00 p.m. to 2:45 p.m.	Striking the Balance Between Your Company's Marketing and Corporate Voices
2:45 p.m. to 3:00 p.m.	Networking Refreshment Break
3:00 p.m. to 3:30 p.m.	Success Strategies for Training on Social
3:30 p.m. to 4:30 p.m.	Contagious: Why Things Catch On
4:30 p.m. to 4:40 p.m.	Stretch Break
4:40 p.m. to 5:15 p.m.	Artificial Intelligence: The Next Marketing Frontier
5:15 p.m. to 6:15 p.m.	Wine & Cheese Reception Sponsored by DSEF
6:30 p.m. to 9:00 p.m.	Party Plan Council Dinner <i>(direct-selling executives only)</i>

## Friday

7:30 a.m. to 8:30 a.m.	Continental Breakfast
7:30 a.m. to Noon	Registration Open
8:30 a.m. to 10:00 a.m.	The You Economy and Social Selling
10:00 a.m. to 10:15 a.m.	Networking Refreshment Break
10:15 a.m. to 10:45 a.m.	The New Marketing Org Chart: Trends and Challenges Facing Today's Marketing and Communications Teams in Direct Selling
10:45 a.m. to 11:20 a.m.	National Salesforce Survey
11:20 a.m. to 11:45 a.m.	Hispanic Marketing
11:45 a.m. to Noon	Your Brand is a Beacon: Be a Part of Lighting Direct Selling's Way Forward
Noon	Buffet Lunch

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# WEDNESDAY AGENDA



## Wednesday, November 30

**10:00 a.m. to 10:30 a.m.**

### **Direct Selling 101: An Introduction to a Completely Unique Way to Sell Products**

Direct selling is the age-old method of conducting sales directly with an individual, away from a fixed-retail location. But there's more to the story than the simple sale of products, and this sales channel is fundamentally different from other distribution channels. Learn what accounts for those differences and how successful companies structure their operations around the unique philosophies associated with specific direct-selling principles. We'll also discuss hiring the staff that can understand the differences and act appropriately on them.

*Pam Dean, Chief Strategy Officer, Trades of Hope*

**10:30 a.m. to 11:10 a.m.**

### **What Is a Compensation Plan and How Do I Get One?**

How your company compensates your salesforce is one of the most critical business decisions you'll have to make. Whether you are starting your own enterprise or starting your career at an existing one, this session will provide the education you need to understand the basic principles and to refine your direct-selling compensation plan. We'll cover what parts of a plan will drive different behaviors, the role promotions should play without overriding your plan and the metrics at work in a particular product line that impacts how distributors are paid. Most importantly, you'll see how one slight adjustment can cause a domino effect within your salesforce.

*Bob Hipple, CEO, Damsel in Defense*

**11:10 a.m. to 11:40 a.m.**

### **Developing Your Independent Salesforce**

While you're building your team, you need to know how to train and develop them too, so that your salesforce is geared up to recruit more sellers and is motivated to sell your products for a long, long time. We'll tackle the basics of creating field-development programs that foster and develop growth, leadership skills and ethical behaviors. We'll discuss how to move your first-level salesforce into leadership and set performance standards. Included in this discussion will be ways in which your company can implement fun and appealing training methods to get your salesforce excited about their businesses, and why inspiration and recognition are crucial to your company's long-term success.

*Janet Cronstedt, Vice President, Field Development, Scentsy, Inc.*

**11:40 a.m. to 12:15 p.m.**

### **Social Media for Start-Ups**

Social Media can be a time-consuming beast, and time comes at a premium for a newly launched enterprise. We'll explore the social media musts to get you on the right track to manage your consultant community, including:

- The nuts & bolts of managing your consultant community pages
- Interacting with the public and keeping your consultants from being vultures
- Avoiding the negative Nancy rabbit hole
- Using social media for motivation, recognition & real-time updates

*Ingrid Windsor, Field Development Director, Damsel in Defense*

**12:15 p.m. to 1:15 p.m.**

### **Networking Lunch**

**1:15 p.m. to 1:45 p.m.**

### **Finance: It's More Than Just a Budget!**

The first rule of financing is to hire an expert; but that doesn't get you off the hook for knowing the inner workings of your company's budget or the key operating indicators at work in this sales channel. This session will cover the metrics you need to be mindful of in order to place your company on the right track for success instead of headed over the financial cliff.

*Asma Ishaq, President, Jusuru International, Inc.*



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**1:45 p.m. to 2:15 p.m.**

**A Crash Course in Direct-Selling Law**

Similar to finance, the way to make sure your company has the legal support it needs is to retain a knowledgeable attorney who knows the ins and outs of direct-selling law. But you still need to know the basics, and that's exactly what this session will provide. We'll specifically dig in to:

- The impact of the independent-contractor status in your field
- Promotion dos and don'ts
- What federal regulation says about product and opportunity claims

*Joseph Aquilina, Attorney, Direct Selling Association*

*Michael LaClare, Associate General Counsel, Isagenix International*

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**2:15 p.m. to 2:30 p.m.**

**Networking Refreshment Break**

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**2:30 p.m. to 3:10 p.m.**

**Implementing Operational Systems**

Gone are the days of scheduling books, manual lists, calculators and hand-written letters. Your 21st century business cannot run without technology, but that doesn't mean you need every bell and whistle before you launch. Our expert will walk you through the must-haves and can-waits to ensure your company is fully operational while taking practical considerations into account.

*Nancy Bogart, CEO, Jordan Essentials*

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**3:10 p.m. to 3:50 p.m.**

**Building Your Business**

Join this case-study of one company's resourceful methods for creatively implementing smart operating systems to improve field productivity and retention. Learn the core principles for working with an external partner.

*Nancy Bogart, CEO, Jordan Essentials*

*Belinda Ellsworth, President, Step Into Success*

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**3:50 p.m. to 5:00 p.m.**

**Wish I'd Known...**

Make the most of this opportunity to learn as a successful direct-selling executive shares:

- Critical learning opportunities
- Lessons learned putting theory into action
- Operations and inspirational moments that have served as motivators to future success

*Mike Collins, President, LifeWave, Inc.*

*Damien Douchet, CEO, H2O at Home*

*Heidi Leist, CEO, Lemongrass Spa Products*

*Rick Libby, Chief Grape Stomper & Head Cheerleader, Traveling Vineyard*

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**5:00 p.m. to 5:30 p.m.**

**Ask the Panel**

We'll assemble a team of presenters from the day's program to answer any of your questions that haven't already been answered.

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**5:30 p.m. to 5:45 p.m.**

**Direct Selling: State of the Industry**

The direct-selling channel in the United States reached \$36.12 billion in 2015, an increase of 4.8% over 2014, and the highest in recorded history. This is the sixth year of growth in sales since the 2009 recession. This past year's direct-selling annual growth rate of 4.8% outpaced both the U.S. retail sales growth rate of 1.6% and the GDP growth rate of 3.5%. Starting from these impressive statistics and then delving into where direct selling has been and where it is headed, this session will examine the most current trends, opportunities and challenges in our industry. We'll also discuss the kind of person most likely to become a direct seller, and why it is important for you to understand their mindset when building your business.

*Joseph Mariano, President, Direct Selling Association*

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**6:00 p.m. to 8:00 p.m.**

**DSA Communications and Marketing Kick-off  
Welcome Reception!**

Maximize the value of your attendance as you mingle with fellow attendees at our solution-filled expo! Get acquainted with select supplier partners who can connect you with the solutions you need while enjoying lite bites and refreshments.

## WEDNESDAY: WELCOME RECEPTION



### Welcome Reception

Mix and mingle with fellow attendees from 6:00 to 8:00 p.m. during our kick-off welcome reception!



### RUTH TODD

#### Conference Master of Ceremonies

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Ruth Todd currently serves as the Vice President of Public Affairs for Nu Skin Enterprises.

Prior to joining Nu Skin, 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.

**Thursday, December 1**

**7:30 a.m. to 6:00 p.m.**

**Registration Open**

**7:30 a.m. to 8:30 a.m.**

**Continental Breakfast**

**8:30 a.m. to 8:45 a.m.**

**Putting the Pieces Together: Your Brand's Role in Preserving Direct Selling's Opportunity**

Join us as we explore the distinct components of corporate communications and marketing and how they complement one another—and how they might also conflict. Together we will cast forth a vision for integrating your communications and marketing prowess with the DSA policy initiatives that will preserve a bright future for direct selling.

*Paul Skowronek, Senior Vice President, Public Affairs, Direct Selling Association*

**8:45 a.m. to 9:15 a.m.**

**Resonance: Audience Nuances and Finding the Most Effective Voice**



Direct selling channel leaders are experts at making an impact among the brand ambassadors who represent their companies. Yet, the approaches that build positive corporate brands with consumer audiences may not always be the most effective way for shaping perceptions among policymakers.

Join us as we explore how to shape the range of voices that can maximize your brand's resonance—as well as build your brand's legitimacy to among the audiences capable of advancing your corporate marketing and public affairs agendas.

*Megan Baroska, Senior Vice President, Public Affairs, Edelman*

**9:15 a.m. to 10:15 a.m.**

**The Zen of Social Media: How to Market, Sell and Promote Your Brand in the Digital Age**

Social media is no longer an optional tool but an essential part of the way that we sell, engage, communicate and connect in the Digital Age. Whether your goal is to attract more customers, increase referrals or grow your brand, your audience is expecting to find you on social media. That means you must figure out the best ways to engage and communicate in this new ecosystem.

Although it's easy to get overwhelmed by all the options, you can determine the "HOW, WHEN, WHERE and WHY" for your brand and find a "Zen" approach that leads to more sales, engagement and results. From this keynote, you will:

- Understand up-to-date ways to reach potential clients and customers
- Learn ways to measure, test and achieve more ROI from your social strategy
- Recognize digital signals and how to use them to create stronger engagement
- Discover how to grow your brand and expertise in the Digital Age

*Shama Hyder, CEO, The Marketing Zen Group*

**10:15 a.m. to 10:30 a.m.**

**Networking Break**

**10:30 a.m. to 11:00 a.m.**

**Building Brand Equity: Inspiring Your Field to Play a Role**

How companies nurture their field is paramount to building brand awareness in the broader market. In this session, executives from Thirty-One Gifts will discuss how the company has created salesforce-oriented engagement strategies that continue to build its brand's equity. Learn how these efforts enabled the company to foster goodwill among its brand ambassadors, and also translated into increased market share. You'll discover how to harness the power of celebration, encouragement and reward as a means to recruit, retain and galvanize your field—and the critical role your brand plays in these efforts.

*Rich Arthur, Vice President, Marketing, Thirty-One Gifts*  
*Todd Jackson, Director of Marketing, Thirty-One Gifts*

# THURSDAY AGENDA

## National Journal

11:00 a.m. to 11:45 a.m.

### Wonking it Up: How a Brand Can Make a Difference

The National Journal—a leading media outlet covering the current political environment and emerging political and policy trends—will explore the best practices for building a brand that can make a difference in a policy-centered environment.

Led by Michael Gottlieb, the Executive Director, Policy Brands Roundtable at the National Journal, the session will delve into the practical manifestations of building a corporate brand with policymakers via intelligent, impactful, research-driven thought leadership.

Before joining National Journal, Michael was Special Assistant to the President and Associate White House Counsel.

*Michael Gottlieb, Executive Director, Policy Brands Roundtable, National Journal*

11:45 a.m. to 12:15 p.m.

### Thought Leadership: The Role of Amway's Global Entrepreneurship Report

Diligent, impactful research that aligns with the DNA of a company's mission can help establish a brand as a thought leader and make a difference with policy makers. Join this presentation that will explore what many have called a gold standard for policy brand initiatives, Amway's Global Entrepreneurship Report.

*Shawn Platt, Director, Global Amway Brand & Corporate Communications, Amway*

12:15 p.m. to 12:45 p.m.

### Buffet Lunch

Grab your lunch and head back for our lunch conversation.

12:45 p.m. to 1:30 p.m.

### Introducing New Avon: The 130-Year-Old, \$1 Billion Startup

Join us in a conversation about the bridging of a brand's storied past, in a way that will inspire a new generation. Learn how this standard-bearing brand is working to transform its promise into value for the modern marketplace.

*Debora Coffey, Vice President, Corporate Communications, New Avon LLC*

*Paul Skowronek, Senior Vice President, Public Affairs, Direct Selling Association*

1:30 p.m. to 2:00 p.m.

### The Power of A Hashtag: One Company's Continuous Brand Journey

This fast-growth company will share the story of how their brand has become a lifestyle for their field, how they have harnessed it to inspire thousands, and what the next chapter entails.

*Elizabeth Thibaudeau, CEO, Jamberry*

2:00 p.m. to 2:45 p.m.

### Striking the Balance Between Your Company's Marketing and Corporate Voices

When it comes to advancing your company's business objectives, all communications were not created equal. In fact, there's bound to be healthy tension between marketing to consumers and conveying a corporate image that policymakers and consumers understand, appreciate and trust. Learn from these leaders how they've struck a balance and developed approaches that complement one another.

*Kim Sater, Director, US Consumer Marketing, Mary Kay Inc.*

*Crayton Webb, Vice President, Corporate Communications & Corporate Social Responsibility, Mary Kay Inc.*

2:45 p.m. to 3:00 p.m.

### Networking Refreshment Break

Thank you to Metrics Global, Inc.  
for sponsoring lunch



**3:00 p.m. to 3:30 p.m.**

**Success Strategies for Training on Social**

Social media is a powerful tool for your field: it is how your individual brand ambassadors can connect with their customers, but is also the means by which innocently intended claims and statements can threaten your brand and harm your company.

Learn how to train your field to use this powerful business tool. Gain insights into ensuring your brand's integrity in the wild, wild West of social media. Obtain ideas for empowering your brand ambassadors to optimize any platform from Facebook, Twitter, Instagram, Snapchat, to more in a way that aligns with your company's policies and procedures.

Understand when you can use your in-house social media team, when to hire outside consultants, and how to ensure that they complement one another.

*Jennifer Harmon, Vice President of Sales,  
WBC Group LLC*

**3:30 p.m. to 4:30 p.m.**

**Contagious: Why Things Catch On**

Word of mouth is 10 times as effective as traditional advertising, but why do people talk about and share certain things rather than others? Why do some products catch on, some ideas diffuse and some online content go viral?



Wharton professor Jonah Berger has spent the last decade answering these questions. Join him as he reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to services and ideas within organizations.

Berger will also detail how research from a variety of disciplines such as business, psychology, and social science can help you harness the influences that drive individual choice.

*Jonah Berger, Associate Professor of Marketing,  
Wharton School, University of Pennsylvania*

**4:30 p.m. – 4:40 p.m.**

**Stretch Break**

**4:40 p.m. to 5:15 p.m.**

**Artificial Intelligence: The Next Marketing Frontier**

What if you could add the power of thinking to your salesforce's online experiences? Or offer your customers a cognitive, conversational self-service engine that provides them with answers and takes instant action? Sound like science fiction? Well, hundreds of companies are using artificial intelligence (AI) to make their brand experience more personalized and predictive.

During this panel discussion sponsored by DSEF, two leading academics will demonstrate how organizations are currently using AI, such as Watson Analytics, for social media brand analysis, marketing promotion campaigns, and customer retention—and help you envision what AI might do for your company.

*Dr. Haya Ajjan, Associate Professor of Management Information Systems, Department of Management, Elon University*

*Dr. Greg Marshall, Charles Harwood Professor of Marketing and Strategy, Crummer Graduate School of Business, Rollins College*

**5:15 p.m. to 6:15 p.m.**

**Wine & Cheese Reception Sponsored by DSEF Honoring Our Supplier Partners**

**6:30 p.m. to 9:00 p.m.**

**Party Plan Council Dinner  
(direct-selling executives only)**



Thank you to our General Session  
Sponsor Mills James Productions

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# FRIDAY AGENDA

## Friday, December 2

**7:30 a.m. to 8:30 a.m.**

**Continental Breakfast**

**8:30 a.m. to 10:00 a.m.**

### **The You Economy and Social Selling**

It's no longer enough for your CMO to have a social media branding and marketing strategy. Now your Chief Sales Officer needs a social media selling strategy for the field in order for your organization to succeed. The Direct Selling industry is poised to jump ahead of the curve by moving beyond top-down, corporate social media mandates and adopting exciting, new tools that empower the field.

During this information-and-action-packed session, you will:

- Learn the latest updates from social networks like Facebook, Twitter, Instagram and others on how they are bringing more “real time” marketing opportunities to users as well as tools and tactics for selling that are unique to each platform.
- Gain an understanding of the seismic labor shift caused by the YOU Economy and what it means for your business and field. With companies like UBER and AirBNB leading the way, it's not just about making it possible for anyone to start a business...but also finding new customers as well.
- Gain insight into the nexus of customer service, response and engagement as they form the new social media sales funnel. Your brand team and your field can now use real-time tools like Facebook Messenger to accelerate engagement with new prospects.
- Learn about exciting “pay to play” strategies for your field to hyper-target new prospects at the local level. For example, we'll share how networks like Facebook make it possible for your field to make micro ad buys of as little as \$1 with the precision and effectiveness of a major ad agency.

*Scott Kramer, Chief Brain, Multibrain*

*Lauren Lawley Head, Publisher & Editor in Chief, Direct Selling News*

**10:00 a.m. to 10:15 a.m.**

**Networking Refreshment Break**

**10:15 a.m. to 10:45 a.m.**

### **The New Marketing Org Chart: Trends and Challenges Facing Today's Marketing and Communications Teams in Direct Selling**

Who does your communication team report to? Sales? Marketing? Neither? How about Digital Marketing? Social Media? Is marketing viewed as a support function for the sales team, or the primary strategic driver for the company? How do you manage communication priorities for the entire company, and how do you consistently communicate over the ever-growing list of channels in a timely way?

And after you answer all of that, is any of it actually working?!?

In this session, a senior marketing & communications strategist will share some poignant and provocative perspectives regarding today's marketing and communications teams. Through both his hands-on work consulting with many of direct selling's top companies, and fresh data received from a recent survey of companies, he has uncovered some of the biggest challenges today's marketing team face... and what many companies are doing about it. In this session, he will walk through trends and approaches to handle organizational structure, prioritization of corporate messaging, the differences among marketing, communication and sales and much more.

*Brett Duncan, Managing Principal/Marketing & Communications Strategist, Strategic Choice Partners, LLC*

**10:45 a.m. to 11:20 a.m.**

**National Salesforce Survey**

DSA recently fielded a new salesforce survey which uncovers in-depth salesforce insight on the following key topics within direct selling:

- Millennials' experience (how to maintain relevance with a younger generation)
- Experience of former representatives (why representatives leave your company)
- Attitudes and opinions toward technology within the party plan sales strategy (how new technology is impacting parties)
- Diversity & empowerment within direct selling (how to foster and empower a diverse salesforce)

Join DSA's third-party research partner as she presents actionable takeaways to help you better understand and market to your salesforce. These insights will help in your salesforce retention and growth efforts.

*Anne Aldrich, Partner, Artemis Strategy Group*



**DOOR PRIZE**

One lucky conference attendee will hit the jackpot in Vegas!

Make sure you're in the audience Friday morning to hear if you're the winner of a brand new Google Home!

Thank you to Thatcher Technology Solutions for making this prize possible.



**11:20 a.m. to 11:45 a.m.**

**Hispanic Marketing**

With more than 50 million Hispanics living in the United States now, this population's different style of shopping, media habits and preferences cannot be ignored by an economy driven by hyper-competitive, highly segmented marketing.

For many businesses including direct selling, Latinos are the future. While the Hispanic market is driving growth across the U.S. economy, it has a range of important nuances that need to be understood:

- Many Hispanics need—or prefer—to speak Spanish,
- Many have no connection to traditional advertising channels that dominate U.S. marketing; and,
- After several generations in the U.S., many continue to identify as Hispanic or Latino, and they seek products and services that resonate with their Hispanic identity.

Learn how Princess House and Shaklee have developed their Hispanic field organizations, and how they have reinvented their brands

*Beatriz Aguirre-Gutai, Vice President Sales & Field Development, Hispanic Market, Shaklee Corporation*

*Victoria Vilbrandt, Vice President of Marketing Strategy & Solutions, Princess House, Inc.*

**11:45 a.m. to Noon**

**Your Brand is a Beacon: Be a Part of Lighting Direct Selling's Way Forward**

DSA member companies strive every day to build strong competitive brands. It's because of your strength that DSA is able to preserve the market climate that enables all its member companies to continue to compete freely. As we wrap up the DSA Communications & Marketing Conference 2016, we will discuss the intersections between your initiatives and DSA's larger public affairs agenda. We will also explore how together we will cast forth a vision for integrating corporate communications and marketing prowess with the DSA policy initiatives that will produce a bright future for direct selling.

*Paul Skowronek, Senior Vice President, Public Affairs, Direct Selling Association*

**Noon  
Buffet Lunch**

## EVENT HIGHLIGHTS



### **THURSDAY** **Wine & Cheese Reception** **Sponsored by DSEF Honoring** **Our Supplier Partners**

*Thank you to the DSA Suppliers that met the DSEF Chair's Double Down Challenge.*

- Bartha
- Harland Clarke
- iCentris, Inc.
- IDSTC
- IMPACT This Day
- Jenkon
- PRO Insurance Managers, Inc.
- Smart Office Solutions, Inc.
- Strategic Choice Partners, LLC
- Thatcher Technology Group, LLC
- Vitaquest International
- Wakefield Global
- Zoom.7 Meetings and Events

### **FRIDAY** **DSEF Toy Drive Benefits Children** **of Area Military Families**

For its 7th annual Pack a Present toy drive, the Direct Selling Education Foundation (DSEF) is partnering with Operation Homefront to help make the holidays brighter for children of military families. DSEF will collect donations November 30 - December 1 near the DSA registration desk at the Mandarin Oriental for a special presentation December 2. Cash gifts and gift cards also welcome; toys should be in their original packaging and not giftwrapped.

**DSEF's 7TH ANNUAL**  
**PACK**  
*a Present*





**Beatriz Aguirre-Gutai**

Vice President, Sales & Field Development, Hispanic Market, Shaklee Corporation

Beatriz is currently Vice President of Sales and Hispanic Market Development at Shaklee Corporation. She has over 25 years of leadership experience working with multi-national direct selling companies in the U.S., Caribbean, Latin America and Europe. Previously she held the position of General Manager for Avon Products in the Caribbean, responsible for strategic development for the region, including Puerto Rico and the Dominican Republic. Prior to that, she was a senior official, member of the Board of Directors and Senior Vice President of Global Marketing, Strategy and Business Development for JAFRA Cosmetics International. There, she worked with Hispanic, Latin American and European markets.



**Haya Ajjan, Ph.D**

Associate Professor of Management Information Systems, Department of Management, Elon University

Haya Ajjan teaches data analytics and information systems courses in Elon's undergraduate business and MBA programs. Dr. Ajjan has started the Center for Organizational Analytics at Elon University and was instrumental in developing the curriculum for M.S. in Management concentration in Organizational Analytics. She earned her MBA and PhD from the University of North Carolina at Charlotte's Belk College of Business. Her research focuses on better understanding the impact of technology use on individuals, groups, and organizations. Dr. Ajjan's research articles have appeared in national and international journals, such as Behaviour & Information Technology, British Journal of Educational Technology, the Journal of Marketing Theory and Practice, Journal of Enterprise Information Management. Additionally, she has presented at numerous national and international conferences, such as International Conference on Information Systems, Academy of Management, Academy of Marketing Science, and the American Conference on Information Systems.



**Anne Aldrich**

Partner, Artemis Strategy Group

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



**Joseph Aquilina**

Attorney, Direct Selling Association

Joseph Aquilina is an attorney with the Direct Selling Association working in ethics and compliance, legal affairs, government relations and regulatory matters. Prior to joining DSA in 2014, he worked primarily in federal administrative and regulatory law. With more than 10 years in Washington spanning private law firms and the federal government, he brings a wide array of legal experience to DSA. Originally from Los Angeles, CA by way of Cleveland, OH, Joseph resides in Washington, D.C. Joseph obtained a Bachelor's Degree in History and Juris Doctor from the Catholic University of America where he was a member of the Journal of Communications Law. He is admitted to Maryland and District of Columbia bars and serves as a member of public service committee for the Hispanic Bar Association for the District of Columbia.



**Rich Arthur**

Vice President, Marketing, Thirty-One Gifts

Rich Arthur joined Thirty-One and direct sales about a year and a half ago. Previously, Rich held retail marketing leadership positions with retailers, Target (Mervyns), Timberland, Michaels Stores, and QVC. With almost 30 years of experience in brand stewardship, and driving results, Rich maintains that working for a direct sales juggernaut like Thirty-One has been one of his most interesting and rewarding posts. Rich also sits on four advisory boards, and is an industry consultant in the retail sector.

# FACULTY BIOGRAPHIES



## Megan Baroska

Senior Vice President, Public Affairs,  
Edelman

Megan Baroska is a Senior Vice President with public affairs, crisis and issues management, labor relations, employee engagement, and project and campaign management. Megan has led global corporate communications, labor relations and public affairs programs for Mondelēz International, General Electric, Western Union and NOVOLEX. Recently, Megan led a global reputation management ingredients of risk communications program for a top global confectioner, which included direct outreach to elected officials. Prior to joining Edelman, Megan was the director of external relations for the University of Missouri's College of Education, a public affairs specialist in the FBI's National Press Office, and an Oscar Mayer Wiernermobile spokesperson. Megan graduated *cum laude* from the University of Wisconsin-Madison. She currently resides with her husband and sons in Reno, Nevada.



## Jonah Berger

Associate Professor of Marketing,  
Wharton School, University of  
Pennsylvania

Jonah Berger is a Marketing Professor at the Wharton School at the University of Pennsylvania and a world-renowned expert on word of mouth, social influence, consumer behavior, and how products, ideas, and behaviors catch on. He has published dozens of articles in top-tier academic journals, teaches Wharton's highest rated online course, and popular accounts of his work often appear in places like The New York Times, Wall Street Journal, and Harvard Business Review. Berger is the bestselling author of multiple books including *Contagious: Why Things Catch On* (hundreds of thousands of copies are in print in over 30 languages) and *Invisible Influence: The Hidden Forces that Shape Behavior*. Berger is a popular speaker at major conferences and events and often consults for companies like Apple, Google, GE, Coca-Cola, Vanguard, 3M, Kaiser Permanente, Unilever, and The Gates Foundation.



## Nancy Bogart

Chief Executive Officer,  
Jordan Essentials

Nancy Bogart, as Founder and Chief Executive Officer, is responsible for the vision as well as steering the company on a day to day basis. Founded in 2000, Nancy Bogart has brought Jordan Essentials through a name change, rebrand, and remodel of virtually every area of her company. Nancy spends her time as a key strategist and has made significant strides to keep Jordan Essentials young, fresh and relevant. Time split between the field, home office and her family of 6 make Nancy a key multi-tasker and ability to set priorities a key characteristic for her success. Nancy has been awarded many local and national awards such as top 12 fastest growing company in the State of Missouri as well as a local Top 20 Woman in Business award winner. Nancy also has a desire to empower women on their journey through her project Joy for the Journey and Family Give Projects.



## Debora Coffey

Vice President, Corporate  
Communications, New Avon LLC

Debbie Coffey currently serves as Vice President, Corporate Communications for New Avon LLC. Debbie has spent the majority of her career at Avon Products, Inc., leading internal and external communications in positions of increasing responsibility across the global and NA businesses. Earlier, Debbie worked on the agency side delivering marketing communications and public relations services to blue chip clients, including: Procter & Gamble; Bath & Body Works; Beiersdorf; SmithKline Beecham Consumer Health; Rosewood Hotels; and Swarovski.

Debbie holds a Bachelor of Arts in Communications from Loyola College of Maryland, with a concentration in Public Relations, and a minor in Business. She has been on multiple industry boards, including Cosmetic Executive Women, Fashion Group International, and New York Women in Communications, and is a member of Page Up. Debbie serves as a Board Member of the Avon Foundation for Women.



**Mike Collins**  
President, LifeWave, Inc.

Mike Collins serves as President of LifeWave, Inc., a health technology company which, over the last 12 years, has brought to market some of the most innovative and unique products in the world today. During his time with LifeWave, his responsibilities have encompassed virtually all aspects of the company's growth and development, focusing on expansion strategies. Mike began his career with Procter & Gamble before going to PepsiCo. There, he reached the position of Division Vice President for Pepsi Cola Co., before taking the position of Vice President, Franchising for Taco Bell Corp., then a subsidiary.

In the last 25 years, Mike has brought his experience to direct selling, serving as Senior Vice President and Chief Operating Officer of two of the industry's largest and most successful companies. Mike served on the DSEF Board of Directors in the early 1990s, and is currently serving as a member of the Board of Directors of both DSA and DSEF. Mr. Collins holds a BA from the University of Notre Dame. He lives in San Diego with his wife, Laura.



**Janet Cronstedt**  
Vice President, Field Development,  
Scentsy, Inc.

Janet Cronstedt is the new Vice President of Field Development for Scentsy, Inc. Reporting to the Chief Sales Officer, Janet oversees all sales management and training. Janet has more than 25 years of experience in the direct selling industry. As a Consultant for BeautiControl Cosmetics, she built a multimillion dollar team and was a top recruiter for nine of the 10 years she was with the company. Previously, she was managing director of Vorwerk USA, and senior vice president at Take Shape for Life. In this role, she forged a powerful alignment with the field support team and the salespeople who contributed to growing company sales from \$27 million to \$167 million during the 2008-2011 recession. She is also a certified John Maxwell Coach and On-Purpose Mentor.

Janet and her husband, Bob, have been married for over 40 years. They have two sons and a daughter, Sara, who is a Type 1 diabetic. In her spare time, Janet can be found running marathons to find a cure for Type 1 diabetes.



**Pam Dean**  
Chief Strategy Officer, Trades of Hope

With a lifetime of experience working for some of the world's most successful direct selling companies, Pam has crafted a career centered on helping people find their wings and achieve their dreams. First and foremost, Pam's entrepreneurial interests stem from her deep passion to help women understand and embrace their own personal power of choice to change their circumstance and influence the future.

Her journey began over 35 years ago as an Avon representative. It has allowed her to provide leadership in sales, field development and strategy with global leaders in direct selling across Australia, and the Americas. She has worked in network marketing and party plan and learned to appreciate the importance of keeping it simple, easy and fun. In 2004, Pam formed her own company which brought her back to the US where she continued to encourage women to embrace the freedom of being in business for themselves. Today, Pam continues her work as the Chief Strategy Officer of Trades of Hope in Palm Coast, Florida.



**Damien Douchet**  
Chief Executive Officer, H2O at Home

For the past 20 years Damien Douchet has worked in senior level executive management positions in small and large consumer goods related businesses. He is currently the CEO of the U.S. division of H2O at Home, a company dedicated to delivering non-toxic home and personal care products to consumers through home parties. He resides outside of Philadelphia with his wife Marie Anne and three sons.

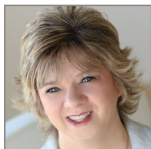
# FACULTY BIOGRAPHIES



## **Brett Duncan**

Managing Principal/Marketing & Communications Strategist, Strategic Choice Partners, LLC

Brett is a founding partner with Strategic Choice Partners, and an experienced executive specializing in marketing, communications and digital strategic consulting. He worked for his first direct sales company while still in college. In 2002, he began at the entry level of the marketing department at AdvoCare, rising to marketing manager before he left in 2007. In 2009, he joined Mannatech as Sr. Director of Global Online Solutions, and was promoted to Vice President of Global Marketing in 2011. Brett also served as the Chairman of the Communications Committee for DSEF from 2011 - 2014. For many years, Brett's vision was to create a business that helps direct sales companies energize their ideas. In March 2014, he started his own firm built on that very premise, and it quickly evolved into Strategic Choice Partners. Brett lives in Flower Mound, Texas, with his wife of almost ten years and his five-year-old son.



## **Belinda Ellsworth**

President, Step Into Success

Belinda Ellsworth and her team are a full service boutique specializing in training, program development and marketing for the direct sales industry. Along with her social media and digital marketing experts, Belinda offers consulting, strategic planning, training and copywriting. Belinda has been a speaker and trainer for the direct sales industry for the last 20 years and now offers a team of trainers for everything from sales training, sponsoring, and leadership to online digital and social marketing. Belinda is the author of the #1 best selling book, *Direct Selling for Dummies*. This book is a great resource for many companies—especially start-ups—to use with their field.



## **Michael Gottlieb**

Executive Director, Policy Brands Roundtable, *National Journal*

Michael D. Gottlieb is Executive Director and General Counsel of National Journal Group's Policy Brands Roundtable and Chair of its National Policymakers' Council. Before joining National Journal Research, Michael was Special Assistant to the President of the United States and Associate White House Counsel for President Barack Obama. Prior to that, Michael practiced law before the US Supreme Court and clerked for the Honorable Thomas B. Griffith. He also worked in the Executive Branch under the Bush Administration and consulted in the healthcare sector. He has taught at a variety of colleges and universities.

Michael is a Captain in the US Air Force Reserve Corps and holds graduate and professional degrees from Yale Law School, Yale Graduate School of Arts & Sciences, Yale College, Johns Hopkins University, and the University of London. He has been honored with awards from the US-UK Fulbright Commission, the LGBT Bar Association, the United States Air Force Air University, and Judge Advocate General's School. He is married to Ari Shapiro, host of *All Things Considered*.



## **Jennifer Harmon**

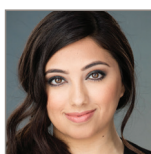
Vice President of Sales, WBC Group LLC

Jennifer has over 20 years' combined experience in the field and corporate level. She is the former Director of Sales & Training at Jamberry. While there, Jennifer developed the sales force and created their online learning center programs for new consultants through leadership. Jennifer was instrumental in growing the company to over 130,000 Independent Consultants in less than four years. In 2015, Jennifer left Jamberry to become a Corporate Advisor where she worked with several start-ups, including willagirl, LLC as their VP of Sales until they were acquired by Origami Owl. Jennifer continues her relationship with willagirl as a corporate advisor. She has a passion for direct sales, social media and travel. She enjoys creating incentive programs for the sales force with strong ROIs and field training programs with a focus on social media marketing and virtual events.



**Bob Hipple**  
Chief Executive Officer,  
Damsel in Defense

Bob Hipple's direct sales industry experience spans over 30+ years as a distributor, keynote speaker, company executive and business consultant. He was the Vice President of Sales for two of the largest technology companies in the industry as well as VP of Sales for Scentsy during their early growth period. Bob has served on the Education Committee for the Direct Selling Association and been a speaker at numerous DSA events. He has developed keen insights to many aspects of what is needed to start, run, and grow a direct sales company from the representative's perspective as well as a company executive. After a two year consulting relationship, Damsel in Defense was honored to invite Bob on as their Chief Executive Officer in January of 2014.



**Shama Hyder**  
Chief Executive Officer,  
The Marketing Zen Group

Shama Hyder is a visionary strategist for the digital age, a web and TV personality, a bestselling author, and award-winning CEO of The Marketing Zen Group. She has been dubbed the "Zen Master of Marketing" by *Entrepreneur Magazine* and the "Millennial Master of the Universe" by *FastCompany.com*. Shama has been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country. Under her leadership, The Marketing Zen Group has averaged 400% growth annually since 2009 to include a team of 30 and serve clients ranging from public Fortune 500 companies to private small businesses and nonprofits across the globe.

Shama is the bestselling author of *The Zen of Social Media Marketing* and *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age*. She has received many awards, including the Technology Titan Emerging Company CEO award, and named one of the "Top 25 Entrepreneurs under 25" by *Business Week* in 2009, one of the "Top 30 Under 30" Entrepreneurs in America in 2014 by *Inc. Magazine*, and to the *Forbes* "30 Under 30" for 2015. LinkedIn named Hyder one of its "Top Voices" in Marketing & Social Media. Shama TV won "Hermes Gold award for Educational Programming in Electronic Media" and most recently she was awarded "Excellence in Social Media Entrepreneurship" award for 2016 by Anokhi Media.



**Asma Ishaq**  
President & Chief Executive Officer,  
Jusuru International, Inc.

As President/CEO and co-founder of Jusuru International, Asma Ishaq has united experience and vision to establish innovative concepts in health and beauty. Her extensive background in product development, formulation, and manufacturing of nutritional supplements and skincare has created marked success of Jusuru's Liquid BioCell®, recognized for its Collagen/HA Matrix Technology™ with 7 US & international patents, numerous industry awards, and is backed by multiple human clinical trials.

Asma earned her BA from the University of California, Berkeley and received an MBA with a dual concentration in finance and marketing from Rice University. She serves the direct selling channel on the DSA Board of Directors and serves the nutrition industry on the Council of Responsible Nutrition. As well as adhering to high standards in business ethics across distribution channels and industries, Asma's company is especially proud of its commitment to social responsibility, and support of Vitamin Angels, providing life-saving nutrition for children.



**Todd Jackson**  
Director of Marketing, Thirty-One Gifts

As Marketing Director at Thirty-One, Todd is responsible for driving the overall activities of the Marketing function and is the lead strategist and architect for all marketing related activity. With over a decade of experience in marketing and advertising, his focus on understanding trends, business objectives, areas of opportunity, and challenges help him create viable and executable marketing campaigns that drive consultant productivity, business activity, recruitment and bottom-line impact.

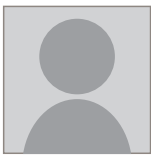


# FACULTY BIOGRAPHIES



**Scott Kramer**  
Chief Brain, Multibrain

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.



**Michael LaClare**  
Associate General Counsel,  
Isagenix International

Mike LaClare has practiced law for 15 years, with 9 years of experience counseling and advising direct selling companies concerning various legal matters. He is currently Associate General Counsel at Isagenix International. His experience includes work on all pre-trial aspects of litigation, online reputation management, policy administration, and regulatory compliance. He is married with 4 children, and enjoys time with family, running, and hiking.



**Lauren Lawley Head**  
Publisher & Editor in Chief,  
*Direct Selling News*

As publisher and editor in chief of *Direct Selling News*, Lauren directs the editorial and business operations of the leading trade publication serving executives of companies that utilize a direct selling channel of distribution for their products and services. Next month, DSN will launch the research work for the publication's eighth-annual Global 100 list of the largest direct selling companies worldwide. Prior to joining DSN, Lauren spent 16 years with American City Business Journals, most recently serving as editor of the *Dallas Business Journal*. She holds bachelor of journalism and bachelor of arts in economics degrees from the University of Missouri-Columbia and currently serves on the board of the Dallas chapter of the American Advertising Federation.



**Heidi Leist**  
Chief Executive Officer & Founder,  
Lemongrass Spa Products

As CEO and Founder of Lemongrass Spa Products, Heidi is on a mission to provide families with safe products while improving their lives. While pregnant with her daughter she began reading labels on skincare, makeup and bath products and quickly realized the amount of toxic chemicals she was exposing to herself and her unborn child. Heidi created dozens of handcrafted products which led to the companies' multi-million dollar a year network of consultants nationwide. Her husband, Bryan, works alongside Heidi as their President and COO.

Lemongrass Spa Products has been recognized as one of the Top Women Owned Businesses in Colorado since 2014 and listed on EWG's safe sunscreen list. It is extremely proud of its commitment to the Freedom Feet Campaign for the armed forces, the Giving Back Fund for local disaster relief and the Loving Care Gift Set Campaign. When Heidi isn't working she enjoys traveling, boating and fishing with Bryan and their two teenage daughters.



**Rick Libby**  
Chief Grape Stomper & Head  
Cheerleader, Traveling Vineyard

Rick Libby is the Chief Grape Stomper and Head Cheerleader of Traveling Vineyard. Rick was an employee of a leading mail order wine company and founded what is now the Traveling Vineyard in 2001 as a new sales channel. Rick acquired the assets of the Traveling Vineyard in 2010 fulfilling his dream of owning the company. Traveling Vineyard pioneered the "try before you buy" party plan, home wine tasting concept that currently operates in 38 states.



**Joseph Mariano**  
President, Direct Selling Association

Joseph N. Mariano joined the Direct Selling Association (DSA) in 1985 and assumed the role of President in 2011.

Previously, he was Executive Vice President and Chief Operating Officer.

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.



**Greg Marshall, Ph.D**  
Charles Harwood Professor of Marketing & Strategy, Crummer Graduate School of Business, Rollins College

Greg W. Marshall (Ph.D., Oklahoma State University) serves as the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College. Greg has a long history with DSEF, having served for three consecutive terms on the DSEF Board of Directors (2002-2011). In addition, he has chaired DSEF's Education Committee, led a strategic renewal initiative for DSEF's academic offerings, and coordinated a major project that brought the published scholarly research sponsored by DSEF up to date on the website. Prior to returning to school for his doctorate, Greg's managerial industry experience includes thirteen years in the retailing and consumer packaged goods industries. He is coauthor of several leading marketing, selling, and sales management textbooks that are widely used at universities around the world and has published over 50 refereed journal articles, focusing on sales force performance. Greg is a member of the Board of Directors of the American Marketing Association.



**Shawn Platt**  
Director, Global Amway Brand & Corporate Communications, Amway

Shawn Platt is Director of Corporate Communication at Amway. He is responsible for Amway Brand, Issues Management, Executive Communication, and Corporate Public Relations. He also leads Communication for Amway's Office of Chief Executives. Prior to joining Amway, Shawn was Senior Vice President and Head of Corporate Communication for LaSalle Bank (purchased by Bank of America), a \$110 billion bank headquartered in Chicago. While with LaSalle, he also oversaw the bank's ownership of the Chicago Marathon and Sports Marketing Group. Shawn then joined Bank of America through its purchase of LaSalle Bank and served as Senior Vice President - Customer & Associate Communication for the bank's acquisitions of LaSalle, Countrywide Mortgage and Merrill Lynch. Shawn is currently an adjunct instructor at Purdue University Northwest in the Communication & Creative Arts Department and also served in the same capacity at Columbia College in Chicago for 10 years.



**Kim Sater**  
Director, US Consumer Marketing, Mary Kay Inc.

Kim has been with Mary Kay since 2005, leading global teams in Market Research and Strategic Intelligence prior to joining the US market team in 2010 as Director of Consumer Marketing. She has served on Mary Kay's Culture Committee, tasked with preserving the unique Mary Kay culture and strengthening employees' commitment and connection to the Company and to the independent sales force. Before joining Mary Kay, she spent most of her career with Lee Jeans, in roles including VP of Brand Marketing and VP of National Accounts, handling JCPenney.

Kim holds a Bachelor's degree in Marketing from Miami University in Oxford, Ohio and a Masters in International Business from the University of South Carolina. She is actively in volunteer work with Texas Scottish Rite Hospital for Children and leads the Executive Board for the KidSwing Golf Tournament, benefiting the hospital.

# FACULTY BIOGRAPHIES



## Paul Skowronek

Senior Vice President, Public Affairs,  
Direct Selling Association

Paul Skowronek is senior vice president, public affairs for the Direct Selling Association (DSA).

Paul joined DSA in 2014 to implement a new public affairs approach that leverages strategic communications to advance reputational and public policy goals. Focusing his efforts on how to position the Association and direct selling with external audiences, Paul oversees a team of professionals committed to making a value-driven case for the direct selling channel by de-mythifying the business model, explaining how direct selling benefits millions of Americans and the economy and how DSA protects consumers.

Prior to joining DSA, Paul was a public affairs and strategic communications consultant with APCO Worldwide, where he counseled large trade associations and Fortune 100 companies during the national health reform debate. He was also a vice president of state affairs and business development at America's Health Insurance Plans during the height of health reform's implementation.



## Elizabeth Thibaudeau

Chief Executive Officer, Jamberry

As CEO and a member of the board, Elizabeth sets the vision and strategic direction of the company.

She is committed to the Jamberry culture where employees and consultants feel at home and are set up for success. For the past 20 years, Elizabeth has served in roles of significant responsibility at Nu Skin Enterprises. Most recently, as VP of Global Marketing, she was responsible for all brand and marketing functions, and continued to broaden Nu Skin's reach with her unique ability to enlist key stakeholders as brand ambassadors through brand identity development, articulation and experience.

Elizabeth lives in Utah Valley with her husband and five children. She spends her time running and following her passion for photography. She holds a B.S. in Political Science and Public Policy from Brigham Young University.



## Victoria Vilbrandt

Vice President, Marketing Strategy &  
Solutions, Princess House, Inc.

Victoria Vilbrandt brings extensive experience and expertise to her role at Princess House's Marketing, Communications, Product Development, Merchandising, and Digital departments. Prior to joining Princess House in 2014, Victoria served as Marketing Director at Silpada, and as Head of Marketing for Tupperware US/Canada and Global Product Director for Tupperware Brands. A native of Cuba, Victoria is passionate about the Hispanic market in the U.S. At Silpada she delivered 50% Hispanic market growth in one year. At Princess House, she's extending the brand beyond the first-generation Latinas to the "Nueva Latina" market. Victoria earned her Bachelor's in Business Administration and Marketing, and her International Management MBA from Lynn University.



## Crayton Webb

Vice President, Corporate  
Communications & Corporate Social  
Responsibility, Mary Kay Inc.

Crayton Webb leads Mary Kay's global media and public relations team and is also responsible for the company's global CSR and philanthropic efforts. Recently, Mr. Webb was selected as an honoree in the Dallas Business Journal's 2011 class of 40 under Forty. In 2007, he was named one of the "Five Outstanding Young Dallasites" by the Dallas Junior Chamber of Commerce and subsequently named one of the "Five Outstanding Young Texans" by the Texas Junior Chamber of Commerce in September 2008.



## Ingrid Windsor

Field Development Director,  
Damsel in Defense

Former Independent Damsel Director turned in-house Field Development Director, Ingrid Windsor made the move from California to Idaho to join the Damsel in Defense Corporate Office in August of 2015. She is responsible for getting communications out to the field and public, running training programs, and keeping a pulse on what is happening with the field. Ingrid is known for catching every grammatical error and having an affinity for Thin Mints. When she's not on her phone, she enjoys hiking, camping, shopping and target shooting.

## ACQUIRE

### Acquire BPO

Booth Number 7

[www.acquirebpo.com](http://www.acquirebpo.com)

*Business Consultants, Management Consultants, Internet Marketing/Social Media Services*

**Contact:** Aleks Bogdanovski  
[aleks.bogdanovski@acquirebpo.com](mailto:aleks.bogdanovski@acquirebpo.com)



PREMIUM INGREDIENT SPECIALISTS

### Anderson Global Group

Booth Number 10

[www.andersongg.com](http://www.andersongg.com)

*Distribution Services/Shipping, Manufacturing, Food/Food Supplements*

**Contact:** Russ Anderson  
[russa@andersonglobalgroup.com](mailto:russa@andersonglobalgroup.com)



### BC Graphics

Booth Number 13

[www.bcgraphics.com](http://www.bcgraphics.com)

*Ad Specialties, Awards/Plaques/Trophies, Logowear, Premiums/Incentives*

**Contact:** Peyton Young  
[peyton@bcgraphics.com](mailto:peyton@bcgraphics.com)



### DirectSalesMobile.com

Booth Number 20

[www.directsalesmobile.com](http://www.directsalesmobile.com)

*Business Consultants, Mobile Apps, Software*

**Contact:** John Misko  
[misko@directsalesmobile.com](mailto:misko@directsalesmobile.com)



### Disney Resort Destinations

Booth Number 25

[www.disneymeetings.com](http://www.disneymeetings.com)

*Cruise Incentives, Destination Management, Hotels/Resorts, Production Services*

**Contact:** Patti Long  
[patti.long@disney.com](mailto:patti.long@disney.com)

## FOSSIL GROUP

### Fossil Group

Booth Number 2

[www.fossil.com](http://www.fossil.com)

*Premiums/Incentives*

**Contact:** Jenny Durham  
[jdurham@fossil.com](mailto:jdurham@fossil.com)



### Global Health Labs

Booth Number 17

[www.globalhealthlabs.com/](http://www.globalhealthlabs.com/)

*Inventory Management/Warehouse Storage, Manufacturing, Nutritional Products*

**Contact:** Valentina Lazoryk  
[vlazoryk@globalhealthlabs.com](mailto:vlazoryk@globalhealthlabs.com)



### Hawaii Convention Center

Booth Number 14

[www.hccaeg.com](http://www.hccaeg.com)

*Convention/Visitors Bureaus, Destination Management, Hotels/Resorts*

**Contact:** Vickie Omura  
[vomura@hccaeg.com](mailto:vomura@hccaeg.com)

# EXHIBITOR LISTING

## Hepfer & Associates

### Hepfer & Associates PLLC

Booth Number 11

[www.hepferassociates.com](http://www.hepferassociates.com)

*Business Consultants, Compensation Consultants, Incentive/Recognition Consultants, International Market Consultants, International Sourcing Consultants, Management Consultants, Marketing/Branding Consultants, Internet Marketing/Social Media Services, Distribution Services/Shipping*

**Contact:** Doug Hepfer  
[dhepfer@hepferassociates.com](mailto:dhepfer@hepferassociates.com)



### i-payout

Booth Number 24

[www.i-payout.com](http://www.i-payout.com)

*Commission Payment Services, Financial Services, Software*

**Contact:** Natalia Yenatska  
[natalia.yenatska@i-payout.com](mailto:natalia.yenatska@i-payout.com)



### Iacono Production Services, Inc.

Booth Number 5

[www.iaconoproductions.com](http://www.iaconoproductions.com)

*Meeting Planners, Production Services, Trade-show Production/Services, Marketing/Branding Consultants, Video Services*

**Contact:** Leslie Blye  
[lblye@iaconoproductions.com](mailto:lblye@iaconoproductions.com)



### IMN

Booth Number 8

[www.imninc.com](http://www.imninc.com)

*Internet Marketing/Social Media Services, Consultant Business Tools, Sales Aids*

**Contact:** Colleen Whalen  
[colleen\\_whalen@reyrey.com](mailto:colleen_whalen@reyrey.com)



### InfoTrax Systems, L.C.

Booth Number 18

[www.infotraxsys.com](http://www.infotraxsys.com)

*Compensation Consultants, Genealogy/Compensation Management Systems, Internet Services, Software, Integrated Communications Solutions*

**Contact:** Kajsia McCoy  
[kajsiao@infotraxsys.com](mailto:kajsiao@infotraxsys.com)



### IntegraCore

Booth Number 6

[www.integracore.com](http://www.integracore.com)

*Fulfillment Services, Printing/Binding, Distribution Services/Shipping, Inventory Management/Warehouse Storage, Manufacturing*

**Contact:** Mike Christensen  
[mchristensen@integracore.com](mailto:mchristensen@integracore.com)

 idstc.com

## IDSTC

Booth Number 3  
www.idstc.com

*Compensation Consultants, Commission Payment Services, Order Entry, Consultant Business Tools, Computers/Computer Systems, Database Management, Genealogy/Compensation Management Systems, Software, Web Design, Integrated Communications Solutions*

**Contact:** Danielle Williams  
dwilliams@idstc.com

 leapfactor

## Leapfactor, Inc.

Booth Number 15  
www.leapfactor.com/DirectSales

*Consultant Business Tools, Sales Aids, Mobile Apps, Software*

**Contact:** Marcela Henao  
marcela@leapfactor.com

 LIGHTSPEEDVT  
INTERACTIVE VIRTUAL TRAINING SYSTEM

## LightSpeed VT

Booth Number 22  
www.lightspeedvt.com

*Consultant Business Tools, Training Materials, Virtual Training*

**Contact:** Charlie Cina  
charlie.cina@lightspeedvt.com



 mobilecoach

## Mobile Coach

Booth Number 12  
mobilecoach.com

*Consultant Business Tools, Sales Aids, Virtual Training*

**Contact:** Belinda Zoller  
bzoller@mobilecoach.com

 payquicker  
SIMPLE. SECURE. INSTANT PAYMENTS.

## PayQuicker

Booth Number 1  
www.payquicker.com

*Speakers/Facilitators, Commission Payment Services, Financial Services*

**Contact:** Jeff Krantz  
jkrantz@payquicker.com

 PRO  
PRO  
PRO  
PRO Insurance Managers, Inc.

## PRO Insurance Managers, Inc.

Booth Number 19  
www.pro4.us

*Insurance*

**Contact:** Richard Fuchs  
rfuchs@pro4.us

 RESPONSIVE DATA

## Responsive Data LLC

Booth Number 16  
www.responsivedata.com

*Internet Marketing/Social Media Services, Mobile Apps, Software, Web Design*

**Contact:** Dennis Seifert  
dennis@responsivedata.com

# EXHIBITOR LISTING



## Smart Office Solutions, Inc.

Booth Number 4

[www.smartofficesolutions.com](http://www.smartofficesolutions.com)

*Consultant Business Tools, Mobile Apps, Conferencing Services, Integrated Communications Solutions, Telecommunications*

**Contact:** Michelle Flick  
michelle@smartofficesolutions.com



## Stalco Inc.

Booth Number 9

[www.stalco.ca/](http://www.stalco.ca/)

*Fulfillment Services, Distribution Services/ Shipping, Inventory Management/Warehouse Storage*

**Contact:** Lee Finkelstein  
lee@stalco.ca



## Thatcher Technology Group, LLC

Booth Number 21

[www.thatchertech.com](http://www.thatchertech.com)

*Genealogy/Compensation Management Systems, Software, Web Design*

**Contact:** Richard Schubkegel  
rschubkegel@thatchertech.com

[www.trinitysoft.net](http://www.trinitysoft.net)

TRINITY SOFTWARE

## Trinity Software

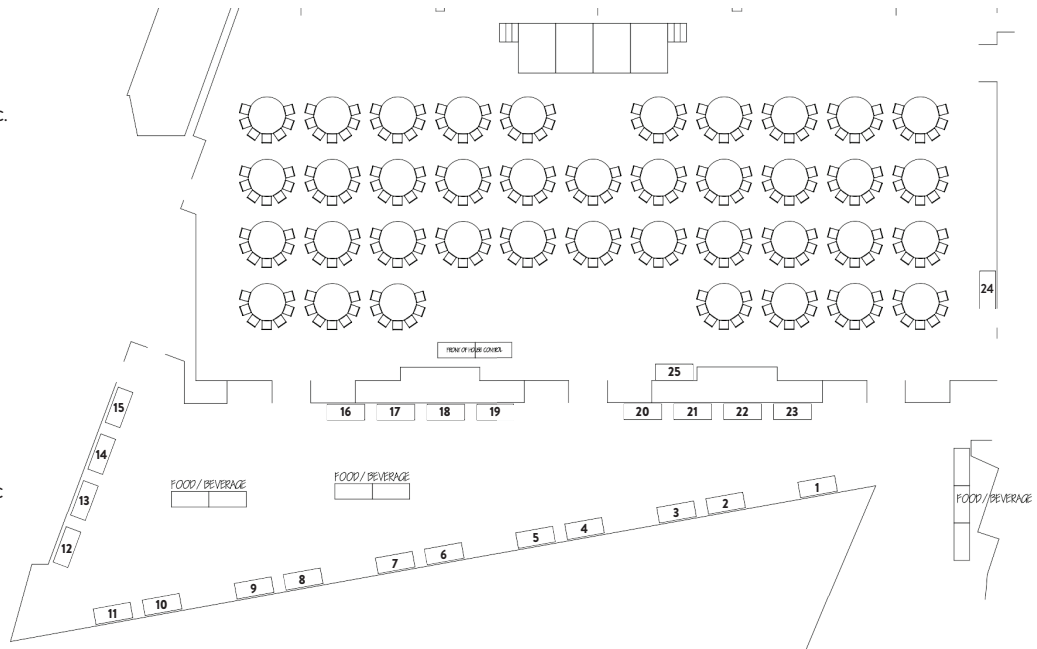
Booth Number 23

[www.trinitysoft.net](http://www.trinitysoft.net)

*Computers/Computer Systems, Genealogy/ Compensation Management Systems, Software*

**Contact:** Jerry Reynolds  
jreynolds@trinitysoft.net

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