



BY THE NUMBERS

130

Meetings
with
Congressional
Offices

5

Townhalls
& Women
Entrepreneurship
Roundtables
with Members
of Congress

6

Comment Letters
Submitted
to Federal and
State Government
Agencies

130

Individuals
Became Direct
Selling Compliance
Professional
Certified

81

State Bills
Tracked

8

Co-Sponsors
for H.R. 5038—
the Preserving
Direct Seller
Independence Act

11

Liaison Meetings
with State
Attorney Generals,
Legislators &
Partners

ACCOMPLISHMENTS

FEDERAL

- **Worked with the FTC Engagement Task Force** to file comments with the Federal Trade Commission on an Advanced Notice of Proposed Rulemaking regarding Earnings Claims
- **Drafted comments with the Independent Contractor Task Force** to the United States Department of Labor regarding a proposed rule on classification of independent contractors. Urged the proposed rule was overbroad and could limit direct sellers as independent contractors.
- **Submitted a joint comment to the United States Department of Labor** with the National Association of Realtors requesting a final rule regarding classification of independent contractors incorporate 26 USC § 3508 to ensure direct sellers and realtors are classified as independent contractors

STATE

- **Kansas became the 28th state** to have DSA model anti-pyramid legislation signed into law with strong bi-partisan support.
- **Comments submitted to the Colorado Department of Revenue** that would impose a motor vehicle delivery fee on all products delivered

INTERNATIONAL

- **Drafted and submitted comments on free trade agreements** between the United States and the United Kingdom and Kenya to include direct selling text to ensure recognition of the direct selling model is recognized as both legal and desirable.

• Filed comments with the United States Trade Representative

- in support of inclusion of direct selling text in US-Taiwan Trade Initiative
- **Submitted proposal to the Government of Vietnam** regarding Decree 40 on local and national rules and regulations governing direct selling in Vietnam

• Appealed decision of the Government of Bahrain

LEGAL

- **Filed an Amicus Brief in FTC v. Neora** reminding the court of legal precedent regarding lawful compensation models

ACTIVITIES

FEDERAL

- **Engaging with membership** to respond to the Federal Trade Commission Advanced Notice of Proposed Rulemaking on the Business Opportunity Rule
- **Letter signed by DSA and multiple associations** supporting S. 3410, which would require the Federal Trade Commission to have reasonable guardrails before pursuing an enforcement action
- **Led a multi-association letter to Capitol Hill** urging Congress to be actively involved in the Federal Trade Commission Earnings Claims Rule

• Held Direct Selling Day on Capitol Hill

that brought together more than 60 independent sellers and seventeen executives to urge over 50 Members of Congress to discuss legislative priorities.

• Presented the Legal & Regulatory Seminar

with officials from the Federal Trade Commission, Members of Congress and thought leaders to discuss the current legal and legislative landscape

• Worked with members of the United States Senate

Commerce Committee to have association views expressed during hearing on S. 4145, which would expand authority of the Federal Trade Commission

• Hosted a Virtual Direct Selling Caucus

briefing with Reps. Richard Hudson (R-NC) and Marc Veasey (D-TX)

• Senator Marsha Blackburn (R-TN) expressed support

for the Direct Selling Self-Regulatory Council during a United States Senate Commerce Committee hearing

STATE

• Collaboration with Washington State Attorney General's office

on legislation that would regulate direct selling companies in the state

• Supported legislation in Missouri

that would clearly distinguish pyramid schemes under state law

INTERNATIONAL

• Testified to the Indian Ministry of Commerce

on proposed direct selling regulations in India

LEGAL

• Serving as Vice Chair of the Coalition for Workforce Innovation

successfully challenged the rescission of a favorable independent contractor rule by the previous Administration Department of Labor