

Rising Star Award

Similar to the path of a new recruit, young companies must be nurtured and mentored in order to be successful. It is important to begin the journey to greatness with a solid foundation and strong principles that will serve as the building blocks of success. While these young companies may not have unique programs in place that rise to the level of those recognized by other awards, many smaller companies have great stories to tell – and they should be told. With this in mind, the Rising Star Award is designed to recognize up-and-coming direct selling companies that have dedicated themselves to achieving a high standard of excellence in business operations.

Who is eligible to enter:
Direct selling companies.

Criteria:

- Companies must have been an active DSA member for at least one year.
- Companies must have begun direct selling operations less than five years ago.
- Companies must illustrate a commitment to the tenets of the DSA Code of Ethics.
- Companies must illustrate a consistent and continued pattern of growth.
- Companies must demonstrate a well-rounded business strategy including projections for growth in sales, salesforce and tangential activities such as charitable giving.

* Year company founded:

* Year direct selling began:

*** Provide a one paragraph summary description (150 words) of your company to be included in the Awards Banquet Program. Please note this summary should not replace a more detailed description of your company submitted as part of your entry materials. This thumbnail description will be used only for purposes of the banquet program and Web site, should your entry be chosen as a finalist or recipient.**

*** Company Description and Details**

Please attach your entry materials as a single PDF file. The PDF file should address all criteria listed for the award for which you are applying. Hard copy materials can be provided to supplement the information contained in this document - see details below. It is recommended that you provide as much information as possible within this PDF document including links to relevant Web pages or other online materials. (Please note: there is a 9MB total file size limit for attachments.)

Supplemental Materials

Upload

You may submit additional materials by mail. However, please note the following guidelines:

1. Include a cover sheet with your materials clearly identifying your company name, program name and name of the award for which you are applying.
2. Ensure the additional materials you submit enhance the presentation of your entry - do not simply repackage the information provided in the entry document.
3. Send only one copy of any materials you submit.
4. Do not send unique or original documents - items will not be returned.
5. All supplemental materials must be received by the entry deadline of 5 pm ET on Wednesday, March 31, 2010.
6. Check the box below to indicate you will be submitting additional materials by mail.

Supplemental materials will be submitted by mail

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