



dsa
OPPORTUNITY
san antonio 2015

May 31, 2015 | San Antonio

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



EIGHT CEO LED **W**ORKSHOPS
PARTNERS MAKE IT **P**OSSIBLE SCAVENGER HUNT
MEETING **P**LANNER TRACK
CMO **O**PANEL
FOUR GENERAL **R**ESSESSIONS
NETWORKING **E**VENTS
DSEF **A**UCTION
SOLUTION **F**ILLED EXHIBIT HALL
INNOVATIVE COMPANIES **I**N FOCUS
SEVEN DSA **E**THEROS AWARDS
INDUSTRY **L**EADERSHIP PANEL

Pre-Conference Activities

Saturday, May 30, 2015

10:00 a.m. – 11:15 a.m.	DSA Lawyers Council	Grand Oaks D-F
11:30 a.m. – 1:00 p.m.	DSEF Development Committee Meeting	Grand Oaks Salon E
11:30 a.m. – Noon	DSA China Working Group	Grand Oaks A-C
Noon – 1:00 p.m.	DSA International Council Meeting	Grand Oaks D-C
Noon – 4:00 p.m.	WFDSA Governance & Finance Committee Meeting	Peony
Noon – 6:00 p.m.	Exhibitor Set-Up	Nelson Wolff Exhibit Hall
Noon – 7:30 p.m.	DSA Registration Open	Level 2 Foyer
1:15 p.m. – 2:45 p.m.	DSEF Executive Committee Meeting	Grand Oaks Salon F
3:00 p.m. – 4:00 p.m.	DSA Executive Committee Meeting	Grand Oaks Salon E
6:00 p.m. – 7:00 p.m.	Supplier Reception	Magnolia
7:00 p.m. – 8:00 p.m.	DSA/DSEF Board Reception	Sunday House
8:00 p.m. – 10:00 p.m.	DSA/DSEF Board Dinner	Periwinkle/Verbana

Sunday, May 31, 2015

7:30 a.m. – 9:00 p.m.	DSA Registration Open	Level 2 Foyer
8:00 a.m. – 10:00 a.m.	DSA Board of Directors Meeting	Grand Oaks A-C
8:00 a.m. – 11:00 a.m.	Exhibitor Set-Up	Nelson Wolff Exhibit Hall
10:00 a.m. – Noon	WFDSA Board of Directors Meeting	Begonia/Bottlebrush
10:15 a.m. – 11:45 a.m.	DSEF Board of Directors Meeting	Grand Oaks Salon E-F
10:15 a.m. – 11:45 a.m.	Party Plan Council Meeting (direct selling execs only)	Grand Oaks A-C

DSA 2015 Annual Meeting

Sunday, May 31, 2015

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

Monday, June 1, 2015

7:00 a.m. – 7:00 p.m.	DSA Registration Desk Open	Level 2 Foyer
7:15 a.m. – 8:45 a.m.	Breakfast	Nelson Wolff Exhibit Hall
9:00 a.m. – 10:45 a.m.	Opening General Session	Grand Oaks G-M
11:00 a.m. – Noon	Workshop Bank I	Various Locations
Noon – 1:30 p.m.	Buffet Lunch	Nelson Wolff Exhibit Hall
1:45 p.m. – 2:45 p.m.	Workshop Bank II	Various Locations
2:45 p.m. – 3:15 p.m.	Networking Break	Nelson Wolff Exhibit Hall
3:30 p.m. – 5:00 p.m.	General Session II	Grand Oaks G-M
5:00 p.m. – 6:00 p.m.	Happy Hour in the Hall	Nelson Wolff Exhibit Hall
6:30 p.m. – 10:00 p.m.	Dine-Around Dinners	San Antonio River Walk

Tuesday, June 2, 2015

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



**The opportunities are endless.
Find yours!**

At the 2015 DSA Annual Meeting, the opportunities are endless. It's where dreamers, visionaries, and entrepreneurs come together in unity to share success stories, solve problems and strategize for future growth. Join more than 1,000 of your peers in Texas to be a part of the direct selling industry's largest think tank!

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

**May 31 – June 2
San Antonio, Texas**

I truly look forward to the DSA conferences. There isn't a friendlier group of executives that are willing to share their knowledge and experiences with you. The workshops are full of valuable information and the speakers are wonderfully motivating. But the networking and level of interaction with other direct selling companies is invaluable and I wouldn't miss it for the world.

**Randi Farina, Vice President, Business Development,
Living Fresh Collection, LLC**

Registration Fees:

Register by March 31st to receive \$100 off your registration rate.

April 1 – May 15

Direct Selling Member (Pending and Subscribers)	\$1,025
Exhibitor	\$1,025
Supplier	\$1,125

Rates increase \$50 after May 15, so be sure to register early!

Not a member? Contact DSA's Nancy Burke at nburke@dsa.org to join or attend the meeting as a non-member.

Hotel Information:

JW Marriott San Antonio Hill Country Resort
23808 Resort Parkway
San Antonio TX 78261
Telephone: (866) 882-4420

DSA's special room rate of \$229 is available until Thursday, May 7.



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MARY KAY®



Opening Keynote Speaker: Sally Hogshead Opportunity to Inspire



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

I attend the DSA Annual Meeting every year to represent our company and to support the direct sales industry. I feel that is it important to build relationships between direct sales companies so that together we can build trust within, as well as outside, the industry.

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

Opportunity to Lead with DSA & DSEF's Leadership Team

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



Lori Bush, President & CEO, Rodan + Fields



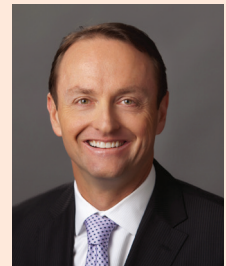
David Holl, President & CEO, Mary Kay Inc.



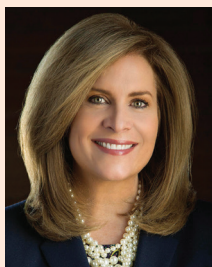
Truman Hunt, President & CEO, Nu Skin Enterprises



Joseph N. Mariano, President, Direct Selling Association



John Parker, Chief Sales Officer, Amway



Opportunity to Engage

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

Ruth Todd, VP of Public Affairs, Nu Skin Enterprises

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Innovative Companies in Focus

Inspiration ahead! Four dynamic company leaders will highlight a program that helped put their companies on the fast track to growth. Get ready for fresh ideas and plenty of details about how these initiatives have positively impacted their future. Make sure you attend each general session to experience these TED Talk-type presentations.



Britney Vickery
CEO & Founder, Initials, Inc.

Believing there's only one you, Initials, Inc. inspires bold style, big dreams and your best life. The company's personalized product line, sold exclusively through creative partners, boasts bright colors, bold prints, innovative design and free personalization. Britney's mission is to create an environment where every person can blossom into something even they may not have thought possible! In 1997, Britney began her professional career with a Fortune 100 company and exited corporate America upon the arrival of her first child. Since she launched Initials, Inc., in her home in 2005, the company has seen significant growth and has been recognized for the past three years on the prestigious Inc. 500/5000 list of America's Fastest Growing Privately Held Companies.



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

In 2002, Jim and Kathy Coover started Isagenix with a vision to improve world health and free people from physical and financial challenges. In the process, the couple created one of the largest health-and-wellness companies in the world. Kathy developed the company's dynamic training system and is an expert trainer who has helped people to learn and duplicate Isagenix's proven selling techniques. She has coached hundreds of thousands of their Associates, who are responsible for driving Isagenix sales up an astonishing 1300 percent in just five years.



Mark "Bouncer" Schiro
President & CEO, Stream Energy

Stream Energy is the longest-tenured network marketing energy company in the world and it provides residential and commercial energy service to customers. In its first decade, the company's revenue growth catapulted to more than \$800 million in 2013, a remarkable achievement since it operates only in deregulated markets. With Bouncer overseeing all the company's operations, Stream runs as smoothly as a well-oiled machine. To date, 1.6 million customers have switched to Stream.



Mark Jarvis
Founder, Co-CEO & President, Zurvita

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

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Orville Thompson,
Chief Executive Officer, Scentsy

If you can only attend one industry event, make sure this is the one you pick. The connections I've made have been invaluable for my business' success.

**NEW
for 2015!**

Meeting Planner Track

Meeting within the Meeting for Planners

Meeting planners, this content is for you! This year's experience will feature focused education for meeting and events industry professionals to come together to share your best practices for providing exceptional event experiences for your field members. From behind-the-scenes looks at hotel functions and event production to the technical details involved in contracts and technology, these three days will provide you with the valuable insights you need to plan the best events in the industry! Planners should plan to arrive Saturday afternoon and depart Wednesday to participate in all the program has to offer. Attendance is limited so reserve your spot today!

Monday Night Dine-Arounds

Make plans for a lovely evening in San Antonio with your colleagues following the Monday night Happy Hour in the Hall. Deep in the heart of the city, the famous River Walk offers a wide variety of eateries to offer you some of the tastiest fare available. Select Suppliers will be hosting private dinners. Register early for the Annual Meeting to make sure you're on their invitation lists!

Opportunity to Shine: Awards Gala

Add some glitz and glamor to your Annual Meeting experience with this Gala on Tuesday evening. You'll want to be in the room when we present the industry's ETHOS Awards and induct a special executive into the DSA Hall of Fame. Even more, at this year's Awards Gala, raise your paddle in support of the Direct Selling Education Foundation (DSEF) during its Live Auction! You'll have the chance to bid on an Experience of a Lifetime with proceeds benefiting DSEF.

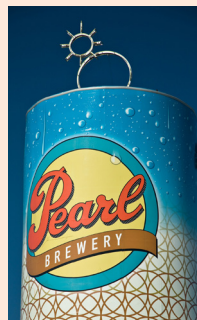


Explore San Antonio

There's so much to do! Bring the family to experience the history and culture of San Antonio or just have some fun. We've compiled our top 10 list to get your planning started. There are options to fit every preference and timeline.

- The Alamo
- Botanical Garden
- Guinness Book of World Records Museum
- Missions National Historic Park
- Natural Bridge Wildlife Ranch
- Pearl Brewery District
- Sea World Aquatica
- Six Flags Fiesta Texas
- Spanish Governor's Palace
- River Walk

Start planning your trip today—June will be here before you know it!



Sunday Kick-Off Events

Welcome Lunch

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

Express Learning Sessions

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

Partners Make it Possible Scavenger Hunt

Get ready for a fun networking and learning experience like no other. Participate in a little competition as you mix and mingle with your friends and colleagues during DSA's Scavenger Hunt. The game will tee up valuable networking conversations and improve your core knowledge. Be among the first to check off all the boxes on your team's scorecard to win one of our exciting prizes. You'll be able to share your own experiences, learn from others and stockpile plenty of great tips to help build valuable partnerships for your company.

Vendor Solutions

Supplier Partners

Your company relies on outside vendors and consultants to help conceive, design and implement the projects that make it successful. Finding the right person or company for the job is crucial. During this year's Annual Meeting tradeshow, you'll have access to 135 industry vendors who can help you with everything from overhauling your compensation plan to picking the next incentive trip for your sales leaders. We encourage you to make the most of the tradeshow's open hours throughout the meeting to have conversations with exhibitors about how their companies can help yours grow.

Make the most of this time to meet one-on-one with vendors and build the partnerships that will transform your business. Eight industry vendors will be in the center of the exhibit hall inside unique pavilions. Whether you enjoy a special treat during Sunday's Grand Opening Reception or browse through their exhibits during one of the networking functions, you'll want to check out what these pavilions have to offer! Pavilion exhibitors include: Fragmob, LLC, Iacono Productions, iCentris, Inc., InfoTrax Systems, L.C., IntegraCore, Multi Image Group, Smart Office Solutions, Inc., and Success Partners.



Grand Opening Reception

Whether you've been in the exhibit hall all afternoon or have just arrived, this will be a great opportunity to make new friends, catch up with industry peers, eat some great food and have fun! Each year this event is an attendee favorite, so make sure to be there to start your experience off right!

Happy Hour in the Hall

After a full day of learning on Monday, come unwind back in the exhibit hall before heading out to the River Walk for Monday night's dine-arounds. Enjoy a refreshing beverage and some nibbles while you mingle with fellow attendees.

Monday, June 1 | 11:00 a.m. – Noon

Making Learning Fun the Mary Kay Way

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



Finding the Risky Needle in the Vast Internet Haystack

The prevalent use of social media increases the risk of off-message distributor statements and the negative impact they can have on your company's image. Unfortunately, available monitoring tools are limited and as a result, legal and compliance officers struggle with how to best and most efficiently review the thousands of online conversations that take place on a daily basis. During this session, you'll learn the latest best practices to

monitor, identify and quickly address online compliance issues, as well as options to educate and encourage your field to protect their businesses and yours. You'll also learn the latest tips and techniques you can use to reduce your exposure and encourage your field to comply with your policies and protect your global brand.

Jonathan Gilliam, President, Momentum Factor

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

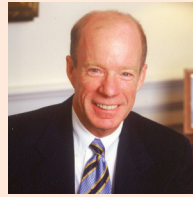


Making your Opportunity Work for Women

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

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

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



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

We all need money. This panel of financial gurus is going to tell you how to get it! Join us for this session as we explore the pros and cons of several cash flow strategies

from a variety of perspectives, discussing the resources available and what you will need to do to bring home the bacon. You can expect details about:

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

Jim Northrop, President & Chief Executive Officer, Winfield Consulting



Mexico and Beyond

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

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

Francisco Ortega Gaxiola, Partner, Turanzas, Bravo & Ambrosi



A Strategic Look at Direct Selling in the U.S.

For the past several years, sales in the U.S. have been up, recruiting has been up and all signs point to direct selling's continued success. But our critics cannot be ignored and now have social media platforms at their disposal to send their message farther and wider than ever before. This session will look at the critical questions facing our industry, including:

- What is the outlook for growth in the U.S.?
- What do our companies need to do to balance growth in new and different communities while maintaining more traditional audiences?
- What can we learn from those companies that have collapsed in the past year?
- What is the impact of Wall Street attention for the industry?
- How can start-ups sustain early growth to experience long-term success?

Loren Castronovo, Chief Marketing Officer, LifeWave, Inc.

1:45 p.m. – 2:45 p.m. CEO-Led Sessions



Social Commerce: Opportunity Redefined

SoLoMo (Social, Local and Mobile) not only refers to hot trends in digital technology, but it also describes how a modern direct sales organization can create a tour de force. Smartphones, Google Search, eCommerce, Facebook, Twitter, Instagram, location-based services—all of these and more have changed the sales landscape dramatically, just in the past five years. While social commerce comes with its headaches and

drawbacks, it also presents a huge opportunity for direct sales to redefine and reinvent itself into a modern and even more relevant economic model. Learn from Rodan + Fields how they've done exactly that, challenging conventional wisdom, breaking the mold on all channel assumptions and, as a result, attracting one of the sleekest, savviest, most professional fields in the business.

Lori Bush, President & CEO, Rodan + Fields

Kylie Fuentes, Vice President, Digital Products, Rodan + Fields



Small is a Beautiful Opportunity

Celebrate small with Traci Lynn Burton! Her company has been taking the direct sales channel by storm, inspiring field members and customers with its message of beauty and empowerment, and during this session

she'll share with you how she's not only making "small" work for her, but is also working to stay small, so she can stay strong. Many companies may want to be big, but Traci will show you why small is beautiful.

Traci Lynn Burton, Founder & CEO, Traci Lynn Fashion Jewelry

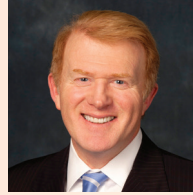


Best Ideas Workshop

Have you ever said at the end of a conference, "This one idea was worth the trip!"? Make plans to be in the room for this session and find that one idea. Industry pros will share with you specific ideas, tactics

and approaches that have helped their companies overcome a variety of challenges while increasing their margins of success. Some ideas are simple, others are more complex, but no matter what, you will come away with ideas that are simply the best.

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



Opportunity from Diversity

Direct selling is a true meritocracy. If you are willing to work hard, you can be successful, no matter your age, gender, race, socio-economic status or any other factor. But diversity can't just be a buzz word.

Each of our companies has to demonstrate how much it values diverse backgrounds and perspectives as a core component of your success. During this panel, you'll learn from Primerica, one of the industry's largest and most successful companies, about how diversity is a driving part of its success. With a salesforce that is 50 percent female, Hispanic and African American Leadership Councils and other company-designed platforms that demonstrate their diversity, this company can show us all how to truly model diversity.

Peter Schneider, General Counsel, Primerica, Inc.



The Whitewater

Thirty-One grew over 1900 percent in four years with the Consultant base growing from 12,000 to more than 100,000. Join Cindy Monroe for this personal look at the lessons learned and insights gained as she leads her

business through the transitional whitewater from the crazy fun growth stage to the sustainable, predictable growth phase. She'll share how she is choosing to navigate the whitewater.

- Learning to lead a sales field from growing with the business to one that is empowered to grow their businesses
- Learning how to build a management team that strategically deals with reacting to a changing business
- Choosing to protect the company culture through transition internally and externally
- Understanding when to pursue product and technology innovations
- Leading with confidence when you've never been "here" before

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



Best Practices for Start-Ups

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

Nancy Bogart, Chief Executive Officer, Jordan Essentials

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



Reversing a Company: Opportunity from Challenge

Founded in 1975, Arbonne is a hybrid business selling skincare and nutritional products. Hear the secret to how this fast-start success has steadied its course to

recover from single-digit decline to double-digit growth in just two years. Heather will specifically discuss:

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

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



Balancing the Product and Opportunity

What makes direct selling companies successful are the products they sell, but continued growth is driven by the earning opportunity delivered to the field. This panel

of experts will look at the product and opportunity balancing act and the challenges that they produce, and provide best practices for addressing them, including:

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

Marjorie Fine, Director, Shaklee Corporation



Opportunity Ahead

Kathy Coover has been named one of the most influential women in direct selling. Having begun her career in the field and then founded Isagenix in 2002, she has seen tremendous success in her life and

sees even more in her future! Listen to this case study as Kathy shares with you why Isagenix, one of the largest companies in direct selling today, is making such an impact in the field and take home some lessons from her story that you can put to work for your company.

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



Social Media Results You Can Measure

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

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

Jennifer Harmon, Business Development Director, Jamberry Nails



Building for the Future

Responsible organizations plan for the future—the future of their field and their corporate staff. But building leadership takes time, dedication and a steady investment in the talent that will grow your organization. A panel of heavy hitters will examine key leadership questions that all companies should be asking themselves, including:

- Where have all the leaders gone?
- Why is it difficult to find experienced, capable direct selling talent?
- Do those from outside the industry ever “get it”?
- How do you deepen your bench strength?



U.S. Direct Selling Strategic Insights

Following the unveiling of top-line U.S. direct selling industry performance and benchmarking data from DSA's 2015 Growth & Outlook Survey, join DSA Research Committee members and DSA's research

partner, Artemis Strategy Group, as they dive even deeper into the data and present you with a first look at research and insights that can help you better understand our industry and important trends. Also, engage the expertise of our analytically minded panel during a panel discussion and Q&A. Don't miss out on the opportunity to be among the first to see and utilize this valuable industry data!

Julie Paasche, Research Manager, Artemis Strategy Group

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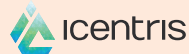
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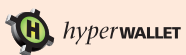
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A La Carte Sponsors





DIRECT SELLING ASSOCIATION

1667 K Street, NW
Suite 1100
Washington, DC 20006



In business and life, nothing replaces the value of strong relationships. The DSA Annual Meeting has always been the place where I've found and built the very best relationships with others in the direct selling industry. Whether it's vendors, colleagues from other companies or the DSA team, I have always left feeling like my list of friends and allies just got bigger.

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

First Class
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