

DIRECT SELLING ASSOCIATION
COMPANIES IN
FOCUS

March 3 – 4, 2016 • Addison, Texas



MARY KAY®

www.dsa.org/companiesinfocus

#DSACIF



MARY KAY®

Welcome to DSA's Companies in Focus Seminar!

DSA staff are available at the hotel and at each host company location to help you make the most of your time here. Please let us know if you have any questions or concerns.

We will be traveling together around the greater Addison area, and buses will leave promptly. Be sure you are on board prior to departure so you don't miss your valuable experience with our host companies.

Please note: your name badge is your passport to all Companies in Focus events, including those taking place at our host companies' headquarters, so please wear it prominently at all times.

Enjoy complimentary Wi-Fi at the hotel. Use code DSA16

Share your seminar experiences! Use the hashtag #DSACIF



Schedule-at-a-Glance

Thursday, March 3

7:30 – 10:00 a.m.	Registration	<i>Malachite Foyer</i>
8:00 – 10:00 a.m.	Breakfast & opening general session	<i>Malachite Showroom</i>
10:15 a.m.	Buses depart en route to AdvoCare	<i>South Entrance</i>
11:00 – 4:00 p.m.	AdvoCare tour, presentations and lunch	<i>AdvoCare Headquarters</i>
4:00 p.m.	Buses depart en route to hotel	
4:30 – 5:45 p.m.	General session <i>Featuring Kerry Brown, CMO and Pat Johnston, CSO, Stream</i>	<i>Malachite Showroom</i>
5:45 – 7:00 p.m.	Reception	<i>Garden Court 1 & 2</i>

Friday, March 4

7:00 – 8:30 a.m.	Registration	<i>Malachite Foyer</i>
7:30 – 8:45 a.m.	Breakfast	<i>Malachite Showroom</i>
8:45 a.m.	Buses depart en route to Mary Kay	<i>South Entrance</i>
9:15 – 3:00 p.m.	Mary Kay tour, presentations and lunch	<i>Mary Kay Headquarters</i>
3:00 p.m.	Buses depart Mary Kay for hotel and airport	

Thank you to our generous
Companies in Focus sponsors:



Program



Name Badges

7:30 – 10:00 a.m.

Registration

Malachite Foyer

Pick up your registration materials and get your questions answered from DSA staff. Please remember to wear your name tag prominently at all times.

8:00 – 10:00 a.m.

Breakfast & Opening General Session

Malachite Showroom

Speakers: Joseph Mariano, President; and Adolfo Franco, Executive Vice President, DSA

Join DSA President Joseph Mariano and Executive Vice President Adolfo Franco in an informative opening general session as they welcome you and kick off Companies in Focus! Topics to be discussed include the latest developments within the direct selling channel; an update on DSA programs, events and initiatives; and a rundown of legislative and regulatory issues affecting direct selling.



Joseph Mariano is president of the Direct Selling Association. He has ultimate responsibility for all Association programs and activities, and is charged with providing progressive association leadership, development and implementation of Association policies in the fields of government, consumer and international affairs. Mariano has been responsible for representing the Association's interests in all fifty state capitals and on Capitol Hill. He serves as a personal resource to direct selling companies who need overall guidance on general legal and business trends that affect direct sellers both in the United States and worldwide. He also serves as president of the Direct Selling Education Foundation.



Adolfo Franco is executive vice president and chief operating officer at the Direct Selling Association, responsible for managing and directing the government relations efforts for the Association in Washington, DC, and throughout the United States. In this capacity, he works to promote the direct selling industry's interests with Members of Congress, State Legislatures, as well as with both federal and state regulatory authorities. He also 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.

10:15 a.m.

Buses depart en route to AdvoCare

South Entrance

11:00 a.m.

Arrive at AdvoCare for Tour

AdvoCare Headquarters



AdvoCare is a rapidly growing leader in the health and wellness industry selling world-class nutritional, performance and weight-management products through more than 600,000 Independent Distributors. AdvoCare is backed by the latest science and endorsed by many professional and amateur athletes. AdvoCare is also the Official Sports Nutrition Partner of Major League Soccer.

11:15 a.m.

Welcome

Speaker: Allison Levy, Executive Vice President and Chief Legal Officer

11:20 a.m.

Safekeeping the AdvoCare Legacy

Speaker: Brian Connolly, Chief Executive Officer

Every day, the people at AdvoCare, both at the corporate office and in the field, are dedicated to maintaining the AdvoCare legacy that Charlie Ragus began in 1993. It permeates the way we do business, interact with our Independent Distributors and market our brand.

11:30 a.m.

Valuing Legacy and Culture

Speakers: Rick Loy, Vice President U.S. Sales Training & Field Development; and Ron Reynolds, Vice President of Distributor Recognition

The AdvoCare legacy is the foundation for our corporate culture. Through almost two-and-a-half decades of growth, Charlie's vision and his Guiding Principles have always guided our success.

11:55 a.m.

Growing to Scale

Speakers: Executive Leadership Team

Growing quickly presents both challenges and opportunities. At AdvoCare, we value cross-team collaboration spanning the organization. Whether it be developing world-class products, strengthening our business opportunity or reacting to outside influences, the Legal, Marketing, Sales and Science Teams work hand-in-hand to provide the best AdvoCare has to offer.

12:15 p.m.

Lunch

12:40 p.m.

The Power of Sports

Speakers: Patrick Wright, Senior Vice President U.S. Sales; and Josh Watts, Senior Sponsorships Manager

Sport has always been a cornerstone of the AdvoCare brand and culture — from football to NASCAR®, Major League Soccer to CrossFit®. Harnessing the excitement and energy around some of America's most well-known teams and players has had a monumental impact on our business.

12:55 p.m.

AdvoCare Endorsers and Introduction of Special Guest

Speaker: Rob Graff, Vice President of Endorsements

1:30 p.m.

Tour of AdvoCare Corporate Headquarters

- Distribution and Supply Chain
- Events and Recognition
- Sports Marketing and Endorsers
- Product Innovation and Sampling

3:00 p.m.

Protecting This House

Speakers: Allison Levy, Executive Vice President and Chief Legal Officer; and an AdvoCare Independent Distributor

In an environment with increasing regulatory and compliance issues, protecting our business and brand is paramount. AdvoCare is dedicated to providing best-in-class products and a strong business opportunity, while doing business the right way. Assessing risk, partnering with our trade associations and adhering to a strong code of ethics are part of our everyday way of life.

3:20 p.m.

Partnering with the Field

Speakers: Patrick Wright, Senior Vice President U.S. Sales; and an AdvoCare Independent Distributor

The AdvoCare corporate team can't live in a vacuum. Some of our best ideas and initiatives are driven from our Independent Distributors. From product marketing, to training and education, to immediate insights, partnering with the field is an important and crucial part of doing business, and we have the best Distributors in the world.

3:40 p.m.

Corporate Training Philosophy

Speakers: Patrick Wright, Senior Vice President U.S. Sales; Rick Loy, Vice President U.S. Sales Training & Field Development; and Brian Connolly, Chief Executive Officer

Training and educating Distributors starts with our Guiding Principles and lives today as a pillar of our success and growth. We are dedicated to having the best-trained Distributors in the industry and ensure to connect them throughout their journey with AdvoCare — starting in the field with a committed Field Development Team to in-person trainings at Headquarters, to our largest training at National Success School.

AdvoCare Speakers



Brian Connolly

Brian Connolly serves as chief executive officer for AdvoCare International, LP. Connolly spent 30 years at Avon Product, Inc., ultimately serving as executive vice president, global sales. He also served as a founding board member of the company's foundation for women, which became the largest corporate philanthropy for women in the world. Connolly has held many board positions including chairman of the U.S. Direct Selling Association in 2003. In 2008, he was inducted into the Direct Selling Hall of Fame, the highest recognition given by the industry.



Rob Graf

Rob Graf serves as vice president of endorsements for AdvoCare International, LP. After a successful career as a professional strength and conditioning coach, Graf joined the AdvoCare corporate team in 2002. In addition to overseeing AdvoCare's product endorsers, the former collegiate All-American serves AdvoCare by training distributors in the area of product applications.



Allison Levy

Allison Levy serves as executive vice president and chief legal officer for AdvoCare International, LP. She joined the company in 2003 and was appointed head of the legal department in 2005. Her day-to-day responsibilities include managing all aspects of the company's legal, government relations, community relations and human resources work. In addition, she serves as the company spokesperson. As a member of the executive management team, she plays a critical role in developing strategies to lead and grow the organization.



Rick Loy

Rick Loy serves as vice president U.S. sales training and field development for AdvoCare International, LP. Loy joined the AdvoCare corporate team under the leadership of the company's founder, Charlie Ragus, in early 1998. Coming from a successful personal practice in financial services, Loy has served Team AdvoCare in key strategic roles.



Jenni Ragus McGaha

Jenni Ragus McGaha is the youngest daughter of AdvoCare founder Charlie Ragus. Passionate about continuing the great work of her father and his vision, she has worked for AdvoCare at corporate headquarters in various roles for more than 15 years.



Ron Reynolds

Ron Reynolds serves as vice president of distributor recognition for AdvoCare International, LP. Reynolds brings more than 40 years of experience in direct sales. He serves as a frequent guest speaker and is the author of several books and essays on personal growth, financial management, goal setting and leadership. Reynolds developed the award-winning DebtBuster system used by AdvoCare distributors.



Joshua Watts

Joshua Watts represents AdvoCare as the senior sponsorships manager. His responsibilities include managing and growing the full book of current sponsorships and multi-level league activations, while strategically seeking brand-focused opportunities within athletics. He has been integral in the development and strengthening of partnerships with PSATS, MLS and the AdvoCare Sports Advisory Council, along with partnering to build an elite list of AdvoCare endorsers.



Patrick Wright

Patrick Wright is currently the senior vice president of U.S. sales at AdvoCare International, LP. Wright has been working in the direct sales industry for more than 13 years and is a graduate of Brigham Young University and also the University of Dallas MBA program. While originally from Utah, Patrick resides in Dallas with his wife and three children.

4:00 p.m.

Conclusion and Departure to Hotel

4:30 – 5:45 p.m.

General Session

Malachite Showroom

Speakers: Kerry Brown, Chief Marketing Officer; and Pat Johnston, Chief Sales Officer, Stream



Stream began in 2005 with a simple, innovative idea: selling energy by word of mouth. In doing so, the company has created a unique position in a crowded marketplace, quickly becoming the largest direct selling energy company in the world. Not content to rest there, Stream has since expanded its suite of services to include Energy Services, Mobile Services and Protective Services.

In this session, Stream Chief Marketing Officer Kerry Brown and Chief Sales Officer Pat Johnston will co-present. Kerry will discuss the use of branding and marketing to create energy and excitement, with the ultimate goal of inspiring and motivating the field. He will also discuss the evolution, process and strategy behind the Stream company rebrand — moving from Stream Energy to Stream. Pat will speak to results-based leadership — focusing on diving deeper than the rank and letting production drive leadership.



Kerry Brown drives Stream's growth and marketing strategy with 15 years of industry experience. His involvement with Stream started in 2013, and he is currently responsible for Stream's marketing, corporate communications and public relations initiatives while representing the brand and cultivating opportunities for Stream's services and solutions in new and existing markets.



Pat Johnston brings more than 25 years of experience in direct sales to his role as chief sales officer, where he is responsible for advancing current Stream leadership as well as developing new leaders through the Stream Opportunity. His experience in both corporate and direct selling roles makes him an invaluable member of the Stream executive team.

5:45 – 7:00 p.m.

Reception

Garden Court 1 & 2

Join your peers as you reflect on your day. This is a great opportunity to discuss with friends old and new the lessons learned from the day and the operational challenges and successes at your company.

7:00 – 8:30 a.m.

Registration

Just joining us? Pick up your registration materials and get your questions answered from DSA staff. Please remember to wear your name tag prominently at all times.

Malachite Foyer

7:30 – 8:45 a.m.

Breakfast

Malachite Showroom

8:45 a.m.

Buses depart en route to Mary Kay

South Entrance

9:15 a.m.

Arrive at Mary Kay for Tour

Mary Kay Headquarters

MARY KAY

Mary Kay Ash was an original. As an entrepreneur and a philanthropist, she started her business with five products and a dream to inspire women to transform their lives, and in doing so, help other women achieve success. For more than 50 years, Mary Kay has offered it all. With 3.5 million Mary Kay Independent Beauty Consultants and \$4 billion in global annual sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world.

Master of Ceremonies: Crayton Webb, Vice President Corporate Communications & CSR

9:30 a.m.

Welcome

Speaker: David Holl, Chief Executive Officer

10:00 a.m.

Corporate Social Responsibility & Sustainability at Mary Kay: Pink Changing Lives

Speaker: Kirsten Gappelberg, Manager, Corporate Social Responsibility

Kirsten will share Mary Kay's CSR and sustainability strategy; how giving back, the Go-Give spirit and the Golden Rule are part of our culture and how those values manifest themselves in corporate citizenship and reputation enhancement.

10:30 a.m.

Government Relations

Speaker: Michael Lunceford, Senior Vice President, Public Affairs

A discussion of direct selling legislative issues in Congress and the importance of grassroots in winning legislative victories.

11:00 a.m.

Salesforce Relationships

Speaker: Sean Key, Vice President of Salesforce Motivation & Education

An examination of the importance of building healthy relationships with the independent salesforce and how those relationships may evolve over time. Additionally, the relationships that the independent salesforce members have with each other and what that can mean for the company.

11:30 a.m.

Eyes on the Prize: Salesforce Celebration – Inspiration – Motivation

Speaker: Laura Beitler, Vice President of Recognition and Events

Insight and ideas about how you can celebrate, inspire and recognize your independent salesforce to success.

12:00 p.m.

Lunch

Luncheon with Mary Kay executives and museum tours.

1:30 p.m.

Staying Competitive in the Digital Age

Speaker: Kregg Jodie, Chief Information Officer

The importance of companies connecting and understanding the customer's journey in order to be effective and digitally competitive in today's world.

2:00 p.m.

The Anti-Aging Secrets of the Mary Kay Brand

Speaker: Sheryl Adkins-Green, Chief Marketing Officer

How Mary Kay is blending the tried and true with the new to ensure that the Mary Kay brand and the Mary Kay opportunity stays fresh and relevant.

2:45 p.m.

Conclusion

Speaker: Adolfo Franco, Executive Vice President, DSA

Mary Kay, Inc. Speakers



Sheryl Adkins-Green

Sheryl Adkins-Green serves as Mary Kay's chief marketing officer. She leads Mary Kay's global marketing strategy, brand positioning, new product development, advertising, digital marketing, social media, product education and customer insights to drive long-term growth and support the company's more than 3 million Independent Beauty Consultants. Adkins-Green has been instrumental in developing and implementing the product portfolio strategy that is generating a sustainable stream of innovative skin care, color and fragrance products that are strengthening Mary Kay's competitive position globally.



Laura Beitler

As vice president of recognition and events, Laura Beitler leads the team responsible for developing and implementing Mary Kay's independent salesforce recognition programs and special events in the United States. Beitler joined Mary Kay in 2000 as a staff attorney before transitioning to vice president and associate general counsel where she provided guidance and legal direction for the North American markets and the company's subsidiaries in the European region. Mary Kay's Global Executive Team named her Leader of the Year in 2011.



Kirsten Gappelberg

As manager, corporate social responsibility, Kirsten Gappelberg leads initiatives in the United States that include reputation management, charitable giving and sustainability. While leading the company's corporate philanthropic giving programs in the United States, Gappelberg also provides global tools, support and guidance to Mary Kay's subsidiaries in more than 35 different countries. She partners closely with Mary Kay's marketing and government relations departments, as well as The Mary Kay Foundation, to develop meaningful programs and initiatives that enhance and protect the Mary Kay brand.



David Holl

As president and chief executive officer, David Holl is responsible for the day-to-day decisions involved in Mary Kay. He is also a member of the Mary Kay Board of Directors. Under his leadership, Mary Kay has expanded into 14 new markets and successfully diversified its revenue across more than 35 markets worldwide. The company also has made significant progress on key strategic initiatives, including global rebranding and global standardization of core systems and processes. During Holl's tenure as president and chief executive officer, Mary Kay's global revenue has more than doubled, with various markets around the world regularly setting sales and independent sales force records.



Kregg Jodie

Kregg Jodie serves as Mary Kay's chief information officer and is responsible for setting the strategic direction of technology, implementing new systems, managing and monitoring existing systems, telecommunications and information security. Jodie has been instrumental in launching Mary Kay InTouch®, an online web portal, and personal web sites that have reshaped the way the independent salesforce members do business. Additionally, he has led efforts to develop and implement common core systems and processes that create operational efficiencies and improved selling opportunities in more than 35 markets globally.



Sean Key

Sean Key currently serves as vice president of salesforce motivation & education for Mary Kay. In his role, he and his team support the salesforce with strategic education, motivation and business direction. Key's broad range of experience within Mary Kay began in 1989, on a part-time basis as a box maker. He then held positions as an order filler, shipping clerk, quality control inspector, customer service representative, distribution supervisor and sales development coordinator.



Michael Lunceford

As senior vice president, public affairs for Mary Kay, Michael Lunceford is responsible for worldwide public affairs in more than 30 countries. He also serves as political advisor to many elected officials, locally and nationally. Lunceford served as chair of the World Federation of Direct Selling Association (WFDSA) Advocacy Committee and formerly was chair of the WFDSA Ethics and Self-regulation Committee. Lunceford serves as chairman and president of the Mary Kay Foundation and trustee of the Mary Kay Family Foundation, and currently serves as chairman of DSA's Government Relations Committee. He was recently inducted in to the Direct Selling Association Hall of Fame and received the Direct Selling Education Foundation's Circle of Honor Award.



Crayton Webb

Crayton Webb is vice president of corporate communications and corporate social responsibility for Mary Kay. He leads the company's global media and public relations team and is also responsible for Mary Kay's global CSR and philanthropic efforts. Webb's professional background is in journalism; he was a broadcast journalist for nearly ten years covering politics for television stations in Oregon, Idaho and Texas. Webb was selected as an honoree in the Dallas Business Journal's 2011 class of 40 under Forty.

3:00 p.m.

Buses depart Mary Kay for hotel and airport

why attend?

DSA ANNUAL MEETING



Introducing keynote speaker

Daniel Burrus

Best-selling author, business strategist,
technology futurist, and founder
and CEO of Burrus Research

DSA Annual Meeting

June 5-7, 2016

J.W. Marriott

Desert Ridge Resort & Spa

Phoenix, AZ



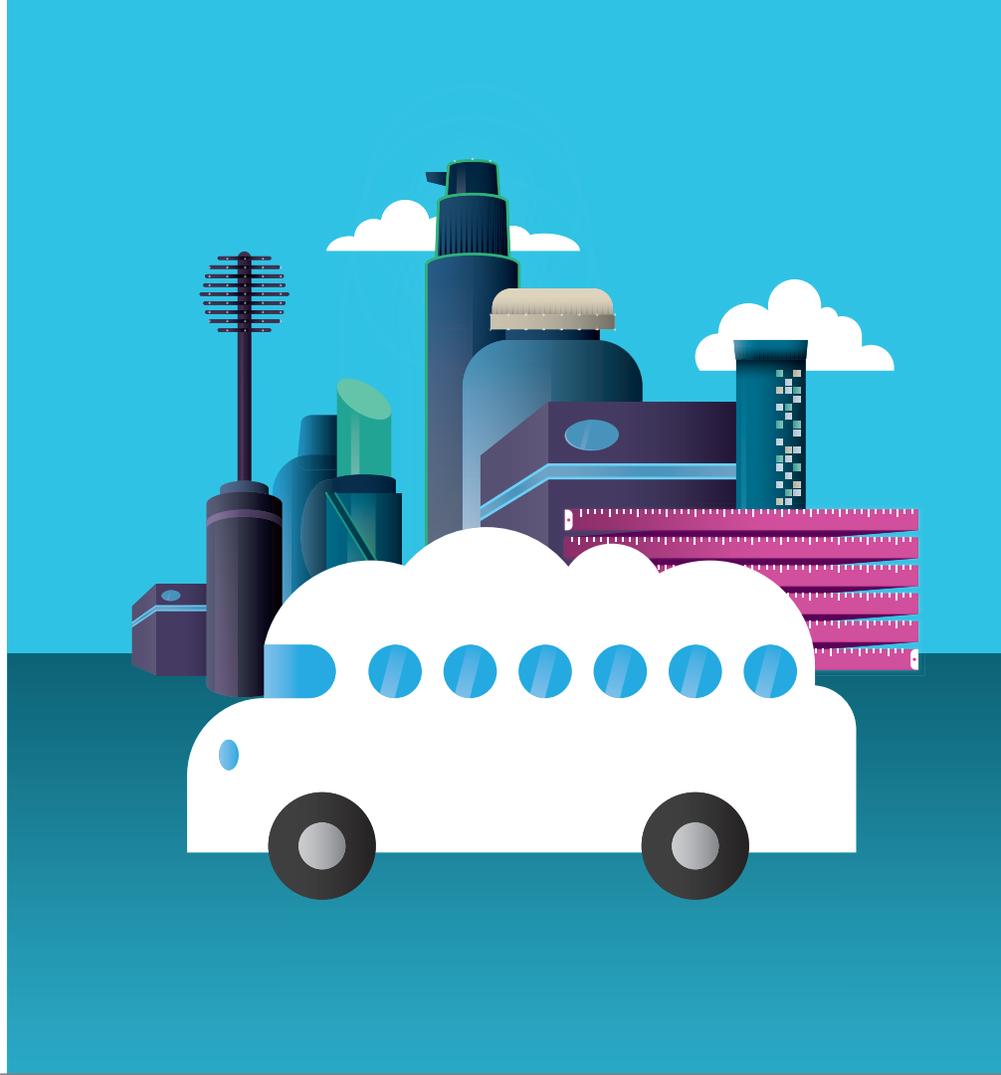
reimagine
ANNUAL MEETING
PHOENIX, 2016

www.dsa.org/am2016

The direct selling skyline is growing in Dallas.

We're proud to support DSA's Companies in Focus and the direct selling industry in our hometown, birthplace of the Exigo cloud.

214.367.9999 / EXIGO.COM



DIRECT SELLING ASSOCIATION

1667 K Street, NW
Suite 1100
Washington, DC 20006
202-452-8866 | 202-452-9010 Fax
www.dsa.org