



**SALES & MARKETING
CONFERENCE**

**FOCUS
ON THE FIELD**

Las Vegas ■ December 9-11, 2015 ■ www.dsa.org/FOCUS ■ #DSAFOCUS

**The one thing happening in Vegas
that you'll want to talk about!**

why attend?

DSA ANNUAL MEETING



Our ecosystem is changing.
Will you define your future or
will it be defined for you?

**dare
to reimagine.**

DSA Annual Meeting

June 5-7, 2016

J.W. Marriott
Desert Ridge Resort & Spa
Phoenix, AZ



reimagine
ANNUAL MEETING
PHOENIX, 2016

www.dsa.org/am2016

Wednesday, December 9

Registration Open	9:00 a.m. – 8:00 p.m.	Foyer
Smart Start Program	10:00 a.m. – 5:30 p.m.	Oriental B
Smart Start Reception	5:30 – 6:00 p.m.	Foyer
Marquee Session	6:00 – 7:00 p.m.	Oriental Ballroom
Reception	7:00 – 8:00 p.m.	Oriental/Foyer

Thursday, December 10

Continental Breakfast	7:30 – 8:30 a.m.	Foyer
Registration Open	7:30 a.m. – 6:00 p.m.	Foyer
General Session	8:30 – 10:30 a.m.	Oriental Ballroom
Networking Refreshment Break	10:30 – 10:45 a.m.	Oriental/Foyer
General Session	10:45 – 11:45 a.m.	Oriental Ballroom
Networking Lunch	11:45 a.m. – 1:00 p.m.	Oriental Ballroom
General Session	1:00 – 3:00 p.m.	Oriental Ballroom
Networking Refreshment Break	3:00 – 3:15 p.m.	Oriental/Foyer
General Session	3:15 – 5:00 p.m.	Oriental Ballroom
DSEF Supplier Recognition Wine & Cheese Reception	5:00 – 6:00 p.m.	Oriental/Foyer
Party Plan Council Dinner (direct-selling execs only)	6:30 – 9:00 p.m.	Lotus & Jade

Friday, December 11

Continental Breakfast	7:30 – 8:30 a.m.	Foyer
Registration Open	7:30 a.m. – Noon	Foyer
General Session	8:30 – 10:45 a.m.	Oriental Ballroom
Networking Refreshment Break	10:45 – 11:00 a.m.	Oriental/Foyer
Closing Session	11:00 a.m. – 12:15 p.m.	Oriental Ballroom
Box Lunch	12:15 – 1:00 p.m.	Oriental Ballroom

Attendee List generously sponsored by Pro Star Fulfillment.



DSEF's 6TH ANNUAL
PACK
a Present

DEC. 11
2015

DSEF Toy Drive Benefits Children of Area Military Families

For its 6th annual Pack a Present toy drive, the Direct Selling Education Foundation (DSEF) is partnering with Operation Homefront to help make the holidays brighter for children of military families. DSEF will collect donations Dec. 9-10 near the DSA registration desk at the Mandarin Oriental for a special presentation Dec. 11. Cash gifts and gift cards also welcome. Toys should be in their original packaging and not gift wrapped.

Text message services brought to you by Smart Office Solutions, Inc. To opt in, text "Focus" to 96000 and receive real time alerts, conference updates and important information about the Sales & Marketing Conference. (Message and date rates apply)



DSA Mobile App brought to you by Leapfactor, Inc. Download the DSA Mobile app to access speaker details, find your next solution provider in the expo and connect with your colleagues at the conference!



All events take place in Oriental Ballroom & Foyer unless otherwise stated

Wednesday, December 9

Marvelous Mark, author of the acclaimed business book, *Opportunity Rocks*, will be our Master of Ceremonies for this year's Sales & Marketing Conference. Mark combines years of entrepreneurial success with his natural abilities as an entertainer, radio personality and Las Vegas headliner to show how any business person can be transformed into a rock star. **We're excited to have Mark lead this year's conference!**

9:00 a.m. – 8:00 p.m.
Registration Open

10:00 a.m. – 5:30 p.m.
Smart Start Program

5:30 – 6:00 p.m.
Smart Start Reception

6:00 – 7:00 p.m.
The Rise of the Gig Economy

- *Lori Bush, President and Chief Executive Officer, Rodan + Fields*
- *Elizabeth Davis Ph.D., Dean, School of Management, University of San Francisco*
- *Will Rinehart, Director of Technology and Innovation Policy, American Action Forum*
- *Paul Skowronek, Senior Vice President, Public Affairs, Direct Selling Association*

What edge do the hottest new companies in the on-demand economy have over your business? There is a growing trend of new start-up companies contracting with independent, flexible workers that bring a specific skill set to their sales. Growing numbers of Americans no longer hold a regular "job" with a long-term connection to a particular business. Instead, they work "gigs" where they are employed on a particular task or for a defined time, with little more connection to their employer than a consumer has with a particular brand of chips. Borrowed from the music industry, the word "gig" has been applied to all sorts of flexible employment. What can direct sellers learn from this emerging gig economy? Listen in as our panelists explore this subject.

7:00 – 8:00 p.m.
Reception

Enjoy lite bights and cocktails while you mingle with your peers and get acquainted with DSA Supplier partners who can connect you with the solutions you need! (An expo map and listing of exhibitors appears at the back of this program.)

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Sponsored Door Prize:

Two lucky conference attendees will hit the jackpot in Vegas! Make sure you're in the audience Thursday and Friday morning to hear if you're the winner of a brand new FitBit Watch! Thank you to Thatcher Technology Solutions for making these prizes possible!



Thursday, December 10

7:30 a.m. – 6:00 p.m.
Registration Open

7:30 – 8:30 a.m.
Continental Breakfast

There's no better way to start your day than with a hot cup of coffee and fresh scrambled eggs. Enjoy your breakfast while visiting with our exhibiting companies whose generous support has made the delicious buffet possible.

generously sponsored by Thatcher Technology Solutions



8:30 – 9:45 a.m.
Regaining Focus: Everything Has Changed; Nothing Is Different

- *Scott Stratten, Disruptive and UN-traditional Sales, Marketing, Branding & Social Media Expert*

With Today's business climate is changing at an unprecedented rate. Every week, it seems there is a new strategy, social media site or technology that is a "must use" or a "game changer." How can you focus when everything is an overwhelming blur? In this endless quest for the next bright shiny business object, we lose sight of the fact that at the core of business, while everything has changed, nothing is different. Trust, connection, consistency and service will always trump any technology to hit the market.

In this keynote, Stratten will talk you through what is real and what are only smoke screens in the business world today. Come away understanding these points:

- The Millennial Myth: The younger generation may create new challenges for business, but not in the way people are saying.
- Social Media Snake Oil: Why social media is a poor sales and marketing tool, what it's really meant for, and how understanding this will actually lead to the best success for your company online.
- The Digital Decision: Your market today is forming buying decisions well before coming to you. Marketing today means getting in front of them when they're making these important choices.

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9:45 – 10:30 a.m.

Chief Marketing Officers Panel

- *Sheryl Adkins-Green, Chief Marketing Officer, Mary Kay Inc.*
- *Ryan Goodwin, Chief Marketing Officer, LifeVantage Corporation*
- *Rich Arthur, Vice President of Marketing, Thirty-One Gifts*
- *Jared Turner, Chief Sales & Marketing Officer, Young Living*

This roundtable dialogue will showcase the new perspectives, groundbreaking initiatives and communications, marketing and sales strategies that are changing our industry. These leaders will share how their companies maintain the momentum to execute the marketing initiatives that most engage their salesforce.

10:30 – 10:45 a.m.

Networking Refreshment Break

Stretch your legs as you head to the exhibit area for a refreshment and conversation with our suppliers. Just be sure to make it back to your seat in time for the beginning of our next session!

10:45 – 11:45 a.m.

Cultivating a Field in a New Country: Company Case Study

- *Natalie Lloyd, Director, Global Expansion, Rodan + Fields*
- *Janine Weber, Country Manager – Canada, Rodan + Fields*
- *Brandee Winikoff, Senior Counsel, Global Affairs, Rodan + Fields*

This case study will teach you the best practices and lessons learned from this fast-growth company as they entered their first international market and focused on how to cultivate their field.

11:45 a.m. – 1:00 p.m.

Networking Lunch

Head to the exhibit area to check in with our solution providers and hear their take on the morning's content and collect your buffet lunch. Then head back to your seat for informal networking.

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Thursday, December 10

1:00 – 1:30 p.m.

Warning Signs from the Field

- *Jan Gilmore, Principal, Jan Gilmore & Associates*
- *Christina Snyder, Chief Sales Officer, Thirty-One Gifts*
- *Chris Veit, Former President, Creative Memories*
- *Traci Costa, CEO, Peekaboo Beans*

Your field is the number-one indicator of whether you are headed for continued growth or decline. You don't need tarot cards to predict your company's future, but you do need to understand what makes your company distinctive. What drives your results? What are the differentiating metrics that lead to success for your sales field? It's not just about the number of consultants or distributors and how much they produce – though that is important – because that alone won't tell the whole story or be the predictor of absolute future success.

With this session you will learn:

- To uncover your company's strengths and weaknesses and translate that information into the key metrics that are unique to your business.
- That once you understand your metrics, you can use them to develop trainings specific to your success drivers.

1:30 – 2:30 p.m.

Is Your Company a Hashtag away from a Regulatory Warning?

- *Joseph Aquilina, Attorney, Direct Selling Association*
- *Jonathan Gilliam, President & Founder, Momentum Factor*
- *Saul Speirs, Associate General Counsel, Young Living*

The incredible rise of social media means brand messaging and regulatory compliance are now critical issues. While many companies have done terrific work to educate, train and monitor their field, sales and marketing professionals continue to struggle to contain rogue messages and reduce exposure. Don't recreate the wheel! Come learn the latest best practices to help your company protect its brand, reduce risk and improve marketing effectiveness.

2:30 – 3:00 p.m.

Mobilizing Your Field During a Crisis

- *Trey Campbell, Director, Communications, Southwestern Advantage*

A crisis is defined as a stage in a sequence of events in which the trend determines future events – for better or worse. Conditions of instability or danger lead to decisive change for all organizations. The question is: how will the crisis affect your sales force and what are you going to do about it? Moreover, are you prepared to mobilize and manage the challenge of sales force communications? A crisis comes in many forms, each one leading to social, legal, economic or reputational discomfort. With all the audiences involved in a crisis, your independent salesforce just may be one of the most important.

3:00 – 3:15 p.m.

Networking Refreshment Break

It's time for that late-afternoon treat! Head back to visit with our exhibitors as you enjoy a cold refreshment and snack.

3:15 – 4:00 p.m.

U.S. Hispanic Submarket: Increase Your Sales in One of the Fastest Growing Markets

- *Mona Ameli, President, Take Shape For Life, Inc.-Medifast*
- *Lea Márquez Peterson, President & CEO, Tucson Hispanic Chamber of Commerce*
- *Graciela Sanchez, U.S. Latino Expansion, Take Shape For Life, Inc.-Medifast*
- *Victoria Vilbrandt, Vice President of Marketing Strategy & Solutions, Princess House, Inc.*

Join in on this discussion focusing on the key areas of entry, presence and success in the U.S. Hispanic market. Learn how to grow a successful Hispanic field organization and increase your company's market share and bottom line. Government-relations concerns and ways to ensure you are working to protect this vulnerable population will also be discussed. Learn from successful players in the channel, from well-established companies to those just starting their initiatives. As we relaunch DSA's Hispanic Marketing Council, a helpful networking and education resource for direct-selling executives, we will also be awarding the inaugural Diversity & Empowerment Award to a member company.

4:00 – 4:30 p.m.

The Power of Virtual Parties

- *Holly Ennis, Director of Training Development, Jamberry Nails*

We live in a world that largely interacts and transacts online. Our social lives develop online, we purchase everything from electronics to groceries online and we receive our news online. Is it inevitable that our companies' future sales will also happen largely online? Jamberry Nails has experienced 2,700% growth and expanded their network to more than 20,000 consultants in four years. Join Holly Ennis for this in-depth look at how the company takes advantage of technology to create a new future for their online sales. You'll share the tools they adapted to create a virtual experience that truly enhances their in-home party demonstrations.

Thursday, December 10

4:30 – 5:00 p.m.

Opportunity Rocks

- *Marvelless Mark (Mark Kamp), President, Marvelless Mark Motivation and Music*

Learn how to create a grand vision, channel your uniqueness into huge growth, use the three keys of awesome teamwork, and more in this motivational, energetic and interactive keynote as you become business rock stars! Marvelless Mark will reveal the innovative success secrets that created household names like The Rolling Stones and Madonna, and teach you how to use the same techniques as these bona fine rock stars to reinvent and revolutionize your own business.

5:00 – 6:00 p.m.

DSEF Supplier Recognition Wine & Cheese Reception

Enjoy light appetizers and a glass of wine with your colleagues before heading out for a dinner on the town! The Direct Selling Education Foundation is our host for this special event where they'll recognize their Supplier partners.

6:30 – 9:00 p.m. (Lotus & Jade rooms)

Party Plan Council Dinner

(Direct-selling execs only)

Party planners, head to this networking dinner, where party-plan best practices are on the menu! Led by Randi Farina, Vice President, Business Development for Living Fresh Collection, LLC, this gathering will help break down for you some of the hardest challenges for party plan companies. Join us for this engaging meal!

Additional fee required. Register at the DSA registration desk.

*Thank you to the generous sponsor of our
Sales & Marketing Conference bags.*



Friday, December 11

7:30 – 8:30 a.m.

Continental Breakfast

7:30 – Noon

Registration Open

8:30 – 9:00 a.m.

Social Media in the Field: The Right Way Forward

- *Scott Kramer, President & CEO, Multibrain*

There is no question direct-selling companies have embraced the reality and power of social media in building their brand, as well as providing tools to the field. But, in the past year, we've witnessed both Facebook and Twitter cracking down on who and how many people are seeing posts related to business messaging. Many companies have even seen their field and their own accounts placed in "Facebook jail" for pushing too much promotional content, which both consider to be spam. In this fast-paced session, Kramer will take you through the many changes to Facebook and Twitter as they relate to promoting your business, with an emphasis on empowering your field with the strategies and tactics to do it right, and truly see results. Topics to be covered include:

- What is an algorithm and how does Facebook and Twitter determine who sees what content in newsfeeds
- The importance of empowering your field with Facebook Pages for business-related content and how to cross promote to personal profiles on both Facebook and Twitter.
- Utilizing Facebook Pages as a destination versus pushing content in newsfeed, and current statistics on the power of this approach.
- Empowering the field to create Facebook Pages that are all about products, services and opportunities.
- Utilizing Facebook and Twitter for the field to engage and spark conversation, from which friends can share with their community of friends (the Friends of Friends effect).
- What's next for Facebook and Twitter as it relates to promoting your business on their networks (hint: business accounts are key for both networks).

Friday, December 11

9:00 – 9:40 a.m.

Technology Discussion Panel

- *Lionel Carrasco, CEO, Leapfactor, Inc.*
- *Scott Kramer, President & CEO, Multibrain*
- *Allan McNaughton, CEO, My Success Rocket*

Gain a refreshing and creative look at how to apply technology to its fullest advantage during this panel discussion that will cover the following topics:

- The Power of being Connected in a Mobile and Social World
- Customer Service at the field level
- Managing your brand identity while empowering the field to personalize
- Mobility and the need for real time communication (Always Open for Business)
- Tools to empower the field to grow their business and spread the word

9:40 – 10:00 a.m.

The Power of Personal Growth

- *Lauren Lawley Head, Publisher and Editor in Chief, Direct Selling News*

Mary Kay Ash once said, "People are a company's greatest asset. It doesn't make a difference whether the product is cars or cosmetics. A company is only as good as the people it keeps." But bringing in good people is only half the battle. In a recent cover story, Direct Selling News explored how companies with a committed focus on personal development help their people reach new levels of personal and professional achievement, which in turn lifts the performance of the business. Publisher and Editor in Chief Lauren Lawley Head will share some of the strategies for helping the field tap into the power of personal growth.

10:00 – 10:45 a.m.

Impactful Leadership

- *Bill Levisay, President, Levisay Consulting*

For more than 25 years, Bill Levisay has been at the forefront of leading teams, building brands and serving customers for some of the most iconic consumer-products companies in the United States. His leadership skills and unique style of engagement with both customers and fellow associates make a lasting impression on everyone around him.

From 2009 to early 2015, Levisay served as the Chief Customer Officer for Bolthouse Farms, a high growth natural/organic food and beverage company. He led a period of accelerated performance at Bolthouse Farms, driving significant profitable revenue growth over his tenure; additionally he was one of three senior executives who led the successful sale of Bolthouse Farms to The Campbell's Soup Company in 2012. With Levisay, you will learn to be a more impactful team player and leader.

10:45 – 11:00 a.m.

Networking Refreshment Break

Head back to the exhibit area for a quick chat with our suppliers, and be sure to make it back for the final general session!

11:00 a.m. – 12:15 p.m.

Managing Your Company's Web Presence and Technology Systems

- *Julie Cabinaw, Vice President, Marketing Technology & Innovation, Scentsy, Inc.*
- *Tony Rossell, Senior Vice President, Marketing General Incorporated*
- *Pammie Strickland, Sr. Manager of Analytics, Ambit Energy*

The evolution in technology is an increasingly important source of innovation and competitive advantage in the direct-selling channel. How well new tech is incorporated into your business operations has enormous implications for the success and growth of your business.

DSA's 2015 Web Presence Survey helps you navigate the complex current technological landscape and take advantages of key opportunities it poses. The Survey will be released later this month to participating members, but in the meantime, join us for this look at key takeaways from the Survey! This survey uncovers best practices and provides benchmarking info in these areas vital to your business:

- Your Company's Corporate Website
- Online Sales
- Direct-Seller Referrals
- Direct-Seller Websites
- Internet Marketing/Social Media
- Direct-to-Consumer Email/E-marketing
- Customer Relationship Management & Business Intelligence
- Technology Feedback
- Corporate Genealogy/Commission Systems

12:15 – 1:00 p.m.

Box Lunches

Grab a boxed lunch on your way out the door, or stay and enjoy one last meal with your peers!

*Thank you to the generous sponsor of our
Sales & Marketing Conference badges.*

Hepfer & Associates

DSA/DSEF Staff in Attendance

Joseph Aquilina, Attorney

Allison Behuniak, Public Affairs Manager

Kimberly Harris Bliton, DSEF Director, Academic Initiatives

Melissa Brunton, Senior Vice President,
Education & Meeting Services

Nancy Burke, Vice President, Membership

Regina Clay, DSEF Director, Consumer Initiatives

Amanda Del Sontro, Membership Assistant

Adolfo Franco, Executive Vice President & Chief Operating Officer

Indira Fuller-Bey, Meeting Registrar and Assistant

Benjamin Gamse, Market Research Manager

Gary Huggins, DSEF Executive Director

Tamara Ingram, DSEF Program Manager

Ryan Kennedy, Manager, Government Relations & Global
Regulatory Affairs

Nancy Laichas, Chief of Entrepreneurship Initiatives

Joseph Mariano, President

Lindsay Marquardt, Education & Meetings Planner

David Riddy, Director of Marketing & Industry Communications

Paul Skowronek, Senior Vice President, Public Affairs

Exhibitors

Bartha Booth# (1)

BC Graphics Booth# (22)

Constant Contact Inc. Booth# (15)

Creative Technology Group Booth# (33)

DirectSalesMobile.com Booth# (8)

Disney Resort Destinations Booth# (30)

Fragmob, LLC Booth# (6)

FreeConferenceCall.com Booth# (9)

Hepfer & Associates PLLC Booth# (16)

i-payout Booth# (27)

lacono Production Services, Inc. Booth# (29)

IMN Booth# (10)

InfoTrax Systems, L.C. Booth# (12)

IntegraCore Booth# (28)

IDSTC Booth# (5)

Jenkon Booth# (24)

Leapfactor Booth# (19)

Less Annoying CRM Booth# (3)

LightSpeed VT Booth# (21)

Multibrain Booth# (17 & 18)

MyDigitalClients, LLC Booth# (13)

Responsive Data LLC Booth# (2)

Saddle Creek Logistics Services Booth# (7)

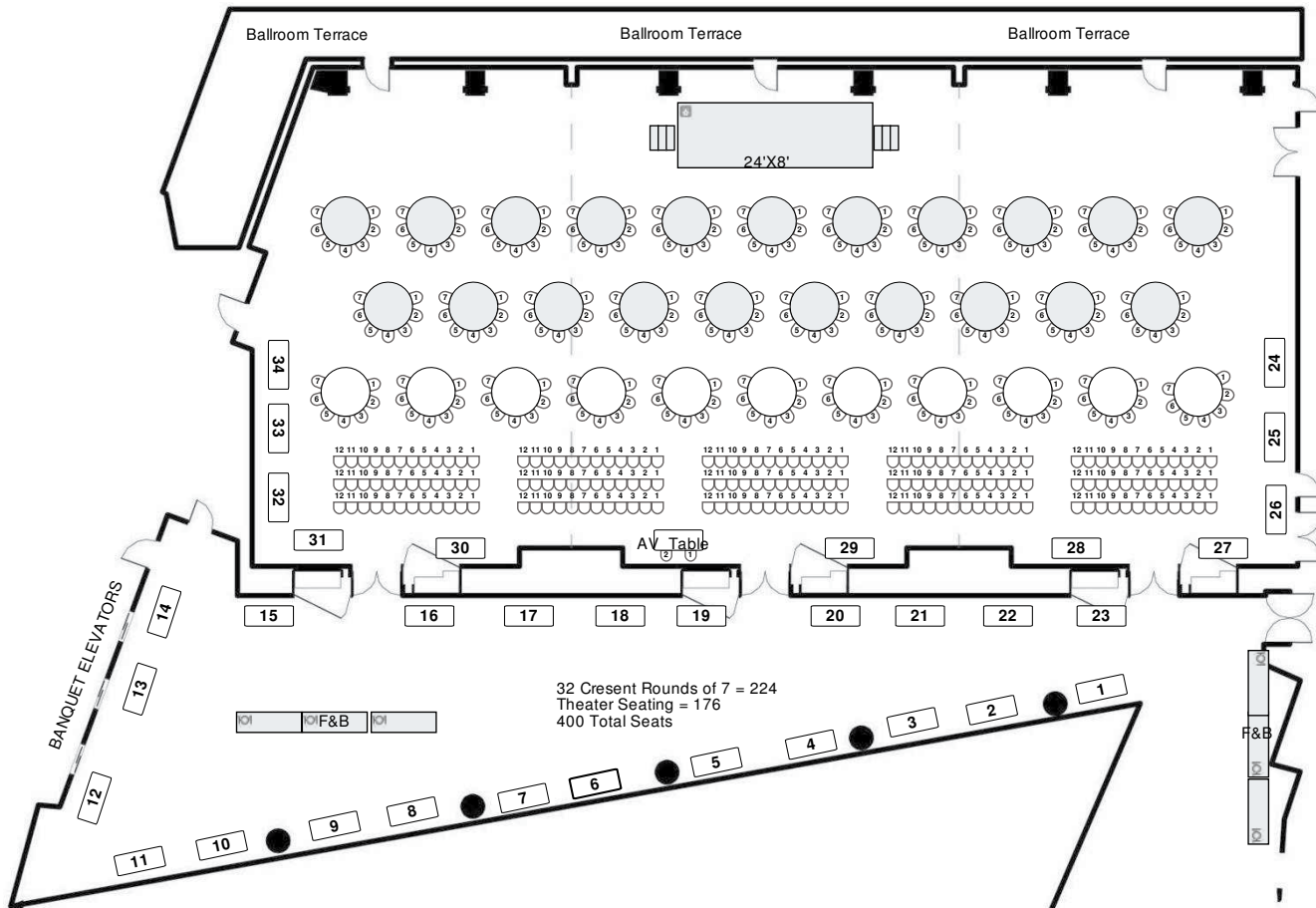
Smart Office Solutions, Inc. Booth# (4)

Stalco Inc. Booth# (11)

Thatcher Technology Group, LLC Booth# (20)

Trinity Software Booth# (23)

ZenPrint Booth# (14)



Sales & Marketing Speaker Bios



Sheryl Adkins-Green, Chief Marketing Officer, Mary Kay Inc.

Sheryl Adkins-Green serves as Mary Kay's Chief Marketing Officer. Sheryl leads Mary Kay Inc.'s global marketing strategy, brand positioning, new product development, advertising, digital marketing, social media, product education, and customer insights to drive long-term growth and support the more than 3 million Independent Beauty Consultants. As CMO, Sheryl's goal is to strengthen Mary Kay's position as an irresistible beauty brand around the world.

Sheryl joined Mary Kay Inc. in January 2009 as the Vice President of Global Brand Development and was named Chief Marketing Officer and executive team member in July 2011. Sheryl has been instrumental in developing and implementing the product portfolio strategy that is generating a sustainable stream of innovative skin care, color and fragrance products that are strengthening Mary Kay's competitive position globally. She has also driven the development of digital marketing and social media tools that enable independent beauty consultants to successfully sell Mary Kay products anytime and anywhere. Sheryl's passion for helping people reach their fullest potential is evident in her regular blog posts on The Mary Kay Way blog. Sheryl is actively involved in a variety of not-for-profit initiatives.

Sheryl received a Bachelor of Science in retailing from the University of Wisconsin and holds a Masters of Business Administration from Harvard Business School.



Mona Ameli, President, Take Shape for Life, Inc. - Medifast

Mona Ameli is President of Take Shape For Life, Medifast (MED). She has 20 years of experience in the Consumer Goods – Beauty, Health & Wellness industries with global prestigious direct to consumer organizations and has spent more than 16 years of her successful career in cross functional, management and executive leadership roles working with some of the largest companies in the Direct Selling industry (Herbalife, Shaklee and Belcorp). In these roles she has successfully started, built, and expanded new business divisions, strategic growth plans, and global brands across Europe, North America, Latin America, and Asia Pacific.

Direct Selling News ranked Ameli among the Top 20 Most Influential Women in the Direct Selling Industry in 2012-2013. The National Diversity Council recognized Mona Ameli, as one of the Most Powerful and Influential Women in the state of California in April 2013. With a rich multi-cultural and multi-lingual background (speaks English, French and Spanish), Mona holds a Diploma of Economics and a Master of Business Administration & Management from University of Paris – Dauphine, as well as a Post-Master Degree in Marketing from University of Paris– Creteil. Mona is currently the Chairman of The Diversity & Empowerment on the board of the Direct Selling Association.



Joseph Aquilina, Attorney, Direct Selling Association

Joseph Aquilina is an attorney with the Direct Selling Association working in ethics and compliance, legal affairs, government relations and regulatory matters. Prior to joining DSA in June 2014, he worked in primarily federal administrative and regulatory law. With more than ten years in Washington spanning private law firms as well the federal government, he brings a wide array of legal experience to DSA. Originally from Los Angeles, California by way of Cleveland, OH, Joseph resides Washington, D.C. Joseph obtained a Bachelor's Degree in History and Juris Doctor from the Catholic University of America where he was a member of the Journal of Communications Law. He is admitted to Maryland and District of Columbia bars and serves as a member of public service committee for the Hispanic Bar Association for the District of Columbia.



Lori Bush, President & Chief Executive Officer, Rodan + Fields

Lori Bush joined Rodan + Fields as the company's President in October of 2007. With more than 25 years experience in the consumer and health care products industries, Lori was responsible for overseeing the brand's entrance into the direct selling arena. A seasoned direct selling leader, Lori previously served as President of Nu Skin International, a \$500 million division of Nu Skin Enterprises, Inc., (NSE), a global direct selling company operating in more than 40 markets around the world. During her tenure with the company, Lori acted as a global spokesperson for the brand while leading the marketing, operations and research and development functions. Lori has also held several leadership positions within the skincare franchise of Johnson & Johnson Consumer Products Companies including Worldwide Executive Director Skin Care Ventures and Vice President of Professional Marketing at Neutrogena.

Lori received a Masters in Business Administration in Marketing from Temple University and a Bachelor of Science in Medical Technology from The Ohio State University.



Julie Cabinaw, Vice President, Marketing Technology & Innovation, Scentsy, Inc.

An avid advocate for the intersection of human behavior and technology, Julie Cabinaw is an experienced strategist, working in product strategy, user experience, social media and digital marketing. Julie geeks out developing broad multi-channel strategies and focused user-centric solutions that drive engagement, experience and satisfaction. Her industry experience includes direct selling, healthcare, technology, e-commerce, media and technology.



Trey Campbell, Director, Communications, Southwestern Advantage

As the Director of Communications, Trey Campbell, APR, has been with Southwestern Advantage since 1999. His primary responsibilities include public and media relations, government relations, community outreach programs, company spokesperson, college credit program, and reputation management. When not doing any of that, he serves as a problem-solver, public speaker, counselor, mentor, and trainer to the college students who make up the independent sales force with Southwestern. As an award-winning PR practitioner, he is Accredited in Public Relations and is a trained volunteer arbitrator and mediator with the Better Business Bureau. Being no stranger to crisis management and crisis communications, he approaches it like eating a sandwich – one bite at a time. The bigger the sandwich, the bigger the bite!



Lionel Carrasco, Chief Executive Officer, Leapfactor, Inc.

Lionel has more than 20 years of experience as senior executive of technology and consulting firms in over 15 countries. His goal is to influence the way people and businesses use technology to drive change and innovation, fostering a better quality of life and a more fair society. Over the years, Lionel has been able to found and exit startups, lead Silicon Valley firms as CTO to position products on the Gartner magic quadrant, and help to develop the SAP business for a global consulting partner, Neoris. Throughout the past decades he has worked with global 1000 firms and has an impeccable track record with clients in many projects.



Elizabeth Davis, Dean, School of Management, University of San Francisco

Dr. Davis is Dean and Professor of Management of the School of Management at the University of San Francisco. Dr. Davis earned her B.A. from Columbia University, and received her Ph.D. from the Wharton School, University of Pennsylvania with a focus on Strategy. An authority in strategic management, business policy, including over 18 years of teaching in comparative management, organizational theory and transformational leadership, Dr. Davis has continued to research, write about and work with the business, government, non-profit industry sectors. Dr. Davis has published numerous articles which have appeared in *The Journal of Business and Economics*, *the Business Journal*, *Journal of Production and Operations*, *the Case Research Journal*, *the Journal of Quality, Management*, *Journal of Management Education* and *the Health Policy Journal*, and in numerous conference proceedings at *The Strategic Management Society*, *The Eastern Academy of Management*, *the Academy of Management*, *International Leadership Association*, *International Eastern Academy of Management* and *the Northeast Business & Economics Association*.



Holly Ennis, Director of Training Development, Jamberry Nails

Holly has spent decades in the direct-sales world in both corporate and field capacities. She was a top leader with Mary Kay Cosmetics for 17 years as well as a director of field development at The Pampered Chef. As such, she knows what new consultants to seasoned leaders need to make their businesses successful!



Jonathan Gilliam, President, Momentum Factor

Jonathan Gilliam is a direct selling industry expert in areas of social media, marketing, reputation management and compliance monitoring. He is President of Momentum Factor, the renowned digital services firm and creator of *Fieldwatch*, the industry standard compliance management solution. Jonathan is the author of *Social Selling: How Direct Selling Companies Can Harness the Power of Connectivity—and Change the World*, a widely-read industry-focused book on social media. His latest book, *Blastoff! Creating Growth in the Modern Direct Selling Company* takes a look at how Direct Sellers can drive momentum in our new, digitally connected age.



Jan Gilmore, Principal, Jan Gilmore & Associates

Jan Gilmore is the person companies call when their business has slowed, recruiting is an issue, or sales are sluggish. She is an experienced Direct Seller, having served both in the field and in key executive positions. Jan is an author, a member of the National Speakers Association and the Principal of Jan Gilmore & Associates, LLC. Known as a Dynamic Speaker/Trainer, Jan delivers her training messages in a 'no nonsense' style that resonates with and then moves her audience to action. Jan and her firm, in concert with My Success Rocket, deliver a turnkey highly engaging E-Learning & Coaching solution.



Ryan Goodwin, Chief Marketing Officer, LifeVantage Corporation

Mr. Goodwin is one of the most sought after creative minds in the region. He started his career by founding a design and branding studio called Struck right out of college, where he helped grow a boutique design studio into a full-service creative agency powerhouse with four offices nationwide. During his tenure over the entire creative product at Struck, he worked on dozens of fortune 500 brands, while building several brands from scratch for direct sales companies that have accumulatively accounted for several billions of dollars of sales. He received a BFA in Graphic Design from Brigham Young University.



Mark Kamp, President, Marvelless Mark Motivation and Music

Marvelless Mark (Mark Kamp), author of the acclaimed business book, *Opportunity Rocks*, was recently featured in USA Today, Small Business Trendsetters, Business Innovators, and TBN. Mark combines years of entrepreneurial success with his natural abilities as an entertainer, radio personality, and Las Vegas headliner to show how any business can be transformed, from garage band to legend, using Mark's proven strategies... proven not only by the success of the greatest rock legends, but also by Mark's personal success. In short, Mark will show your team how to be business rockstars and they'll have a blast doing it!



Scott Kramer, President & Chief Executive Officer, Multibrain

Scott Kramer is considered a pioneer in developing in integrated/multi-platform strategies for entertainment, media, and consumer brands. Kramer currently serves as Chief Brain at Multibrain, an award winning software company focused on building simplified social software to empower the Direct Selling industry. Prior to the launch of Multibrain, Kramer served in senior roles at IMG Worldwide and Creative Artist Agency. Kramer was also responsible for creating and producing Force of Nature, one of the largest Tsunami Benefit Concerts in the world, in Kuala Lumpur, Malaysia, which raised over \$8M for Tsunami victims. Kramer has received numerous awards, including the AAAA Advertising Excellence Award and the Creative City Award for Communications.



Lauren Lawley Head, Publisher & Editor in Chief, Direct Selling News

As publisher and editor in chief of Direct Selling News, Lauren directs the editorial and business operations of the leading trade publication serving executives of companies that utilize a direct selling channel of distribution for their products and services. Next month, *DSN* will launch the research work for the publication's seventh-annual Global 100 list of the largest direct selling companies worldwide. Prior to joining *DSN*, Lauren spent 16 years with American City Business Journals, most recently serving as editor of the *Dallas Business Journal*. She holds bachelor of journalism and bachelor of arts in economics degrees from the University of Missouri-Columbia and currently serves on the board of the Dallas chapter of the American Advertising Federation.



Bill Levisay, President, Levisay Consulting

For more than 25 years, Bill Levisay has been at the forefront of leading teams, building brands and serving customers for some of America's most iconic consumer products companies. From 2009 to early 2015, Bill served as the Chief Customer Officer for Bolthouse Farms, a high growth natural/organic food and beverage company. He led a period of accelerated performance at Bolthouse Farms, driving significant profitable revenue growth over his tenure; additionally he was one of three senior executives who led the successful sale of Bolthouse Farms to The Campbell's Soup Company in 2012. Spending eighteen years at The Coca-Cola Company, Levisay last served as Senior Vice President, Foodservice Sales. Previously, he served as the Senior Vice President, Retail Sales where he was accountable for sales across the top 100+ national retailers and where he helped create the shopper marketing capability for Coke. Bill began his career in brand management at Kimberly Clark, before moving to Kraft Foods where he progressed through successive marketing assignments. Bill holds a BA from The College of Wooster and an MBA from Vanderbilt University.



Natalie Lloyd, Director, Global Expansion, Rodan + Fields

After transferring from her role as Rodan + Fields Regional Field Development Director, West to the newly formed global team in 2013, Natalie dedicated her focus to preparing Rodan + Fields to launch into its first-ever global market, Canada. Natalie's in depth social commerce experience paired with her extensive background in Business Development made her the natural choice for this new role. Having held previous leadership positions implementing global launch programs and field training initiatives for both domestic and international markets, Natalie now utilizes her skills and experience to hone the construction of a sustainable global expansion model that will serve the growth of business beyond domestic borders. Currently, Natalie is developing new plans for the next market launch outside of North America as Rodan + Fields continues to expand its global footprint.



Lea Márquez Peterson, President & CEO, Tucson Hispanic Chamber of Commerce

Lea has been an entrepreneur in our community for many years and has served as the President/ CEO of the Tucson Hispanic Chamber since 2009. The Tucson Hispanic Chamber serves the business community in the bilingual, bicultural region of the Arizona-Sonora border and was recognized as the Hispanic Chamber of the Year in 2013 by the U.S Hispanic Chamber of Commerce. The chamber represents over 1100 member businesses and is the largest Latino business organization in the State of Arizona. She previously served as the Executive Director for Greater Tucson Leadership (GTL) from 2005 to 2009 and owned and operated a chain of gasoline stations / convenience stores from 1998 - 2005 in the Tucson region.



Allan McNaughton, Chief Executive Officer, My Success Rocket

Allan McNaughton is an expert at using technology to transform the performance of sales reps, creating fired-up, well-trained reps who sell and recruit more than they ever thought possible. Prior to starting My Success Rocket (a gamified e-learning, coaching, and motivation platform for the direct selling industry), he co-founded a DSA member home party company.



Will Rinehart, Director of Technology & Innovation Policy, American Action Forum

Will has an extensive background in research, communications, technology and economics, with previous roles including research fellow at TechFreedom, director of operations at the International Center for Law & Economics and as a Koch Summer Fellow at The Progress & Freedom Foundation, concentrating on advertising policy and Internet governance. In 2008, he was a research associate at the Illinois Policy Institute, where he studied state-level budget, energy and tax issues. Additionally, he worked for the Institute for Policy and Civic Engagement as the research assistant in technology and civic engagement. Will has a Bachelor's in Political Science from the University of Illinois and is currently finishing his Masters at the University of Illinois. His thesis focuses on economics and communication, and, more broadly, his research program explores the intersection of technology, innovation and society.



Tony Rossell, Senior Vice President, Marketing General Incorporated

Tony Rossell serves as the senior vice president of Marketing General Incorporated in Alexandria, Virginia. A frequent writer and speaker on marketing and research topics, he is a contributing author to two books, *Membership Marketing* (ASAE) and *Membership Essentials* (ASAE). He also launched the annual *Membership Marketing Benchmarking Report* and developed the membership framework he calls the "Membership Lifecycle". Tony can be reached at Tony@MarketingGeneral.com.



Graciela Sanchez, U.S. Latino Expansion, Take Shape for Life, Inc. - Medifast

Graciela is an accomplished direct-selling professional with 13 years of domestic and international multi-level network marketing experience, including at Belcorp and Shaklee Corp. Her specialties include increasing sales by driving cultural change, and creating easy-to-understand sales strategies, incentives and collateral with well-conceived messaging.



Paul Skowronek, Senior Vice President, Public Affairs, Direct Selling Association

Paul Skowronek joined Direct Selling Association (DSA) in August 2014 to implement a new public affairs approach that leverages strategic communications to advance reputational and public policy goals. Focusing his efforts on how to position the Association and direct selling with external audiences, such as policymakers, media and thought leaders, Paul oversees a team of government relations and public affairs professionals committed to making a value-driven case for the direct selling channel by de-mythifying the business model, explaining how direct selling benefits millions of Americans and the economy and discussing how DSA protects consumers. Prior to joining DSA, Paul was a public affairs and strategic communications consultant in the Washington, DC office of APCO Worldwide, where he counseled large trade associations and Fortune 100 companies during the national health reform debate. He was also a vice president of state affairs and business development at America's Health Insurance Plans during the height of health reform's implementation.



Saul Speirs, Associate General Counsel, Young Living

Saul Speirs is Associate General Counsel with Young Living Essential Oils. Saul graduated from BYU Law School and worked for the law firm of Kirton McConkie before starting work with Young Living. Among other things, Saul is Young Living's go-to guy for all things involving the FDA and FTC. Saul was instrumental in designing its distributor compliance program, and he remains intimately involved in creating educational materials for Young Living's field.



Scott Stratten, Disruptive & UN-traditional Sales, Marketing, Branding & Social Media Expert

With a unique Un-Marketing philosophy focused on viral, social and authentic marketing, president of Un-Marketing, Scott Stratten, offers enlightened fresh perspective on how to effectively market, sell and engage, that flips traditional advice on its head. Formerly a music industry marketer, national sales training manager and a professor at the Sheridan College School of Business, he ran his “UnAgency” for nearly a decade before solely focusing on delivering his message on a larger scale. Stratten was named one of the “Top 5 Social Media Influencers In The World” by Forbes and one of “America’s 10 Marketing Gurus” by Business Review USA, with more than 176,000 Twitter followers and 60 million views of his clients’ marketing videos. As a result, companies including PepsiCo, Adobe, Red Cross, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments have invited him to provide guidance through the social media and relationship marketing landscape.



Pammie Strickland, Senior Manager of Analytics, Ambit Energy

Pammie’s has always been intrigued, curious and skeptical about the underlying phenomena and its cause and effect. She has a track record of being a leader in ideation of technology solutions that make the complex simple for the end user by empowering them to digest massive streams of data in a way that makes sense to the end user. Pammie’s engagement with product marketing, consumer experience, digital and social analytics in Telecom, Software and the Utilities industries gives her a broad and unique perspective. She doesn’t mind being cozy and intimate with the data, taking time to bring others along for the journey or being an advocate for best practices and out of the box visual business intelligence solutions.



Jared Turner, Chief Sales & Marketing Officer, Young Living

Jared is an enthusiastic, results-driven leader who is eager to connect with employees to create dialogue and programs that facilitate the creation of a vibrant work atmosphere where innovation and creativity are fostered at every level. He has extensive international experience from personal, academic and professional life that enables a greater knowledge of solutions for complex multi-national business challenges. Specific current proficiencies include new market expansion into Canada, Hong Kong, Germany, and Malaysia, and ongoing strategic management of the following markets: United States, Mexico, Ecuador, Peru, Europe, Australia, Singapore, and Japan.



Chris Veit, Principal, New Dawn Strategies

Chris is a specialist in corporate strategy, acquisition integration, and company transformations. He has over 25 years of experience leading high performance organizations through journeys to build long-range strategies, annual plans, and improvement programs, resulting in strong growth in sales and profitability. In addition to being a senior strategist at PwC and other major consultancies, Chris led Strategy and Integration for a division of Stanley Black & Decker before spending the last 5 years leading Creative Memories as CEO through its transformation into stable, long-term ownership. Chris holds an MBA from The Wharton School of the University of Pennsylvania and a BS from Rensselaer Polytechnic Institute in upstate NY.



Victoria Vilbrandt, Vice President of Marketing Strategy & Solutions, Princess House, Inc.

Victoria Vilbrandt brings extensive marketing experience and expertise in consumer products and direct selling to her role leading Princess House’s Marketing, Communications, Product Development, Merchandising, and Digital departments. Immediately before joining the Princess House executive team in March of 2014, Victoria served as Marketing Director at Silpada Designs, a leading direct seller of quality sterling silver jewelry.

A native of Cuba who immigrated to the United States when she was just nine years old, Victoria is passionate about the Hispanic market in the United States. At Silpada Designs she was able to deliver 50 percent Hispanic market growth in just one year. At Princess House, she’s leading the charge to extend the reach of the brand beyond the first-generation Latinas among whom it has been so successful, to the “Nueva Latina” market made up of the daughters and granddaughters of those women who immigrated from Mexico, Central and South American countries over the last 20 to 30 years.

Victoria earned her Bachelor’s Degree in Business Administration and Marketing, and her MBA in International Management from Lynn University in Boca Raton, FL.



Janine Weber, Country Manager – Canada, Rodan + Fields

With vast experience in direct sales, human resources and retail leadership, Janine is uniquely positioned to lead Rodan + Fields' expansion into Canada. In her role as Country Manager, Canada, Janine is responsible for supporting and executing the successful Canadian market launch as the company takes its first step toward becoming a global brand. Janine is also oversees strategy development for continual growth as Rodan + Fields becomes established as a prestige skincare brand in Canada. Prior to joining Rodan + fields, Janine served as Canadian Sales Director with Stella & Dot, where she was responsible for national field development. Prior to time with Stella & Dot, she held Human Resource leadership roles with The Alberta Government, Neiman Marcus, and Ford Credit. In addition to Janine's breadth of corporate leadership experience, she has also spent time as a field leader in direct sales, making her a highly credible coach and leader as she fosters the long-term development of our Independent Consultants. Janine holds a Bachelor of Commerce from the University of Alberta.



Brandee Winikoff, Senior Counsel, Global Affairs, Rodan + Fields

In her role as Senior Counsel, Global Affairs at Rodan + Fields, Brandee provides strategic advice on business matters and legal affairs for the organization. Her role is focused on putting in place the legal infrastructure for Rodan + Fields' international expansion, and ensuring the proper legal compliance by the Rodan + Fields business within existing foreign markets. Brandee also ensures that all programs, communications and systems at Rodan + Fields comply with international rules governing the direct sales channel. Brandee brings to the company international work experience both in the legal and business realm. Prior to working at Rodan + Fields, she worked as an Executive team member and General Counsel of a fitness start-up located in Palo Alto, California. Brandee's broad international legal and business experience was gained while working at top tier law firms both in Canada and the U.S.: Osler LLP in Toronto, Canada and Cooley LLP in Palo Alto, California. She is originally from Montreal, Canada where she earned her degree in Physiology at McGill University, prior to earning her her J.D. at Osgoode Hall Law School in Toronto, Canada.



Traci Costa, Chief Executive Officer, Peekaboo Beans

Traci Costa founded Peekaboo Beans in 2006 after searching for children's clothing that supported their developmental, physical and social needs. With two extremely playful, growing girls, Traci soon learned about the importance of "free play" in a child's life and became a strong advocate on the topic, committing Peekaboo Beans to be the best playwear in the world. In 2011, Traci transitioned the brand from retail to a direct-sales model, empowering women to manage their own business selling a product they know and love. The company has grown 70% year over year and was recently featured in Canadian Business Magazine as a company to watch. Traci is on the Board of Directors of Playground Builders, was a Top 40 under 40 recipient in 2010 and is the winner of the 2015 Ethel Tibbits Women of Distinction Business Award.



Christina Snyder, Chief Sales Officer, Thirty-One Gifts

As the Chief Sales Officer at Thirty-One Gifts, Christina Snyder is responsible for overseeing the functions of the Sales, Marketing and Product departments. Christina has extensive executive experience at Thirty-One Gifts, having served as Vice President of New Markets, leading a successful expansion into six Canadian provinces; President of sister company Jewell, a direct-sales organization acquired by Thirty-One Gifts in 2014; and Vice President of Sales Strategy at Thirty-One Gifts. She also spent 15 years in distribution, manufacturing and sales, in executive management positions including President and Chief Financial Officer. Christina is a CPA and has a bachelor's degree in business administration from Miami University of Ohio.

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