

Smart Start Seminar

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Wednesday, December 3

1:00 p.m.	Welcome & Program Overview	Britney Vickery
1:10 p.m.	Industry Overview	Joe Mariano
1:30 p.m.	Intro Panel	Britney Vickery & Pam Dean
2:00 p.m.	Roundtable Sessions	Table Hosts
3:00 p.m.	Networking Break	
3:15 p.m.	Compensation Plans Overview	Pam Dean
3:30 p.m.	Roundtable Sessions	Table Hosts
4:45 p.m.	Speaker Panel Q&A	All Participants
5:30 p.m.	Conclusion	
6:00 p.m 8:00 p.m.	DSA Game Night Be Connected Conference Opening Reception	
	located in Prairie Ballroom & Foyer	



Brett Blake, *Chief Executive Officer, Jewel Kade* Building Your Corporate Team & Implementing Operational Systems

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.



Kimberly Cornwell, *Chief Executive Officer, Celadon Road, Inc.* Building a Budget

Kimberly Cornwell is the Founder and CEO of Celadon Road, a party-plan company that features organic and eco-friendly products, including all-natural and organic skincare, babycare, men's and pet products as well as cleaning products for the home. Celadon Road is the proud recipient of DSA's 2014 Rising Star Award and is dedicated to promoting greener, healthier and more socially responsible living. She has more than 15 years of experience as a corporate attorney and currently also serves as a General Counsel and head of Mergers and Acquisitions to a multinational pharmaceutical company. She has significant experience in start-ups, M&A, private equity, real estate, intellectual property and licensing transactions. Ms. Cornwell is a 1996 graduate of Boston University and a 1999 graduate of Boston University School of Law.



Pam Dean, *Executive Director, Sales Strategy, Thirty-One Gifts* Developing Your Independent Salesforce

Pam Dean's entrepreneurial interests stem from her deep passion to help women understand and embrace their own personal power of choice to change their circumstances, define their futures and influence the lives of future generations of leaders. Her extraordinary journey in direct selling began more than 35 years ago when she joined Avon as a representative, going door-to-door in her home town in Ohio. Throughout the many years that followed, she has served in leadership roles for some of the worlds leading direct selling companies across the U.S. and internationally in South America, Europe, Australia and Canada. Ms. Dean founded and owned her own direct selling company for eight years and most recently joined Thirty-One Gifts in Columbus, Ohio, where she serves as the Executive Director of Sales Strategy.

Jeanie Price, *Founder & Chief Executive Officer, Mia Mariu* Proving Your Business

Jeanie Price is an executive and entrepreneur with broad experience in all aspects of a start-up business. Her career started at the corporate level for Mary Kay Inc. and Home Interiors & Gifts, Inc. The inspiration she felt at both of those companies led her to launch her own health and beauty company, Mia Mariu, in 2006. Her company is unique in that the business opportunity is "how" it "does business." There are no inventory requirements and the company offers direct shipping to customers, allowing its advisers to keep more of their profits and increasing their per-hour earnings.



Darnell Sue, *Manager, Marketing, SimplyFun, LLC* Marketing Via Grassroots & Social Media

Darnell enjoyed a long career in marketing and social media before transitioning to direct sales to take over similar efforts at SimplyFun a few years ago. Previously, she helped launch social media branding and grassroots marketing campaigns for several companies and start-ups that led to numerous accolades and recognition. Learn how social media can benefit your direct sales company and why it's important that you have a plan in place.



Britney Vickery, *Chief Executive Officer & Founder, Initials, Inc.* Company Story & Culture

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.



Annual Meeting 2015