

ON-SITE GUIDE





worldpay
from FIS

PASSIONATE ABOUT DIRECT SELLING PAYMENTS

**The way the world pays for
Direct Selling is changing.
Are you ready?**

Talk to us about how you can bring
your retail payments into the future.



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MEETING DETAILS



Scan the QR code to opt in to receive text alerts* for DSA ENGAGE, or text DSABoca to 833-235-9547.

*Message and data rates may apply. Text STOP to opt out. U.S. opt in only.

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WIFI SPONSORED BY **multibrain™**

NETWORK NAME: Boca Meeting

PASSWORD: multibrain (all lowercase)

BADGES & REPLACEMENT POLICY

Your DSA badge is your passport to all functions. Badges must be picked up at the DSA Registration Desk.

Misplaced badges will be replaced for a \$10 fee at the Registration Desk.

DSA CARES ABOUT YOUR HEALTH

Attendees will be expected to take common actions to reduce the risk of COVID transmission and to behave responsibly (including leaving the event area) in case of exposure to a COVID case or if they are experiencing symptoms. In such case, attendees should seek appropriate medical attention, including a COVID-19 test, and inform DSA should a COVID-19 test be positive during the event or in the five days following the event. Masks are optional.



REGISTRATION BAGS
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LANYARDS
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SCHEDULE AT-A-GLANCE

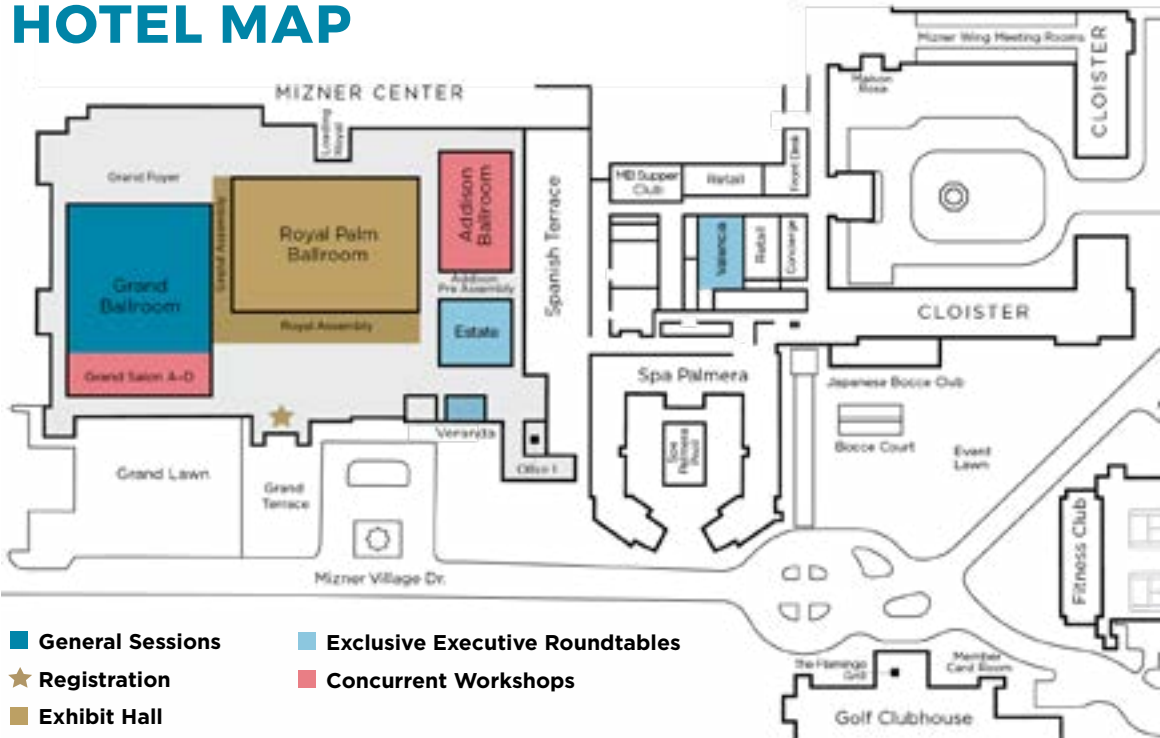
SATURDAY, JUNE 4

1:00 - 1:45 p.m.	DSEF Executive Committee	Veranda Salon IV
2:00 - 2:45 p.m.	DSA Executive Committee	Veranda Salon IV
2:00 - 7:00 p.m.	DSA Registration Open	Registration South
3:00 - 4:30 p.m.	DSA/DSEF Board Meeting	Addison East
4:30 - 5:15 p.m.	DS Compliance Presentation	Addison East
6:00 - 7:00 p.m.	DSA/DSEF Board and Sponsors Reception	Amalfi Terrace
7:00 - 8:30 p.m.	DSA/DSEF Board Dinner	Amalfi

SUNDAY, JUNE 5











7:00 a.m. - Noon	DSA PAC Golf Tournament  SPONSORED BY  	The Boca Raton Club
9:00 a.m. - 9:00 p.m.	DSA Registration Open	Registration South
12:15 - 4:00 p.m.	Direct Selling 101 Boot Camp 	Estate Salon II
12:15 - 1:15 p.m.	International Council	Valencia
12:15 - 1:15 p.m.	Lawyers Conclave	Addison West
12:15 - 1:15 p.m.	Member Services Committee*	Veranda Salon IV
12:30 - 4:45 p.m.	DS Executives CEO Retreat	Addison East
1:30 - 2:30 p.m.	Government Relations Committee*	Addison West
1:30 - 2:30 p.m.	Industry Research Committee*	Estate Salon III
3:00 - 4:30 p.m.	Resort Historical Tour	Main Lobby
3:00 - 5:00 p.m.	Exclusive Executive Roundtables	Various Rooms (See page 13)
6:00 - 9:00 p.m.	Let's Flamingle: Opening Reception SPONSORED BY    	Royal Palm Ballroom Foyer and Ballroom & Grand Foyer

HOTEL MAP













SCHEDULE AT-A-GLANCE

MONDAY, JUNE 6

7:00 a.m. - 6:00 p.m.	DSA Registration Open	Registration South
7:30 - 8:30 a.m.	Buffet Breakfast	Royal Palm Ballroom
8:45 - 10:15 a.m.	Opening General Session SPONSORED BY  Rallyware	Grand Ballroom E-K
10:15 - 10:30 a.m.	Refreshment Break SPONSORED BY  penny	Grand & Royal Palm Foyers
10:30 - 11:15 a.m.	Concurrent Workshops SPONSORED BY  VORYS #CONTROL	Various Rooms (See pages 21-22)
11:15 a.m. - 12:30 p.m.	Lunch and Learn SPONSORED BY  Kount [®] A Waters Company	Royal Palm Ballroom
12:40 - 2:30 p.m.	General Session II SPONSORED BY  xirect	Grand Ballroom E-K
2:30 - 2:45 p.m.	Refreshment Break SPONSORED BY  ADI MEETINGS EVENTS	Grand & Royal Palm Foyers
2:45 - 4:45 p.m.	General Session III SPONSORED BY  jenkon	Grand Ballroom E-K
5:00 - 7:00 p.m.	Party Plan Council Dinner**	Santa Margherita
6:00 - 7:00 p.m.	Compliance Council Happy Hour*	Palm Court Bar
7:00 - 10:00 p.m.	DSEF Cocktails and Cabanas  SPONSORED BY  jenkon  USANA	Grand Ballroom B

TUESDAY, JUNE 7

7:15 a.m. - 2:00 p.m.	DSA Registration Open	Registration South
7:30 - 8:45 a.m.	Buffet Breakfast SPONSORED BY  MAERSK	Royal Palm Ballroom
7:30 - 8:45 a.m.	CEO Breakfast SPONSORED BY  THATCHER	Estate Salon III
9:00 - 10:30 a.m.	General Session IV SPONSORED BY  PAYQUICKER	Grand Ballroom E-K
10:30 - 10:45 a.m.	Refreshment Break SPONSORED BY  ADI MEETINGS EVENTS	Grand & Royal Palm Foyers
10:45 - 11:30 a.m.	Concurrent Workshops SPONSORED BY  checkout.com	Various Rooms (See pages 24-25)
11:45 a.m. - 1:00 p.m.	Lunch SPONSORED BY  checkout.com	Royal Palm Ballroom
1:15 - 3:15 p.m.	Closing General Session SPONSORED BY  nexio	Grand Ballroom E-K
3:30 - 6:30 p.m.	SeneGence Beauty Bar SPONSORED BY  SeneGence	Grand Ballroom Foyer
6:30 - 9:30 p.m.	'80s Prom & Awards Gala SPONSORED BY  jenkon  NU SKIN	Grand Ballroom E-K

 Separate Registration Required * Committee/Council Members Only ** Invitation Only

NETWORKING & SPECIAL EVENTS

SUNDAY, JUNE 5

7:00 a.m.
The Boca Raton Club

SPONSORED BY



Golf Tournament

Join DSA PAC for a morning of spirited competition and fun.

SUNDAY, JUNE 5

6:00 p.m. - 9:00 p.m.
Royal Palm Foyer/Ballroom & Grand Foyer

LET'S
Flamingle

Amway



HERBALIFE.

i-payout

verb

Let's Flamingle

Meeting live flamingos won't be all that is waiting for you at our Let's Flamingle Sunday welcome reception. Take part in an I LOVE the '80s scavenger hunt to show you've got game and brush up on your Rubik's cube skills and '80s trivia!

Scan the QR code and during the reception, you'll receive a text message on how to begin. You will be put into teams to navigate the exhibit hall and show off your knowledge and love of the '80s!

Each participant will have their name in the running to win a \$100 Amazon Gift Card.



SCAVENGER HUNT
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thank you



A special thank-you to all our sponsors
for their generous support of DSA ENGAGE 2022.



NETWORKING & SPECIAL EVENTS

SUNDAY, JUNE 5

3:00 p.m. - 4:30 p.m.
Main Lobby

Resort Historical Tour

Guided by a member of the Boca Raton Historical Society, the tour will explore the history of the “Cloister Inn,” the original name of The Boca Raton, from construction through its opening on February 6, 1926, to the present time. This fascinating tour will include a walk through the Cloister Building and a discussion of the many artifacts found throughout the property.



MONDAY, JUNE 6

7:00 p.m. - 10:00 p.m.
Grand Ballroom B



LIVE MUSIC BY USANA’s KEVIN GUEST & THE FREE RADICALS

Are you registered for Cocktails & Cabanas?
Pick up or purchase your entry pass at the registration desk.

PRESENTED BY
jenkon **USANA**
THE CELLULAR NUTRITION COMPANY

TUESDAY, JUNE 7

3:30 p.m. - 6:30 p.m.
Grand Ballroom Foyer

SPONSORED BY
SeneGence

SeneGence Beauty Bar

Sign up at the DSA Registration Desk for your '80s make-up makeover for Tuesday’s '80s Prom & Awards Gala.

NETWORKING & SPECIAL EVENTS

BACK TO THE FUTURE

'80s Prom
& Awards Gala

Attire: '80s Prom



TUESDAY, JUNE 7
6:30 p.m. – 9:30 p.m.
Grand Ballroom E-K

See which of the following finalists will take home the Association's top honors at our annual DSA Awards Gala.

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MARKETING & SALES CAMPAIGNS

- **Arbonne International** – Very Merry Cherry Ginseng Energy Fizz Sticks
- **Scentsy Inc.** – Life's A Garden
- **SeneGence International** – Miss USA

TECHNOLOGY INNOVATION

- **Herbalife** – Biz Works Plus App
- **Mary Kay** – Mary Kay App
- **Pampered Chef** – Table
- **The Avon Company** – Avon Live Shopping

PRODUCT INNOVATION

- **Arbonne International** – DermResults Illuminating Skin Therapy Concentrate
- **Nu Skin Enterprises** – ageLOC Meta
- **Scentsy Inc.** – Scentsy Air Purifier
- **The Avon Company** – Farm Rx

EXCELLENCE IN BUSINESS

- **Herbalife Nutrition** – HN Grow
- **Jeunesse** – Spreading Jeunesse Love Social Media Training & Recognition
- **Jordan Essentials** – Community Classes
- **Pampered Chef** – Shared Rewards

VISION FOR TOMORROW

- **Arbonne International** – Flourishing for the Future
- **Jeunesse Global** – Jeunesse Kids Funds WE College School of Business & Entrepreneurship
- **Plexus Worldwide** – Nourish One
- **Young Living** – Developing Enterprise Program

PARTNERSHIP AWARD

- **Nexio**
- **Rallyware**
- **ServiceQuest**



ENTERTAINMENT

Enjoy a performance by Skip Martin, GRAMMY Award Winner and former lead vocalist for both Kool & the Gang and the Dazz Band.

After the ceremony, stick around for an '80s Mix & Dance Party with DJ RanKan.



PRE-CONFERENCE EDUCATIONAL CONTENT

View speaker bios online at dsa.org/annual-meeting/speakers

SATURDAY, JUNE 4

4:30 p.m. - 5:15 p.m.
Addison East

SPONSORED BY

BakerHostetler

**Kelley
Drye**

DSA Direct Selling Compliance Certification (DSCC) Presentation

We are cognizant that executives outside legal and compliance do not have twelve hours to dedicate to a compliance certification. In less than an hour, an attorney from BakerHostetler will give non-legal and compliance professionals the knowledge to spot high-level issues in sales and marketing campaigns.



Linda Goldstein
Partner
BakerHostetler

SUNDAY, JUNE 5

12:15 p.m. - 4:00 p.m.
Estate Salon II



12:15 - 12:30 p.m.
Lunch

12:30 - 12:50 p.m.

Introduction to Direct Selling

Direct selling is the age-old method of conducting sales directly with an individual, away from a fixed retail location. But there's more to the story than the simple sale of products. This sales channel is fundamentally different from other distribution channels.

Learn what accounts for those differences and how successful companies structure their operations around the unique philosophies associated with specific direct-selling principles.



Angela Chrysler
Chief Development Officer
ACN, Inc.

12:50 - 1:10 p.m.

Finance: It's More than Just a Budget!

The first rule of financing is to hire an expert. Doing so doesn't get you off the hook for knowing the inner workings of your company's budget or the key operating indicators at work in the direct selling business model.

This session will cover the metrics you need to place your company on the right track for success instead of heading over the financial cliff.



Jimmy Lin
Chief Financial Officer
Damsel in Defense

1:10 - 1:20 p.m.
Break

1:20 - 1:40 p.m.

Tech Toolbox

You clearly see the shape your business needs to take to compete, but selecting the technology platforms and tools to bring that vision to fruition can be daunting.

This session will help you assess technology solutions for their ability to drive your business forward. You will also learn to avoid unproven technologies that promise results that may be too good to be true.



Peter Benedict
Executive Vice President, IT
USANA Health Sciences, Inc.

1:40 - 2:05 p.m.

Social Media for Start-Ups

Social media can be time-consuming when time is a scarce resource for any newly launched enterprise. We'll explore the social media must-haves to get you on the right track to managing your consultant community, including:

- The nuts and bolts of managing your consultant community pages
- Interacting with the public and ensuring that your consultants live up to your brand's highest standards
- Avoiding negativity and using social media for motivation, recognition, and real-time updates



Scott Kramer
Chief Executive Officer
Multibrain

PRE-CONFERENCE EDUCATIONAL CONTENT

View speaker bios online at dsa.org/annual-meeting/speakers

2:05 – 2:20 p.m.

Top Reasons Direct Selling Companies Fail

The odds may be against Direct Selling company success - but for the courageous, passionate, and dedicated, the rewards are immeasurable.

This session will highlight the biggest pitfalls companies face as they launch, grow, and become successful. We'll focus on the Top Challenges start-ups and trailblazers face in today's rapidly changing marketplace and how to approach them. Get ready to dig deep and assess the areas where your organization can minimize risk and maximize opportunity by uncovering the connection between:

- What reasons cause companies to struggle and fail
- Why independent contractors disconnect and leave
- Actionable steps to take in stacking the odds in your favor



Meredith Berkich
Chief Growth Officer
Jenkon

2:20 – 2:45 p.m.

A Crash Course in Direct Selling Law

To make sure your company has the legal support it needs, you must retain a knowledgeable attorney who knows the ins and outs of direct selling law. But you still need to know the basics, and that's exactly what this session will provide. We'll specifically dig in to:

- The impact of the independent contractor status in your field
- Promotion do's and don'ts
- What federal regulation says about product and opportunity claims



Brent Kugler
Partner
Scheef and Stone

2:45 – 3:00 p.m.

Break

3:00 – 3:20 p.m.

What Is a Comp Plan, and How Do I Get One?

How your company compensates your salesforce is one of the most critical business decisions you'll have to make. Whether you are starting your own enterprise or starting your career at an existing one, this session will provide the education you need to understand the basic principles and to refine your direct selling compensation plan. We'll cover the different parts of a plan and the behaviors they drive, key considerations when designing or evaluating your plan, and the role promotions should play without overriding your plan. Most importantly, you'll see how one slight adjustment can cause a domino effect within your salesforce.



Andi Sherwood
Director of Strategy and Plan Design
Dan Jensen Consulting

3:20 – 3:40 p.m.

Developing Your Independent Salesforce

While building your team, you need to know how to train and develop them. Your salesforce is geared up to recruit more sellers and is motivated to sell your products for the long term. We'll tackle the basics of creating field development programs that foster growth, leadership skills, and ethical behaviors.

We'll discuss how to move your first-level salesforce into leadership and set performance standards. This discussion will explore the fun and appealing training methods that get your salesforce excited about their businesses and why inspiration and recognition are crucial to your company's long-term success.



Brett Duncan
Principal
Strategic Choice Partners, LLC

3:40 – 4:00 p.m.

Wrap-Up



Angela Chrysler
Chief Development Officer
ACN, Inc.

CEO RETREAT

Exclusive Events

SUNDAY, JUNE 5

12:30 – 4:45 p.m.
Addison East

CEO Speed Sharing

Think of it like speed dating. One-on-one personal time with other CEOs to get answers to the questions you've been dying to ask.

That's right—one-at-a-time—a date between you and your CEO peers within the direct selling channel!



SUNDAY, JUNE 5

5:00 – 6:00 p.m.
Cathedral Ballroom

Direct Selling CEO Dinner

The CEO Retreat will conclude with a dinner hosted by Joni and Ben Kante.



Special Guest

The Honorable Kevin McCarthy, Republican Leader, U.S. House of Representatives

TUESDAY, JUNE 7

7:30 – 8:45 a.m.
Estate Salon III

CEO Breakfast

Join your fellow direct selling CEOs to continue the great conversations started on Sunday. Top-of-mind topics will be discussed while enjoying a buffet breakfast.

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EXCLUSIVE EXECUTIVE ROUNDTABLES

Sunday, June 5 ♦ 3:00 p.m. – 5:00 p.m.

View speaker bios online at dsa.org/annual-meeting/speakers

Supplier members are welcome to attend the Perfecting Partnerships roundtable for conversations with their peers on how to get the most out of their DSA membership and attendance at the event. Other sessions are for direct selling executives only.

DSA ENGAGE 2022 features four roundtable discussions that allow attendees to discuss issues impacting the channel today and into the coming year. This is your chance to learn from the experiences of your peers and build understanding in crucial business areas to help your company move forward. Direct selling executives may choose from Compliance, Communications, Operations & Technology, or Sales & Marketing. A special session on Perfecting Partnerships is available for our supplier community's benefit.

COMPLIANCE ————— VERANDA IV



LaRane Jensen, Director of Compliance, LifeVantage

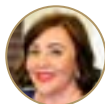


Steve Pitt, Director, WW MPC, Herbalife Nutrition



Jemima Wechsler, Group Vice President, Compliance, Team Beachbody

COMMUNICATIONS ————— VALENCIA



Kristen Aguilar, Executive Vice President, Marketing, SeneGence International



Ginger Greenberg, Senior Managing Director & General Counsel, Sunwest Communications



Mark Stastny, Chief Marketing Officer, Scentsy Inc.

OPERATIONS & TECHNOLOGY ————— ESTATE III



Jim Brown, President, USANA Health Sciences, Inc.



Walter Noot, Chief Operating Officer, USANA Health Sciences, Inc.



Dr. Michael Rodriguez, Associate Professor, Campbell University

SALES & MARKETING ————— ESTATE I



Dr. Stefanie Boyer, Professor of Marketing, Bryant University



Jeannie Price, Executive Vice President of Sales Americas, Europe, USANA Health Sciences, Inc.

SPECIAL
SESSION FOR
SUPPLIERS!

PERFECTING PARTNERSHIPS ————— ESTATE II



Meredith Berkich, Chief Growth Officer, Jenkon



Leslie Blye, National Director of Sales, LIVE!



Mike Christensen, Vice President of Sales, InfoTrax Systems, L.C.



Michelle Flick, President, Smart Office Solutions, Inc.



Colt Passey, Executive Vice President of Business Development, Nexio

OPENING GENERAL SESSION

SPONSORED BY



Monday, June 6

8:45 a.m. – 10:15 a.m. ♦ Grand Ballroom E-K

View speaker bios online at dsa.org/annual-meeting/speakers

Our opening session will empower us to make better connections during our networking time and share our stories in a more impactful, memorable way. We'll take the lessons practiced together back to the office to share with our colleagues and salesforce.

Meetology®: The Science Powering the Human Need to Meet

The most apparent impact of the recent COVID-19 pandemic was face-to-face social interaction restrictions.

Suddenly, millions of us were forced into isolation. Our separation highlighted just how significant being social is to humans and isolation's negative impact on our mental, physical, and emotional health.

In this session, researcher Jonathan Bradshaw will explore the human need to meet and share fascinating nuggets of behavioral science as to why—when it comes to selling—you cannot beat meeting face-to-face.



Jonathan Bradshaw
Behavioral Researcher, Speaker & Writer, Creator
Meetology®: The Science Powering Superb Social Skills

Stories that Stick

Our opening keynote speaker is Kindra Hall, the best-selling author of *Stories that Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business*. *Stories that Stick* debuted at #2 on the *Wall Street Journal* Bestseller List, and *Forbes* said it “may be the most valuable business book you read.” Kindra's highly anticipated second book, *Choose Your Story, Change Your Life: Silence Your Inner Critic and Rewrite Your Life from the Inside Out*, was released this past January. She'll share how we can refocus our direct selling story together.



Kindra Hall
Best-Selling Author and Storyteller

EACH SESSION

Social Media Minute

Social media insights from the most sought-after experts will be shared throughout our sessions.



Scott Kramer
Chief Executive Officer
Multibrain

GENERAL SESSION II

Monday, June 6

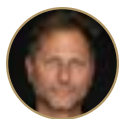
12:40 p.m. – 2:30 p.m. ♦ Grand Ballroom E-K

View speaker bios online at dsa.org/annual-meeting/speakers

Get ready to immerse yourself in the ideas driving change, converting what we know into everything new and shaping the future. Learn how marketing and sales channels are converging in new ways and what direct sellers are doing to evolve as we enter a new era marked by a dramatic change in course.

The Metaverse in the Direct Selling Space

A vision for the next step in the internet's evolution, "the metaverse" refers to digital worlds where people will gather to work, play, and hang out. Some of those online spaces will be immersive 3D experiences and require fancy goggles to enjoy. Others will play out on a computer screen. The term's been in flux and might continue evolving and renaming itself. It is the most repeated buzzword across online gaming, NFTs, and e-commerce. Microsoft's planned acquisition of ActivisionBlizzard for \$69 billion was explained as part of an expansion into the metaverse. Last year, Facebook rebranded itself as Meta, a nod to the social network's ambition to be a prime mover in the new world. Rec Room and world-building games like Roblox and Minecraft all get rolled into discussions of what the metaverse is or will be. Join this session to learn what the roadmap for the metaverse could look like and its utility for the world of direct selling.



Eric Pulier
Founder
Vatom

BEFORE, BETWEEN & AFTER SESSIONS

Complimentary Headshots

On-demand portraits available Monday and Tuesday from 7:30 a.m. – 8:00 p.m. before, between, and after sessions.

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GENERAL SESSION II (CONT.)

The Year of the Creator and Properly Empowering the Field

Our speakers will share updates on what's here, what's coming, and what you need to know to stay on top of your social channels.



Samantha Hind
Director
Auxano Marketing



Scott Kramer
Chief Executive Officer
Multibrain

Web 1.0, Web 2.0, Web 3.0: Lessons Learned

With Web 1.0, over 90% of companies failed, but the internet didn't.

With Web 2.0, over 90% of internet companies failed, but wireless didn't.

With Web 3.0, look to the capabilities of blockchain, not to the companies, to see what's going to survive.

Learn to successfully deal with transitions, keep your team productive and motivated when things are uncertain and transforming, and live in a world of more than enough.



David Meltzer
Co-Founder
Sports 1 Marketing & Executive Producer, Bloomberg and
Apple TV series *2 Minute Drill* and *Office Hours*

REFRESHMENT BREAKS

Monday, June 6 ♦ 10:15 a.m. - 10:30 a.m.

SPONSORED BY  penny

Monday, June 6 ♦ 2:30 p.m. - 2:45 p.m.

SPONSORED BY 

Tuesday, June 7 ♦ 10:30 a.m. - 10:45 a.m.

SPONSORED BY 

GENERAL SESSION III

Monday, June 6

2:45 p.m. – 4:45 p.m. ♦ Grand Ballroom E-K

View speaker bios online at dsa.org/annual-meeting/speakers

SPONSORED BY

jenkon

These sessions offer insights into the shift from the old to the new—the opportunities to expand and evolve your business and what you can do to remain relevant in the marketplace while attracting the next generation of entrepreneurs who think and act and work differently.

Building a Strong Foundation for Growth

COVID-19, the ensuing pandemic, and the lingering economic uncertainty have changed not only the way we work and do business, but the way we think about the future. In his executive keynote, DSA President & CEO Joe Mariano makes a strong case for optimism based on data from DSA's 2022 Growth & Outlook Survey. He reveals the direct selling channel is strong and trending upward, and shares a new strategic plan that lays a foundation for vibrant commercial growth within a heightened regulatory environment.



Joseph N. Mariano
President & Chief Executive Officer
Direct Selling Association

Understanding the Evolving Payments Landscape

Consumers want to make purchases in the most effortless fashion possible—and the ways that individuals can pay for goods and services have never been as broad as what is available today.

While cryptocurrencies and buy now/pay later (BNPL) have gone mainstream, direct sellers everywhere remain focused on meeting customers where they are and ensuring that any transaction is as simple as it is flawless.

Doing so will help consumers enjoy the most convenient purchase experience possible while empowering the channel to attract the next generation of entrepreneurs through the most frictionless form of purchase that enables our brands to compete.



Moderated by:
Anita Krpata
Chief Commercial Officer
SeneGence International



Colt Passey
Senior Vice President
of Business Development
Nexio



Charles Rosenblatt
President, Banking as a Service
PayQuicker



Casey Zenner
Vice President of Global Sales
Kount, an Equifax Company

GENERAL SESSION III (CONT.)

Tech Panel

The pandemic changed everything. Companies that had prepared by embracing flexible technology architectures and strategic partnerships were ready to respond with digital solutions. Those that hadn't yet done so scrambled, and some even failed. Our recent experience has forever changed our outlook. We all accept the imperative that accelerating our enterprises' digital transformations require a focus on our customers and products and the practices and platforms that enable us to increase market share. This panel will explore what direct selling companies—from start-ups to those experiencing a hypergrowth phase and the most established organizations—can do today to prepare their enterprises and teams to meet the demands of the market in 2025 and beyond.



Moderated by:
Deborah Gibbins
Chief Operating Officer
Mary Kay



Beau Coplin
President
Exigo



Sean Smith
CEO
InfoTrax Systems



Robert Cavitt
CEO
Jenkon



Dave Siembieda
President
Thatcher Technology Group, LLC

Federal Trade Commission Earnings Claims ANRPM: What Next?

In March, the Federal Trade Commission released an Advanced Notice of Proposed Rulemaking seeking to establish standards around deceptive and unlawful earnings claims. DSA was highly involved in this process, filing comments with the Commission and engaging with other interested parties during the pendency of the rule. The FTC will determine whether to proceed with a Notice of Proposed Rulemaking in the coming months.

Hear from DSA's FTC Engagement Task Force members on what the comments submitted to the FTC said and insights on future strategies and engagement for the months and years ahead.



Moderated by:
Brian Bennett
Senior Vice President,
Government Affairs and Policy
Direct Selling Association



Linda Goldstein
Partner
BakerHostetler



Kim Drabik
Senior Director, Corporate Affairs
Plexus Worldwide



Eric Marchant
Vice President, Compliance &
Assistant General Counsel
LifeVantage

GENERAL SESSION IV

SPONSORED BY



Tuesday, June 7

9:00 a.m. – 10:30 a.m. ♦ Grand Ballroom E-K

View speaker bios online at dsa.org/annual-meeting/speakers

We've assembled these industry leaders to deliver keynote presentations on lessons you can take back to the office and implement.

CEO KEYNOTE

From Retail
to Direct Sales



Philippe Guerreau
President
SeneGence International

CEO KEYNOTE

Why Reputation
Matters



Ryan Napierski
President and Chief
Executive Officer
Nu Skin Enterprises

CEO KEYNOTE

Reorientation of a
Modern Direct Seller



Tyler Van Whitehead
Chief Executive Officer
Arbonne International LLC

CLOSING GENERAL SESSION

SPONSORED BY



Tuesday, June 7

1:15 p.m. – 3:15 p.m. ♦ Grand Ballroom E-K

Join us for the closing session for additional industry insights and perspectives facilitated by DSA's CEO and President.



Joseph N. Mariano
President & Chief Executive Officer
Direct Selling Association

The Dawning of the New Era

In March 2020, few imagined the impact that COVID-19 would have on the workforce and our accelerated adoption of technology platforms that made our virtual operations possible since the World Health Organization first declared a global pandemic. Now, it's time to use the benefit of time to understand how these recent transformations are shaping what's next for business. This session will explore the transformation of the American workforce, the shifting demands and preferences of the American consumer, and the embrace of new forms of payment—together with the rise of cryptocurrencies—and the impact on business.



Lisa Gudding
Executive Vice President
Ipsos

CLOSING GENERAL SESSION (CONT.)

Research Panel

This session will provide in-depth data and analysis on DSA's 2022 Growth & Outlook Survey from leading insights and strategy executives on DSA's Industry Research Committee. Learn about key industry trends, their implications on the channel, and ensure you're well-positioned to stay competitive post-pandemic.



Mary Earley
Global Senior Manager,
Consumer & Member Insights
Herbalife Nutrition



Daniela Farmache
Director of Strategic Integration
Amway



Gordon Hester
General Manager of Sales
for North America
PM International



Monica Wood
Vice President, Global
Consumer and Member Insights
Herbalife

The Fundamentals of Success

Stuart Johnson will share advice for today's current direct selling leaders.



Stuart Johnson
Founder, Owner & CEO
NOW Technologies

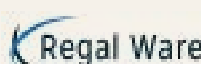
Trust: The Ultimate Currency

Trust is the ultimate currency in relationships that all institutions build with their stakeholders. For companies and brands, lasting trust is the strongest insurance against competition and disruption, the antidote to negative consumer perception, and the best path to continued growth. Dr. Kent Grayson will share new insights on trust that will inform your leadership, strategy, and action.



Dr. Kent Grayson
Associate Professor of Marketing
Bernice and Leonard Lavin Professorship
Kellogg School of Management, Northwestern University

DSA THANKS THE FOLLOWING COMPANIES FOR CONTRIBUTING
PRODUCTS TO THE SPEAKER GIFT BASKET



DSA THANKS AMWARE FULFILLMENT FOR PROVIDING ALL
FULFILLMENT AND SHIPPING OF THE SPEAKER GIFT BASKET



CONCURRENT WORKSHOPS

SPONSORED BY



Monday, June 6

10:30 a.m. – 11:15 a.m. ♦ Various Rooms

View speaker bios online at dsa.org/annual-meeting/speakers

Case studies and best practices will be shared to help you prepare for what's next.

Welcome to the Party—Business Engagement with the Federal Trade Commission

Grand Salon A

In November, Suzanne Clark, CEO of the U.S. Chamber of Commerce, the largest association in the United States for businesses and associations, said, “The FTC is waging war on American business. We are ready and fighting back.” During the ensuing months, the Chamber pushed back against various FTC approaches directly to the Commission and Congress, including zombie votes, the rulemaking process, and multiple attempts to expand their regulatory reach. A senior executive from the Chamber will detail their efforts in continuing to protect American businesses and ensure a stable regulatory climate.



Jordan Crenshaw
Vice President
CTEC—United States Chamber of Commerce

Winning the New Channel War on Amazon and Third-Party Platforms

Addison East

The top online marketplaces in the world, including Alibaba, Amazon, and eBay, sold \$2.7 trillion in 2020, or 62% of global web sales that year. Despite the promise of unfettered access to customers, the reality is that most sellers struggle with unprecedented and unauthorized rogue resellers who drive down pricing, increase channel competition and conflict, impact the customer experience, and harm brand equity. During this session our panel of experts will explore the channel war that is at work and the forces fueling its development; provide recommendations for revising product policies, procedures, and agreements to differentiate products from those sold by unauthorized parties; and explain how company management can protect and complement these efforts.



Brian Gill
Chief Marketing Officer
4Life Research



Dr. Sandy Jap
Sarah Beth Brown Endowed Professor
of Marketing and Co-Founder,
Marketing Analytics Center
Emory University



Jessica Knopp Cuning
Partner
Vorys eControl

How Plexus Is Scaling Fulfillment Operations to Keep Pace with Continued High Growth

Grand Salon B

Plexus Worldwide is a top 30 direct sales company with more than 350,000 brand ambassadors. Rapid sales growth has caused the company to take a hard look at its order fulfillment operations to ensure scalability. This session will review current strategies to scale and improve back-end fulfillment capabilities, including warehouse network expansion to speed delivery, cut parcel costs, and reduce risk; warehouse automation to increase throughput by 20-30% while reducing labor; and tight inventory management to ensure immediate, accurate traceability of products by specific lot. Presenters will discuss the rationale and results for each strategy, including an ROI analysis on facility automation.



Dan Dewey
Vice President of Supply Chain
Plexus Worldwide



Harry Drapuch
CEO
Amware Fulfillment

CONCURRENT WORKSHOPS (CONT.)

Customer Retention & Reactivation Strategies and Best Practices

Grand Salon D

Customer and distributor retention is a pain point for any direct selling company. Learn the best practices you should be leveraging to improve retention and reactivate inactive customers. Discover new automated intelligence technology that supports your field with behavior-driven prompts, reminders, and tasks to support customers and team members.



JJ Oswald
Senior Vice President of Sales
Verb



McKinley Oswald
President of Global Sales
Verb

What You Need to Know to Grow

Addison West

We've assembled woman leaders to discuss how they've weathered the storms to come out ahead and continue long-term growth despite ongoing global challenges. They'll share critical concepts that helped them succeed within the channel. Hear how they have tackled the ongoing crises from COVID and social movements to rising inflation. Learn where they have seen extraordinary growth opportunities and what they have done to create innovative approaches that maintain a growth trajectory. They'll share how they see the future of our industry for women—both on the corporate and field side—and how they are adjusting, and their companies are evolving, creating multi-year planning and story/positioning to ensure they stay relevant and grow.



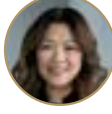
Deborah Costa
Senior Vice President of Marketing
Communications
4Life Research



Anita Krpata
Chief Commercial Officer
SeneGence International



Mindy Lin
Chief Executive Officer and Founder
Damsel in Defense



Evita Singson
Channel Development Vice President,
Global Sales
Nu Skin Enterprises

Hybrid Meetings: Bringing Together the Best of Virtual and In-Person

Grand Salon C

Our ability to gather, travel, and meet face-to-face was abruptly interrupted. We were all forced to pivot at lightspeed to virtual conventions and meetings. These virtual events' success was surprising: participation doubled in many cases and was up to ten times higher than traditional in-person. Virtual conversations were productive and exciting, and companies' and salesforce participants' cost savings were significant. While there is a rush to get back to the business of in-person, face-to-face events, we don't want to leave behind the positive aspects of virtual meetings.

Join this session to learn how to incorporate virtual attendees and speakers to enhance your participation and meeting experience without jeopardizing the in-person format. Our speakers will address questions such as how to budget for virtual technology, price registration fees for virtual versus in-person attendees, delight your virtual and in-person audiences without negatively impacting either, and incorporate new trends and technologies.



Melanie Bradshaw
Senior Vice President of Global Field
Development
SeneGence



Erik Johnson
CEO
Katapult Events

TABLETOP DISCUSSIONS

Monday, June 6

11:15 a.m. – 12:30 p.m. ♦ Royal Palm Ballroom

View speaker bios online at dsa.org/annual-meeting/speakers

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Don't be late for these table topics! Instead, head over to the section that most interests you, grab your lunch, and join a table topic. We promise you'll not only learn a tip or trick that will make a difference in how you do business but also make new connections to consult when you need to brainstorm on your next initiative.

- **5 Ways to Implement a Future-Proof Commission Payment Strategy** – Natalia Yenatska, Chief Operating Officer, i-Payout
- **Bonded Warehouse Resources in the Netherlands** – Rob van der Ploeg, Senior Supply Chain Manager, Green Logistics in the City of Groningen
- **Building a Social Community: From Customers to Consultants** – Samantha Hind, Director, Auxano, and Scott Kramer, President & CEO, Multibrain
- **HR at the Executive Table** – Cheri Catalan, Princess House, Director of Human Resources, with Kate Gardner and Michele McDonough, C3 Executive Search
- **How Second-Tier Cities Offer Value and One-of-a-Kind Experiences** – Carrie Huff, Senior National Sales Director, Ft. Worth CVB
- **How FinTech Innovation Correlates to Direct Selling's Need to Modernize** – Charles Rosenblatt, President of Banking-as-a-Service, PayQuicker
- **International Expansion** – Michael McClellan, Vice President, Sales, Global Access
- **Is Your Company Interested in Expanding to the Mexican Market?** – Rafael Miner, Partner, Miner Group
- **Live or Virtual? Which Way Should You Go?** – Jeff Poe, Creative Director, MIG
- **Creating a Culture of Compliance** – Travis Wilson, Business Development, Momentum Factor
- **Using Business Intelligence to Turn Your Data into Dollars** – Jim Marks, CRO, DirectScale
- **The Top 10 Trending Destinations and Tips on Negotiating Hotel Contracts** – Dianna Crnkovich, Account Executive, ADI Meetings and Events
- **Recent Civil Litigation Claims for Direct Selling Companies** – Kevin Quigley, Partner, Quarles & Brady
- **Distributors Under the IRS Magnifying Glass Again: What You Need to Know** – Joe DePetris, Certified Public Accountant, One Source Tax Management LLC
- **The New Consumer Experience (CX) in Digital Shopping** – Robert Cavitt, Chief Executive Officer, Jenkon
- **Trends in Customer Journey in Direct Sales** – McKinley Oswald, President of Global Sales, Verb
- **How to Build a Customer Rewards Program that Makes Sense for Your Company** – Brett Duncan, Co-Founder & Managing Principal, Strategic Choice Partners
- **Money In, Money Out: All You Need to Know as a DSO** – Colt Passey, Executive Vice President, Business Development, Nexio
- **Custom Manufacturing of Core and Incentive Products from around the World, and the Latest Issues Working in China** – Henri Bonan, Founder, The HB Group

CONCURRENT WORKSHOPS

SPONSORED BY
 checkout.com

Tuesday, June 7

10:45 a.m. – 11:30 p.m. ♦ Various Rooms

View speaker bios online at dsa.org/annual-meeting/speakers

Case studies and best practices will be shared to help you prepare for what's next.

Online Advertising Update

Grand Salon B

Recent legal developments have opened the door to putting greater restrictions on the use of your keywords in online advertising, and many companies are choosing to take advantage of this for a variety of reasons. We'll discuss the key considerations for whether restricting PPC advertising is right for you. We'll discuss how to use Facebook's Ad Library to monitor for ads using your brand on Facebook and Instagram and advertising and keyword abuse. We'll also look at common issues brands face with unwanted online advertising and what you can do about it.



Leslie Allen
Partner
Vorys eControl



Adam Sherman
Partner
Vorys eControl

Compensation Plan Trends

Grand Salon D

We've assembled a panel of experts to discuss what you need to know about today's compensation plan designs. They'll discuss the evolution of compensation plans for contemporary direct selling companies, including affiliate programs, customer-centric design, and minimalism. They will also address where the FTC is currently focusing its efforts and what you can do to minimize your risk.



Brent Kugler
Partner
Scheef and Stone



Andi Sherwood
Director of Strategy and Plan Design
Dan Jensen Consulting



Daryl Wurzbacher
Chief Executive Officer
ByDesign Technologies, Inc

Tackling Turnover: Powerful Talent Retention Strategies for 2022

Addison West

Keeping employees happy and productive when times are tough can be challenging. But failing to retain top talent can produce even greater challenges that negatively impact your business and your bottom line. This indispensable workshop will prove the ultimate guide for tackling turnover and retaining your employees. Participants will leave with new approaches to nurturing the talent needed to grow.



Scott Hackworth
President
Industry Insights

CONCURRENT WORKSHOPS (CONT.)

International Expansion—Expanding Globally: Challenges and Opportunities

Grand Salon C

Investment in international expansion is growing, and each country presents unique challenges and opportunities for direct selling. Our panel of experts will discuss regulatory issues and provide counsel on best practices for entering new markets. Their discussion will include insights on far-ranging markets on every continent. No matter your company's international development stage, this session will provide critical information your company should be aware of from those who work on these issues daily.



Moderated by:
Adolfo Franco
Executive Vice President & Chief
Operating Officer
Direct Selling Association



Laure Alexandre
Executive Director
The European Direct Selling
Association (Seldia)



Adriana Colloca
President
Associacao Brasileira de Empresas
de Vendas Directas (ABEVD)



Tamuna Gabilaia
Executive Director and Chief
Operating Officer
World Federation of Direct Selling
Associations (WFDSA)



Carlo Ledezma
Consultant/Speaker
Ledezma Strategy and
Communication



Peter Maddox
President
Direct Sellers Association of Canada

Disrupting Yourself: Top Companies Levering Data and Personalization to Drive Field and Customer Engagement

Grand Salon A

Join us for a panel with executives from LifeVantage and Xyngular as we discuss using data, business intelligence, A.I., and automation to better understand who their people really are, what they need, and how to get them engaged and keep them loyal. Attendees will leave the panel with actionable steps to understand and meet the nuanced demands of today's consumer and representative; key metrics to track more personalized customer and field engagement; specific tools these companies have used and the results they have attained; and insights derived from data on over 20 million direct selling customers and distributors, revealing new ways to drive more sales and engagement.



Michel Bayan
Chief Strategy Officer
DirectScale



Jeremy Meredith
Vice President, IT
Xyngular



Kamal Thota
Vice President, Digital
LifeVantage

Many DSA member companies demonstrate their commitment to consumers and the salesforce by participating in DSA's annual Code Communications Initiative (CCI). The CCI recognizes DSA member companies for their efforts in generating enhanced awareness about the Code and promoting adherence to the Code within their company and their salesforce, as well as with consumers.

DSA member companies can receive additional recognition for coordinated, purposeful efforts in this area with activities such as holding additional ethics training on the Code's requirements among company staff, adding a copy of the Code in sales transactions, and promoting the Code in company newsletters. To qualify for CCI recognition, companies must complete at least five of sixteen recommended activities before March of each calendar year.



DSA RECOGNIZES THE FOLLOWING MEMBER COMPANIES FOR 2021-2022



Congratulations

to the 74 participants of the 2022 DSCP-CP class!



Amie Ader, USANA
Health Sciences, Inc.

Wanda Alemany,
Healy World GmbH

Desiree Ballard, Plexus
Worldwide Inc.

Evelyn Bartolome, Shaklee

Sarah Baumert,
Beautycounter

Dayna Boozer,
Mary Kay Inc.

Nicki Bowden,
Melaleuca, Inc.

Debi Bradley, The Juice
Plus+ Company, LLC

Michael Branning,
Plexus Worldwide Inc.

Gladys Castaneda,
Plexus Worldwide Inc.

Jessica Cheatwood,
JAFRA Cosmetics
International, Inc.

Matthew Cooper-Whitman,
Thirty-One Gifts

Angela Corbett, Reliv
International, Inc.

Deborah Costa,
4Life Research

Katie Dennett, 7k Metals

Javier Diaz, Mannatech, Inc.

Christopher Ducusin,
Rodan + Fields

Darren Edwards,
Enagic USA Inc.

Yesenia Edwards, Shaklee

Emmie Farber,
Beautycounter

Collin Flake, Melaleuca, Inc.

Kevin Grady, Monat Global

Joseph Guarina,
Monat Global

Elena Hall, USANA
Health Sciences, Inc.

Kristin Hawthorne,
Momentum Events

Arinda Hernandez,
Rodan + Fields

Gayla Huber, IntegriSheld

April Huber, L'BRI
PURE n' NATURAL

Stephanie Hunter, Savvi

Darla Imperial, Plexus
Worldwide Inc.

Russ Isaacson, Savvi

David Jarmusz, PayQuicker

Iryna Kaznovska,
PayQuicker

Alexander Kennedy,
USANA Health
Sciences, Inc.

Chyna Kent,
Momentum Factor

Angelica Ledezma,
Mary Kay Inc.

Eric Lewy, Momentum
Factor

Peng Liu, Mannatech, Inc.

Miranda Lyndes, Arbonne
International, LLC

Guadalupe Maldonado,
ACN, Inc.

Bethany Marshall,
Rodan + Fields

Cari Marshall, Stampin' Up!

Todd Martin, AdvoCare
International, LLC

Kevin McMurray,
Young Living

Erick Melendrez,
Enagic USA Inc.

Noemie Memmott,
Stampin' Up!

Coriena Miranda,
Monat Global

Monica Molandi, Plexus
Worldwide Inc.

Christopher Montellano,
Arbonne International, LLC

Aubree Morris, Younique

Nathan Mullins, Usborne
Books & More

Malarie Murphy, Arbonne
International, LLC

Yasuhiro Oda,
Enagic USA Inc.

Eric Oldroyd, USANA
Health Sciences, Inc.

Casey Oswald, 7k Metals

Alex Pascual, Team
Beachbody

Rachel Peckham, USANA
Health Sciences, Inc.

Don Prosser, Enagic
USA Inc.

Gicela Ramirez, ACN, Inc.

Melissa Rathbun,
Zyia Active

Jordan Redman, Forever
Living Products

Luis Rodriguez,
Immunotec Research Inc

Maribel Salas,
Ambit Energy

Oyuki Santiago-Cruz,
Plexus Worldwide Inc.

Stacey Slaughter,
Neora, LLC

Cody Smith, Truvy

Nathan Snow-Cornelius,
PayQuicker

Samson Szeto, Plexus
Worldwide Inc.

Kerry Tassopoulos,
GrayRobinson P.A.

Allison Tengan, Plexus
Worldwide Inc.

Sharaine Timmons,
Plexus Worldwide Inc.

Gina Vescovi, Arbonne
International, LLC

Felicia Wallace, Market
America, Inc.

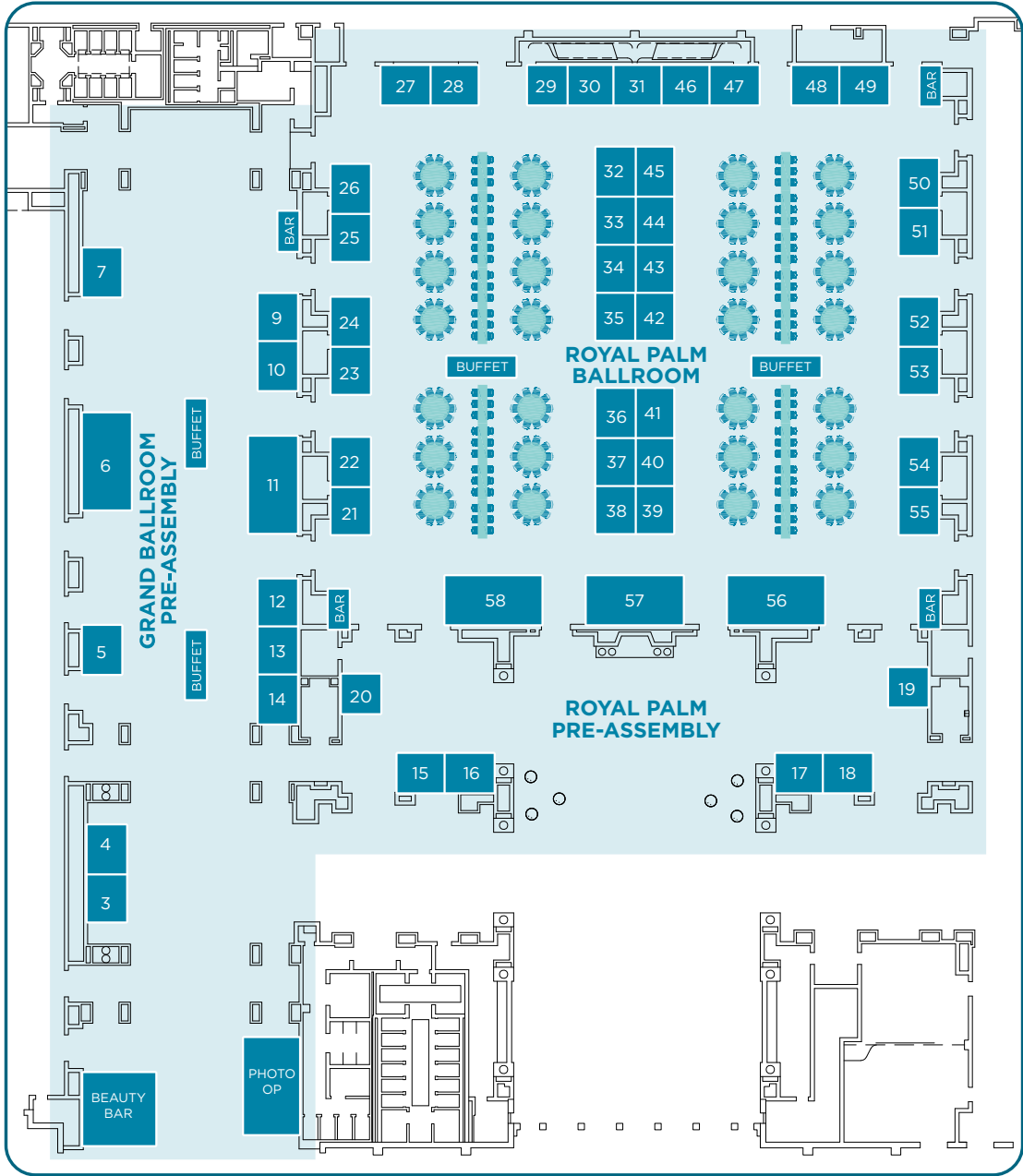
Katherine Worline,
Team Beachbody

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SOLUTIONS EXPO



EXPO SCHEDULE

SUNDAY, JUNE 5

6:00 p.m. - 9:00 p.m.

MONDAY, JUNE 6

7:30 a.m. - 8:30 a.m.

10:15 a.m. - 10:30 a.m.

11:15 a.m. - 12:30 p.m.

2:30 p.m. - 2:45 p.m.

TUESDAY, JUNE 7

7:30 a.m. - 8:45 a.m.

10:30 a.m. - 10:45 a.m.

11:45 a.m. - 1:00 p.m.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
ADI Meetings & Events	22	ADI is a global incentive travel, meetings, and event management company with a passion for connecting top achievers with your brand, your company, and your management. As an Extraordinary Experience Provider to some of the world's largest companies since 1982, we work with your team from event concept through execution—all while staying within your budget. Our global relationship with brands, chains, and venues is a priceless benefit to you. ADI finds unique locations, negotiates fair contracts, and minimizes risk and liability. This results in a partnership with spectacular results for you and your attendees.
Amware Fulfillment	52	Amware Logistics specializes in warehouse order fulfillment for the direct selling industry. A longtime DSA member, we work with many top direct selling companies. Our nationwide warehouse network gives you 1- to 2-day ground delivery to 95% of the United States. Services include warehousing and fulfillment, kitting, final packaging, and parcel transportation management.
Atlantis, Paradise Island, Bahamas	21	Atlantis, Paradise Island is a unique incentive destination featuring the world's largest open-air marine habitat. Explore Aquaventure, a new innovative waterscape of thrilling slides and rides, discover secrets of the lost continent in The Dig, and interact with dolphins in Dolphin Cay. Enjoy 20 swimming areas, renowned beaches, the Mandara Spa, a world-class casino, the Aura nightclub, a wide range of dining including gourmet cuisines, duty-free shopping at Marina Village and Crystal Court, a sports center, a nearby 18-hole championship golf course, and over 200,000 square feet of state-of-the-art meeting facilities with the Caribbean's largest ballroom (50,000 sq ft.).
Auctane	4	We're a team of shipping and software experts who are committed to helping entrepreneurs effortlessly move their ideas, dreams, and innovations around the globe. We have four shipping products in our portfolio that are leveraged by direct selling organizations: ShipStation, ShippingEasy, ShipWorks, and ShipEngine.
ByDesign Technologies, Inc.	33	ByDesign Technologies is a provider of management tools for the direct selling industry. Our team has launched nearly a thousand companies on Freedom software, including commissions and genealogy, replicating websites, e-commerce, party plan solutions, promotions engine, affiliate programs, and rep tools. Our award-winning MLM/direct selling software is designed to increase sales and streamline operations. ByDesign was founded in 2000 and joined the Retail Success family in 2020.
Buy the Sea	32	Buy The Sea received the 2019 DSA Partnership Award because of our dedication to dozens of direct selling companies. We are the industry's largest cruise and all-inclusive resort broker. We provide our clients with the best possible net rates for individual certificate, group, and charter programs for onboard cruise ships and resort destinations. We handle all aspects of negotiation, contracting, and operational details of your program. Our information is unbiased and based on firsthand experience with all the products and properties we represent. Our services cost you absolutely nothing as suppliers pay our fees.

THANK YOU TO OUR PAVILION SPONSORS



EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
Citcon	44	CITCON is a cross-border mobile payment and commerce solution leader, enabling merchants to accept QR-based mobile wallets in-store and online on a global scale. Among the payment options supported by CITCON, Alipay, WeChat Pay, and China UnionPay are the most popular, with over one billion active consumers. On top of payments, CITCON allows merchants to run marketing and loyalty campaigns through its partner network. Trusted by thousands of merchants in North America and Europe to reach millions of merchant locations. CITCON offers solutions that drive omnichannel commerce growth in a variety of industries ranging from retail, e-commerce, hotel, food and beverage, transportation, entertainment, and education.
Cosmo International Fragrances	30	Creativity technical expertise and outstanding customer service have shaped Cosmo International Fragrances into the fast-rising company it is today. Our team of International Perfumers develops our customized fragrances for fine fragrances, personal care, and home care in our state-of-the-art creative center in Fort Lauderdale, Florida. Our customers are supported by our experienced marketing and sales team and provided with the latest trend information and market reviews. Our excellent customer service ensures that clients are fully satisfied. Celebrating more than 25 years of customer service and quality fragrances, we continue our exponential growth, integrity, and dedication to our customers worldwide.
DirectScale	48	Scalable software for your company and your salesforce that's delightful and easy to use.
Disney Destinations	39	We offer a unique portfolio of six distinctively-themed convention resorts, theme parks, and cruise ships ideally suited for conventions and incentive programs.
E.A. Dion, Inc.	47	E.A. Dion is a manufacturer of fine emblematic jewelry specializing in sales incentive awards. We've proven that our years of experience provide unique capabilities in helping DSA members foster individual and corporate pride leading to increased sales. Over the past years, as our exposure to the direct selling market has increased, it has become more apparent that our devotion to quality and service, and our attention to detail sets us apart from competitors. Uncommon and exceptional service is what DSA companies have come to expect from E.A. Dion.
Exigo	10	Exigo is an enterprise-grade software-as-a-service platform that powers direct selling clients in more than 120 countries supporting 40 currencies and 30 languages. Exigo's technology is a one-of-a-kind offering that embraces open architecture and open-source standards with more than 200 APIs enabling simplified third-party integrations.
Explore St. Louis	14	Explore St. Louis offers assistance to meeting planners, including the 502,000-square-foot America's Center Complex with 84 meeting rooms; 70,000-seat Dome; 28,000-square-foot ballroom; 1,411-square-foot Ferrera Theatre; and the Executive Conference Center. St. Louis also offers 7,600 downtown hotel rooms and 33,000 hotel rooms metro-wide, along with unique dining and nightlife venues and over 150 attractions.
Global Access	37	Global Access is the premier logistics and international expansion partner for direct sales and network marketing companies. In addition to "best price" logistics into most destinations worldwide, Access develops and supports complete market entry programs, including order processing, payment handling (credit card and direct bank transfer), and customer support for network marketing companies. Access has launched and managed both NFR ("Not for Resale") or personal import and OTG ("On the Ground") systems for most of the major network marketing companies thriving outside of the United States.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
Green Logistics Groningen b.v.	51	We are your eyes in Europe and Russia. We are a 3PL situated in the Netherlands. International freight forwarding and warehouse and logistics, along with customs brokerage, are just a few of our services. We own and operate our own trucks but also work closely with other shipping companies, such as GLS and DHL. We specialize in a special pick-to-light system. Please visit our website and view our corporate movie to learn more: glgbv.com/en/about-us .
Flight Commerce/ IDSTC	15	IDSTC was one of the first to develop a fully web-based Software as a Service (SaaS) application for the direct selling industry, ES100. Using the latest technologies and software development best practices, we have built the world's most advanced direct selling platform, Flight, a true cloud application built on the Microsoft Azure Enterprise Cloud environment. Flight is designed to give developers the control and freedom to expand functionality while at the same time providing extensive features to run even the most sophisticated operations without any development being necessary. Finally, an application both your operations and IT staff will love. Let us demonstrate why IDSTC should be your technology partner.
Hizero Inc,	28	Hizero was founded in 2013. Its Hizero UltimateClean™ cordless, upright, all-in-one bionic hard-floor cleaning solution gives consumers a versatile appliance that sweeps, mops, dries, and self-cleans all sealed hard floors including tiles, hardwood, and laminate.
Hong Kong Tourism Board/ Meetings and Exhibitions Hong Kong	24	The Hong Kong Tourism Board established Meetings and Exhibitions Hong Kong (MEHK) to strengthen the city's position as the No. 1 destination for meetings, incentive trips, conventions, and exhibitions in Asia-Pacific. MEHK offers extensive support services that make world-leading MICE events simple to set up and smooth to execute. It will help you find suitable hotels, provide city-wide hospitality and trade offers, facilitate dedicated immigration counters at Hong Kong International Airport, assemble complimentary welcome packages for attendees, or present thrilling cultural and leisure experiences that will give your event a memorable edge.
InfoTrax Systems, L.C.	57	InfoTrax® Systems, a trusted global name in MLM software, is an industry-leading provider of backend operations systems and online distributor tools for the direct sales industry. From powerful software that integrates all mission-critical operations to a suite of easy-to-use online independent distributor marketing, communication, and reporting tools, you get solutions that can support organizations from pre-launch start-ups to international MLM corporations supporting millions of users.
i-payout	36	International Payout Systems Inc.(IPS) has created a global payment system to enable a multi-national company to send and receive payments anywhere in the world in the shortest amount of time and at the lowest possible cost. IPS has assembled a network of banks around the world so clients can create in-country subsidiaries transacting business in local currencies in each country where they have a presence. In addition, clients can pay their employees, suppliers, commissioned reps, and others while controlling all payments in every country through a single gateway console. The IPS mobile wallet delivers access everywhere and anywhere mobile phone service is available.
Jenkon	11	Jenkon develops game-changing mobile and web technology solutions for global direct sellers. Jenkon's unparalleled heritage began in 1978 when we became the first enterprise software provider in direct selling history. Since that time, Jenkon has become the world leader in creating and supporting mobile and web-based software solutions for multi-national network marketing and party plan businesses.
Kahoa	19	Kahoa is the premier enterprise custom network marketing software firm in the west.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
KATAPULT Events	6	KATAPULT Events is a full-service event partner that has a deep understanding of the direct selling landscape. Whether you need overall event management, production, technical design, or creative work, our team executes all these disciplines at the highest level. We don't count pieces of equipment but focus on the clients' goals and building relationships with a few key direct selling clients versus just being a gear house. We focus on people just like you focus on your field. Top brands trust us to exceed their expectations whether that's on their broadcast sets, music festival stages, or in ballrooms and stadiums around the country.
Kount	45	Expand your digital revenue channels, enhance customer experience, and reduce false positives with next generation AI-driven fraud prevention and advanced analytics.
LIVE	23	Live + Iacono is a full-service, media communication company. Our core competency is the development, planning, staging, and execution of major business meetings. We help our clients effectively, dynamically, and memorably express their identity, brand, and message in a convention venue. The mission of Live + Iacono is to stage events, develop content, and design media that is creative, fresh, relevant, exciting, on-target, and ideally suited to the audience. Live + Iacono relies on a collaborative, team-oriented process that emphasizes the exchange of ideas. It is our firm belief that success is derived from listening to our clients and keeping them involved in the process.
Louisville Tourism	40	Louisville's affordability, availability, and accessibility offer you the best return on your meetings and convention investment. We have the numbers to prove it! One million square feet of ground-level exhibit space at the Kentucky Exposition Center with a 19,800-seat arena; 300,000 square feet of meeting and exhibit space at the recently expanded Kentucky International Convention Center downtown; 7,106 square feet of flexible arena space at Louisville Gardens; 12,000 hotel rooms in the metro area; three major interstates; 100+ flights per day departing from Louisville International Airport; more than 80 attractions; and 2,500 restaurants.
Meet AC (Atlantic City)	46	Located in the heart of the Northeast and within easy driving distance of a third of the population of the United States, Atlantic City is one of America's premier resort and entertainment destinations. With 15,000 hotel rooms and a 600,000-square-foot Convention Center, Atlantic City is the perfect location for your next event. Atlantic City is 60 miles from Philadelphia, 125 miles from New York, and 175 miles from Washington, DC.
Meetings & Incentives Worldwide, Inc.	31	Meetings & Incentives Worldwide (M&IW) is owned by the sister team of Jean Johnson, CMP, Chief People Officer, and Tina Madden, CPA, CEO and Chief Customer Officer. M&IW is a privately-held global meeting and event management company that provides enterprise solutions and a portfolio of services for meetings, events, incentives, conferences, and tradeshows.
Millar Krekewetz LLP	35	Canadian law firm specializing in direct selling and MLM matters.
Mogul LLC	18	MOGUL's patent-pending affiliate marketing interactive platform allows a direct selling company to easily manage their product social content and messages (video, text) sent directly from their sales agents to prospective customers, which helps improve their duplication model. MOGUL connects through the company's backend office API and allows personalized interactive product messages to be sent easily by text or email and/or existing social platforms like Facebook, Twitter, and Pinterest. Purchases of the company's products from customers are managed by the MOGUL platform, which automatically assigns the corresponding affiliate payments from the shopping cart. The MOGUL platform can be white-labeled.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
Momentum Factor	38	Momentum Factor is a leading digital risk management firm specializing in online compliance monitoring and global online reputation management services and technologies. Our flagship product, FieldWatch™ is the world's leading online brand protection and compliance management platform for the direct sales channel, while our Online Reputation Defense practice protects brands worldwide in search engines and beyond. Our mission is to protect companies from the brand and regulatory risks associated with online and social media technologies. We Protect—With Passion! Our Mission? To leverage the power of social media and word-of-mouth marketing to create opportunities for clients, their field reps, and the industry as a whole.
METRICS GLOBAL INC	55	We are the industry's leading payments partner, long-established advocate, and problem-solver. Our unified commerce and payments platform will connect you to a global marketplace, enable your international expansion strategy, and fuel your exponential growth plans.
Multi Image Group (MIG)	58	Multi Image Group (MIG) is a full-service production company specializing in live events and livestream experiences that help DSA member companies tell their brand stories, celebrate their people, and motivate individuals to take specific actions. Founded in 1979, we are a family-owned and operated company that lives and works as an extended family. A DSA member since 2006, MIG's role as your trusted partner is to deliver creativity, experience design, production expertise, and technology solutions to ensure a successful and rewarding experience that drives positive business results for your brand.
Miner Group LLC	42	Group of companies that specialize in market expansion to Mexico. We provide a full range of logistics and consulting services including, NOM compliance, COFERIS imports permits, and SAGARPA & NYCE reviews as well as Mexican customs clearance services.
Nexio	56	Nexio is a fintech orchestration platform for SaaS platforms and direct sellers. It solves sophisticated commerce needs, including global expansion, redundancy, dynamic payment method acceptance, payment routing, processor and gateway freedom, and control over tokenized data in one API. Its unified payments platform does the heavy lifting and consolidates the connections and technologies for direct sellers into a centralized and unified commerce and development experience. Nexio makes backend offices and direct sellers' commerce future strategic.
NOW Technologies	7	NOW Technologies is the premier provider of customizable digital tools and strategies designed to increase growth for our direct selling clients. The NOW Tech platform, available as a native mobile or web app, provides features such as sampling, social selling solutions, and smart alerts that guide a distributor on how to succeed in their business. The core basics include prospecting tools, content management, and onboarding and training capabilities. With over 35 years of direct selling industry experience, we welcome the opportunity to explore a partnership with you.
Nuvei	49	Nuvei provides fully supported omnichannel payments to large-scale merchants, SMBs, and distribution partners, powered by our broad suite of proprietary technologies. As a member of the DSA since 2003, we've been working with direct sellers for nearly two decades. We understand the business model, its risks, trends, and opportunities. We have deep experience in serving sophisticated merchants operating in complex and regulated industries throughout the world. One integration provides access to over 300 payment methods, more than 150 currencies, and integration into all major direct selling software platforms. Our combination of technology, expertise, and customer service provides merchants everything they need to thrive, locally and globally.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
One Source Tax Management LLC	34	A tax compliance website designed to help direct sellers comply with IRS Direct Sellers Audit Technique Guide.
PayQuicker	5	PayQuicker, an innovative fintech company, launched its revolutionary payout platform in 2007, allowing businesses of any size to offer secure and compliant instant global payouts in local currency via secured bank accounts with prepaid debit cards, virtual cards, and mobile wallets all through a single point of integration. Our platform offers a low-cost, fully customizable, client-branded portal and experience with advanced technology that becomes the client's competitive advantage. For clients that have their own portal, PayQuicker offers the same advanced global payment gateway that can be white-labeled and integrated directly with our client's portal, powering it with all the PayQuicker best-in-class features and benefits.
Pharmatech Labs	16	You'll have decades of combined experience in the dietary supplement industry on your side with our dedicated manufacturing and fulfillment team. Our state-of-the-art facility easily accommodates ever-changing FDA standards and regulations, and our knowledgeable production, quality assurance, and quality control teams work with our scientists to ensure only the highest-quality products leave our facility. It's that knowledge and experience that helps each one of our clients see success with their nutritional products all over the world.
Premier Packaging	29	Premier Packaging is a manufacturer of custom paperboard cartons/ packaging. We help you design and deliver customized packaging that engages, delivers, protects, informs, and delights. Our collaborative approach to packaging development and focus on innovative design positions brands for success in today's competitive marketplace. For over 30 years, we provided our valued customers with a range of products and services, including package design, prototyping, manufacturing, inventory management programs, fulfillment, distribution, and so much more. We are a full-service, end-to-end solutions provider for your printing and packaging needs.
PRO Insurance Managers Inc.	17	PRO Insurance was exclusively endorsed by DSA in 2005 to its members for health, life, direct seller liability insurances and more. More than 65 DSA members also exclusively endorse PRO and value the higher attraction and retention levels as well as the proven ability of these plans to convert part-time sellers to full-time at an earlier point. There is no cost or admin to the company and no participation in payment of premiums maintaining independent contractor status. PRO delivers competitively priced coverage and plan options from their full suite of programs specifically designed for the direct seller/entrepreneur.
Progressive Laboratories	25	Providing the highest standards of quality, accuracy, and therapeutic potency, Progressive Laboratories has been serving the needs of licensed healthcare professionals and their patients since 1972. A nutraceuticals manufacturer specializing in targeted protocols with replicable results, the company's nearly 80,000-square-foot facility provides contract manufacturing customers with one-stop shopping and unequaled service. Progressive Labs offers in-house graphics, label printing discounts, a full time chemist and well-established reputation for integrity and scientific documentation. Progressive formulas include over 250 proprietary products in our dietary supplement line, including vitamins, minerals, herbals, enzymes, amino acids, and protein powders.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
Quarles & Brady LLP	27	Quarles & Brady, LLP is a 475-plus attorney law firm with offices in Chicago, Indianapolis, Madison, Milwaukee, Naples, Phoenix, Scottsdale, Tampa, Tucson, and Washington, D.C. We have represented direct sales companies since the early 1980s and currently serve as outside general counsel for all sizes of direct sales companies. The expertise of our attorneys in labor, tax, international, regulatory, intellectual property, internet, products liability, healthcare, litigation, and corporate law in general, combined with years of experience in myriad specific issues confronting the direct marketing industry, allow us to provide practical and cost-effective counseling for direct sales companies.
Rallyware	13	Rallyware Performance Enablement Platform (PEP) supercharges distributed workforces to perform the right business activities at the right time. PEP is a data-driven technology that makes it fun and rewarding for each individual to continuously take the steps towards success at every stage of building and growing their business. Rallyware has been adopted by dozens of direct selling companies in 57 countries supporting over 20 languages for millions of their distributed workforces.
Royal Caribbean International	32	Shake up the way you view events with Royal Caribbean International. With 25 of the world's most incredible ships visiting hundreds of brag-worthy destinations, the globe is at your fingertips. Royal Caribbean transforms events into the ultimate meeting and incentive trip destination. Epic venues, vibrant restaurants, onboard thrills, and beautiful destinations put your attendees right in the action while countless customization options exceed your expectations—not your bottom line.
Smart Office Solutions, Inc.	20	Smart Office is the premiere communications provider in the direct selling space, developing innovative technologies that enhance company-to-salesforce and salesforce-to-prospect communications with impressive results for over 15 years. Let our experts help you develop an effective strategy utilizing audio/web conferencing, mobile apps, text, streaming services, cloud telephony solutions, and more.
Sovos	3	Sovos is a leading global provider of software that safeguards businesses from the burden and risk of modern tax. The Sovos Intelligent Compliance Cloud combines world-class regulatory analysis with a secure and reliable cloud software platform to create a global solution for tax determination, e-invoicing compliance, and tax reporting. Our solutions keep up with regulatory changes, perform TIN verifications, and automate your organization's entire 1099 and 1042-S form reporting process. Sovos supports more than 5,000 customers, including half of the Fortune 500, and integrates with a wide variety of business applications. Headquartered in Boston, Sovos has offices throughout North America, Latin America, and Europe.
Social Selling News	43	<i>Social Selling News</i> is the direct selling industry's go-to monthly publication. We strive to be the most relevant and compelling source of actionable insights available in our channel by providing direct sales industry professionals the latest in news, trends, and developments inside the world of social selling. <i>SSN's</i> detailed, yet concise, articles will let you quickly assess relevant news, legal decisions, corporate updates, supplier access, and personnel shifts that affect your business, so you have more time to run your business.
Thatcher Technology Group, LLC	26	Thatcher provides Sales Performance Management Software to enhance the interaction and communication between your salesforce and the home office, empowering all levels of the organization with superior decision support, productivity tools, consistent branding, and targeted messaging while paying accurate commissions and incentive payouts.

EXHIBITORS

COMPANY	BOOTH	DESCRIPTION
The HB Group Inc.	41	Your complete recruiting, and retention programs, full warehouse fulfillment options at no charge, premiums, promotional products, convention, sales aids, packaging, and recognition source. Our outstanding staff and sales team have been serving DSA members for more than 28 years. We work with factories from China and Bangladesh and everywhere in between. We guarantee outstanding quality, service, and price. Our design team can help you create that perfect marketing concept, new packaging or product look, or recognition item, all at no cost. We have helped more than 60 DSA accounts over the years and would love to assist you in any need you may have.
Trinity Software	12	Trinity Software has been providing high-quality software products, support, and custom programming services for over 20 years, resulting in highly satisfied customers and long-term client relationships. Our staff includes experts in software development, graphics design, web design, sales and marketing, network engineering, customer support, technical support, and accounting. FIRESTORM is Trinity Software's complete software management solution for the direct sales industry. It has over a half million lines of code utilizing all Microsoft technologies with nearly 170 user admin screens, 60 website screens for members and customers, 50 corporate reports, and full international capability through user configuration.
Verb	53	Verb is the industry leader in providing your field with a digital platform for prospecting, training, and on-boarding. Our app provides a unique sales enablement platform allowing your company to centralize digital content, provide a sampling solution, educate through our mobile LMS, create unique tools with our interactive video technology, host live e-commerce webinars, and give a native app solution for your field. Having been a DSA supplier for over 20 years, Verb can be your solution for sales enablement and live selling. With more than 75 direct sales companies on the platform and 1 million users, Verb provides the industry-leading technology for your company.
Visit Baltimore	50	Baltimore is the perfect destination to inspire your attendees. Centrally located in the Mid-Atlantic region, home to 50 million people, Baltimore provides flexible, simple travel options. It's an easy stop along Amtrak's Northeast Corridor. Nearby Baltimore/Washington International Thurgood Marshall Airport is just a short 15-minute ride away. And more than 40,000 off-street parking spaces mean driving is convenient, too. Visit Baltimore's access to community influencers, business executives, and local makers will help you form a deeply authentic experience that will resonate strongly with attendees. We can connect you locally, from booking speakers to coordinating voluntourism and off-site activities.
Visit Fort Worth	9	Fort Worth CVB is a non-profit Convention & Visitors Bureau incorporated by the city of Fort Worth to bring meetings and conventions to Fort Worth, Texas.
Wixon Inc.	54	Wixon is the one-stop solution for your private label and food product needs. Our culinary and scientific innovation teams offer creative ideas for gourmet dry mixes, seasonings, and health and wellness products. Rely on Wixon to craft in-demand products that taste great, such as gluten-free, allergen-free, natural, Kosher, and flavor modifiers to reduce bitterness, off-notes, sugar, and sodium in nutritional products. Sourcing ingredients through Wixon's worldwide network enables the company to lock in raw materials inventory and price, resulting in proactively managing price fluctuations and supply shortages—and greater cost savings. An FSSC 22000-certified food safety manufacturer.

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IDSTC/Flight Commerce Booth #15	 PayQuicker Booth #5
InfoTrax Systems Booth #57	PRO Insurance Managers, Inc. Booth #17
 Jenkon Booth #11	Rallyware (In-Kind) Booth #13
LIVE Booth #23	Thatcher Technology Group Booth #26
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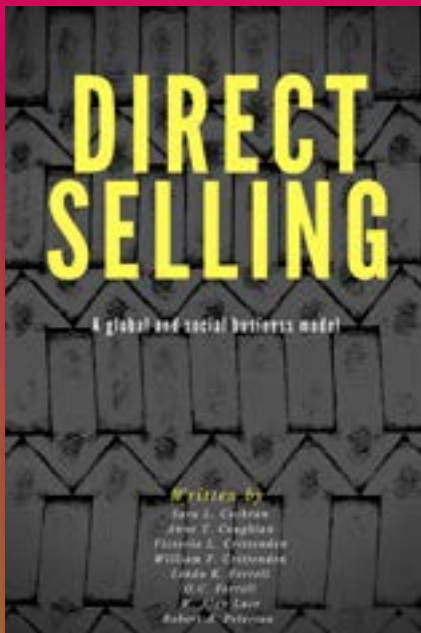
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A tall, grey Washington Monument stands against a blue sky with white clouds. In the bottom left corner, there are vibrant red autumn leaves from a tree.

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