



Be Connected **DSA CONFERENCE**

December 3-5, 2014 • Dallas, Texas

→ → → **GAMECHANGER** →
MARKET ■ COMMUNICATE ■ NETWORK ■ DEVELOP



Sheryl Adkins-Green



Anne Aldrich



Tory Johnson



Luke Williams



David Meerman Scott



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info and use the meeting hashtag—#DSAGameChange.

You'll also want to follow @DSA411 and like DSA at
[Facebook.com/DirectSelling411](https://www.facebook.com/DirectSelling411).



DSA
OPPORTUNITY
san antonio 2015

SAVE THE DATE!
may 31 – june 2
www.dsa.org/am2015

JW Marriott San Antonio
Hill Country Resort



Annual Meeting 2015

Schedule at a Glance →→→

Wednesday, December 3

9:30 a.m. – 11:30 a.m.	Annual Meeting Committee Meeting*	Cotton
10:00 a.m. – 8:00 p.m.	DSA Registration Open	Prairie Foyer
Noon – 5:00 p.m.	CIO Roundtable*	Granite Boardroom
1:00 p.m. – 4:00 p.m.	Communications Committee Meeting*	Cotton
1:00 p.m. – 5:30 p.m.	Smart Start Seminar	Blue Stem 1
6:00 p.m. – 8:00 p.m.	DSA Game Night Opening Reception	Prairie Ballroom

Thursday, December 4

8:00 a.m. – 6:00 p.m.	DSA Registration & Cyber Café Open	Prairie Foyer
8:00 a.m. – 8:45 a.m.	Continental Breakfast	Prairie Ballroom
9:00 a.m. – 10:30 a.m.	Opening General Session	Prairie Ballroom
10:30 a.m. – 11:00 a.m.	Networking Refreshment Break	Prairie Ballroom & Foyer
11:00 a.m. – Noon	General Session II	Prairie Ballroom
Noon – 1:30 p.m.	Lunch with Keynote Presentation	Prairie Ballroom
1:30 p.m. – 3:00 p.m.	General Session III	Prairie Ballroom
3:00 p.m. – 3:30 p.m.	Networking Refreshment Break	Prairie Ballroom & Foyer
3:30 p.m. – 5:00 p.m.	General Session IV	Prairie Ballroom
5:00 p.m. – 6:00 p.m.	Wine & Cheese Reception	Prairie Ballroom & Foyer
6:00 p.m. – 8:00 p.m.	Party Plan Council Dinner	Blue Stem 1
6:30 p.m. – 9:00 p.m.	Education Committee Dinner*	Carso Restaurant

Friday, December 5

8:00 a.m. – Noon	DSA Registration & Cyber Café Open	Prairie Foyer
8:00 a.m. – 8:45 a.m.	Continental Breakfast	Prairie Ballroom
9:00 a.m. – 10:30 a.m.	General Session V	Prairie Ballroom
10:30 a.m. – 11:00 a.m.	Networking Refreshment Break	Prairie Ballroom & Foyer
11:00 a.m. – Noon	Closing General Session	Prairie Ballroom
Noon – 1:30 p.m.	Networking Lunch	Prairie Ballroom

*By invitation only



DSEF Toy Drive Benefits Military Families

DSEF's fifth annual Pack a Present toy drive will benefit Dallas-area military families as the Foundation partners with Operation Homefront to help make the holidays brighter for those who serve our nation. Bring a gift, cash or gift cards and participate in this holiday donation.



Get real-time alerts, updates and other information about the Be Connected Conference when you sign up for our text messaging service! Text "Game" or "Gamechanger" to 96000 to opt in. (Message and data rates apply.)

Follow us on Twitter (@DSAEvents) and use the meeting hashtag—#DSAGameChange
Follow @DSA411 for industry-wide tweets and information

Program of Events →→→

Wednesday, December 3

9:30 a.m. – 11:30 a.m. **Annual Meeting Committee Meeting*** *Cotton*

10:00 a.m. – 8:00 p.m. **DSA Registration Open** *Hotel Lobby*

Noon – 5:00 p.m. **CIO Roundtable*** *Granite Boardroom*

CIOs and other technology leaders, join us for this in-depth networking roundtable to discuss your day-to-day challenges and gain input from the group to help you solve them. *Direct selling executives only.*

1:00 p.m. – 4:00 p.m. **Communications Committee Meeting*** *Cotton*

1:00 p.m. – 5:30 p.m. **Smart Start Seminar** *Blue Stem 1*

This year's brand-new format will enable young and growing companies in the sales channel and those new to direct selling to get their questions answered faster and from the most expert voices in the industry: other industry executives. Roundtable discussions on topics including company story and culture, developing your independent salesforce, proving your business, marketing via grassroots and social media, building your corporate team and structuring your operations have been organized to provide attendees with direct networking and learning opportunities from those who have been in the trenches. *Direct selling executives may add this to their conference registration for \$99. Space is limited.*

Speakers:

Brett Blake, Chief Executive Officer, Jewel Kade

Kim Cornwell, Chief Executive Officer, Celadon Road, Inc.

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

Jeanie Price, Founder & Chief Executive Officer, Mia Mariu

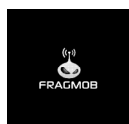
Darnell Sue, Manager, Marketing, SimplyFun

Britney Vickery, Chief Executive Officer & Founder, Initials, Inc.

6:00 p.m. – 8:00 p.m. **DSA Game Night Welcome Reception** *Prairie Ballroom*

Get ready to participate in a little competition as you mix and mingle with your friends and colleagues at DSA's Game Night. What better way to make new friends than by challenging them to a game of Connect Four? Thirty of the industry's top product and service providers will be available to help you find the solutions you need to have successful 2015 while you network with your colleagues. Tasty bites and an open bar will be available to be enjoyed by all!

WiFi Sponsor:



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**By invitation only*

Visit www.dsa.org/mymeetings to download conference presentations, attendee lists and more.

Thursday, December 4

8:00 a.m. – 6:00 p.m. DSA Registration & Cyber Café Open

Prairie Foyer

8:00 a.m. – 8:45 a.m. Continental Breakfast

Prairie Ballroom

There's no better way to start your day than with a hot cup of coffee and fresh scrambled eggs. Enjoy your breakfast while visiting with our exhibiting companies whose generous support has made the delicious buffet possible.

9:00 a.m. – 10:30 a.m. Opening General Session

Prairie Ballroom

Winning the Marketing Mix

Conference MC Sheryl Adkins-Green will launch two days of content showcasing new perspectives, groundbreaking initiatives and plenty of details about the communications, marketing and sale strategies that are changing our industry. Sheryl, Mary Kay Inc.'s Chief Marketing Officer, will share how her company maintains its momentum to successfully execute various marketing initiatives to keep the daily interests of its field, while staying agile enough to welcome new opportunities as they become available to enhance its marketing reach. We'll learn how this iconic brand keeps the momentum going while staying true to its purpose.

*Opening General Session
Sponsored By:*



Sheryl Adkins-Green, Chief Marketing Officer, Mary Kay Inc., and Conference Master of Ceremonies

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

Presidential Report

DSA President Joe Mariano will provide an overview of the important 2014 industry initiatives that have been accomplished and what's on the horizon for next year.



Joseph N. Mariano, President, Direct Selling Association

Joseph N. Mariano joined the Direct Selling Association (DSA) in 1985 and assumed the role of President in 2011. Mr. Mariano has ultimate responsibility for all Association programs and activities. He is charged with providing progressive Association leadership, development and implementation of Association policies in the fields of government, consumer and international affairs. Mr. Mariano is a graduate of Towson University and the University of Maryland School of Law.

Program of Events →→→

9:00 a.m. – 10:30 a.m. Opening General Session (cont'd.)

Prairie Ballroom

Think the Unthinkable to Spark Transformation in Your Business

Companies that only embrace incremental change can find themselves on a path that gets narrower and narrower. Eventually they reach the end of that path and their customers leave them for new offerings nobody saw coming. When companies do take disruptive risks, it's often because they're backed into a corner and there's no choice. Luke Williams will show your company how to avoid incremental innovation and embrace game-changing, disruptive innovation. His presentation will empower you to be the disruptor your business needs to transform and stay ahead of the curve.

*General Session
Sponsored By:*



Luke Williams, Innovation Leader and Business Strategist, Professor of Innovation at NYU Stern School of Business

Luke Williams is a globally recognized authority on innovative leadership. He works with organizations on challenges ranging from creating new products and services to transforming organizational processes and behaviors. He is Professor of Innovation and executive director of the Berkley Entrepreneurship Center at New York University's Stern School of Business and a fellow at Frog, one of the world's most influential innovation companies.

10:30 – 11:00 a.m. Networking Refreshment Break

Prairie Ballroom & Foyer

Stretch your legs as you head to the exhibit area for a refreshment and conversation with our suppliers. Just be sure to make it back to your seat in time for the beginning of our next session!

11:00 a.m. – Noon General Session II

Prairie Ballroom

Dialing Direct with CSR

Learn how Nu Skin has generated tremendous results for its CSR programs by leveraging the power of its direct selling model. This was one of the topics DSA's 2014 Companies in Focus Seminar attendees wanted to know more about and you'll want to hear how your company can duplicate these results. This innovative approach supports Nu Skin's core mission to be a force for good by creating significant social impact for children in underserved communities. Kara Schneck will share how the company's nonprofit organization and social entrepreneur initiatives are building loyalty and community among its sales representatives, customers and employees.



Kara Schneck, Head of Corporate Communications, Nu Skin Enterprises

Kara Schneck began her career in New York City more than 20 years ago and has worked with numerous national and international clients since then, employing a full spectrum of communications and marketing strategies that have resulted in award-winning communications programs and the achievement of key business targets for her clients. Currently, Ms. Schneck is proud to be part of a global team dedicated to helping distributors succeed and is focused on maximizing distributor success by enhancing Nu Skin's worldwide reputation.

Plan now to be in San Antonio for DSA's 2015 Annual Meeting, May 31-June 2.

Rapid-Fire! Money Ball

This first five-minute rapid fire will be delivered by one of the industry's most tenured technology providers, Mark Rawlins. Mark has spent years analyzing the results of various companies' commission histories. Just like in the blockbuster movie *Moneyball*, which illustrated how baseball teams were paying for the wrong players for their teams, Mark's research will demonstrate how you should be investing in different players to strengthen your sales team.



Mark Rawlins, Chief Executive Officer, InfoTrax Systems L.C.

With a career managing direct selling companies that spans more than 30 years, Mark Rawlins is recognized as one of the pioneers in the industry's software sector. In 1998, he founded InfoTrax Systems, a company focused on delivering a complete, integrated software platform for direct selling. Prior to that Mr. Rawlins spent 19 years in executive positions at 20/21 Software, Inc., ultimately becoming the company's CEO. Mr. Rawlins is a market expert on commission design and implementation.

Salesforce Innovation Leads to Product Success

Patrick Wright will share how AdvoCare has teamed up with its salesforce to launch a consistent mix of products that include a comprehensive supplemental and nutritional program, the 24-Day Challenge, to unify the distributor message. This simplified approach to the company's product offerings was the catalyst to phenomenal growth and its current growth path is targeted to take the company to the billion-dollar market.



Patrick Wright, Vice President, Marketing, AdvoCare International, LP

Patrick Wright is currently the Vice President of Marketing at AdvoCare. He has been with AdvoCare for more than six years and, before taking on his role in marketing, served as Vice President of Sales. Mr. Wright has been working in the direct selling industry for more than 13 years, is a graduate of Brigham Young University and received his MBA from the University of Dallas.

Program of Events →→→

11:00 a.m. – Noon

General Session II (cont'd.)

Prairie Ballroom

Rapid-Fire! Recruiting, Activation, Retention

One of the industry's most respected consultants, Jan Gilmore's expertise started in the field when she sold a variety of products for some of today's leading direct selling companies. There's no better place to learn how to engage and retain your field than from a previous seller! This five-minute presentation will provide you with today's most valuable tips and strategies to keep your field active.



Jan Gilmore, Principal, Jan Gilmore & Associates

Jan Gilmore is an experienced direct seller, having served both in the field and in key executive positions. She is an author, a member of the National Speakers Association and the Principal of Jan Gilmore & Associates. Known as a dynamic speaker/trainer, Ms. Gilmore delivers her training messages in a no-nonsense style that resonates with her audience and moves them to action.

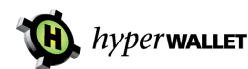
Noon – 1:30 p.m.

Direct Selling 360° View and Buffet Lunch

Prairie Ballroom

Head to the exhibit area to check in with our solution providers and hear their take on the morning's content and collect your buffet lunch. Then head back to your seat for the most comprehensive industry research presentation available. Anne Aldrich, DSA's third-party research consultant, will share a 360-degree view of the sales channel from consumer, distributor and company perspectives. This is the critical intelligence you need to be aware of to continue to be successful in direct selling. DSA's industry research program produces a robust library of research products on an annual basis. Contact DSA staff to find out how you can make the most of it!

*Thursday Lunch
Sponsored By:*



Anne Aldrich, Partner, Artemis Strategy Group

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

WiFi Password: fragmob

Cross-Cultural Online/Mobile Marketing

Jen Fong will teach you how to communicate with the broadest audience possible as she shares SwissJust's strategy for integrating its Hispanic community with the rest of its market. Learn how to make your voice heard effectively across cultural divides with the help of this social media and mobile marketing expert!



Jen Fong, Senior Vice President, Marketing & Communications, SwissJust

In her role at SwissJust, Jen Fong manages the production and delivery of internal and external marketing and communications in both Spanish and English. She provides daily bilingual content and community management for the company's social media presences. Ms. Fong also creates and manages lead-generation strategies for the company to target both markets, as well as salesforce training related to social media, lead conversion and marketing for the field.

Rapid-Fire! Online Reputation Defense: The Ongoing Battle

Nearly 80 percent of direct selling prospects research your company on Google before they join and studies show they look well beyond the first few search results. Every negative link on your brand's first search results page can sour potential recruits, costing enormous sums for direct sellers in lost opportunity and retention. But with time and the right expertise and resources you can improve your reputation on Google and in social media. This session will feature a cutting-edge case study showcasing what a global direct seller was able to do to ultimately turn the reputation tide in its favor.



Jonathan Gilliam, President, Momentum Factor

Jonathan Gilliam is the Founder and President of Momentum Factor, a leading international social media, marketing, reputation defense and compliance monitoring firm serving the direct selling industry. Prior to starting the firm, he was the co-founder and Chief Marketing Officer of a successful fast-growth direct selling company. He graduated with a BA from the University of Texas at Austin, followed by graduate studies at Rice University.

Program of Events →→→

1:30 p.m. – 3:00 p.m.

General Session III (cont'd.)

Prairie Ballroom

CEO Panel: Creating the Groundswell

These four insightful panelists will delve into the details of how they've creatively built their fields. Listen in as this group describes the innovative tactics they've used to grow their fields organically with 21st century flair. You'll learn how you too can create the groundswell of support and interest in your business that builds into the growth you need to maintain your success.



Brett Blake, Chief Executive Officer & President, Jewel Kade

Brett Blake is a member of Beachbody's Board of Directors and the CEO of Jewel Kade, a direct selling company that uses its artisan jewelry and inspiring décor to accomplish its mission of reminding women of the power within. Available through stylists, Jewel Kade is a fresh take on timeless fashion. Founded by Janet Kinkade, its signature charms and poetry custom canvases are all handcrafted in JK's production studios. Mr. Blake is a Harvard-educated, PepsiCo-trained executive known for being a visionary leader.



Kerry Shea Penland, Founder & President, All'asta

In a world where repurposed and handcrafted treasures are sought for their stories, Kerry Shea Penland created All'asta to celebrate all that's right in our world by providing an opportunity for people to gather, connect, pass along once-loved items and collect new ones. All'asta has added a twist to the home party by including an auction where guests can bring items to sell, in addition to purchasing from the Signature Collection catalog. A growing field of inspired consultants from across the country is now creating its own unique story by becoming part of All'asta's.



Britney Vickery, Chief Executive Officer & Founder, Initials, Inc.

Believing there's only one you, Initials, Inc., inspires bold style, big dreams and your best life. With a personalized product line sold exclusively through creative partners, the company boasts bright colors, bold prints, innovative design and free personalization. Britney Vickery is the company CEO & Founder and her mission is to create an environment where every person can blossom into something even they may not have thought possible! Beginning her professional career with a Fortune 100 company in 1997, Ms. Vickery exited corporate America upon the arrival of her first child and launched Initials, Inc., in her home a year later.



Anna Zornosa, Founder & Chief Executive Officer, Ruby Ribbon

Ruby Ribbon is a fashion brand with a unique apparel line that is sold by a fast-growing nationwide network of independent personal stylists. The company's focus on comfort and fit, combined with the excellent service its stylists provide to customers, has resulted in high trunk show averages and an extremely satisfied customer base. Stylists are armed with great training, great use of technology and terrific marketing, and draw inspiration from Ruby Ribbon's core beliefs: entrepreneurship, friendship and camaraderie.

Visit www.dsa.org/mymeetings to download conference presentations, attendee lists and more.

3:00 p.m. – 3:30 p.m. **Networking Refreshment Break**

Prairie Ballroom & Foyer

It's time for that late-afternoon treat! Head back to visit with our exhibitors as you enjoy a cold refreshment and warm cookie.

3:30 p.m. – 5:00 p.m. **General Session IV**

Prairie Ballroom

Fueling Car Programs with Social Media Gasoline

Mary Kay's iconic Pink Cadillac is 46 years old and as vivacious as ever! She's launched her own Twitter feed and has even recently served as a company "spokesperson," generating through-the-roof engagement. Contrast that with the sleek, black Beamer Mary Kay recently debuted to its field, which also got distributors actively sharing in the digital space when the company gave them an opportunity to have their pictures taken with the car. Rebecca Gibson will be sharing the innovative ways Mary Kay is using social media to spark excitement about its car programs—and career opportunities.

*General Session
Sponsored By:*



Rebecca Gibson, Manager, Corporate Communications, Mary Kay Inc.

Rebecca Gibson is manager of corporate communications for Mary Kay Inc. where she leads media relations efforts to support the company's brand positioning and philanthropic programs. During Mary Kay's 50th anniversary in 2013, Ms. Gibson executed the company's first-ever Global Makeover Day with events in 24 countries in 24 hours and led the effort to set a Guinness World Record for the World's Largest Makeup Mural.

Rapid-Fire! Why Simple Compensation Plans Don't Work

In this five-minute rapid-fire presentation, Jay Leisner will show you what's wrong with simple plans and what your compensation plan must do to motivate and reward the right behaviors.



Jay Leisner, President, Sylvina Consulting

Jay Leisner, a compensation plan and direct selling expert, is the President of Sylvina Consulting. Sylvina Consulting designs, evaluates and strengthens compensation plans for all varieties of direct selling companies. During the last 28 years, Mr. Leisner has worked to improve the businesses of more than 400 new and established direct selling companies.

Program of Events → → →

3:30 p.m. – 5:00 p.m. **General Session IV** (cont'd.)

Prairie Ballroom

Make Great Things Happen

Good Morning America personality and Make Great Things Happen Founder Tory Johnson has learned how to do just that for herself and is sharing her lessons learned with others! Including founding Women for Hire and working with direct sellers to encourage individual entrepreneurs, Tory has always focused on helping women realize their self-worth and lead successful lives. Find out how what she has learned can make great things happen for your company, your field, your customers—and yourself!



Tory Johnson, TV Personality, Good Morning America and Founder, Make Great Things Happen

Tory Johnson helps women make great things happen. She made the shift from employee to entrepreneur and built two multimillion-dollar career-focused businesses—Women For Hire and Spark & Hustle—after a painful firing. Now, after a second major shift, Tory's mission is to help others change their minds for a better life. She is a weekly contributor on *Good Morning America* and the No. 1 *New York Times* best-selling author of *THE SHIFT*.

5:00 p.m. – 6:00 p.m. **Wine & Cheese Reception**

Prairie Ballroom & Foyer

Enjoy light appetizers and a glass of wine with your colleagues before heading out for a dinner on the town! If you don't have dinner plans yet, meet up here to find a group to join. DSA's Registration Desk has restaurant recommendations available for your choosing. The Direct Selling Education Foundation is our host for this special event where they'll recognize their Supplier partners.

Reception Sponsored By:



6:00 p.m. – 8:00 p.m. **Party Plan Council Dinner**

Blue Stem 1

Party planners, head to this networking dinner, where party plan best practices are on the menu! Led by Princess House Vice President of Marketing Strategy & Solutions Victoria Vilbrandt, this gathering will help break down for you some of the hardest challenges for party plan companies. We'll also discuss Hispanic marketing strategies, so if your company wants to know how to reach Latinos, join us for this engaging meal! *Direct selling executives only; additional fee required. Register at the DSA registration desk.*

6:30 p.m. – 9:00 p.m. **Education Committee Dinner***

Carso Restaurant

Be Connected Conference Door Prize

Make sure you're in the audience for Friday's 11 a.m. general session as we'll draw one lucky winner of our innovative technology door prize. Trust us: you'll want a chance to win this one!

Attendee Door Prize
Sponsored By:



**By invitation only*

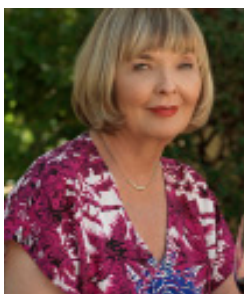
Plan now to be in San Antonio, Texas, for DSA's 2015 Annual Meeting, May 31-June 2.

Friday, December 5

8:00 a.m. – Noon	DSA Registration & Cyber Café Open	Prairie Foyer
8:00 a.m. – 8:45 a.m.	Continental Breakfast	Prairie Foyer
9:00 a.m. – 10:30 a.m.	General Session V	Prairie Ballroom

Creating Community: Wine is Social; Direct Selling is Social

Industry great Jane Creed will dig into the details about her company's "Wine is Social" philosophy. This all-encompassing social media adventure has helped WineShop build an online community that is second-to-none. Learn from her why and how they embarked on this journey and what she sees for its future.



Jane Creed, *President & Chief Executive Officer, WineShop At Home*

Jane Creed's direct selling and food and wine experience spans more than 20 years. She spent nine years as a senior vice president with The Pampered Chef, where she was part of the executive team that helped that company grow from \$220 million to almost \$1 billion. At WineShop At Home, Ms. Creed has executed a turn-around strategy for the once-struggling business, bringing the company to its current unprecedented growth and profitability.

Today's Direct Selling Consumer

Direct Selling News recently commissioned Harris Poll to conduct a comprehensive online study among more than 3,500 U.S. adults to more deeply understand the direct selling industry. *DSN* General Manager Lauren Lawley Head will share some of the top-level findings from this groundbreaking research, which offers the most current snapshot of today's consumer attitudes and behaviors toward direct selling and the social business atmosphere it creates.



Lauren Lawley Head, *General Manager, Direct Selling News*

Lauren Lawley Head is General Manager of *Direct Selling News*, the premier trade publication for executives of direct selling companies. As the publication's first general manager, Ms. Lawley Head is focused on expanding the brand across print and digital platforms. Prior to joining *Direct Selling News*, she spent 16 years with American City Business Journals, the nation's largest print and digital publisher of local business news. She started as an intern with the *St. Louis Business Journal* and in less than six years became Editor of the *Pittsburgh Business Times*.

Program of Events →→→

9:00 a.m. – 10:30 a.m. General Session V *(cont'd.)*

Prairie Ballroom

Rapid-Fire! Online Leads: What Works, What Doesn't & What's Next

Changes in how some of our favorite online platforms work are prompting us to delve seriously into the world of online advertising for lead-generation. This five-minute rapid-fire presentation will set up the two case studies spotlighted in the following panel.



Brett Duncan, Founder, Owner & President, IdeaDrenaline, LLC

Brett Duncan is the Founder, Owner and President of IdeaDrenaline, LLC, a strategic marketing and communications consultancy for direct selling companies. He's been working on the corporate side of the sales channel since 2002, having previously served as VP of Global Marketing at Mannatech, Inc., and Marketing Manager at AdvoCare International.

Panel Discussion: Online Leads

Follow up Brett's presentation with a roundtable conversation featuring Brandy and Jen who will share the ways in which their companies are using Facebook advertising, Google AdWords and other online marketing tactics to enroll new distributors and find new customers. Dos and don'ts will be covered!



Brandy Aycock, Marketing Manager, Initials, Inc.

Brandy Aycock is the Marketing Manager for Initials, Inc., one of America's Fastest Growing Companies as named by *INC. Magazine* for the third year in a row. As a marketer for Initials, Inc., Ms. Aycock understands first-hand the importance and power of marketing to women. She creates strategy for internal (independent consultants) and external marketing. She brings 20 years of experience in a number of industries including consulting, higher education and hospitality.



Jen Fong, Senior Vice President, Marketing & Communications, SwissJust

In her role at SwissJust, Jen Fong manages the production and delivery of internal and external marketing and communications in both Spanish and English. She provides daily bilingual content and community management for the company's social media presences. Ms. Fong also creates and manages lead-generation strategies for the company to target both markets, as well as salesforce training related to social media, lead conversion and marketing for the field.

10:30 a.m. – 11:00 a.m. Networking Refreshment Break

Prairie Ballroom & Foyer

WiFi Password: fragmob

11:00 a.m. – Noon

Closing General Session

Prairie Ballroom

Wake Up—It's Revolution Time!

One final game-changing speaker will hit the stage at the Be Connected Conference: David Meerman Scott. Wake up, it's revolution time! Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable. David will reveal to you proven, practical steps to take your business into this brave new world. Find out how to act and react as events occur, position your brand in the always-on world of the Web and avoid embarrassing mistakes and missteps.



David Meerman Scott, Author, *The New Rules of Marketing and PR*

David Meerman Scott is an internationally acclaimed strategist whose books and blog are must-reads for professionals seeking to generate attention in ways that grow their businesses. He is author or co-author of 10 books, three of which are international bestsellers. *The New Rules of Marketing & PR*, now in its fourth edition, has been translated into 26 languages and is used as a text in hundreds of universities and business schools worldwide.

Noon – 1:30 p.m.

Networking Lunch

Prairie Ballroom

DSA/DSEF Staff in Attendance

Melissa Brunton
Senior Vice President,
Education

Nancy Burke
Vice President, Membership

Megan Downey
Marketing Specialist

Indira Fuller-Bey
Meetings Assistant & Registrar

Ben Gamse
Market Research Manager

Karen E. T. Garrett
Senior Director, Marketing

Betsy Hardin
Membership Assistant

Gary Huggins
DSEF Executive Director

Tamara Ingram
DSEF Program Manager

Ryan Kennedy
GR Assistant

Nancy Laichas
DSEF Chief Marketing &
Development Officer

Joseph Mariano
President

Lindsay Marquardt
Education & Meetings Planner

Britta Shillingsburg
Exhibit & Supplier Coordinator

Paul Skowronek
Senior Vice President,
Public Affairs

Follow us on Twitter (@DSAEvents) and use the meeting hashtag—#DSAGameChange
Follow @DSA411 for industry-wide tweets and information

Exhibitor List (Booth No.) → → →

Exhibitor List (Booth No.) (Alphabetical Order)

AFS (17)

Phone: 318-798-2111 ext. 15151

Website: www.afs.net

Primary Contact: Gene Park

Products/Services: Distribution Services/Shipping, Financial Services, Fulfillment Services, Transportation

Bartha (16)

Phone: 614-252-7455

Website: www.bartha.com

Primary Contact: John Killacky

Products/Services: Audio Services, Meeting Planners, Production Services, Tradeshow Production/Services, Video Services

ByDesign Technologies, Inc. (9)

Phone: 813-253-2235

Website: www.bydesign.com

Primary Contact: Jerry York

Products/Services: Consultant Business Tools, Database Management, Genealogy/Compensation Management Systems, Software, Web Design

The Connection (2)

Phone: 952-948-5488

Website: www.the-connection.com

Primary Contact: Michael McMillan

Products/Services: Telecommunications

Deductr (25)

Phone: 801-607-5126

Website: www.deductr.com

Primary Contact: Doug Long

Products/Services: Financial Services, Speakers, Tax Consultants

DirectSalesMobile.com (30)

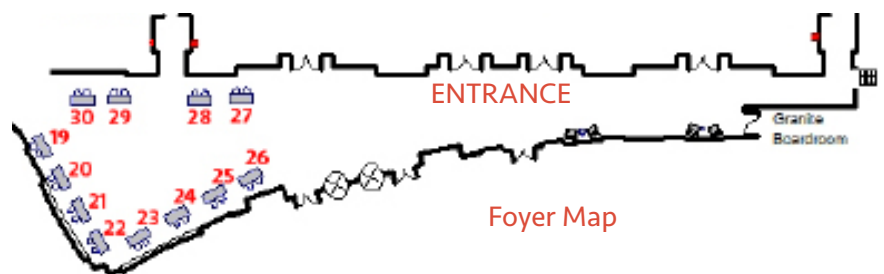
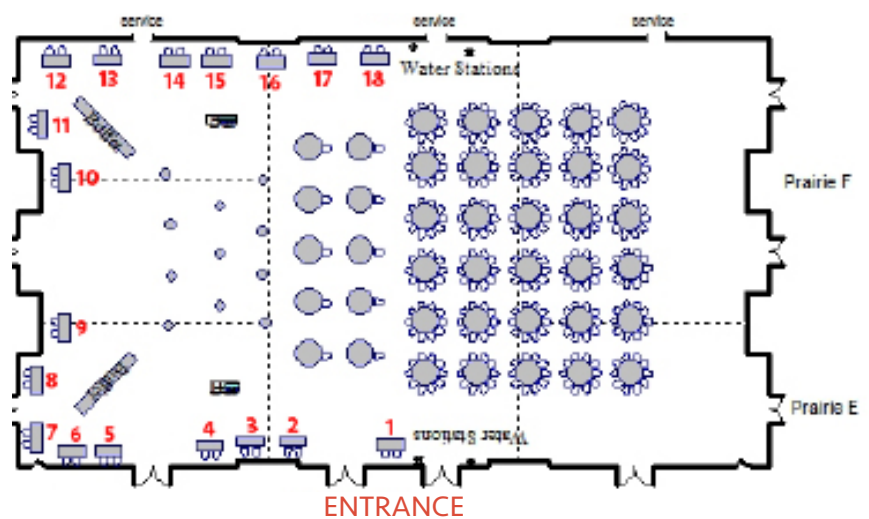
Phone: 206-890-2124

Website: www.directsalesmobile.com

Primary Contact: John Misko

Products/Services: Software

Ballroom Map



Disney Resort Destinations (1)

Phone: 407-566-4906

Website: www.waltdisney.com

Primary Contact: Patti Long

Products/Services: Cruise Incentives, Destination Management, Hotels/Resorts, Production Services

Fort Worth CVB (29)

Phone: 817-336-8791

Website: www.fortworth.com

Primary Contact: Carrie Huff

Products/Services: Convention/Visitors Bureaus

Hepfer & Associates PLLC (21)

Phone: 616-540-3239

Website: <http://hepferassociates.com>

Primary Contact: Doug Hepfer

Products/Services: Business Consultants, Compensation Consultants, Incentive/Recognition Consultants, International Market Consultants, International Sourcing Consultants

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Iacono Productions (10)

Phone: 513-621-9108

Website: www.iaconoproductions.com

Primary Contact: Leslie Blye

Products/Services: Marketing/Branding Consultants, Meeting Planners, Production Services, Tradeshow Production/Services, Video Services

iCentris, Inc. (15)

Phone: 801-383-3262

Website: www.icentris.com

Primary Contact: Craig Cleveland

Products/Services: Computers/Computer Systems, Consultant Business Tools, Genealogy/Compensation Management Systems, Internet Marketing/Social Media Services, Marketing/Branding Consultants

IMN (26)

Phone: 866-964-6397

Website: www.imninc.com

Primary Contact: Colleen Whalen

Products/Services: Consultant Business Tools, Internet Services, Marketing/Branding Consultants, Sales Aids, Software

InfoTrax Systems, L.C. (13)

Phone: 801-431-4900

Website: www.infotraxsys.com

Primary Contact: Kajsia McCoy

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

IntegraCore (22)

Phone: 801-948-7125

Website: www.integracore.com

Primary Contact: Mike Christensen

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

IDSTC (20)

Phone: (813) 277-0625

Website: www.idstc.com

Primary Contact: Danielle Williams

Products/Services: Commission Payment Services, Compensation Consultants, Computers/Computer Systems, Consultant Business Tools, Order Entry

Jenkon (18)

Phone: 360-256-4400

Website: www.jenkon.com

Primary Contact: Jennifer Bennett

Products/Services: Compensation Consultants, Consultant Business Tools, Genealogy/Compensation Management Systems, Mobile Apps

Louisville CVB (8)

Phone: 502-560-1484

Website: www.gotolouisville.com

Primary Contact: Proscovia Mattas

Products/Services: Convention/Visitors Bureaus, Destination Management, Meeting Planners, Tradeshow Production/Services

Meet AC (5)

Phone: 609-449-7152

Website: www.atlanticcitynj.com

Primary Contact: Tanya Wolfe-Curran, CMP

Products/Services: Convention/Visitors Bureaus, Meeting Planners

Momentum Factor (7)

Phone: (512) 692-6849

Website: www.momofactor.com

Primary Contact: Jonathan Gilliam

Products/Services: Internet Marketing/Social Media Services, Marketing/Branding Consultants, New Media Consultants

Multi Image Group (MIG) (24)

Phone: 561-994-3515

Website: www.mig.cc

Primary Contact: Kathleen Freeman

Products/Services: Graphic Design, Meeting Planners, Production Services, Video Services

Exhibitor List (Booth No.)

Ranpak (3)

Phone: (512) 692-6849

Website: www.geami.com

Primary Contact: Adrienne Robenstine

Products/Services: Fulfillment Services,
Manufacturing, Packaging Services

ROQlogic Inc. (27)

Phone: 949-722-6048

Website: www.roqlogic.com

Primary Contact: Kevin Griffin

Products/Services: Consultant Business Tools,
Integrated Communications Solutions, Software

Saddle Creek Logistics (12)

Phone: 863-665-0966

Website: www.sclogistics.com

Primary Contact: Jeff Jones

Products/Services: Distribution Services/Shipping,
Fulfillment Services, Inventory Management/
Warehouse Storage, Packaging Services,
Transportation

Smart Office Solutions, Inc. (28)

Phone: (800) 891-8601

Website: www.smartofficesolutions.com

Primary Contact: Scott Orlinski

Products/Services: Audio Services, Conferencing
Services, Consultant Business Tools, Integrated
Communications Solutions, Telecommunications

Success Partners (23)

Phone: 800-752-2030

Website: www.videoplus.com

Primary Contact: Charlee Russell

Products/Services: CD/DVD Replication/
Duplication, Consultants, Incentive/Recognition
Speakers, Logowear, Publishing

Taxbot (19)

Phone: 855-482-9268

Website: www.taxbot.com

Primary Contact: Jacob Thomas Randall

Products/Services: Consultant Business Tools,
Software, Tax Consultants

Thatcher Technology Group, LLC (4)

Phone: 630-696-4545

Website: www.thatchertech.com

Primary Contact: Richard Schubkegel

Products/Services: Genealogy/Compensation
Management Systems, Software, Web Design

Trinity Software (11)

Phone: 817-394-5401

Website: www.trinitysoft.net

Primary Contact: Jerry Reynolds

Products/Services: Computers/Computer Systems,
Genealogy/Compensation Management Systems,
Software

Txtwire (6)

Phone: 208-680-1157

Website: www.txtwire.com

Primary Contact: David Taylor

Products/Services: Integrated Communications
Solutions, Software

Visit KC (14)

Phone: 800-767-7700

Website: www.kansascity.com

Primary Contact: Clint Ferguson

Products/Services: Convention/Visitors Bureaus

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