



find your story  
collect your treasures  
love your life



## All'asta's Rising Star Application

All'asta is thrilled to be considered for the 2015 Rising Star Award given by the DSA, which is designed to recognize up-and-coming direct selling companies that have dedicated themselves to achieving a high standard of excellence in business operations. All'asta definitely fits that definition ~ up-and-coming (growing) and certainly dedicated to achieving a high standard of excellence.

## Meet All'asta!



*An auction in action... [click here >](#)*

Our Mission: All'asta is more than a business; it's a lifestyle. We want to bring people together to share their stories. Our mission is to empower women with their individuality and help them turn their stories into an opportunity that fits them and inspires others.

All'asta started as just an idea as any business begins. Our founder, Kerry Shea Penland, saw an opportunity to provide a fun social forum for people to gather and share their once loved items in a silent, in-home auction. Add to that a venue for up-and-coming artists, craftsmen, and "makers" to introduce their goods and it is easy to see why All'asta events are growing all over the country. In addition to the fun, interactive, silent auction, All'asta offers an amazing collection of Signature items, which includes home goods, fashion, and jewelry. Our Signature catalog is full of eclectic, one of kind treasures with a story to tell. We even offer our exclusive, always top seller, Mystery Bag.

Fun is at the core of our parties but the essence of All'asta is definitely our growing field and the opportunity created for so many. *Testimonials from our very own... [click here >](#)*

## And so it begins...

All'asta started in Lexington, NC in our founder's living room. Once the idea was in her head for the business, the very first thing she did was ask advice from another direct selling company founder. The advice given was, "Go to the DSA Annual Conference and learn as much as possible." So that is what she did. The first conference she attended was as a subscriber member in Miami in June of 2011. This was before the first recruit, before the product line was started, and before she had anything other than a dream and a rough business plan.

Having the opportunity to attend the annual conference and learn from the breakout and main sessions and network with others who were in her shoes (or had at one time been in her shoes) was absolutely priceless. It was just the support and motivation needed to set out on this amazing journey.

Taking one step and then another, the company moved from testing the auctions to starting to produce a product line. The first few catalogs were not exclusive All'asta items but they helped to prove the concept and narrow down the brand. Once it was clear that the concept was well received and consultants signed on and started to grow businesses, there was no turning back. The business moved from the founder's living room to a warehouse in her hometown and employed its first 2 athletes (as we like to call everyone at the home office today). In mid 2012, the business made the decision to relocate to Columbus, Ohio to be closer to our sourcing partners and to take advantage of Central Ohio's wealth of talent.

As with any new concept or idea, challenges present themselves. As they say, your biggest challenges become your biggest strengths. As we grow our brand we believe the auction, our distinct approach to the party model, is what draws so many to this unique opportunity.



The basic concept works like this: Our consultants ask a host to invite her friends to an Auction party where they are encouraged to bring an item (or a few items) to the party to sell in a silent auction. Everyone benefits from the sale of the auction items: the owner of the item, the consultant, and the host. Win-Win-Win. Some of our guests come just for the fun auction and some come just for our amazing signature line, but our sweet spot is those that love both.

All'asta does offer replicated websites and online party opportunities but our real focus is on relationships. We feel strongly that the opportunity to gather and create relationships and share stories is still at the core of the direct selling opportunity. [Signature Collection... click here >](#)

## All'asta ♥ the DSA

Today, All'asta celebrates year-over-year growth in sales, an expanding field and a growing home-office staff. Through this journey, we remain indebted to the role that the DSA plays in fostering success for so many. As mentioned earlier, we started in 2011 as a subscriber member, and once launched, we moved into a pending status. We were thrilled in December of 2013, when the board approved us for full membership. We proudly display the DSA logo on our website and include it in all of our stories.

Our involvement in the DSA has not been limited to the annual meeting. Our founder has attended every annual meeting since that first one in 2011. She has also, on several occasions, included other home office employees, giving them a chance to soak in the industry and network with peers.

In addition to the annual meetings, we have participated in Companies In Focus, the mid year Communications and Marketing Conferences, and the Women's Leadership Summits. Our founder was thrilled to be able to serve as a panelist in the CEO Roundtable, which was part of the 2014 Communications Conference.

## We believe, we commit and we practice...

All'asta's commitment to the DSA activities, events, and service is a top priority. Our highest priority, however, is to ensure that we operate within the tenets of the DSA Code of Ethics. Our policy and procedures were written specifically to incorporate the strict (but necessary) guidelines outlined in the code of ethics. We understand that the importance is not only for our field of consultants but also for their customers and all whom we serve.

We continue to refer to the code of ethics for all of our internal business practices, to training our field, to marketing and business supply materials, and for our return and buy back policy. We don't see this as a one-time check off; we incorporate the code of ethics in all new projects and materials as well.

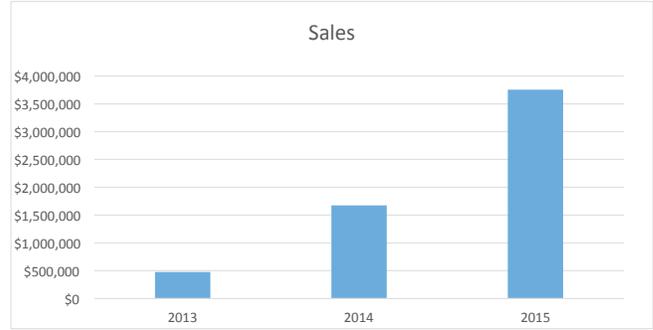
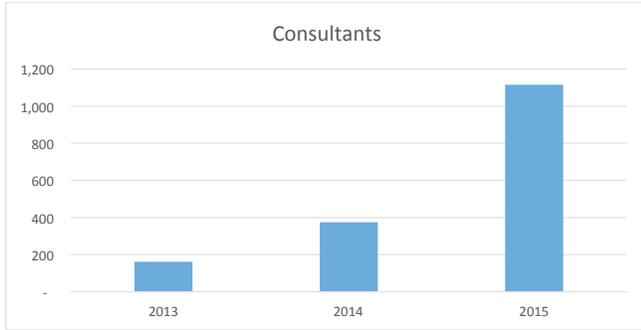
## If it doesn't challenge you, it won't change you

We are so excited to comment about our consistent and continued pattern of growth. Growth is the biggest challenge for most start-up direct selling companies.

We first launched in February of 2012 but as mentioned earlier, we were still in "testing stage" without an exclusive product line and with only a handful of consultants. During that testing stage, we grew our consultant base consistently and immediately began to see strong party averages and healthy revenue. In 2013, we started to introduce some exclusive All'asta products and celebrated growth of 318% and increased our revenue by 513%. Then by the end of 2014 we celebrated 231% growth in the field of active\* consultants, and an increase in sales by 352%.

\* Active consultant = a minimum of \$200 in personal sales in a rolling three month period.

## All'asta's Consultant & Sales Growth



Our projected growth for 2015 is to increase our active consultant base by 297% and increase our sales revenue by 228%. To support this growth we centered our 2015 objectives around fostering healthy field, brand awareness, and sustainable decision making. Strategic execution of our initiatives will be key to insuring our planned growth.

As we move into 2015, we have positioned ourselves with a great infrastructure to support the continued growth. Several aspects of that foundation include custom software which incorporates our unique auction concept. It also includes replicated websites for online sales and marketing. We have extensive training and marketing materials including All'asta University on our consultant's only website, "the Spot". We now proudly represent a fully exclusive product line of amazing products for home and outfit.



Further initiatives that contribute to our well-rounded business strategy moving forward include our commitment to giving back. As with all things, All'asta has also chosen to do this in a unique way. We are committed to the traditional avenues of giving (our donations to non-profits such as an early influencer for our founder, Amani Ya Juu, and a local favorite The Salvation Army). However, our unique way of giving back is through our "Maker Moments". We lift up artists in communities locally and globally, highlighting their work as artisans, creators and entrepreneurs. When you wear or fall in love with an artist's piece, you're helping to write the next chapter of their story and promoting the sustainability of their work. Celebrating the creativity and entrepreneurial spirit is at the heart of who we are. We see the same thing in our consultants... and it's what inspires us toward excellence.

*With purpose & passion... our consultants inspire us*

If we should be so honored to be recognized for the Rising Star Award, it will be in most part our consultants that we give the credit. We work hard, but we work hard for them!



*"Initially, All'asta was an opportunity to get back to what I love – direct sales, but with a company that was offering a new concept with products that were so "me." But what All'asta has become to me is a way for me to dream bigger than ever about what's possible for me and my family! By inviting others who are as excited as I am about All'asta to join my team and by helping them be successful, I've rediscovered what I truly love - working alongside like-minded women toward common goals with unlimited potential! It doesn't get any better than that!" - Renee Stith, OH / Senior Director*

*"In sharing my story of beginning with All'asta, I should start with "Once upon a time..." Having had experience in Direct Sales, All'asta tied together my love of home, accessories, and crafted treasures, as well as, an amazing ground floor opportunity for a business. I have been rewarded financially, and blessed meeting women in all walks of life coming together to achieve their dreams. But, it's no Fairy Tale... It's real. All'asta's opportunity is as unique as the products and the experience!" Carrie Peterson – KY / Director*