

Schedule At A Glance

Thursday, October 15

7:30 a.m 5:30 p.m.	Registration Open	Ballroom Foyer
8:00 a.m 9:00 a.m.	Breakfast	Ballroom Salon
9:00 a.m 10:00 a.m.	Opening General Session: Federal Trade Commission	Ballroom
10:00 a.m 11:00 a.m.	General Session II: Internal Revenue Service	Ballroom
11:10 a.m 12:10 p.m.	Workshop Bank I: • Legal: Strategies Addressing Unauthorized Sellers & Product Diversion On • International: Your Passport to Doing Business Abroad • Tax: Update on IRS & Their Treatment of Distributors in the Field	line Ballroom Balcony Whitehall Room
12:15 p.m 1:15 p.m.	Lunch Keynote Session with Former FTC Commissioner Pamela Jones Harb	our <i>Ballroom</i>
1:15 p.m 2:15 p.m.	General Session III: DSA Code of Ethics Updates & Enhancements	Ballroom
2:15 p.m 3:15 p.m.	General Session IV: General Counsel Roundtable	Ballroom
3:25 p.m 4:25 p.m.	Workshop Bank II: • Global Payment Acceptance, International Expansion & New Payment Technologies • International: Market Entry – Mexico & Latin America • Tax: International Taxation Update	Ballroom Balcony Whitehall Room
4:30 p.m. – 5:30 p.m.	Workshop Bank III: • Legal: Preserving Independent Contractor Status • International: Do's and Don'ts of International Expansion • Tax: Cross Border Commissions & International Tax Considerations	Ballroom Balcony Whitehall Room
5:30 p.m 6:30 p.m.	Networking Reception	Ballroom Foyer

Friday, October 16

7:30 a.m Noon	Registration Open	Ballroom Foyer
8:00 a.m 9:00 a.m.	Breakfast	Ballroom Salon
9:00 a.m 10:00 a.m.	General Session V: Roundtable of Leading Legal Minds	Ballroom
10:10 a.m 11:05 a.m.	Workshop Bank IV: • Legal: Don't Get Caught in the Rain: Backoffice Systems & the Cloud • International: Market Entry - Europe • Tax: Trends in State Assertion of Nexus	Ballroom Balcony Whitehall Room
11:15 a.m Noon	General Session VI: Federal Enforcement Trends	Ballroom
Noon - 12:30 p.m.	Boxed Lunch To-Go	Ballroom Salon

Thursday, October 15

7:30 a.m. - 5:30 p.m.

DSA Registration Open

Ballroom Foyer

Conference Badges Sponsored By:



Program Sponsored By:



8:00 a.m. - 9:00 a.m.

Breakfast

Ballroom Salon

Sponsored By: MOMENTUM

8:45 a.m. - 9:00 a.m.

Welcome & Overview

Ballroom

Joseph Mariano, President, Direct Selling Association and Direct Selling Education Foundation

9:00 a.m. - 10:00 a.m. Opening General Session: Federal Trade Commission

Offering an insider's look at the FTC, the Assistant Director will provide tremendous insights on actions your company can take to remain compliant and successful in today's marketplace.

Monica Vaca, Assistant Director, Marketing Practices Division, Federal Trade Commission

10:00 a.m. - 11:00 a.m. General Session II: Internal Revenue Service

Ballroom

A senior IRS official will provide valuable advice into the most crucial aspects of small business and self-employment.

Robert Hunt, IRS Director of Field Collection, Internal Revenue Service

11:10 a.m. - 12:10 p.m.

Workshop Bank I

Strategies Addressing Unauthorized Sellers & Product Diversion Online (Legal) Ballroom

This session will discuss strategies and best practices for identifying and stopping unauthorized sellers and product diversion on the Internet, including the ways to strengthen your legal claims against unauthorized sellers, strategies to identify anonymous online sellers, and how to create effective enforcement systems that combine technology, investigation, internal resources, and legal to meet your goals and budget.

Whitney Gibson, Partner, Vorys, Sater, Seymour and Pease LLP

Michelle Leetham, Chief Legal Counsel & Secretary, Rodan + Fields

Amber Siddigi, Compliance Manager, Rodan + Fields

Update on IRS & their Treatment of Distributors in the Field (Tax)

Whitehall Room

We'll examine what DSA and others are doing to counter issues regarding audits by Internal Revenue Service (IRS), as well as what we as an industry can do to protect distributors and bolster our industry's image in the eyes of the IRS.

Joe DePetris Jr., Certified Public Accountant, One Source Tax Management, LLC

John Webb, Associate Legal Counsel & Senior Director, Government Relations, **Direct Selling Association**

Your Passport to Doing Business Abroad (International)

Balcony

Learn the key legal issues to focus on when expanding into new markets. We'll explore key resources, timing considerations, product compliance, global websites, distributor tracking, privacy, spam and governing laws.

Jonathan Riley, Partner, Lawrence Graham

Lewis Retik, Partner, Gowling Lafleur, Henderson LLP

Thursday, October 15

12:15 p.m. – 1:15 p.m. Lunch with Keynote Address by a Former FTC Commissioner

Ballroom

Pamela Jones Harbour, Senior Vice President, Legal Officer, Member Privacy & Compliance Herbalife

1:15 p.m. - 2:15 p.m.

General Session III: DSA Code of Ethics Updates & Enhancements

Ballroom

Learn how to keep pace with the Code of Ethics enhancements with perspectives on the USDSA and WFDSA standards. This session will share how to ensure your company complies with worldwide ethics standards and how the code can benefit your operations domestically and abroad.

Joseph Aquilina, Attorney, Direct Selling Association

Jared Blum, DSA Code Administrator, Direct Selling Association

Susan Do, Senior Corporate Counsel, Mannatech, Inc.

Tamuna Gabilaia, Executive Director and Chief Operating Officer, World Federation of Direct Selling Associations

2:15 p.m. - 3:15 p.m.

General Session IV: General Counsel Roundtable

Ballroom

Each day general counsel for direct selling companies handle a wide variety of issues; this panel from across the industry will discuss the issues with the greatest impact on their companies.

Mark Friedman, General Counsel, Herbalife

Jason Groves Esq., Executive Vice President & General Counsel, Take Shape For Life, Inc.-Medifast Michelle Leetham, Chief Legal Counsel & Secretary, Rodan + Fields

Eric Ritter, General Counsel, Scentsy, Inc.

Richard Strulson, Executive Vice President, General Counsel & Chief Compliance Officer, Nature's Sunshine Products, Inc.

3:25 p.m. - 4:25 p.m.

Workshop Bank II

Global Payment Acceptance, International Expansion & New Payment TechnologiesBallroom

Far from a simple "whoops!", spoliation—intentionally or negligently altering evidence relevant to a legal proceeding—can have substantial consequences. Our expert will address this issue and help you contemplate best practices so you never need to fear encountering this challenge.

Scott Fitzpatrick, AVP, Global Direct Selling Solutions, Pivotal Payments

Market Entry - Mexico & Latin America (International)

Balcony

Through this conversation you'll gain a greater understanding of the principal business, legal and tax issues often encountered when expanding into Latin America and the necessary measures to take to achieve your goals.

Adriana Bueno Buitrago, Legal Manager, Yanbal International

Adolfo Franco, Executive Vice President & Chief Operating Officer, Direct Selling Association

Francisco Ortega Gaxiola, Partner, Turanzas, Bravo & Ambrosi

International Taxation Update (Tax)

Whitehall Room

This session will focus on the most critical business and tax considerations for direct selling comanies marketing and selling their products.

Timothy Anderson, General Counsel, Stampin' Up!

Kenneth Levinson, Partner, Faegre Baker Daniels LLP

Thursday, October 15

4:30 p.m. - 5:30 p.m. Workshop Bank III

Preserving Independent Contractor Status (Legal)

Ballroom

Explore the keys to maintaining the independent contractor salesforce, the challenges that some companies have faced, and learn how to handle an inquiry from state agencies.

Jason Groves Esq., Executive Vice President & General Counsel, Take Shape For Life, Inc.-Medifast Brent Kugler, Partner, Scheef & Stone

John Webb, Associate Legal Counsel & Senior Director, Government Relations, Direct Selling Association

Do's and Don'ts of International Expansion (International)

Balcony

Join this practical discussion to avoid reinventing the wheel and avoid pitfalls as your company expands into new territories.

Chad Grange, Shareholder, Kirton McConkie

Justin Powell, Vice President & Deputy General Counsel, Isagenix International

Cross Border Commissions & International Tax Considerations (Tax)

Whitehall Room

This session will discuss cross-border transaction considerations and the related U.S. federal and foreign income tax consequences.

Topics include:

- revenue recognition by country
- · commission expense recognition under a global compensation plan
- global commission payments
- consideration for distributor contracts
- foreign exchange risk
- transfer pricing

Joe Hillstead, *Manager, Squire* Brett Redd, *Partner, Squire*

5:30 p.m. - 6:30 p.m. Networking Reception

Ballroom Foyer

Enjoy drinks, hors d'oeuvres and valuable networking time as you catch up with peers, make new friends and get ready to head out for dinner. Many local DC favorite restaurants are located nearby. Stop by the registration desk to see a list of suggested dining spots.

Friday, October 16

7:30 a.m. – Noon Registration Open Ballroom Foyer

8:00 a.m. – 9:00 a.m. Breakfast Ballroom Salon

9:00 a.m. - 10:00 a.m. General Session V: Roundtable of Leading Legal Minds

Ballroom

A panel of outside legal minds will discuss today's leading legal challenges. This interactive session will provide you with an excellent opportunity to gain industry-specific legal guidance.

Jeff Babener, Principal Attorney, Babener and Associates/SourceNet Group

Christopher Elam, *Partner, Wilkins Law Group*Brent Kugler, *Partner, Scheef & Stone, LLP*

10:10 a.m. - 11:05 a.m. Workshop Bank IV

Don't Get Caught in the Rain: Backoffice Systems & the Cloud (Legal)

Ballroom

Learning how to contract and manage the complexities of back office systems in the cloud environment will empower direct selling companies in handling these matters with suppliers, and give them the tools to leverage their business without someone taking advantage of them.

Thomas Kulik, Partner, Scheef & Stone, LLP

Trends in State Assertion of Nexus (Tax)

Whitehall Room

States are becoming increasingly aggressive in asserting nexus for purposes of state corporate income taxes or other business activity taxes. Learn what to do when contacted by state tax officials with regard to nexus.

John Allan, Partner, Jones Day

Market Entry - Europe (International)

Balcony

Many companies are successfully expanding into Europe. Learn from these experienced panelists about navigating the legal, regulatory, financial, and cultural challenges of this diverse market.

Kevin Grady, Senior Counsel, Europe Region, Mary Kay Inc.

Ralph Hummel, Partner, Avocado Law

11:15 a.m. – Noon General Session VI: Federal Enforcement Trends

Ballroom

Learn from leading experts about the federal enforcement trends as seen in such FTC actions against Vemma, BurnLounge and Fortune Hi-Tech Marketing.

Clayton Friedman Esq., Partner, Sidley Austin LLP

Spencer Reese Partner, Reese Poyfair Richards, PLLC

Corey Roush, Partner, Akin Gump Strauss Hauer & Feld LLP

Noon Boxed Lunches To-Go

Ballroom Salon

Thanks to our sponsors!







See you at DSA's Annual Meeting in Phoenix! June 5-7, 2016





John M. Allan, Partner, Jones Day

John Allan has assisted clients in addressing state and local taxes for 27 years. He has handled tax matters in almost all of the 50 states. In addition, he assists clients in addressing state and local tax issues related to corporate reorganizations. He regularly represents clients before state tax agencies and in proceedings before the Multistate Tax Commission. He has advised clients in the manufacturing, transportation, financial services, direct sellers, telecommunication, hospitality, distribution, and retail industries.



Timothy B. Anderson, General Counsel, Stampin' Up!

Tim Anderson has been counsel to Utah-based Stampin' Up! for more than 20 years. A senior shareholder at the Salt Lake City-based firm of Jones Waldo Holbrook & McDonough, he limits his direct selling practice to Stampin' Up! He also practices in general corporate and business laws, health care law and international business law, and has enjoyed an AV rating by Martindale & Hubble since 1992. He is a graduate of Southern Utah University and J. Reuben Clark School of Law at BYU.



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 June 2014, he worked in primarily federal administrative and regulatory law. With more than ten years in Washington spanning private law firms as well the federal government, he brings a wide array of legal experience to DSA. Originally from Los Angeles, California by way of Cleveland, OH, Joseph resides 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.



Jeff Babener, Principal Attorney, Babener and Associates/SourceNet Group

Jeffrey Babener, of Portland, Ore., is the principal attorney in the law firm of Babener & Associates. For more than 30 years he has advised leading U.S. and foreign companies in the direct selling industry, including many members of the Direct Selling Association. He has lectured and published extensively on direct selling. He is a graduate of the University of Southern California Law School.



Jared O. Blum, DSA Code Administrator, Direct Selling Association

Mr. Jared O. Blum, Esq. serves as DSA's Code of Ethics Administrator. Previously, he served as a Vice President and Legal Counsel at the Direct Selling Association, specializing in antitrust, tax, consumer protection, and constitutional law

Mr. Blum provides executive consulting to Clarion, a management consulting company. He serves as the President of the Polyisocyanurate Insulation Manufacturers Association and an Executive Director of the EPDM Roofing Association. He has over 30 years of not-for-profit management expertise to Clarion. Mr. Blum serves as the Chief of Staff for two construction industry associations, for which he has developed governmental affairs and technical educational programs. He has served both large and small associations in a variety of environments throughout his non-profit management career. Mr. Blum previously served as an attorney in the Federal Trade Commission's Office of General Counsel as well as serving as counsel to a member of the U.S. House of Representatives.

Mr. Blum holds a law degree from the National Law Center at George Washington University and an undergraduate degree from Boston University.



Adriana Bueno Buitrago, Legal Manager, Yanbal International

Adriana Bueno Buitrago is a lawyer with extensive experience as internal counselor for private companies (industrial, commercial and services), specifically in direct sales and the multilevel industry. She possesses a great ability to create, organize, manage and consolidate legal departments, internal lawyers and paralegals, external law firms, board of directors, shareholder meetings and to direct and control legal, governmental, administrative, judicial, regulatory and environmental affairs.



Joe DePetris, Certified Public Accountant, One Source Tax Management LLC

Joe DePetris is a Certified Public Accountant specializing in direct sales for more than 20 years. He is a veteran of more than 1,200 direct seller IRS Audits, and creator of 1SourceTax.com, a new DSA affinity partner—a tax compliance website for direct sellers.



Susan Do, Senior Corporate Counsel, Mannatech, Inc.

Susan Do is Senior Corporate Counsel at Mannatech providing legal guidance on international affairs, regulatory compliance, and other legal matters. Prior to joining Mannatech, she honed her regulatory experience with a pharmaceutical company and a diversified investment company focused on telecom. Susan obtained a BA from Loyola University New Orleans and a JD from Loyola University College of Law.



Christopher Elam, Partner, Wilkins Law Group

Christopher Elam is a partner at the Wilkins Law Group which represents the owners of AdvoCare International, LP. In addition to the various issues affecting the direct selling industry, Christopher has a background in corporate and real estate law. Christopher obtained a bachelor's degree in English literature from the University of Texas at Austin and a Juris Doctor from the SMU Dedman School of Law where he was an editor of the International Lawyer ABA law journal.



Scott Fitzpatrick, AVP, Global Direct Selling Solutions, Pivotal Payments

Scott Fitzpatrick has 14 years of progressive experience working exclusively with direct selling companies on all matters related to payment processing. Mr. Fitzpatrick has consulted with startups in managing risk and has helped large, established businesses streamline their payment operations.



Adolfo Franco, Executive Vice President & Chief Operating Officer, Direct Selling Association

As Executive Vice President at the Direct Selling Association, Adolfo Franco is responsible for managing and directing the government relations, legal, and administrative aspects of the association. He also works to promote the direct selling industry's interests with Members of Congress, State Legislatures, as well as both Federal and State regulatory authorities. Adolfo provides advice and counsel to member companies engaged in international activities, including serving as liaison to U.S. Government agencies such as the United States Trade Representative's Office, Department of Commerce, and Department of State on matters affecting direct selling companies access to foreign markets.



Clayton S. Friedman Esq., Partner, Sidley Austin LLP

Clayton Friedman advises clients within the current, highly complex consumer regulatory environment, working in tandem with other top former government regulatory and enforcement lawyers from across Sidley Austin LLP's offices nationwide. His practice encompasses negotiating resolutions and litigating multistate regulatory, consumer protection and related regulatory matters. This includes assisting with matters involving advertising, marketing, privacy and regulatory issues—both traditional and on e-commerce. Clay has for decades led national teams in representing clients before state and federal agencies and departments, including the Federal Trade Commission, Consumer Fraud Prevention Bureau and all 50 state attorneys general. He is a member of the firm's Complex Commercial Litigation and Privacy, Data Security and Information Law practices.



Mark Friedman, General Counsel, Herbalife

As executive vice president and general counsel for Herbalife, Mark Friedman has responsibility for all day-to-day legal matters throughout the more than 80 markets in which the company operates. Prior to Herbalife, he was general counsel corporate secretary for the iconic global retail brand Pinkberry Ventures, Inc., where he led their worldwide intellectual property program, and was responsible for crafting and negotiating agreements that enabled expansion into more than 40 new U.S. and global markets in just three years. Prior to his role at Pinkberry, Mr. Friedman was general counsel and corporate secretary for American Golf Corporation. Mr. Friedman has a BA from UC Davis and a JD from USC's Gould School of Law, Los Angeles.



Tamuna Gabilaia, WFDSA Executive Director and Chief Operating Officer, World Federation of Direct Selling Associations

Tamuna Gabilaia oversees the development, planning and execution of the WFDSA program of work. Prior to joining WFDSA, Ms. Gabilaia was a diplomat for the Government of Georgia. She has experience in matters of international commerce and business and was involved in the preparation and negotiations of key economic agreements and treaties among Georgia and foreign countries, as well as Georgia's World Trade Organization accession process. Ms. Gabilaia holds an MA from American University in Washington, D.C.



Francisco Ortega Gaxiola, Partner, Turanzas, Bravo & Ambrosi

Francisco Ortega Gaxiola is an attorney at law (admitted in Mexico) from the Universidad Panamericana with specialty studies in tax law. He has been dedicated to tax law for more than 13 years and is currently a partner at Turanzas, Bravo & Ambrosi, a tax law boutique in Mexico City that has been ranked as a leading firm in Mexico by Chambers and Partners, as well as other ranking firms. He specializes in tax consulting and tax planning, mainly for the direct selling and energy industries, and is the representative for Turanzas, Bravo & Ambrosi within the Mexican and U.S. Direct Selling Associations.



Whitney Gibson, Partner, Vorys, Sater, Seymour and Pease LLP

Whitney Gibson is a partner at Vorys, Sater, Seymour and Pease, where he is Chair of the Technology and Intellectual Property Group and leads the firm's Online Brand Protection Group. Mr. Gibson's practice focuses primarily on helping businesses with unauthorized online sales, product diversion, and Internet reputation issues. Mr. Gibson works with companies nationwide to implement effective and efficient solutions for unauthorized sales on the Internet, including on Amazon, eBay, and other third-party websites. Gibson, who was recently named to "The Best Lawyers in America" list for 2016, is also co-editor of the Stop Unauthorized Online Sales blog and co-founder of the Online Reputation & Brand Protection Coalition, a non-profit organization. Mr. Gibson is routinely interviewed by print and broadcast media regarding Internet brand and reputation issues, including Forbes, The Washington Post, and Corporate Counsel.



Kevin Grady, Senior Counsel, Europe Region, Mary Kay Inc.

Kevin Grady currently serves as Europe Region Senior Counsel at Mary Kay Inc. In addition to providing general legal support to Mary Kay's 13 European subsidiaries, he is also a member of Mary Kay's Global Anti-Corruption Compliance Team. Prior to joining Mary Kay, Kevin worked at Gibson, Dunn & Crutcher LLP, where he advised international clients on anti-corruption compliance. While at Gibson Dunn, he also conducted numerous internal anti-corruption investigations in Asia, Europe, and the Middle East. Kevin is fluent in Russian and has extensive experience in Russia and the CIS. Kevin earned his J.D. from the College of William and Mary School of Law, and his B.A. in Linguistics, with emphases in Russian and Arabic, from Brigham Young University.



Chad Grange, Shareholder, Kirton McConkie

Chad Grange is the Chair of the International Section of Kirton McConkie, P.C. in Salt Lake City, Utah. Kirton McConkie is a full service law firm, and is the largest law firm based in Utah. Prior to joining Kirton McConkie in 2009, Mr. Grange practiced law at Nishimura & Asahi in Tokyo, Japan, and Chadbourne & Parke in New York City. Mr. Grange currently represents many direct selling companies, from start-ups to those with over \$1 billion dollars in annual sales. He has been representing U.S. and non-U.S. based direct selling companies since 2001.



Jason L. Groves Esq., Executive Vice President & General Counsel, Take Shape For Life, Inc.-Medifast Jason L. Groves is Executive Vice President, General Counsel and a Director of Medifast, Inc. Although he has been a director since 2008, he was appointed as Executive Vice President and General Counsel effective Nov. 17, 2011. Previously, Mr. Groves was the Assistant Vice President of Government Affairs for Verizon Maryland. Mr. Groves is also an Army veteran. He was a direct commissioned Judge Advocate in the United States Army Judge Advocate General's Corps (JAG). He received his BS Bethune-Cookman University. He obtained his JD from North Carolina Central University School of Law.



Pamela Jones Harbour, Senior Vice President, Legal Officer, Member Privacy and Compliance, Herbalife

Former Federal Trade Commissioner and current SVP/Legal Officer, Global Member Compliance & Privacy at Herbalife, managing the member practices and compliance function on a worldwide basis. She is well recognized for her knowledge of evolving areas of competition and consumer protection law, including privacy and data security issues.



Joe Hillstead, Manager, Squire

Joe has 11 years of experience working with clients on a broad range of tax issues and specializes in corporate income tax matters including incorporation, contributions, distributions, redemptions, liquidations, mergers and acquisitions, and reorganizations. Joe also specializes in the U.S. taxation of international transactions including transfer pricing and export benefits under the IC-DISC regime. Prior to joining Squire in 2014, Joe spent 10 years with PWC in Southern California and Washington D.C. serving clients in multiple industries. Joe provided consulting and compliance services, primarily focusing on federal and state income taxes for public and private corporations including accounting and auditing of income taxes under ASC 740.

A California, District of Columbia, and Utah CPA, Joe graduated Cum Laude from Brigham Young University with a B.S. and Master of Accountancy with an emphasis in taxation.



Robert Hunt, IRS Director of Field Collection, Internal Revenue Service

Robert L. Hunt (Bobby) began serving, as the Director, Operations Support in October 2014. He served previously as Director, Field Collection Small Business/Self Employed (SB/SE) Division for three years. He has held many significant assignments including the Director, South Atlantic Area Collection (SB/SE), Director, Compliance Services, (SB/SE), Deputy Director, Compliance Policy (SB/SE), and Director, Taxpayer Education and Communication (SB/SE).

Hunt began his IRS career in January 1979 as a Revenue Officer Cooperative Education Student, and has held numerous positions throughout the service. "Unleashing the potential within others" is his passion, and his greatest reward has been seeing others achieve their career goals!



Brent Kugler, Partner, Scheef & Stone, LLP

Brent Kugler is a prominent attorney in the direct selling industry with more than 18 years of experience in representing direct sales companies in lawsuits, arbitrations and regulatory matters throughout the U.S. Formerly the general counsel for AdvoCare, Brent understands the challenges direct sales companies face in today's legal and regulatory environment. This unique perspective has enabled Brent to effectively represent direct sales clients in distributor disputes, actions for injunctive relief and in defending against claims of fraudulent or deceptive business practices. Brent has also successfully represented direct sales companies in legal actions seeking seller information from online sellers such eBay, Amazon and Craigslist.



Thomas Kulik, Partner, Scheef & Stone, LLP

With a unique understanding of how intellectual property assets influence business, Tom Kulik strategically counsels clients on a wide range of matters involving the evaluation, acquisition, development and protection of intellectual property rights, with an emphasis on creatively leveraging such assets both domestically and internationally. His practice focuses on business transactions and counseling, particularly within the context of the emerging Internet and mobile device technologies, online branding/domain names, security/privacy law and social media issues for the direct selling industry.



Michelle Leetham, Chief Legal Counsel & Secretary, Rodan + Fields

Michelle Leetham joined Rodan + Fields as Vice President & General Counsel in 2012 after many years of in-house experience in the solar and construction industries. She is a graduate of U.C. Berkeley's law school, where she teaches a mediation course that provides students with practical skills training on representing clients in mediation. At Rodan + Fields, she oversees the compliance, government affairs and legal departments.



Kenneth S. Levinson, Partner, Faegre Baker Daniels LLP

Ken Levinson is a partner in the international law firm of Faegre Baker Daniels and has more than 30 years of tax experience. He leads the firm's international tax practice and advises clients on a wide range of international issues, including worldwide tax planning, transaction structuring, transfer pricing, licensing, tax treaties, international distribution, foreign bank account reporting, M&A and more for federal, state and foreign taxes. Prior to joining Faegre Baker Daniels, Mr. Levinson was Vice President—Tax, Risk Management & Insurance for more than 11 years at Northwest Airlines, and, before that, Vice President and Managing Tax Director at Marriott Corporation. He also previously served four years in the Office of Chief Counsel, IRS, in Washington, D.C.



Joseph N. Mariano, President, Direct Selling Association and Direct Selling Education Foundation

Mr. Mariano serves 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. He 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. Mr. Mariano also serves as President of the Direct Selling Education Foundation.



Justin Powell, Vice President & Deputy General Counsel, Isagenix International

Justin Powell joined Isagenix International in 2012 and is responsible for the company's international legal affairs, as well as its global compliance department. Mr. Powell previously served for five years as in-house counsel for another direct selling company. He began his legal career in 2002 at the New York law firm Davis, Polk & Wardwell. Mr. Powell graduated from the University of Utah and earned his JD from Cornell Law School, where he was Managing Editor of the Cornell Law Review.



Brett Redd, Partner, Squire

As member of the Advisory team, Brett has the unique opportunity to combine his two passions - business strategy and finance. With collegiate degrees and "in the trenches" work experience as an manager, executive, and owner, he brings a fresh approach to business advisory. He currently leads the direct selling industry specialty group within the firm and loves working with direct selling companies of all kinds. Brett is a numbers guy at heart but has the personal and communications skills to work with every level inside an organization. He is energetic and passionate about business itself. His current position allows him the opportunity to work with professionals across multiple industries. Diversity drives him to learn and excel.



Spencer M. Reese, Partner, Reese Poyfair Richards, PLLC

Spencer Reese graduated from the Washington University School of Law in 1986. He began practicing law in the areas of environmental law and commercial litigation in Boise, Idaho. In 1992, Mr. Reese joined the legal department at direct selling company Melaleuca, Inc. Mr. Reese is a member of the Utah, Idaho, Colorado and Missouri bars. Stemming from his diverse prior experience, he now serves start-up businesses and established firms in direct sales and multilevil marketing fields, as well as companies marketing dietary supplements and cosmetics through traditional distribution channels.



Lewis Retik, Partner, Gowling Lafleur Henderson LLP

Lewis Retik, is a partner at the Ottawa office of Gowlings. He helps clients commercialize regulated and consumer products. Lewis advises on direct sales, multi-level marketing, product approvals, manufacturing, advertising, packaging and labeling. He regularly engages with senior officials of government within such departments as the Competition Bureau, Health Canada, the Canadian Food Inspection Agency, and Environment Canada. Lewis also works with experts across various countries to support client expansions into new jurisdictions. Lewis is named to both Lexpert and Best Lawyers in Canada for Advertising and Marketing law. He is well recognized for knowledge of evolving areas of competition and consumer protection law, including privacy and data security issues.



Jonathan Riley, Partner, Lawrence Graham

Jonathan Riley is a partner in the London office of the international law firm Wragge Lawrence Graham. His firm has acted for the UK DSA since its formation and Jonathan has advised the DSA and many of its member companies on legal issues relating to direct selling and network marketing for nearly 30 years. His experience covers not only legal regulation but also commercial matters and the day-to-day issues that arise for both direct selling companies and their distributors. Jonathan's international practice includes managing the legal aspects of expansion programs for direct selling companies across Europe. He closely monitors legal developments relevant to the direct selling industry in Europe and advises direct selling companies on all legal compliance issues.



Eric Ritter, General Counsel, Scentsy, Inc.

Mr. Ritter joined Scentsy in 2009 as Associate Counsel. Since then, he has led the legal department's efforts in regulatory compliance, finance, and transactional work. He received a BA in Archaeology from Brigham Young University and received his JD from Harvard Law School.



Corey Roush, Partner, Akin Gump Strauss Haver & Field LLP

Mr. Roush represents clients in federal antitrust, consumer protection, intellectual property and qui tam litigation cases in district and appellate courts around the country. In addition, he has represented clients before the FTC, the Antitrust Division of the U.S. Department of Justice and various attorneys general around the country. Mr. Roush counsels clients in various industries on compliance with federal and state laws and regulations, including the Sherman Act, the FTC Act, the Anti-Kickback Statute and the False Claims Act. He has represented clients in federal, state and congressional investigations regarding sales and marketing practices; reimbursement issues; pricing issues; Food and Drug Administration promotional issues, including off-label marketing; and general fraud and abuse theories.



Amber Siddiqi, Compliance Manager, Rodan + Fields

Amber Siddiqi graduated from University of California, San Diego with a B.A. in International Studies. She has been working and growing with Rodan + Fields for almost four years.



Richard Strulson, Executive Vice President, General Counsel & Chief Compliance Officer, Nature's Sunshine Products, Inc.

Richard Strulson currently serves as Executive Vice President General Counsel & Chief Compliance Officer of Nature's Sunshine Products, Inc. Prior to that, he served as Senior Vice President, Chief Privacy Officer, and Counsel, of Herbalife. Prior to his internal legal counsel positions, Mr. Strulson was a corporate attorney in Los Angeles with Latham and Watkins from 1995 to 1998 and clerked for Chief Justice E. Norman Veasey of the Delaware Supreme Court from 1994 to 1995. Mr. Strulson received his JD and MBA from Duke University in 1994, and a BA from the University of Virginia in 1990.



Monica Vaca, Assistant Director, Division of Marketing Practices, Bureau of Consumer Protection, Federal Trade Commission

Monica Vaca works in the FTC's Division of Marketing Practices, which litigates civil law enforcement cases, engages in policy work to combat deceptive and unfair practices and heads up the Bureau's Legal Services Collaboration. For more than 10 years Ms. Vaca has litigated or supervised litigation against fraudulent merchants, lenders and payment processing companies. In 2011, Ms. Vaca was honored to receive the Wasserstein Fellowship from Harvard Law School's Office of Public Interest Advising. Ms. Vaca is a graduate of Northwestern University School of Law and the University of Virginia.



John W. Webb, Associate Legal Counsel & Senior Director, Government Relations, Direct Selling Association

John W. Webb, Associate Legal Counsel and Senior Director of Government Relations for the Direct Selling Association, provides leadership in a variety of areas, including legal issues, business ethics, and state and federal legislative and regulatory matters. Prior to joining DSA, he served on the leadership team of a successful congressional campaign and then served as a professional staffer for a member of the U.S. House of Representatives in Washington, DC as an advisor, identifying and coordinating legislative initiatives and managing committee activities. John also served as Director of Washington Operations for a defense contractor where he headed up their DC Office, as well as Associate General Counsel and Director of Government Relations for a trade association representing the commercial laboratory testing industry.

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Schedule at a Glance

December 9

Smart Start Seminar 1:00 - 5:30 p.m.

Smart Start Reception 5:30 - 6:00 p.m.

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

December 10

General Sessions 9:00 a.m. - 5:00 p.m.

Wine & Cheese Reception 5:00 - 6:00 p.m.

December 11

General Sessions 9:00 a.m. - 12:00 p.m.

Express Lunch 12:00 - 12:30 p.m.