



DIRECT SELLING ASSOCIATION



## Agenda:

- Welcome
- 2016 Growth & Outlook Survey
- Companies in Focus
- Communications Summit

Dial-in: 855-695-0729

Password: 42729

[www.dsa.org](http://www.dsa.org)

February 9, 2016

[www.dsa.org/benefits/member/dsalive](http://www.dsa.org/benefits/member/dsalive)



DIRECT SELLING ASSOCIATION

# 2016 Growth & Outlook Survey • • •

U.S. Direct Selling in 2015

**DSALive! Informational Webinar**

[www.dsa.org](http://www.dsa.org)

Access the online survey here: [www.DSA.org/GO2016](http://www.DSA.org/GO2016). Or, visit [www.dsa.org/docs/go2016pdf](http://www.dsa.org/docs/go2016pdf) to download a PDF of the G&O Survey!

# Welcome to a new year of DSA research!

## **Agenda:**

**Kick-Off: Growth & Outlook 2016**

**2016 Objectives and Benefits to Participation**

**Research Timeline & Tips to Completing the Questionnaire**

**Data collection, Methodology & Confidentiality**

**Your Questions**

## **Presenter:**

**Joe Mariano,**  
President, DSA

**Pammie Strickland,**  
Sr. Manager of Analytics, Ambit Energy and DSA Industry Research Committee Chair

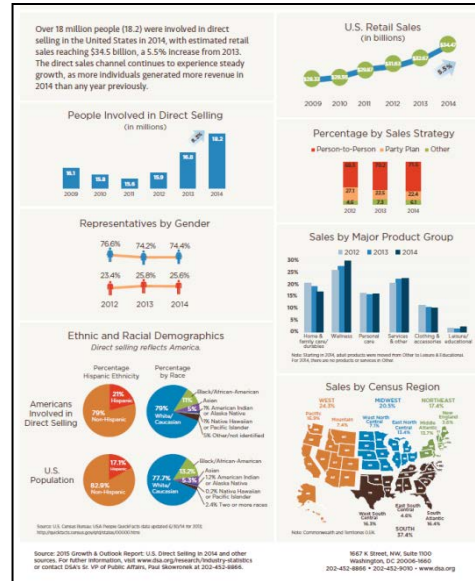
**Jesse Stamm,**  
Director of Field Support, Take Shape for Life, Inc. - Medifast

**Paul Bourquin,** Managing Economist, Nathan Associates

DSA's Research Manager, Ben Gamse to moderate



# Welcome to the 2015 Growth & Outlook Survey from Joe Mariano, DSA President



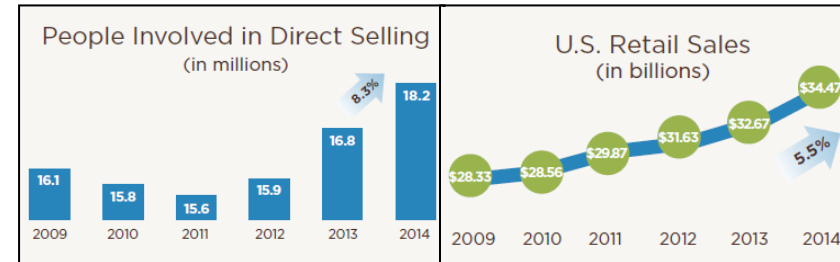
## Notes:

- This survey will **enhance our intelligence** and enable us to more accurately report industry statistics to our constituencies.
- All company information will remain **completely confidential** and will be reported only in the aggregate.
- **Thank you for your support and participation!**

# 2016 Research Objectives



1. Quantify industry size & headcount segments



2. Research selected socio-economic impacts



3. Announce results at DSA's 2015 Annual Meeting in Phoenix, AZ (June 5-7)

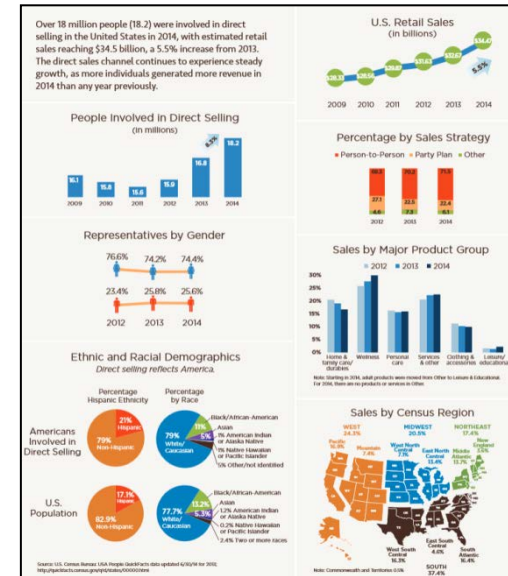




**1. Educating** yourself and your colleagues on market dynamics and trends and helping you make informed business decisions

**2. DSA Advocacy Efforts**

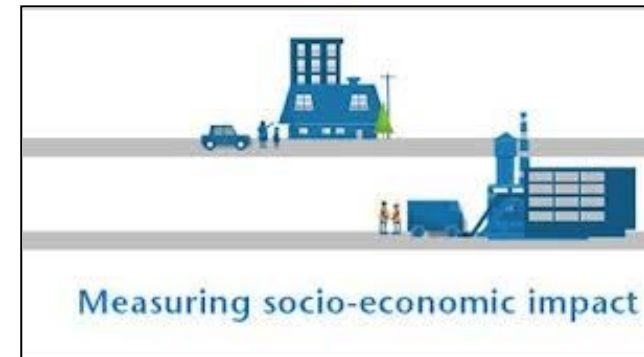
**3. Socio-economic Impact Study**





## Socio-economic Impact Study:

- What is the Socio-economic Impact Study?
- Why is it important?
- New Socio-economic Impact Study Questions in Growth & Outlook Survey







**January 20:** Growth & Outlook Survey was emailed to all DSA member companies; six week deadline for completion

**February 9:** DSALive! call/ G&O informational webinar

**March 11:** Deadline for all G&O questionnaire submissions

**June 5:** 2015 top-level results presented at Annual Meeting

**June/July:** G&O Report distributed to all participating member companies





# Tips for completing the questionnaire



- Download the PDF of the questionnaire to browse all of the questions before completing the survey online: [www.dsa.org/docs/go2016pdf](http://www.dsa.org/docs/go2016pdf)
- You can quickly and easily create an account allowing you to save your progress and complete the questionnaire in more than one sitting:

**Your Data**

We realize that your company's 2013 figures may not be completed yet. For the Growth & Outlook survey we can work with your preliminary figures. Please provide good-faith estimates.

If your company cannot respond to all questions, please respond to as many as possible and submit.

**Form Login Account (optional)**

New Users / Returning Users [CLICK HERE](#) to setup or return to your account for **this form**. Creating an account enables you to return to this form and your submitted results. An account will also enable you to partially complete this form and return later to finish the form. The account you establish is only for this form - if you want to save and return on a different form, including part 2 (tax questions) of the Growth & Outlook survey, you must "create" a new account - even though you may use the same information for both forms.

\* Company  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* Name of person submitting form  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* Email address  
\_\_\_\_\_  
\_\_\_\_\_

\* Phone number  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section A - Your Company's Sales**

1. What were your company's net sales of consumer products and services in the UNITED STATES that were generated via direct selling for the following calendar years? (Definition: Net Sales: amount of sales generated by a company after the deduction of returns, allowances for damaged goods and any discounts allowed.) [Glossary of Terms](#)

**Form Login Account (optional)**

New Users / Returning Users [CLICK HERE](#) to setup or return to your account for **this form**. Creating an account enables you to return to this form and your submitted results. An account will also enable you to partially complete this form and return later to finish the form. The account you establish is only for this form - if you want to save and return on a different form, including part 2 (tax questions) of the Growth & Outlook survey, you must "create" a new account - even though you may use the same information for both forms.



## DSA's Third Party Research Partner, Nathan Associates:

Paul Bourquin

Managing Economist



NATHAN  
ASSOCIATES INC.

### Research Process:

- Data collection
- Vetting
- Aggregation
- Analysis

Any questions or comments?



## **DSA:**

**Ben Gamse**, Market Research Manager

Phone: (202) 416-6443

Email: [bgamse@dsa.org](mailto:bgamse@dsa.org)

## **Nathan Associates:**

**Paul Bourquin**, Managing Economist

Phone: (703) 516-7776

Email: [pbourquin@nathaninc.com](mailto:pbourquin@nathaninc.com)

**Participate in DSA's 2016 Growth & Outlook Survey by the March 11  
deadline: [www.dsa.org/go2016](http://www.dsa.org/go2016)**



DIRECT SELLING ASSOCIATION



- Hosted by Advocare and Mary Kay
- From March 3-4
- Visit company facilities, attend presentations, discuss day-to-day operating challenges and solutions

[www.dsa.org](http://www.dsa.org)

To learn more about Companies in Focus and to register click here:

<http://www.dsa.org/forms/meeting/Microsite/2016CIF>



DIRECT SELLING ASSOCIATION

## DSA Communications Summit

- Hosted by Mary Kay
- March 2, from 8:30am – 5pm CT
- Program will include breakfast and lunch, a Communications Committee meeting and panel presentations on topics that matter to you

To register for the Communications Summit:

<http://www.dsa.org/forms/meeting/MeetingFormPublic/view?id=47725200000207>

For questions, contact Paul Skowronek, our Senior Vice President of Public Affairs, at [pskowronek@dsa.org](mailto:pskowronek@dsa.org)

[www.dsa.org](http://www.dsa.org)