

one vision
one message
one future



annual meeting 2014

Program of Events



Highlights Waiting for You Include:

- 4 General Sessions
- 18 Workshops
- 4 Roundtable Discussions
- 36 Express Learning Sessions
- 130 Exhibitors
- Unlimited Networking Opportunities

June 1-3, 2014 | Orlando | <http://annualmeeting.dsa.org>

schedule at-a-glance

Saturday, May 31

Noon – 5:00 p.m.

Noon – 8:00 p.m.

1:00 p.m. – 2:30 p.m.

1:15 p.m. – 2:15 p.m.

2:30 p.m. – 3:30 p.m.

3:00 p.m. – 5:00 p.m.

5:00 p.m. – 6:00 p.m.

5:00 p.m. – 6:30 p.m.

6:30 p.m. – 7:15 p.m.

7:15 p.m. – 9:15 p.m.

Exhibitor Set-Up

DSA Registration Open

DSEF Development Committee Meeting

DSA Ethics Committee Meeting

DSA General Counsel Committee Meeting

DSEF Executive Committee Meeting

Supplier Welcome Reception

DSA Executive Committee Meeting

DSA/DSEF Board Reception

DSA/DSEF Board Dinner

Windermere Ballroom
Regency Foyer
Manatee Spring 2
Celebration 1/2
Manatee Spring 1
Rock Spring 1/2
Barrel Spring 1/2
Peacock Spring
Orchid Room Verandah
Orchid Room

Sunday, June 1

8:00 a.m. – 10:00 a.m.

9:00 a.m. – 9:00 p.m.

10:00 a.m. – Noon

Noon – 1:30 p.m.

1:00 p.m. – 9:00 p.m.

1:30 p.m. – 3:00 p.m.

1:45 p.m. – 2:45 p.m.

3:00 p.m. – 4:30 p.m.

5:00 p.m. – 6:00 p.m.

6:00 p.m. – 8:00 p.m.

8:00 p.m. – 9:00 p.m.

8:00 p.m. – 9:00 p.m.

DSA Board of Directors Meeting

DSA Registration Open

DSEF Board of Directors Meeting

Leaders Luncheon

DSA Cyber Café Open

DSA International Council & WFDSA GRAC Meeting

Express Learning Sessions

Perfecting Partnerships Roundtable

New Member Reception (*direct selling executives only*)

Grand Opening Reception

CEO Dessert Reception (*direct selling executives only*)

General Counsel Committee Dinner (*by invitation only*)

Manatee Spring 1/2
Regency Foyer
Barrel Spring 1/2
Windermere Ballroom
Regency Foyer
Celebration 14/15
Windermere Ballroom
Windermere Ballroom
Celebration 1/2
Windermere Ballroom
Rock Spring 1/2
Napa Restaurant

Monday, June 2

7:00 a.m. – 8:00 p.m.

7:30 a.m. – 8:45 a.m.

8:45 a.m. – 11:00 a.m.

11:15 a.m. – 12:15 p.m.

12:30 p.m. – 1:30 p.m.

1:45 p.m. – 3:15 p.m.

3:30 p.m. – 4:30 p.m.

4:45 p.m. – 5:45 p.m.

7:00 p.m. – 10:00 p.m.

DSA Registration Desk & Cyber Café Open

Continental Breakfast

Opening General Session

Workshop Bank I

Buffet Lunch

General Session II

Workshop Bank II

Best of the Best Awards Showcase

Awards Gala Reception & Dinner

Regency Foyer
Windermere Ballroom
Regency Ballroom R/S
Various Locations
Windermere Ballroom
Regency Ballroom R/S
Various Locations
Various Locations
Regency Ballroom R/S

Tuesday, June 3

7:00 a.m. – 3:00 p.m.

7:30 a.m. – 8:45 a.m.

7:45 a.m. – 8:45 a.m.

8:45 a.m. – 10:15 a.m.

10:30 a.m. – 11:30 a.m.

11:30 a.m. – 12:30 p.m.

12:45 p.m. – 2:00 p.m.

2:00 p.m. – 3:15 p.m.

3:30 p.m. – 5:30 p.m.

3:30 p.m. – 5:30 p.m.

3:30 p.m. – 5:30 p.m.

3:30 p.m. – 5:30 p.m.

6:00 p.m. – 11:00 p.m.

DSA Registration Desk & Cyber Cafe Open

Continental Breakfast

CEO Breakfast (*direct selling executives only*)

General Session III

Workshop Bank III

Buffet Lunch

Roundtable Discussions

Closing General Session

DSA Member Services Committee Meeting

DSA/DSEF Communications Committee Meeting

DSA Government Relations Committee Meeting

DSA Research Committee Meeting

Special Event Night at Disney's Epcot Center

Regency Foyer
Windermere Ballroom
Regency Ballroom P
Regency Ballroom R/S
Various Locations
Windermere Ballroom
Various Locations
Regency Ballroom R/S
Celebration 15
Celebration 14
Celebration 3
Celebration 4
Epcot Center



Welcome to the 2014 Annual Meeting! I'm pleased you can join us for this event, as executives from across the industry and from around the world come together to discuss industry issues.

The theme of this year's annual meeting is "ONE...one vision, one message, one future." This is especially appropriate as direct selling companies must join together to protect the business model that fuels the dreams of young visionaries and entrepreneurs.

Never has it been more important to demonstrate as ONE our commitment to each other, celebrate as ONE what's right with our industry and work together as ONE to find solutions to the challenges we all face every day.

Never has it been more important to demonstrate our commitment to work together to find solutions to the challenges our industry faces. Now, more than ever before, our industry needs to think and act as ONE to ensure the future of our businesses.

This critical event is the result of significant effort on the part of many talented executives from across the industry. Together, we are committed to bringing this vision to life. With appreciation for their time, skills and commitment, I thank them for their hard work this past year.

I look forward to seeing you in Orlando!

Truman Hunt
2014 Annual Meeting Committee Chairman
Chief Executive Officer, Nu Skin Enterprises

Truman Hunt (*Nu Skin Enterprises*)
Melissa Brunton (*Direct Selling Association*)
Brett Chapman (*Herbalife*)
Joan Hartel Cabral (*Vantel Pearls*)
David Holl (*Mary Kay Inc.*)

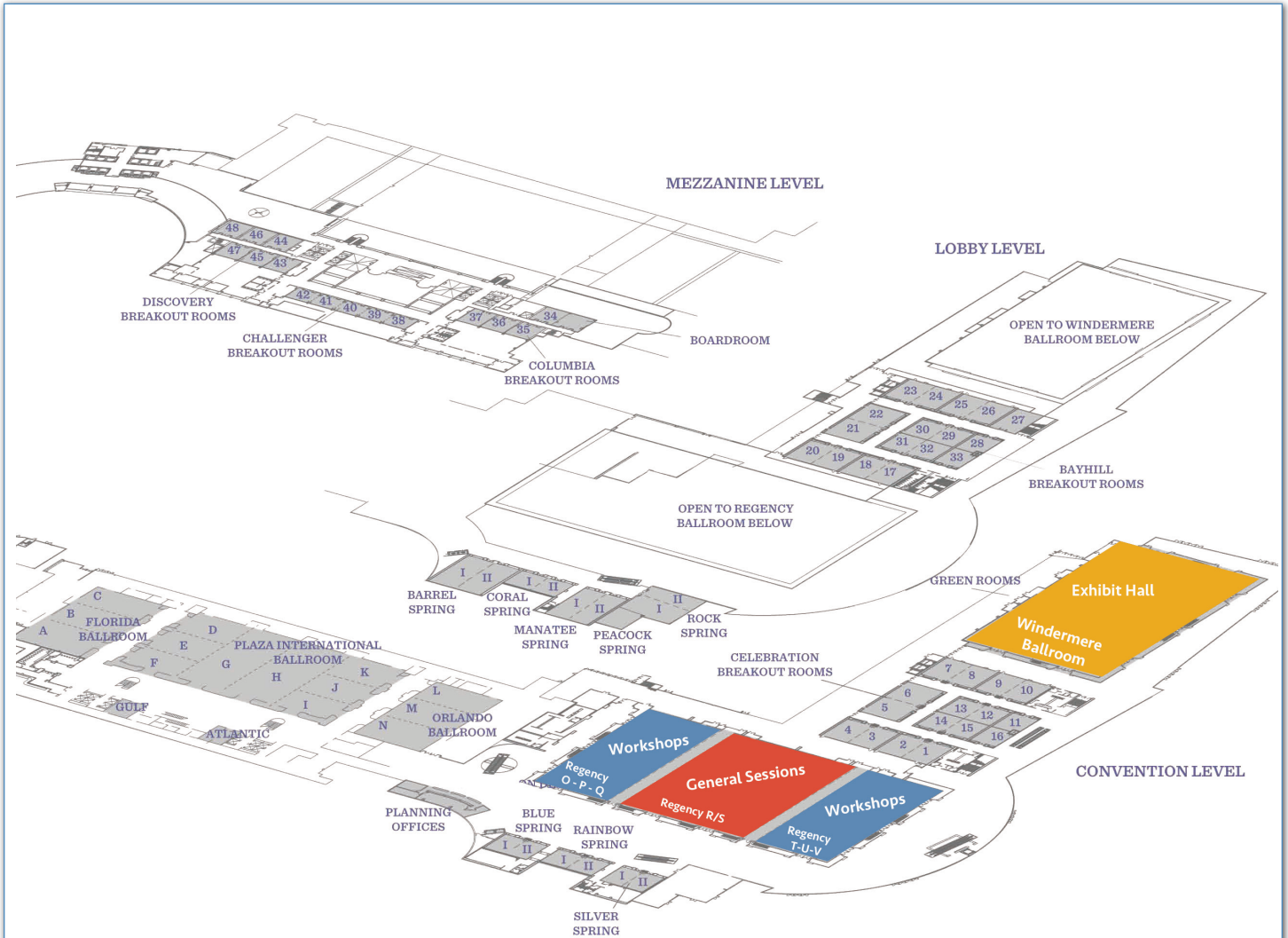
annual meeting committee

Michael Iacono (*Iacono Productions*)
Kara Schneck (*Nu Skin Enterprises*)
Orville Thompson (*Scentsy, Inc.*)
Britney Vickery (*Initials, Inc.*)
Al Wakefield (*Wakefield Global*)

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hotel floor plan



Legend

- General Sessions (Regency R/S Ballroom)
- Exhibit Hall (Windermere Ballroom)
- Workshops (Regency OPQ/TUV)

on-the-go in Orlando

annual meeting details in the palm of your hand

You can stay up-to-date about all the excitement in Orlando through Twitter, our mobile website and text message reminders. Take advantage of these tools and you won't miss a moment of the excitement!

Twitter: Join the conversation by following **#DSAAnnual** and stay in the loop about your fellow attendees' fabulous experiences while sharing your own. Tweet what you learn throughout the event, ask your colleagues questions and spread the fun around!

DSA's Mobile Events Website: Visit **www.dsa.org/mm** on your mobile device and save this address to access Annual Meeting details any time. From the schedule to tradeshow information and the attendee list, you can learn what you need to know at the touch of a button.

Text Message Reminders: Need to know where to go next? Want to receive meeting updates as they happen? Get these details in the palm of your hand, by **texting DSAONE to 96000** and stay up to speed throughout your time in Orlando! *(Standard message rates apply; text stop to cancel messages.)*

**Text Messaging
Sponsored By:**



cyber café

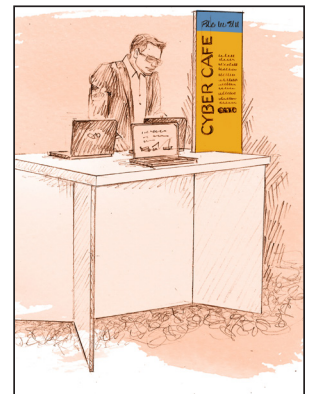
Sunday, June 1, 1:00 p.m. – 9:00 p.m.

Monday, June 2, 7:00 a.m. – 8:00 p.m.

Tuesday, June 3, 7:00 a.m. – 3:00 p.m.

Stay connected while you're in Orlando! DSA's Cyber Café will be your remote office and is available throughout the three-day event to provide you with access to your email, meeting documents, printers and more! This is the ideal location for you to do everything from review office documents to print return flight boarding passes.

Refreshments will also be available to keep your energy level high for all of the learning experiences headed your way.



**Monday
Refreshments:**



**Tuesday
Refreshments:**



exhibit hall overview



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 130 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.

inside the pavilions...

Six 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:



buffet sponsors:

Monday Lunch: NATURE'S SUNSHINE™

Tuesday Breakfast: thirty-one™

Tuesday Lunch: ARBONNE.

exhibit hall schedule:

Sunday, June 1

Noon – 5:00 p.m.

Hall Open for Learning Opportunities & Roundtables

6:00 p.m. – 8:00 p.m.

Opening Reception

Monday, June 2

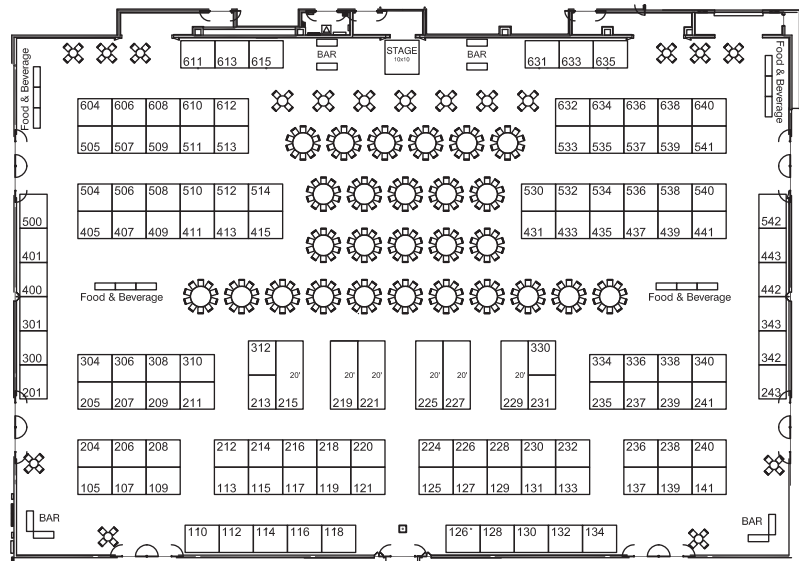
7:30 a.m. – 6:00 p.m.

Hall Open for Business

Tuesday, June 3

7:30 a.m. – 1:00 p.m.

Hall Open for Business



Entrance

Windermere Ballroom

leaders luncheon

Sunday, June 1 | Noon – 1:30 p.m. | Windermere Ballroom

The 2014 Annual Meeting begins in the exhibit hall with a leaders luncheon! Not only for leaders, this networking opportunity will feature lunch tables hosted by industry CEOs ready to share with others around the table. Whether you're looking to swap problem-solving methods, build your list of contacts or just have a friendly meal, this lunch is where it all starts. Head to the Windermere Ballroom and make yourself comfortable for a lunch that could change your business!

Leaders Luncheon
Sponsored By:



express learning sessions

Sunday, June 1 | 1:45 p.m. & 2:15 p.m. | Windermere Ballroom

Two new sets of mini-workshops are being planned for Sunday afternoon, where you can choose from a variety of subjects being presented by more than 30 valued industry partners. With topics ranging from field retention and international expansion to mobile technology and salesforce development, you'll walk away from these Express Learning Sessions bursting with creative ideas you can start implementing right away. Express Learning Sessions are being offered in 20-minute increments beginning at 1:45 p.m. and 2:15 p.m. A full list of sessions and descriptions can be found online at <http://annualmeeting.dsa.org/express-learning/>. Make sure you're getting the most from your attendance this year. You must pre-register your participation for these sessions, so please indicate your participation by updating your Annual Meeting registration if you haven't done so already!

perfecting partnerships roundtable

Sunday, June 1 | 3:00 p.m. – 4:30 p.m. | Windermere Ballroom

This session is open to Annual Meeting attendees interested in participating in a collaborative conversation to drive change and bring the industry to the next level through strategic partnerships. Workshop objectives include:

- Starting a dialogue about how to create better strategic alliances
- Hearing experiences from both sides
- Identifying best practices and insights
- Tapping into the collective resources to improve the sales channel

This 90-minute session will tee up the conversation and add depth to the Annual Meeting theme. Attendees will break into hands-on roundtable discussions with each table focusing on a different topic. Facilitators will be moving the conversations along and taking notes for all to view. You'll be able share your own experiences and learn from others during this interactive portion of the program.

Barb Girson, *President, My Sales Tactics LLC*

Ursula Dudley Oglesby, *President, Dudley Beauty Corp., LLC*



sunday networking

new members reception

Sunday, June 1 | 5:00 p.m. – 6:00 p.m. | Celebration 1/2



New DSA active, pending and subscriber members, and those attending the Annual Meeting for the first time, are invited to join members of DSA's Board of Directors for this event. Get acquainted with direct selling veterans and begin meeting other executives you'll want to keep in touch with in the months and years ahead. A little nervous about attending this meeting for the first time? This event will help you get your feet wet before diving into the deep end! *(Direct selling executives only.)*

New Member Reception
Sponsored By:



grand opening reception

Sunday, June 1 | 6:00 p.m. – 8:00 p.m. | Windermere Ballroom



The fun really gets started during the 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! Orlando promises a great time throughout this event, so make the most of this reception and start your experience off right!

Opening Reception
Sponsored By:



ceo dessert reception

Sunday, June 1 | 8:00 p.m. – 9:00 p.m. | Rock Spring 1/2



Direct selling CEOs, this is your first private opportunity while in Orlando to network with each other, discuss some of your high-level concerns and get to know each other better over some light desserts and beverages. Leave the rest of your team at the hotel bar and head to this exclusive after-party! It'll be one of the best hours you spend at this year's Annual Meeting! *(Direct selling executives only.)*

Dessert Reception
Sponsored By:



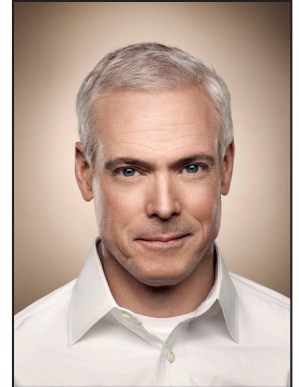
monday general sessions

opening general session

Monday, June 2 | 8:45 a.m. – 11:00 a.m. | Regency Ballroom R/S

great by choice

Acclaimed author **Jim Collins** has done extensive research about how and why some companies thrive in uncertainty and others do not, and will share what he's learned with you this June! Having invested nearly a quarter of a century of research into the topic, Jim has authored or coauthored six books that have sold in total more than 10 million copies worldwide. Jim has worked with senior executives and CEOs at more than 100 corporations. Ever wonder how your company can thrive in the chaotic world in which we live? You'll have a better idea of the answers after you experience this keynote address.



also in this session:

DSA President's Remarks, Outgoing Chairman's Report

General Session
Sponsored By:



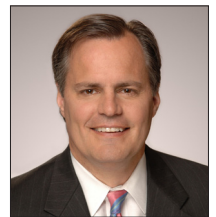
general session II

Monday, June 2 | 1:45 p.m. – 3:15 p.m. | Regency Ballroom R/S

CEOs discuss unity

Never has it been more critical for direct sellers to unite to share the same message. Direct selling provides a better life for 16 million Americans. It provides economic independence, a sense of fulfillment, connections with others and a quality of life many do not and cannot achieve through a more traditional workplace environment. During DSA's 2014 Annual Meeting, a panel of industry CEOs will convene to discuss how the sales channel has united in the past year to address the obstacles and challenges, opportunities and successes presented by the marketplace. They'll share their perspectives as CEOs of direct selling's most successful companies. Panelists include:

- **Alessandro Carlucci**, Chief Executive Officer, Natura Cosmetics S.A.
- **Doris Christopher**, Founder, Interim CEO & Chairman, The Pampered Chef
- **Doug DeVos**, President, Amway
- **David Holl**, President & Chief Executive Officer, Mary Kay Inc.
- **Truman Hunt**, President & Chief Executive Officer, Nu Skin Enterprises
- **Michael O. Johnson**, Chairman & Chief Executive Officer, Herbalife
- **Cindy Monroe**, Founder & Chief Executive Officer, Thirty-One Gifts



also in this session:

*Code of Ethics Initiative Recognition,
ETHOS Awards Finalists Recognition,
Incoming Chairman's Report*

General Session
Sponsored By:



code of ethics communication initiative

To encourage companies to not only promote the Code of Ethics, but also go above and beyond the basic requirements, DSA is proud to recognize companies for their efforts in this area. The Code of Ethics Communication Initiative encourages companies to promote the Code to both internal and external audiences, thereby increasing public awareness and underscoring the value of its provisions. The following companies completed at least five of 14 activities between April 2013 and March 2014, each demonstrating a commitment to the Code that goes beyond the mere requirements.

4Life Research, LLC	Life Shotz
5LINX Enterprises, Inc.	LifeVantage Corporation
ACN, Inc.	Mary Kay Inc.
AdvoCare International, LP	Morinda, Inc.
All Dazzle	Nature's Sunshine Products, Inc.
Arbonne International, LLC	New Earth
Avon Products, Inc.	Nu Skin Enterprises
Belcorp USA	The Pampered Chef
Celadon Road, Inc.	Paperly
Compelling Creations, Inc.	PartyLite
CUTCO/Vector Marketing Corp.	Premier Designs, Inc.
Dove Chocolate Discoveries	Regal Ware, Inc.
Enagic USA Inc.	Rodan + Fields
ENERGETIX GmbH & Co. KG	Saladmater, Inc. (Regal Ware, Inc.)
Gold Canyon	Scentsy, Inc.
Herbalife	Shaklee Corporation
Hy Cite Enterprises, LLC	Silpada Designs
Initials, Inc.	SimplyFun, LLC
Isagenix International	Simply Said, Inc.
JAFRA Cosmetics International, Inc.	Southwestern Advantage
Jusuru International, Inc.	Sozo Global, Inc.
The Kirby Company	Stream Energy
lia sophia	Take Shape For Life, Inc.-Medifast
	Tastefully Simple, Inc.
	Team National
	Thirty-One Gifts
	Univera
	USANA Health Sciences, Inc.
	Viridian Energy
	YOR Health



workshops at-a-glance

	Monday, June 2			Tuesday, June 3	
	<u>Workshop Bank I</u> 11:15 a.m. – 12:15 p.m.	<u>Workshop Bank II</u> 3:30 p.m. – 4:30 p.m.	<u>Best of the Best Awards Showcase</u> 4:45 p.m. – 5:45 p.m.	<u>Workshop Bank III</u> 10:30 a.m. – 11:30 a.m.	<u>Roundtable Discussions</u> 12:45 p.m. – 2:00 p.m.
Leadership	Great by Choice <i>Regency P</i>	Becoming a 21st Century Leader <i>Regency Q</i>	Vision for Tomorrow <i>Regency V</i>	Rising Star CEO Panel <i>Regency O</i>	CEO Council Roundtable <i>Regency Q</i>
Salesforce Development	Guerrilla Mentoring <i>Regency O</i>	Your Compensation Plan on Steroids <i>Regency V</i>	Excellence in Salesforce Development <i>Regency T</i>	Sales & Marketing's Best <i>Regency T</i>	Salesforce Development <i>Regency O</i>
Communications & Marketing	Marketing Nutritional Products Internationally <i>Regency U</i>	The Wall Street View <i>Regency U</i>	Marketing/Sales Campaigns <i>Regency U</i>	US Direct Selling Strategic Insights: Telling the Direct Sales Story <i>Regency V</i>	Communications <i>Regency P</i>
Hot Topics	The Face of Direct Selling is Changing—Are You? <i>Regency V</i>	The Importance of People <i>Regency T</i>	Product Innovation <i>Regency O</i>	An Economic Analysis of Direct Selling <i>Regency Q</i>	
Ethical Expansion	International Expansion: Brazil <i>Regency T</i>	International Expansion: India <i>Regency O</i>		Policing the Field <i>Regency P</i>	
Technology	A New Look at Mobile Marketing <i>Regency Q</i>	Experiencing Sales through Virtual Parties <i>Regency P</i>	Technology Innovation <i>Regency P</i>	Shipping Trends <i>Regency U</i>	Technology <i>Regency T</i>

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

A New Look at Mobile Marketing

Regency Q

What would it look like if mobile technology shifted from a “want” to a “need”—even for brand-new direct selling companies? What if that shift has already happened and you’re behind the times? This panel will examine this subject, including:

- Options for approaching mobile development
- Features with the greatest impact
- Planning for a mobile strategy
- How mobile is changing the face of direct selling



Michel Bayan, *Executive Vice President, Fragnob, LLC*

Michel Bayan has always been focused on one thing as an entrepreneur: making a real difference in people’s lives. In his current role, he and the team are pushing the envelope and disrupting the direct selling industry with bleeding-edge mobile technology proven to significantly increase the effectiveness of the industry’s 92 million independent sellers. As a noted writer and speaker in direct selling, Mr. Bayan has advised numerous companies in the industry on their digital strategy and how to “burst the bubble” by building a mainstream brand that will endure through the information age.



Julie Cabinaw, *Experience Strategy Director, Scentsy, Inc.*

An avid advocate for the intersection of human behavior and technology, Julie Cabinaw is an experience strategist, working in product strategy, user experience, social media and digital marketing. She geeks out developing broad multichannel strategies and focused user-centric solutions that drive engagement, experience and satisfaction. Her industry experience includes direct selling, health care, technology, e-commerce, media and technology.



Mike Edwards, *Vice President, Channel & Service Strategy, Amway*

Mike Edwards is the Vice President of Amway’s Channel and Services Strategy, leading Amway’s global digital and customer services. He is responsible for improving online services and for bringing Amway business strategies to life by creating compelling consumer and distributor experiences through digital channels, tools and emerging technologies.



Darren Jensen, *Chief Sales Officer, Jeunesse Global*

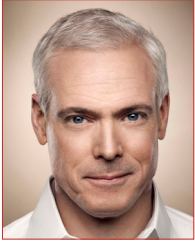
Darren Jensen is a senior executive with more than 20 years of experience in the direct selling industry pioneering new business strategies, leading global marketing initiatives and maximizing revenue through product and geographic expansion. He is an expert at driving global profitability by setting high standards of excellence, managing brand identity and creating customer-centric products.

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

Great by Choice (premium sponsors only)

Regency P

Here's your personal, small-group opportunity to pick the brain of one of the most sought-after business advisors: Jim Collins. *Open only to Annual Meeting premium sponsor companies*, this 60-minute session with Jim will show you how to achieve tremendous success in a turbulent world.



Jim Collins, Author & Management Educator

Jim Collins is a student and teacher of enduring great companies—how they grow, how they attain superior performance and how good companies can become great companies. Jim's most recent book is *GREAT BY CHOICE: Uncertainty, Chaos, and Luck—Why Some Thrive Despite Them All*, coauthored with Morten Hansen. Based on nine years of research, it answers the question: why do some companies thrive in uncertainty, even chaos, and others do not? Mr. Collins holds degrees in business administration and mathematical sciences from Stanford University, and honorary doctoral degrees from the University of Colorado and the Peter F. Drucker Graduate School of Management at Claremont Graduate University.

The Face of Direct Selling is Changing—Are You?

Regency V

Whatever it is you see in your mind's eye when you envision direct selling, think again. The sales channel has become more and more diverse. What does this mean for your sales and salesforce development? It's critical you understand this trend will continue and what it will mean to your company's growth and sustainability in this ever-more global marketplace. This interactive workshop will go over the basics of cultivating and empowering diverse audiences, whatever that may mean for your company, and teach you how to encourage these behaviors within your company's home office and out in the field.



Leslie Mays, Vice President, Chief Inclusion Officer, Avon Products, Inc.

Leslie Mays is responsible for designing and driving a business-centric global inclusion strategy for the world's largest direct selling beauty company. She is currently leading the development of a comprehensive global women's strategy, building on the company's rich heritage of female empowerment, to make Avon the employer of choice for women in all markets where Avon operates. Prior to joining Avon, Ms. Mays served in senior executive roles at several multinational companies including Pfizer, Royal Dutch Shell and General Mills.



Margaret Regan, President & Chief Executive Officer, The FutureWork Institute

Margaret Regan is President & CEO of The FutureWork Institute, a global consulting firm that translates future trends to transform organizations. She is also the chair of the International MultiCultural Institute (IMCI). As a futurist, Ms. Regan helps clients achieve a MindShift, HeartShift and SkillShift in envisioning the employee and customer of the future while she provides the market insight to assist them in targeting products and services for an increasingly diverse customer base.



Jeff Reigle, President & Chief Executive Officer, Regal Ware, Inc.

Jeffrey Reigle has served as President and Chief Executive Officer of Regal Ware, Inc., since 1992. In this position he leads the largest privately owned housewares manufacturing company in the United States. Mr. Reigle is actively involved in the Direct Selling Association, having served as a member of the DSEF Board of Directors and Development Committee, the DSA Board of Directors and currently serving on the Diversity and Empowerment Council.

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

Guerrilla Mentoring

Regency O

Put down your pen, tablet or laptop, stop thinking about taking notes and get ready to engage with your peers! This workshop will offer you and your fellow attendees the opportunity to effectively examine current challenges, problem-solve and jump-start fresh ideas with and for each other. Kathy Korman Frey is the Entrepreneur in Residence in the Women's Entrepreneurial Leadership Program at George Washington University's School of Business, and will show you how to truly create a mentoring circle worth having! Want to take this back to the office or out into the field? Great! You'll find out how to do that too!



Kathy Korman Frey, Founder & Chief Executive Officer, The Hot Mommas Project

Kathy Korman Frey founded the award-winning Hot Mommas® Project—the world's largest women's case study library—to provide access to authentic, instructional role models and mentors anytime, anywhere. The project's sister company turned these virtual role models and mentors into teaching tools, increasing confidence and success factors up to 200 percent. Ms. Frey previously served as Managing Director of Vision Forward and COO for the National Council on the Aging Development Corporation. Her course at George Washington University is the winner of a National Excellence in Entrepreneurship Education Award. Ms. Frey earned her BA in English from The University of Virginia and her MBA from Harvard Business School.

Workshop
Presented By: **DSOF**

Marketing Nutritional Products Internationally

Regency U

Your nutritional products may be approved for sale in the U.S., but that does not account for international laws. This session will take a closer look at the regulations that force changes to your product line, the countries that pose the biggest problems and everything in between.



Marjorie Fine, Director, Shaklee Corp.

Marjorie Fine served as Executive Vice President, General Counsel and Secretary of Shaklee Corporation, headquartered in Pleasanton, Calif., for nearly 25 years. Currently, she serves on the Shaklee Corporation Board of Directors and manages Field Administration, Government Relations and Trade Association relations for the company. She has represented the company on a number of boards of directors, including the California Employment Law Council, the Council for Responsible Nutrition, the Direct Selling Association and the Direct Selling Education Foundation. Ms. Fine received her BA from Smith College and her JD from the University of California, Berkeley, School of Law.



James Griffiths, Ph.D., Vice President, Science & International Affairs, Council for Responsible Nutrition

James Griffiths, Ph.D. is Vice President of Scientific and International Affairs at the Council for Responsible Nutrition (CRN) based in Washington, D.C., and lead scientific contact for CRN-International based in Basel, Switzerland. He has an extensive career in foods and dietary supplements, including a stint as the Senior Toxicologist and Director of Toxicology and Business Development in the toxicology consulting firm of the Burdock Group, located in Vero Beach, Fla. He has more than 30 years of regulatory and safety experience with the U.S. FDA Center for Food Safety and Applied Nutrition, national trade associations and end-use consumer companies. Dr. Griffiths has a doctoral degree in Toxicology from Rutgers University and the University of Medicine and Dentistry of New Jersey.

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

International Expansion: Brazil

Regency T

Take a comprehensive look at everything this south-of-the-border country has to offer your company. Our panelists will explore:

- How your company can best capitalize on the opportunities this fast-growing market offers
- If the market will become more open to MLMs or if all companies must adapt to the current single level requirements
- Ways in which Brazil and other Latin American markets can offer your company a unique way to grow



Marcelo Behar, *Director, Corporate Affairs, Industria e Comercio de Cosméticos Natura Ltda.*

Marcelo Behar holds a BS and a JD from the University of São Paulo. He has worked in diverse areas in his career, beginning in the private sector, where he worked as a journalist at the newspaper Folha de São Paulo, which is one of Brazil's main media vehicles. Later, he worked in the public sector as Special Advisor and Chief of Staff to the Minister of Justice, and then as Executive Secretary of the Strategic Affairs Department of the Office of the President of Brazil. In 2009, he became Corporate Affairs Officer at Companhia Siderúrgica Nacional Company, an office he held until November 2013, when he joined Natura Cosméticos as Corporate Affairs Officer. In April 2014, he also became Chairman of the Brazilian Association of Direct Sales Companies (ABEVD).



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

Adolfo Franco is responsible for managing and directing the government relations, legal and administrative aspects of DSA. 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. Mr. Franco 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. After graduating from the University of Northern Iowa with an MA, he attended the Creighton University School of Law where he received his JD.



Jon Sherk, *Vice President Deputy General Counsel, Amway*

Jon Sherk serves as vice president and deputy general counsel with responsibility for the Americas and Europe/India/Africa regions. As deputy general counsel, he co-leads the international/core legal group and serves on the executive management teams for the Americas and Europe/India/Africa regions and for the Alticor legal division. Mr. Sherk earned a BA in political science from the University of Michigan and in 1992 was awarded his JD from the University of Michigan Law School. He lived and studied in India for nearly two years, including one year in New Delhi at Jawarhalal Nehra University. He speaks Hindi and Urdu and has studied several other languages.

monday workshops—bank II

Workshop Bank II
Sponsored By:

PARTYLITE
CANDLES

Monday, June 2 | 3:30 p.m. – 4:30 p.m.

Experiencing Sales through Virtual Parties

Regency P

A party on your laptop! No, really! Think such a thing can't possibly be successful? So said those about the Internet killing direct selling and look where we are today! Hear from this party plan company about how virtual parties have brought them new success—and new audiences. Once you see it, you'll believe it!



Richard Newton, *Co-Founder & Chief Executive Officer, 30 Minute Virtual Party*

Richard Newton is CEO and Co-Founder of 30 Minute Virtual Party, a customizable, fully featured online virtual party expanding your customer/consultant reach and optimizing the party experience. Mr. Newton has used his 30 years of experience in direct sales party plan to build the true virtual party experience.



Patty Percy, *President & Chief Executive Officer, SimplyFun, LLC*

Patty Percy is a creative, imaginative leader with a young-at-heart attitude and an entrepreneurial spirit. As president and CEO of SimplyFun, she combines her passion for education and business in support of SimplyFun's mission to build smarter kids and stronger families through the amazing power of play. Prior to SimplyFun, Ms. Percy spent 25 years in senior operations management and financial leadership roles for a number of multinational companies, including ITT Rayonier and Rayonier where she managed several rapid growth divisions and worked with numerous international markets. Ms. Percy holds an MBA from the University of Washington, a BA from University of Puget Sound and is a CPA certificate holder in Washington State.

Monday, June 2 | 3:30 p.m. – 4:30 p.m.

Becoming a 21st Century Leader

Regency Q

What is your company's "normal"? If you're reflecting back on business from 20 years ago, you're looking back too far—and maybe are out of touch with your company. This workshop will focus on helping leaders shift with the times, embrace change and become more agile in their management styles. Even elephants can become mice—find out how in this session!



Mike Richardson, *Author, Wheel\$pin: The Agile Executive's Manifesto—Accelerate Your Growth; Leverage Your Value; Beat Your Competition*

Mike Richardson is an expert in agility, drawing upon his experiences as a scientist, turned engineer, turned manager, executive and CEO, turned facilitator of CEOs and their teams. He is also British turned American with an MBA from London Business School and has diverse international experience. As a management innovator, powerful speaker and emerging author, Mr. Richardson is dedicated to cracking the code of agility for ordinary people to achieve extraordinary things in business and in life. He couldn't find the system he needed, so he created it himself and then wrote a book resulting from 10 years of research and thought leadership.

International Expansion: India

Regency O

This year will be an important one for India as this market grows and responds to international integration. Explore what that means for direct selling, including:

- Evaluating market obstacles and opportunities
- Operating challenges, especially for door-to-door and multilevel companies
- Rich opportunities waiting to be seized



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

Adolfo Franco is responsible for managing and directing the government relations, legal and administrative aspects of DSA. 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. Mr. Franco 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. After graduating from the University of Northern Iowa with an MA, he attended the Creighton University School of Law where he received his JD.



Cary Justice, *Corporate Counsel, Amway*

Cary Justice broadly supports Amway's global affiliates, including those in the Asian, European and Latin American regions, on diverse government affairs and legal issues. Prior to joining Amway in 2008, Mr. Justice was appointed by President George W. Bush to be Deputy Associate Director for Legislative Affairs at the White House Office of National Drug Control Policy from 2006 to 2008. Mr. Justice was responsible for devising and implementing the legislative strategy to carry out President Bush's drug policy initiatives that required Congressional action. Mr. Justice received his BA from Westminster College in Fulton, Mo., and his JD from Georgetown University Law Center in Washington, D.C.



John Venardos, *Senior Vice President, Worldwide Regulatory, Government & Industry Affairs, Herbalife*

Since his time as a graduate intern to the speaker of the House, John Venardos has played a role in shaping government and regulatory policies. He has worked with officials around the globe since joining Herbalife in 1997, discussing regulations affecting the business, products and distributors. He and his team ensure product formulae, claims and literature comply with global regulations. His accomplishments include successfully lobbying the U.S. government to pass legislation (now law) mandating the reporting of all serious dietary supplement and OTC adverse events to FDA. He helped obtain Herbalife's direct selling licenses in China. Mr. Venardos has recently been named as chair of the Council for Responsible Nutrition-International.

Monday, June 2 | 3:30 p.m. – 4:30 p.m.

The Wall Street View

Regency U

The Wall Street light continues to shine intensely on direct selling. Make sure you are in the audience to hear the perspectives being provided by our panelists. These discussions are critical to your company's success going forward, so make sure you attend this session.



Bill Schmitz, *Managing Director, Deutsche Bank Securities Inc.*

Bill Schmitz analyzes North American beverage, household product and personal care companies, and has been recognized in the Institutional Investor and Greenwich Associates polls and Wall Street Journal Best of the Street edition for his research on the group, as well as by Stamine for the accuracy of his stock picking and earnings estimates. He joined Deutsche Bank in 2001, starting as a member of the global consumer staples strategy team and as the mid and small cap household and personal care analyst. Prior to joining the firm, Mr. Schmitz was in the acquisitions group at Safeguard Scientifics, Inc., a holding company for technology concerns. Mr. Schmitz earned a BA from Brown University.



Scott Van Winkle, *Managing Director, Canaccord Genuity*

Scott Van Winkle is an equity research analyst focused on food and nutrition, and has followed the direct selling channel for more than 15 years. He has been recognized as a leading sell-side analyst in his industry, including being named to the Wall Street Journal's Best on the Street list in 2004, 2007, 2010 and 2011. Mr. Van Winkle was also named the top analyst in his industry by Forbes in 2004 and the Financial Times in 2010. He is a CFA charter holder and a member of the Boston Securities Analysts Society.

The Importance of People

Regency T

Your home office team is the face of your company to your field. They need to be on their game and reflect your values. If you are lacking the skills to assemble and maintain the perfect staff, this workshop will show you how. Our panelists will cover:

- How to find the right people for the job
- Evaluating performance to ensure staff continue to fit within the team
- Motivating staff to perform their best
- Metrics about bonus programs to ensure what you put into place will work



Paul Jones, *Chief Financial Officer, USANA Health Sciences, Inc.*

In his current position, Paul Jones leads USANA's financial functions, including accounting, finance, tax, treasury, financial planning and investor relations. His previous work experience includes serving as vice president of human resources and then as vice president of operations for Associated Food Stores, Inc. Mr. Jones was also USANA's vice president of human resources for approximately five years, overseeing the company's home office and multiple international locations with more than 1,300 total employees. Mr. Jones is a Certified Management Accountant (CMA) and his education also includes an MA from the University of Phoenix and a BS from Utah State University.



Stuart MacMillan, *Chairman & Managing Partner, IMPACT This Day*

Stuart MacMillan is a senior executive with more than 25 years of management experience, the last 15 of which have been in the direct selling industry. After a successful career in the telecommunications industry with companies such as Cantel (now Rogers Wireless), ACC TelEnterprises and Teleglobe, Mr. MacMillan turned his sights to the direct selling industry through the acquisition of Dallas-based Excel Communications. Mr. MacMillan was responsible for its explosive international growth as the first President of Excel Communications in Canada. He also led Arbonne in its foray into international markets as the first managing director of Arbonne Canada, where the company set business records with unparalleled results.



Steve Raack, *Chief Operating Officer, Beautycounter*

Steve Raack is currently the COO of Beautycounter. He has more than 20 years of experience in the direct selling industry specializing in strategy, compensation plans, operations, product development, technology and process improvement. Mr. Raack built a small Amway business in college and has worked with several companies such as Herbalife, Arbonne and Beautycounter.

Monday, June 2 | 3:30 p.m. – 4:30 p.m.

Your Compensation Plan on Steroids

Regency V

Field behaviors are driven by your compensation plan. If your salesforce isn't behaving as you expect, it may be time to review your plan and consider making changes. Before you do, head to this session and hear from our panelists about the critical things you should keep in mind. You'll explore:

- Key considerations when evaluating your current plan
- Steps you must take to launch a new plan successfully
- Helping your field embrace a new plan—and why it's critical that they do



Meredith Berkich, *President, Viridian Energy*

Meredith Berkich is President of Viridian Energy, a five-year-young green energy company in the northeast. Her experience in direct selling began in 1990 in the field where her creation of incentives and one-off promotions for her team resulted in national attention as a top performer and an annual high of an 80 percent distributor retention rate. Transitioning to the corporate side, her field experience laid the foundation to assist companies in maximizing peak sales performance through compensation design, ongoing education and incentives. Ms. Berkich's strategic initiatives have contributed to her current company's increase from \$50 million in annual sales to more than \$265 million in 2013 in the past three years.



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

Heather Chastain joined Arbonne in September 2012 and guides key areas of the business related to Arbonne's independent consultant salesforce—field development and sales—including expanding and supporting the multicultural markets, public relations, salesforce events and online marketing. With more than 16 years in the direct selling industry, Ms. Chastain was most recently President of Celebrating Home and successfully executed several Vice President roles at BeautiControl. Ms. Chastain graduated from the University of Texas with a degree in Business Administration.



Dan Jensen, *Compensation Plan Specialist, Dan Jensen Consulting*

Dan Jensen has earned an enviable track record working with new and existing direct selling companies to develop winning compensation plans that build sales and recruiting. Working with hundreds of new start-up companies, as well as many direct selling giants, in the last 30 years, he has acquired a broad and unique perspective on what makes successful companies succeed, and what makes others fail.



Andrea Sherwood, *Compensation Plan Specialist, Dan Jensen Consulting*

Andrea Sherwood has worked in the direct selling industry for more than 17 years, designing and working with hundreds of compensation plans. From start-ups to multibillion-dollar giants and product lines ranging from clothing to nutritionals and beauty to technology, her broad understanding and intimate knowledge of the industry is utilized to help companies learn and integrate best practice approaches in compensation plan design and business practices that will align strategies to drive success.

best of the best awards finalists showcase

Monday, June 2 | 4:45 p.m. – 5:45 p.m.

Meet the stars of DSA's 2014 ETHOS Awards program! This Showcase will bring you up-close-and-personal with this year's award winners. Select the award category that interests you the most and then get ready to learn more about the success these stellar programs have brought to their companies.

Vision for Tomorrow

Regency V

MARY KAY **Philanthropy: Mary Kay Inc.'s "Don't Look Away"**

Mary Kay is committed to ending domestic violence as part of its Don't Look Away initiative. This program provides tools, support and resources to empower women to take a stand against domestic violence in their lives and not look away from abuse. The program works to end domestic violence through the support of survivors and a prevention component that seeks to educate young women about dating violence and help end the cycle before it starts. Through the company's prevention efforts, healthy relationship conversations have impacted countless young people and will touch an estimated 80,000 individuals in 2014. Together with The Mary Kay Foundation, the company has also provided millions of dollars in unrestricted funds and support to help women's shelters across the U.S. Providing a safe haven for women and children with job training and counseling support, these organizations are the true heroes on the front lines of this issue every day. Mary Kay's commitment to domestic violence has touched hundreds of thousands of women across the U.S. since the Foundation expanded its mission in 2001 and the company adopted domestic violence as its core issue area in 2008.

Kirsten Gappelberg, *Manager, Corporate Social Responsibility, Mary Kay Inc.*



RODAN+FIELDS

Public Awareness: Rodan + Fields' "Forbes.com Business Feature"

Rodan + Fields was featured in a business article entitled "Fine in R&D, But Not in the Boardroom: How Rodan + Fields Grew 10-Fold by Avoiding Top-level Tinkering," in business giant Forbes.com. The piece focused on how the executive team is building the brand while maintaining its core strategies. Throughout the article, Rodan + Fields' executives discuss both the positive and negative business decisions they have made, demonstrating how the company is able to learn, adapt and grow by taking carefully measured risks. Rodan + Fields believes it is particularly important for a direct selling company to be honest and transparent with its business decisions. Through the article's publication, tens of thousands of business readers were introduced to Rodan + Fields as a powerful, forward-thinking company that is leveraging the direct selling channel. By raising the company's visibility in the business community, Rodan + Fields also built brand loyalty among current consultants and attracted new consultants who may not have been otherwise predisposed to considering the business model seriously. The powerful piece, which garnered nearly 32,000 views within the first day, painted an extremely positive picture of Rodan + Fields, highlighting the business savvy and successful strategy of its leadership team.

Heidi Wissmiller, *Vice President, North America, Field Development, Rodan + Fields*

Excellence in Salesforce Development

Regency T



Business Tools: Initials, Inc.'s "Font Color Guide"

Initials, Inc., sought a vehicle that would assist its field with their individual sales initiatives while equipping the customer with insight and knowledge to make purchasing decisions they would adore while speaking to their individuality. The company realized a need for a tool to equip the customer with the insight and know-how to make smarter purchasing decisions.

Ivy Hall, *Chief Creative Officer & Founder, Initials, Inc.*

Initials, inc.
There's only one you!
Initials-inc.com

best of the best awards finalists showcase

Monday, June 2 | 4:45 p.m. – 5:45 p.m.

Excellence in Salesforce Development (cont'd.)

Regency T



TEAM BEACHBODY®
Decide. Commit. Succeed.™

Business Training: Team Beachbody's "Coach Basics"

Team Beachbody created Coach Basics, a training system designed to effectively onboard new coaches (independent distributors), with the goal of helping them make more money their first month, advance in rank and earn Success Club points (the Beachbody rewards and recognition program). Coach Basics uses social media and technology to deliver two 30-day training modules along with accountability, support and recognition. Leaders have the freedom to easily customize the content, which has been pivotal to both the acceptance of the program and its success in the field. The weekly video conference calls between leaders and their groups has led to stronger relationships and increased engagement. The weekly Business Activity Tracker (a goal-setting tool) helps leaders understand the goals and activity of each participant to help them stay focused on their goals. The program showed remarkable results exceeding the original goals. An added advantage was the observation that both leaders and participants experienced an average 34 percent increase in income within four months of completing the program. Coach Basics not only has proven to be a successful onboarding system but it has also created a new level of leadership focused on people development.

LeeAnne Ruff, Senior Manager, Training & Field Development, Team Beachbody



North American
Power

Incentive Programs: North American Power's "Free Energy Challenge"

North American Power has become one of America's fastest-growing direct selling companies due to its innovative no-risk, no-investment model. Despite that, the company has struggled to appeal to individuals without home-based business experience. To address this, they introduced a new referral model based on "savings" instead of "income." When designing the program they relied heavily on consumer research and modern motivational theory. The result was an innovative program that provided a "win-win-win-win" for the referrer, their customers, the environment and charities. With the Free Energy Challenge, customers can receive significant annual savings (often \$1,000 or more) by simply referring as few as 15 new customers. Their customers enjoy great rates on their energy services and help the environment, plus North American Power donates \$1 per customer each month to a cause the customer selects. Since the launch in August 2013, the results have been phenomenal. About 40 percent of their achievers have no prior home-based business experience and the company is more appealing than ever to their ideal customers! Representatives say the Free Energy Challenge is one of the most exciting things North American Power has introduced, and that it's easier than ever to spread the word about why they love the company.

Kerry Breitbart, Chief Executive Officer, North American Power



Personal Development/Motivation: Scentsy, Inc.'s "Committed to Scentsy Family Wellness"

Scentsy strives to support its consultants and employees in all aspects of living a happy, healthy life. But supporting their consultants—who live in countries all over the world—in health and wellness is no easy task. Scentsy launched Committed, a comprehensive wellness program, to give its consultants a support network as they work to improve their lives. Committed is a lifestyle plan divided into three parts: exercise, nutrition and support. The exercise portion of the lifestyle plan uses colored bracelets to help consultants track their exercise and weight-loss progress and rewards them for every milestone they reach. The nutrition portion focuses on simple, core nutrition principles that are easy to follow and the support component of the program features a monthly wellness call with Scentsy's resident wellness expert, as well as a Consultant Wellness Group on Facebook where consultants can share tips, get encouragement and celebrate their progress. In just its second year, the Committed program has more than 3,000 participants who have collectively lost more than 5,000 pounds—triple-digit increases over the first year of the program and evidence of its remarkable effectiveness.

Mark Stastny, Chief Marketing Officer, Scentsy, Inc.

best of the best awards finalists showcase

Monday, June 2 | 4:45 p.m. – 5:45 p.m.

Excellence in Salesforce Development (cont'd.)

Regency T



Recognition: Amway's "Amacam Recognition Program"

The Amway Amacam program brings distributor recognition to a new level. When new diamond distributors are welcomed to the company's Ada, Mich., headquarters, Amway wanted all of their friends and family to be there as well. Now they can! The company's HD cameras broadcast the celebration live around the world. Friends from 52 countries and more than five continents have become part of the festivities. Given its success and Amway's current focus on mobile media, Amacam has become an important tool for providing content that distributors and markets can use to share the Amway story and demonstrate the company's transparency and authenticity.

Mike Edwards, Vice President, Channel & Service Strategy, Amway



Marketing/Sales Campaigns

Regency U



Launches: Ahni & Zoe's "A Launch from A to Z"

Successfully reinventing a beloved brand from the ground up is not for the faint of heart. Learn how the Ahni & Zoe team bravely evolved a business and industry, launching an appealing, dynamic new opportunity. Despite the challenges and naysayers, their sales and marketing efforts engaged and reinvigorated their consultants to let go of the past, embrace the new brand and reach new demographics to find unprecedented success. They're moving forward with a clear strategy, best-practice programs and a penchant for fun. And their optimism appears to be well-founded, as all initial indicators are showing that Ahni & Zoe has a winning formula.

Loren Castronovo, Executive Vice President, Sales & Chief Marketing Officer, Ahni & Zoe



Promotions: WineShop At Home's "Wine is Social BYOB Recruiting & Host Promotion"

The Wine is Social Promotion Campaign, along with its BYOB Recruiting & Host Promotion invited wine lovers—and those brand-new to the world of wine—to join the company as a wine consultant, host or guest. The objective was to transform lives by building a culture and community to celebrate the wine lifestyle and the entrepreneurial spirit of direct selling—knocking down socio-economic, ethnic or gender boundaries. The campaign launched in a month that is traditionally slow for direct selling companies, blew all of the metrics out of the water and propelled the company forward with double-digit growth.

Jane Creed, President & Chief Executive Officer, WineShop At Home



Social Media/Online: WineShop At Home's "Wine is Social"

WineShop At Home's revolutionary "Wine is Social" media platform is a custom set of digital tools that allows their independent sales field to create a community of wine lovers and market their businesses online. In addition to a responsive website, viewable on mobile, tablet and desktop, the digital toolset, along with on-going education, is focused on social selling—enhancing WineShop At Home's in-home Wine Tasting events with an equally social online presence. Wine is Social has resulted in double-digit increases in all business metrics.

Jane Creed, President & Chief Executive Officer, WineShop At Home

best of the best awards finalists showcase

Monday, June 2 | 4:45 p.m. – 5:45 p.m.

Product Innovation

Regency O



Home Décor/Durables/Home Care: Scentsy, Inc.'s "Custom Gifts"

Scentsy Custom Gifts is an innovative update to Scentsy's Simple System. Born out of its Gallery Collection of warmers—which feature interchangeable, decorative frames—Scentsy Custom Gifts attracts an entirely new kind of customer with customizable products that can be ordered in large quantities at a competitive price. Initially designed for corporate gifting, Scentsy Custom Gifts are also perfect for families commemorating milestones and for school fundraisers or other charitable causes. The new program allows customers to choose one of several designs or to create their own image by uploading their logo or design to a consultant's personal website through an automated process. For businesses, Scentsy warmers make a beautiful and memorable alternative to the all-too-common logo pen or calendar magnet. Some of the company's largest Scentsy customer orders ever have been placed through the Custom Gifts program, thereby increasing their consultants' by-order commissions and company revenue as a whole.

Chuck Thompson, Chief Financial Officer, Scentsy, Inc.



Personal Care: Rodan + Fields' "REDEFINE MACRO Exfoliator"

In February 2013, Rodan + Fields launched the REDEFINE MACRO Exfoliator, a state-of-the-art, dermatologist-developed, hand-held exfoliation tool that sweeps away a week's worth of dulling dead skin cells in just five minutes, leaving behind smoother, healthier-looking, luminous skin—without leaving the comfort of home. The REDEFINE MACRO Exfoliator has generated record-breaking sales, been featured in multiple beauty magazines and been highlighted on national television. It has helped consultants engage prospects and promote Rodan + Fields' clinically proven skincare results. Word-of-mouth testimonials and consultant feedback has shown it to be an effective and successful tool that generates excitement and sales for the company.

Lori Bush, President & Chief Executive Officer, Rodan + Fields

RODAN+FIELDS

Technology Innovation

Regency P



Back Office/Business Support: Nu Skin Enterprises' "The Nu Skin Back Office"

Built completely from the ground up, the Nu Skin Back Office provides distributors with all the tools and information they need to run their businesses in one place. It is available both as a web version through www.nuskinusa.com and as a native app for use on a mobile device. This enables distributors to love the features and functionality found in Back Office no matter where they are or how they access this new business-building platform.

Andrea Hayhurst, Vice President, Global Business Strategy, Nu Skin Enterprises

Ryan Newman, Director, eBusiness & eCommerce, Nu Skin Enterprises



best of the best awards finalists showcase

Monday, June 2 | 4:45 p.m. – 5:45 p.m.

Technology Innovation (cont'd.)

Regency P



Customer/Sales Support: SimplyFun's "Virtual Laugh & Learns Using 30MVP"

In September 2013, SimplyFun, LLC, debuted new online product sharing and selling capabilities. Called a Virtual Laugh & Learn and powered by 30 Minute Virtual Party™ (30MVP), this innovative technology was designed to meet the needs of SimplyFun's consultants and customers, who now have access to SimplyFun's game parties anywhere and anytime. The goal was to create an easy, fun and convenient way for families and friends of SimplyFun's hosts to connect and learn about SimplyFun, regardless of their physical location. Virtual Laugh & Learns using 30MVP bring the party online, providing a great way for direct sellers to engage with potential customers with informative videos, interactive shopping and game recommendation experiences. This new technology expands the company's ability to showcase its award-winning product line and build sales beyond the traditional party, while providing a personal party experience. With the exclusive 30MVP technology, SimplyFun consultants and their guests are able to connect online to shop, build wish lists, ask and answer questions and engage with others and the host, each from the comfort of their own home.

Patty Percy, *President & Chief Executive Officer, SimplyFun, LLC*



Mobile Technology: 4Life Research's "4Life App"

Three years ago, 4Life committed itself to the development of mobile technologies by investing in in-house educational resources. The company's first applications were limited to static content: the mobile platforms merely provided a means for distributors to download corporate multimedia to view and share. 4Life realized this limitation and, in 2013, committed itself to launching an application that allowed it to control the user experience through dynamic content ownership in a mobile environment. 4Life App is an all-inclusive mobile alternative that empowers distributors with real-time reporting, trigger communications and all of the dynamic information people require to share, qualify and succeed with their 4Life business: end-of-month alerts, downline activity updates, customer order notifications, personalized communications and more. Due to apprehensions over storing credit card and social security numbers on cell phones, 4Life made the strategic decision to launch its mobile shopping and enrollment functionality in tandem but apart from 4Life App, meaning the two are connected but not integrated for both iOS and Android users.

Nelson Altamirano, *Vice President, Web & Interactive, 4Life Research, LLC*



Mobile Technology: Rodan + Fields' "REDEFINE MACRO Exfoliator Companion App"

When Rodan + Fields launched the REDEFINE MACRO Exfoliator™ (MACRO E), an at-home patent-pending tool clinically proven to reveal a brighter, radiant and more youthful-looking complexion, the company took skincare beyond the bathroom with the creation of the MACRO Exfoliator Companion App. This app is designed to help customers remember to use the MACRO E regularly and engage them in a way that supports healthy habit formation. Through alerts, progress tracking, community support and badging, the MACRO Exfoliator Companion App has created increased loyalty and sales.

Courtney Winget, *Chief Marketing Officer, Rodan + Fields*



2014 Awards Gala

Monday, June 2 | 7:00 p.m. – 10:00 p.m. | Regency Ballroom R/S

Add some glitz and glamor to your Annual Meeting experience with this Gala on Monday evening. You'll want to be in the room when we present the industry's ETHOS Awards in the categories listed below, induct a special executive into the DSA Hall of Fame, award DSEF's Circle of Honor and so much more. A highlight of the evening will be a special address by Primerica Co-CEO John Addison.



- Excellence in Salesforce Development**
- Marketing/Sales Campaigns**
- Partnership**
- Product Innovation**
- Rising Star**
- Technology Innovation**
- Vision for Tomorrow**

DSEF Experience of a Lifetime Live Auction during the Awards Gala



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 donated by companies such as Amway, Mannatech, Nu Skin and USANA with proceeds benefiting DSEF. The fabulous packages up for auction include:

Fabulous Packages Up for Auction Include:

Sky or Ski Excursion

Are you itching for adventure? With this package you'll join USANA CEO Dave Wentz for your choice of one of three incredible outings. You can head to the wild blue yonder for either a spectacular skydiving experience or a private flying lesson. Or, if you'd rather keep your feet on the ground, you'll enjoy The Greatest Snow on Earth® when you hit the slopes with Dave for a day of skiing. Your adventure includes round-trip airfare to Salt Lake City and hotel accommodations for two nights.



Hawaiian Island Escape

Say Aloha to Hawaii with a one-week stay for two at a Mana Kai Maui condo, courtesy of Mannatech. This beautifully appointed condo is literally steps from the soft sands of Keawakapu Beach. At one mile long, the beach is a popular swimming and snorkeling venue and the perfect location to relax and enjoy the beauty of Maui. You'll also enjoy a stunning Maui sunset and a delicious meal when you set sail for a special sunset dinner cruise. Your getaway includes airfare and ground transportation.



Hoop Dreams Destination: Orlando Magic

Make your Hoop Dreams come true with a world-class experience you'll never forget! You and up to 11 guests will join Amway President Doug DeVos* and Chief Sales Officer John Parker for an Orlando Magic game in a luxurious Founders Suite just 19 rows from the floor! Cheer for your favorite team while enjoying food and beverages in this lavish suite that features 12 extra-wide theater seats with a center-court view. If that wasn't enough to entice you to bid on this exclusive package, you'll also receive a pre-game tour of Amway Center, one of the most stunning and advanced arenas ever built. Your package includes airfare and hotel accommodations for two.



**Subject to Doug's availability*

Pirate Paradise

Unleash your inner pirate and give your top performers an incentive trip they'll never forget! Up to 30 buccaneers will enjoy a three-night stay in Pirate's Cove, a unique complex in Boulder City, Nev. The 22,000-square-foot mansion features 18 bedrooms, 20 bathrooms and three swimming pools (complete with swing ropes and waterslides surrounded by rope bridges).



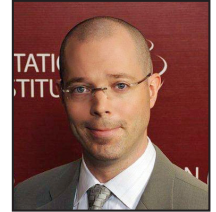
tuesday general sessions

general session III

Tuesday, June 3 | 8:45 a.m. – 10:15 a.m. | Regency Ballroom R/S

a discussion about image

Guest speaker **Anthony Johndrow** will kick off an engaging session about image enhancement in the sales channel. Anthony is a Managing Partner at The Reputation Institute, responsible for the North American Advisory practice, and leads a team of consultants who help leading companies manage, measure and strengthen relationships with their stakeholders. He is a thought-leader in the field of reputation management and will pass along his insights to this year's Annual Meeting attendees.



Following Anthony's presentation, a panel of executives will convene to discuss what today's marketplace challenges mean for direct selling. It has never been more critical for the direct sales channel to speak with ONE voice and make our message simple for all audiences to understand and support. This panel will discuss how companies have approached the issue of image and what your company can do rally its field and customers.

- **Sheryl Adkins-Green**, Chief Marketing Officer, Mary Kay Inc.
- **Richard Levick**, Chairman & Chief Executive Officer, Levick
- **Joseph N. Mariano**, President, Direct Selling Association
- **John Parker**, Chief Sales Officer, Amway & Chairman, Direct Selling Education Foundation
- **Chetan Sanghvi**, Senior Vice President, NERA Economic Consulting
- **Orville Thompson**, Chief Executive Officer, Scentsy, Inc.

General Session
Sponsored By:



closing general session

Tuesday, June 3 | 2:00 p.m. – 3:15 p.m. | Regency Ballroom R/S

celebrate influential women

Five inspirational panelists will be featured in a roundtable dialogue during Tuesday afternoon's closing general session, which will showcase the critical role women play as leaders in direct selling. In today's marketplace, executives must be prepared to lead their organizations through disruptions and change. This session will celebrate the perspective women bring to this dialogue as you hear from each of these leaders about the challenges and opportunities they see in today's business environment. Speakers include:

- **Traci Lynn Burton**, Founder & Chief Executive Officer, Traci Lynn Fashion Jewelry
- **Lori Bush**, President & Chief Executive Officer, Rodan + Fields
- **Kay Napier**, Chief Executive Officer, Arbonne International, LLC
- **Connie Tang**, President & Chief Executive Officer, Princess House, Inc.
- **Ruth Todd**, Vice President, Public Affairs, Nu Skin Enterprises



General Session
Sponsored By:



Tuesday, June 3 | 10:30 a.m. – 11:30 a.m.

Policing the Field

Regency P

If your field is your brand, how do you handle it when a rogue distributor compromises that brand? How do you even find out about potentially troubling behavior? This session will explore the various elements that go into monitoring field behavior and stopping problems before they have a chance to damage your company.



Jim Bramble, *Chief Legal Officer & General Counsel, USANA Health Sciences, Inc.*

As USANA's current general counsel, Jim oversees many important legal aspects of the company's business practices, including associate compliance, litigation, intellectual property, regulatory, international development, government relations and associate education. In addition, in his role as USANA's corporate secretary, Mr. Bramble ensures that USANA complies with relevant legislation and regulation, and keeps board members informed of their legal responsibilities.



Jim Riekse, *Director, Legal Resources, Mary Kay Inc.*

Jim Riekse is the Director, Legal Resources, for Mary Kay Inc., where he has worked since 2005. In this role, he oversees Mary Kay's education and compliance program in the company's North America region. As a native of Grand Rapids, Mich., Mr. Riekse sees the irony of working for Mary Kay despite the fact that many of the defining moments in his life took place in buildings named after Amway or its founders, including his wedding reception.



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

John Webb, 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, D.C., as an advisor, identifying and coordinating legislative initiatives and managing committee activities. Mr. Webb also served as Director of Washington Operations for a defense contractor, where he headed up its D.C. office, as well as Associate General Counsel and Director of Government Relations for a trade association representing the commercial laboratory testing industry.

An Economic Analysis of Direct Selling

Regency Q

A noted economist will engage direct selling executives in an important and timely discussion of the fundamental economic attributes of the direct selling model. He will describe his response to the flawed economic analyses that have been injudiciously used in some government pyramid prosecutions and have undergirded recent attacks on direct sellers.



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

Adolfo Franco is responsible for managing and directing the government relations, legal and administrative aspects of DSA. 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. Mr. Franco 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. After graduating from the University of Northern Iowa with an MA, he attended the Creighton University School of Law where he received his JD.



Chetan Sanghvi, *Senior Vice President, NERA Economic Consulting*

Chetan Sanghvi is an expert in the field of industrial organization and antitrust economics, with a specialization in the analysis of liability and damages in competition and commercial litigation. He has evaluated the competitive impacts of numerous proposed corporate mergers in the U.S., Canada, and Europe and has extensive experience providing expert economic and statistical testimony in antitrust cases, as well as matters involving alleged trademark and patent infringement, breach of contract and Lanham Act violations. Dr. Sanghvi rejoined NERA from the FTC, where he was Economics Advisor to the office of Commissioner Brill, the testifying economics expert in numerous competition matters and the lead economist on major FTC litigations.

Tuesday, June 3 | 10:30 a.m. – 11:30 a.m.

Rising Star CEO Panel

Regency O

We've assembled some of the industry's newest success stories to share one thing that sets them apart in the market and why. The landscape is so new and fresh for up-and-coming companies, this is where the best learning comes from—those that are doing things differently.



Brett Blake, Chief Executive Officer, Jewel Kade

Brett Blake is the CEO of Jewel Kade, an artisan jewelry and home décor company based in the small mountain town of Alpine, Utah. He also serves on the Board of Directors for DSA member Team Beachbody (makers of P90x, Insanity, HipHop Abs, TurboFire, Slim in 6 and dozens of workout programs).



Asma Ishaq, President, Jusuru International, Inc.

As co-founder of Jusuru, Asma Ishaq unites passion, experience and vision to establish innovative concepts for health and beauty. With a background in product development, formulation and manufacturing of nutritional supplements, she implemented unprecedented marketing and branding strategies while gaining valuable insight into the power of unique liquid nutraceuticals that change the way we look and feel. Ms. Ishaq earned her BA from the University of California, Berkeley, and an MBA from Rice University. In 2010, Ms. Ishaq launched Jusuru as a company unique in its class. Offering a multipatented, award-winning nutraceutical, Jusuru is without equal—a pioneer in the emerging anti-aging market and a values-driven company Ms. Ishaq is proud to lead.



Scott Lewis, Chief Visionary Officer, Jeunesse Global

Having grown up immersed in direct sales and possessing a natural passion for its power to change lives, Scott Lewis is guiding Jeunesse and its leaders toward a future of unlimited success. Before taking on his current role as Chief Visionary Officer and overseeing the strategic direction of the company, Mr. Lewis worked as Vice President of Global Operations, implementing the global infrastructure for Jeunesse. He believes in maintaining a relationship-oriented business with grounded ethical principles; he consistently sets new standards while maintaining compassionate and professional relations with distributors. Mr. Lewis holds an MA and a BA from Rollins College.



Britney Vickery, Chief Executive Officer & Founder, Initials, Inc.

Britney Vickery is the CEO & Founder of Initials, Inc. She brings more than 16 years of professional and executive management experience to the company. A serial entrepreneur, Initials, Inc., represents her strongest accomplishment to date as it is ranked No. 762 on the Inc. 5000 list of America's fastest-growing, privately held companies for 2013—up 793 spots from 2012. Beginning her professional career with a Fortune 100 company in 1997, Ms. Vickery later moved into collegiate advancement, where she held various positions and truly honed her strategic leadership skills. She later exited corporate America upon the arrival her first child only to found and launch Initials, Inc., from a spare bedroom in her home a year later.



Anna Zornosa, Founder & Chief Executive Officer, Ruby Ribbon, Inc.

Anna Zornosa's career has included leadership positions at start-ups, as well as large public companies. She founded Ruby Ribbon in 2011 after being inspired to create a unique everyday shapewear apparel company, whose products are only available through social commerce. She serves as an advisor to several other start-ups including: Trulioo.com, Motista, Inc, Glam.com and Chloe & Isabel. Previously, she served as EVP of the Cobalt Group; Vice President, Yahoo!; Chief Marketing Officer, Knight Ridder Digital; and CEO, Topica, Inc. She has both her Masters and Bachelors degrees from the University of Wisconsin.

Tuesday, June 3 | 10:30 a.m. – 11:30 a.m.

Sales & Marketing's Best

Regency T

We've assembled a group of sales and marketing executives to share ONE thing they are doing differently in 2014 and how they anticipating it impacting the company.



Jason Gough, Vice President, Marketing, 4Life Research, LLC

Jason Gough was raised in the industry by parents and siblings that have always been affiliated with network marketing companies. After graduating from Brigham Young University and briefly working as a journalist, he spent 11 years at Morinda. In the last five years at 4Life he has helped invigorate the brand and implemented strategies to solidify 4Life's place as one of the top companies in the industry.



Ivy Hall, Chief Creative Officer & Founder, Initials, Inc.

Ivy is the Chief Creative Officer and Founder of Initials, Inc., a company that specializes in fashionable, on-trend handbag and home organization items for women. Founded in 2005, today Initials, Inc., is represented by thousands of consultants in all 50 states. As Chief Creative Officer, Ms. Hall drives all creative elements for the company. Utilizing her background in television and advertising, her desire is to create a brand and an experience for customers, hostesses and consultants that encourage others to think bigger about what life has to offer and living their purpose. Creating and driving a personal experience with the company and inspiring others are her passion.



Vanessa Hunter, Vice President, Marketing, Send Out Cards

Vanessa Hunter is a sales, marketing and operations professional who has more than 23 years of experience in the network marketing industry. During her career, she has developed and launched the marketing campaigns for a number of products and brands and more recently, has focused on the development of field leadership organizations.

Shipping Trends

Regency U

Getting your product into consumers' hands is your No. 1 goal, but the variables involved are vast. In-house or outsourced? Paper or plastic? Eco-friendly or economically savvy? Talk to an expert! This session will feature executives well-versed in the considerations you need to keep in mind as you evaluate your current operations and consider future adjustments.



Mike Christensen, Director, Key Accounts, IntegraCore

Mike Christensen works specifically in the direct sales vertical for IntegraCore, specializing in allowing his customers to do what they love and do best—build their businesses, brands and distributor bases—while he and the team at IntegraCore perfect and manage day-to-day distribution and fulfillment of orders.



Julie-Anne Fiore, Vice President, Corporate Relations & Compliance, Landmark Global Distribution

Julie-Anne Fiore joined Landmark Global in February 2010 as Vice President, Marketing. Prior to Landmark Global, she was at Canada Post as a direct marketing specialist, international and borderfree, where she furthered her retail and North American marketing experience, specializing in working with U.S. companies entering and growing their footprint in the Canadian market through campaigns that included direct mail, digital and alternate channels. She also has agency experience working in areas such as privacy, in-store marketing campaigns, CRM, print production, database marketing, contest regulations, circulation, marketing into Quebec and new product launches within the consumer packaged goods industry.



Gene Tipps

Gene Tipps is an experienced direct sales operations executive. He most recently spent more than five years helping LifeVantage achieve their incredible growth in the nutritional supplement market. During his time there LifeVantage grew from launch to more than \$250 million in annual revenue. Mr. Tipps also spent time directing the international operations for Zrii, Agel and Morinda. He is currently working as a direct selling industry consultant helping industry leaders optimize and establish cost-effective supply chains.

U.S. Direct Selling Strategic Insights: Telling the Direct Sales Story

Regency V

Following the unveiling of key U.S. direct selling industry performance data, get your chance to be among the first to dive into this wealth of engaging industry information at an even deeper level! DSA's robust research program undertook several initiatives last year to gather a wealth of new data about the sales channel, and this session will give you a 360-degree look at direct selling from the consumer's, seller's and company's perspective. The results are invaluable. Be in the audience as our panelists and members of the Industry Research Committee give you an early look at the fresh insights this data provides.



Anne Aldrich, Partner, Artemis Strategy Group

Anne Aldrich applies her broad research experience and her passion for understanding what makes people tick to make Artemis' research assignments into powerful tools for its clients. Whether in support of marketing/communications strategy, tactical development or assessment efforts, or helping clients build research-based thought leadership programs, Ms. Aldrich is highly attuned to meeting client priorities. She has a BA from Indiana University.



Judy Jones, Market Research—Insights Lead, Amway

Judy Jones has served Amway for more than 20 years, initially in the International Division—Housewares Marketing and later in International Public Relations. She has a background in retailing and buying for a major U.S. buying group, a department store and specialty stores. She also has experience in manufacturing, product development and as corporate consumer consultant. She has a BA from the University of Michigan and an MA from New York University in France.



JJ LeBlanc, Manager, Strategic Intelligence, Mary Kay Inc.

JJ LeBlanc leads the Customer Insights & Strategic Intelligence group at Mary Kay and has been with the company for five years. She and her team provide insights on Mary Kay's customers, consumers, industry developments and long-term trends to direct key initiatives and support strategic efforts. She also worked in the telecommunications industry for eight years. Ms. LeBlanc holds an MLS from the University of North Texas and a BA from the University of Oklahoma.



tuesday networking

roundtable discussions

Tuesday, June 3 | 12:45 p.m. – 2:00 p.m.

Sit across the table from colleagues who have the solutions to the issues you are facing—or can at least tell you what has or hasn't worked for them. Pick from a variety of interest areas as listed below. *Direct selling executives only, please.*

CEO Council Roundtable:

Regency Q

CEOs, this session is for you! Talk with other top executives about current issues, including:

- Industry trends and strategic initiatives coming your way
- Planning for your company's next generation of leaders
- Solutions for marketplace challenges that will most affect your company in the near future

Salesforce Development:

Regency O

Table leaders will facilitate discussions that correlate to the various salesforce development issues your company is confronting, including:

- Training programs
- Communications tools
- Trends in incentive and meeting planning
- Tools for the field

Communications:

Regency P

Topics will focus on such critical subjects as:

- Media trends
- Talking about the direct selling business model
- Using social media

Technology:

Regency T

Join your peers to talk about today's technology trends and the challenges you're experiencing. Topics that have been discussed at previous meetings have included back-end systems, social media, PCI compliance, developing technology for mobile and much more.

a special night at Epcot

Tuesday, June 3 | 6:00 p.m. – 11:00 p.m. | Walt Disney World's Epcot Center



There couldn't be a better way to cap off your Annual Meeting experience than with a special night at Disney's Epcot Center. Special event attendees will be treated to an evening of Disney fun, including a private dinner, Epcot entertainment, an exclusive view for the famous Epcot fireworks and a private tram ride around the park before the night is over. Bring your family for this amazing evening and make sure everyone experiences the magic of Disney during this year's Annual Meeting! You can register for this event in advance or onsite prior to Tuesday, June 3. (*Business casual attire is recommended for this event.*)

Registration Desk Hours

Saturday, May 31: Noon – 8:00 p.m.
 Sunday, June 1: 9:00 a.m. – 9:00 p.m.
 Monday, June 2: 7:00 a.m. – 8:00 p.m.
 Tuesday, June 3: 7:00 a.m. – 3:00 p.m.

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Dress

Business casual is recommended for all events except Monday evening's Awards Gala, which is black-tie optional attire. The hotel is air conditioned and meeting rooms are generally cool.

Badge Colors & Policy

Badges are your passport to all DSA functions. All registered delegates must pick up their badges at the DSA Registration Desk. If you misplace your badge, please notify the DSA Registration Desk immediately. Lost badges will be replaced for a \$10 fee. Should DSA determine your original badge has been used after a replacement badge has been issued you will be charged a full registration fee of \$1075. For ease in identifying your fellow delegates, badges are color-coded:

White: direct selling member *Green: prospective member*
Blue: supplier member *Gray: subscriber member*
Yellow: spouse *Salmon: evening events only*

First-Time Attendees

Please take a moment to introduce yourself to those attendees who are new to this year's meeting. Get acquainted, learn about their companies and help answer any questions they may have.

Awards Gala

If you plan to attend the Awards Gala, Monday, June 2, you'll need to pay the registration fee as soon as possible. All registrants must be confirmed by May 28, 2014.

speaker gift basket contributors

Workshop sessions come alive because of the experience, knowledge and time commitment made by each of the speakers. To thank them for sharing their insights, DSA will present each speaker with a gift basket containing products from the following member companies. Thank you to each of you for making this gift possible:

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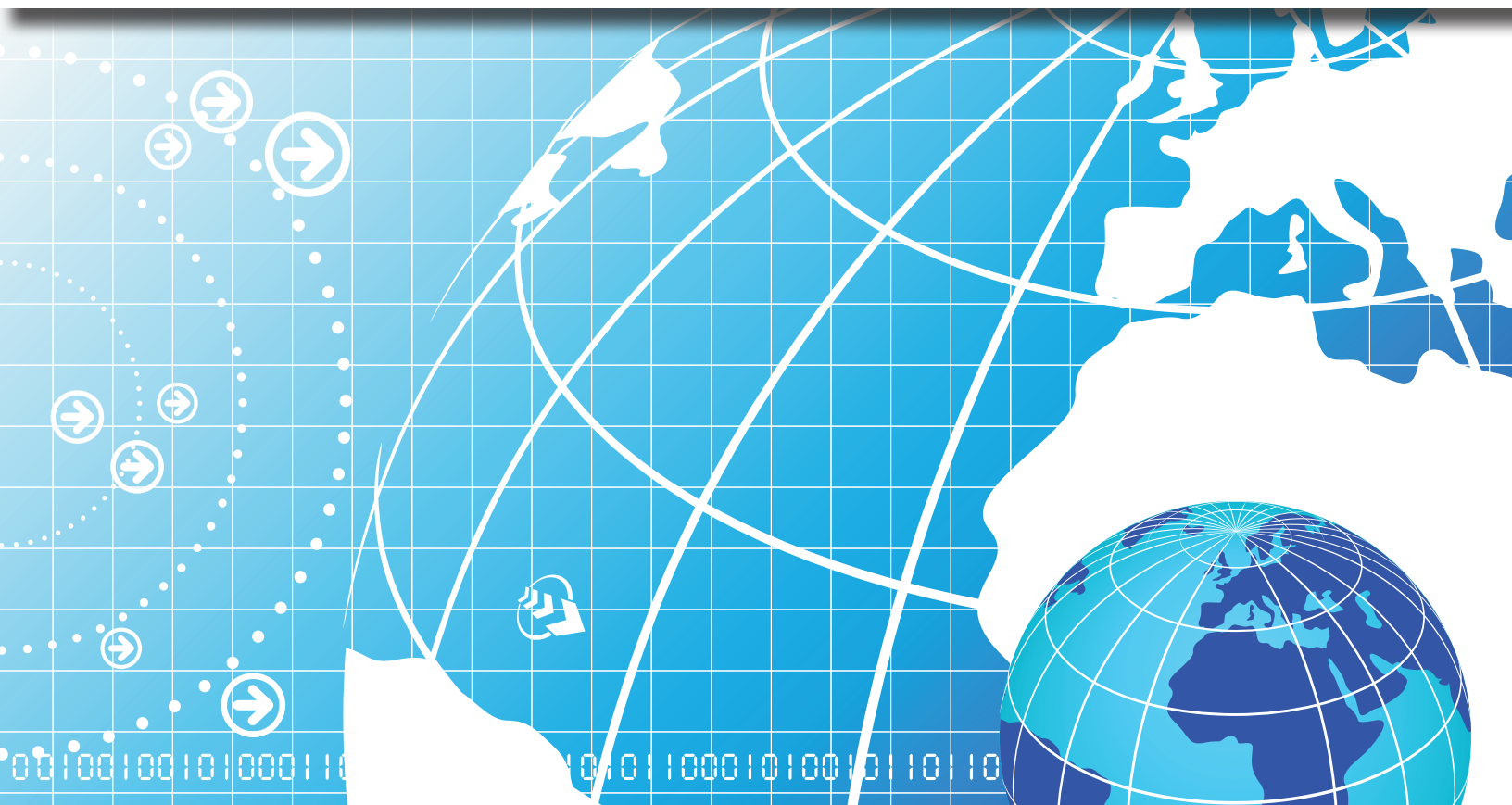




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