

# Success Award

The Success Award may be presented to one or more direct selling companies at the discretion of the judging panel. The award will honor direct selling member companies for excellence in areas not recognized by any other DSA award.

*Who is eligible to enter:*  
Direct Selling Companies.

*Criteria:*

The judges will consider programs for this award that serve as models of a high standard of excellence in an area not recognized by any other award. Programs or projects considered for this award should demonstrate a clear objective and proven success. Programs considered for this award will:

- Serve as models that set a high standard of excellence in a given interest area.
- Provide a clear goal statement with specific objectives, describe the strategies and tactics used to achieve success and have data to validate results.
- Have the potential to be adapted, in whole or in part, for use by other companies.

*Please note that entries submitted for this award that are determined by the judging panel to fit the criteria for one of the other industry awards will be considered in that category.*

**\* Provide a one paragraph summary (150 words) of your entry to be included in the Awards Banquet Program. Please note this summary should not replace a more detailed description of your program and its results 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.**

**\* Program 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**

**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

Mailing address for supplemental materials:

DSA

Attn: Karen Garrett

1667 K Street, NW, Suite 1100

Washington, DC 20006

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