



# Business & Policy

CONFERENCE 2016

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Earnings Claims  
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Globalization  
Policies  
Training  
USA  
Compliance  
Market Entry



**OCTOBER 24-25, 2016**

HYATT REGENCY WASHINGTON ON CAPITOL HILL,  
WASHINGTON, DC



**Monday Program**

7:00 a.m. to 5:00 p.m.	Registration Open
7:30 a.m. to 8:30 a.m.	Breakfast
8:25 a.m. to 8:30 a.m.	Opening Remarks
8:30 a.m. to 9:15 a.m.	The European Direct Selling Agenda: A Conversation with SELDIA European Direct Selling Association's Katarina Molin
9:15 a.m. to 10:15 a.m.	Winning in a World Defined by eCommerce
10:15 a.m. to 10:25 a.m.	Break
10:25 a.m. to 11:25 a.m.	Doing Business in the U.K., France, & Germany: Observations on Business Climate and Market Entry
11:25 a.m. to 12:25 p.m.	Income & Lifestyle Claims & Advertising Roundtable: Trends and Guidance
	Luncheon Speakers
12:25 p.m. to 1:25 p.m.	<i>Karl Racine</i> , Attorney General of the District of Columbia <i>John Willis</i> , Senior Counsel, Maryland Office of the Attorney General
1:25 p.m. to 2:25 p.m.	Safeguarding Customer Data in an Unsafe World
2:25 p.m. to 3:25 p.m.	Trends and Challenges: Salesforce Ethics Compliance
3:25 p.m. to 3:35 p.m.	Break
3:35 p.m. to 4:35 p.m.	Combatting Third Party & Counterfeit Selling
5:00 p.m.	Buses Depart for Cocktail Reception at Résidence de France
6:00 p.m. to 7:30 p.m.	Cocktail Reception at Résidence de France with a Welcome from Deputy Chief of Mission Nathalie Broadhurst

**Tuesday Program**

7:00 a.m. to 10:00 a.m.	Registration Open
	Breakfast Speaker
8:30 a.m. to 9:30 a.m.	<i>Jon Woloshin</i> , CFA, Co-Head of CIO Fundamental Research, Equity Sector Strategist, UBS Financial Services
9:30 a.m. to 10:15 a.m.	Insights from the Federal Trade Commission
10:15 a.m. to 10:25 a.m.	Break
10:25 a.m. to 11:25 a.m.	The Herbalife Settlement: Industry Implications
11:25 a.m. to 12:25 p.m.	General Counsel/Outside Counsel Forum
12:25 p.m. to 1:25 p.m.	Buffet Lunch

DSA would like to thank our content partners:



The European Direct Selling Association

# MONDAY AGENDA

**Please note: All events will be held in Columbia A/B.**

## Monday, October 24

8:25 a.m. to 8:30 a.m.

### Opening Remarks

- *Joseph Mariano, President, Direct Selling Association*

8:30 a.m. to 9:15 a.m.

### The European Direct Selling Agenda: A Conversation with SELDIA European Direct Selling Association's Katarina Molin

How can you balance the stakeholder interests of 28 DSAs inside the European market? Benefit from our expansive viewpoint on the European direct selling market provided by Katarina Molin - SELDIA European Direct Selling Association's executive director - as she describes the policy challenges, the direct selling advocacy agenda, and the growth potential of the direct selling model in Europe.

- *Anne Crews, Vice President of Public Affairs, Mary Kay, Inc.*
- *Katarina Molin, Executive Director, SELDIA European Direct Selling Association*

9:15 a.m. to 10:15 a.m.

### Winning in a World Defined by eCommerce

As direct sellers incorporate eCommerce into our ecosystem, we have an opportunity to take a page from the broader retail playbook. This session will explore the finer points of policy and the law that have reshaped online purchasing so that member companies can maximize their growth potential.

- *Jordan Crenshaw, Assistant Policy Counsel & Acting Executive for Telecom and E-Commerce Committee, U.S. Chamber of Commerce*
- *Chris Reinmuth, President, Electronic Retailing Association*
- *Richard Strulson, Executive Vice President, General Counsel & Chief Compliance Officer, Nature's Sunshine Products, Inc.*

DSA would like to thank our generous sponsors:



**10:25 a.m. to 11:25 a.m.****Doing Business in the U.K., France, & Germany:  
Observations on Business Climate and Market Entry**

For direct selling, many European markets present lucrative opportunities but pose challenges different to those so many know at home. DSA will provide practical guidance for navigating the European market landscape marked by varied regulation, jurisdictional nuances, legal issues and specific cultural proclivities, as well as a spectrum of consumer purchasing trends.

- *Jacques Cosnefroy, Délégué Général, Fédération de la Vente Directe*
- *Tamuna Gabilaia, Executive Director & Chief Executive Officer, World Federation of Direct Selling Associations*
- *Markus Knell, Attorney at Law, Meridian Germany*
- *Lynda Mills, Director General, Direct Selling Association of the United Kingdom*
- *Renate Staab, Chief Executive Officer, Meridian Germany*

**11:25 a.m. to 12:25 p.m.****Income & Lifestyle Claims & Advertising Roundtable:  
Trends and Guidance**

For DSA member companies, the opportunity is everything. Yet, every executive within the functional business areas of every company must grapple with ethically promoting their unique stories while adhering to the DSA Code of Ethics and relevant legal standards. This “can’t miss” session will explore the practical application of the DSA Code of Ethics’ new enhancements, discussing its legal, regulatory and self-regulatory underpinnings for claims standards related to your company and field’s income and achievement.

- *Jared Blum, Code Administrator, United States Direct Selling Association*
- *Rich Cleland, Assistant Director, Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission*
- *Ralph Hummel, Partner, Avocado Law*
- *Peter Marinello, Director, Electronic Retailing Self Regulation Program; Vice President, Council of Better Business Bureaus, Inc.*

**12:25 p.m. to 1:25 p.m.****Luncheon Speaker**

- *Karl Racine, Attorney General of the District of Columbia*
- *John Willis, Senior Counsel, Maryland Office of the Attorney General*

**Thank you to Momentum Factor for sponsoring lunch****MOMENTUM**  
FACTOR

# MONDAY AGENDA

1:25 p.m. to 2:25 p.m.

## Safeguarding Customer Data in an Unsafe World

Policy efforts requiring businesses to deploy data security protections now impact every facet of your enterprise. Listen to the experts as they discuss the latest developments in cyber-security so that you can protect your interests, your customers' privacy and your bottom line.

- *Peter Feldman, Counsel Majority Staff, United States Senate Committee on Commerce, Science & Transportation*
- *Tom Kulik, Partner, Scheef & Stone, LLP*
- *Paul Martino, Vice President Government Relations & Public Policy, National Retail Federation*
- *Eric Ritter, General Counsel, Scentsy, Inc.*

2:25 p.m. to 3:25 p.m.

## Trends and Challenges: Salesforce Ethics Compliance

While digital platforms have empowered your salesforce in many positive ways, they have also created a heightened need for monitoring and enforcing ethical business standards. Hear from legal, digital and reputational experts on best practices for not only identifying and responding to challenges that arise, but also developing the best practices that can help prevent issues from occurring.

- *Jonathan Gilliam, Chief Executive Officer, Momentum Factor*
- *Rob Kreklewetz, Partner, Millar Kreklewetz LLP*
- *Justin Powell, Chief Legal Officer & General Counsel, Isagenix International*
- *Dan Schwarz, Director of Global Compliance, Forever Living Products*

3:35 p.m. to 4:35 p.m.

## Combatting Third Party & Counterfeit Selling

Learn how to protect your brand's integrity and preserve the direct selling channel's value proposition. Panelists will discuss strategies for stopping unauthorized sellers and suggest enforcement mechanisms that utilize technology, brand enforcement protocols, and legal techniques that apply in the U.S. and European markets.

- *Daren Garcia, Partner, Vorys, Sater, Seymour & Pease LLP*
- *Whitney Gibson, Partner, Vorys, Sater, Seymour & Pease LLP*
- *Michelle Leetham, Chief Legal Officer & Secretary, Rodan + Fields*

5:00 p.m.

## Buses Depart for Cocktail Reception from Hotel Lobby

6:00 p.m. to 7:30 p.m.



Cocktail Reception at the Résidence de France  
with a Welcome from Deputy Chief of Mission  
Nathalie Broadhurst

Thank you to our reception sponsor Scheef & Stone



**Tuesday, October 25**

**8:30 a.m. to 9:30 a.m.**

**Breakfast Speaker**

**The BREXIT Effect: Small Businesses in the U.K. & Europe**

- Jon Woloshin, CFA, Co-Head of CIO Fundamental Research, Equity Sector Strategist, UBS Financial Services

**9:30 a.m. to 10:15 a.m.**



**Insights from the Federal Trade Commission**

Federal Trade Commissioner (FTC) Chairwoman Edith Ramirez will address conference attendees and provide guidance to the industry on how to ensure continued compliance with legal and regulatory standards, and offers insights on the interplay between the Commission, direct selling firms and marketplace standards.

**10:25 a.m. to 11:25 a.m.**

**The Herbalife Settlement: Industry Implications**

Leading direct selling experts will discuss the Federal Trade Commission's recent settlement with Herbalife. Hear an engaging presentation and discussion about the agreement and how it may offer new opportunity for education and evaluation by direct selling companies.

- Jeff Babener, Principal Attorney, Babener & Associates/SouceNet Group
- D. Matthew Dorny, Vice President, General Counsel and Secretary, Nu Skin Enterprises
- Jason Groves, Executive Vice President, General Counsel & Corporate Secretary, Take Shape for Life, Inc. - Medifast
- Corey Roush, Partner, Akin Gump Hauer & Feld LLP

**11:25 a.m. to 12:25 p.m.**

**General Counsel/Outside Counsel Forum**

This panel of leading legal minds will discuss a variety of policy and business topics ranging from independent contractor status in the emerging gig economy, to the practical steps for forging even stronger distributor relationships and strategies for crisis management. Audience members will have an opportunity to get panelists' thoughts on the questions they need answered.

- Erin Barta, General Counsel, Mannatech, Inc.
- Bernadette Chala, Senior Vice President & General Counsel, Arbonne International, LLC
- Wendy Hulton, Senior Attorney, Dickinson Wright LLP
- Brent Kugler, Partner, Scheef & Stone, LLP
- Spencer Reese, Partner, Reese Poyfair Richards, PLLC



# MONDAY'S HIGHLIGHT



Thank you to  
Scheef & Stone for  
sponsoring this event



**SCHEEF & STONE**  
SOLID COUNSEL

## Cocktail Reception at the *Résidence de France* in Washington, D.C.

The Ambassador of France to the United States, Gérard Araud, has requested the pleasure of DSA Business & Policy Conference 2016 attendees' presence at the *Résidence de France* in Washington, D.C. on Monday, October 24, 2016 at 6:00 p.m.

The DSA delegation will be greeted by Deputy Chief of Mission Nathalie Broadhurst who will welcome leaders from across the spectrum of direct selling to enjoy hors d'oeuvres and wine on *Résidence* grounds in the Kalorama Heights section of Washington, D.C.

DSA would like to extend a very special thank you to Jacques Cosnefroy, Délégué Général of the Direct Selling Association's French counterpart, the Fédération de la Vente Directe for arranging this reception.

Buses leave from the hotel lobby at 5:00 p.m.



**Jeff Babener**  
Principal Attorney,  
Babener & Associates/  
SourceNet Group

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Mr. Babener is the principal attorney in the law firm of Babener & Associates. For more than 30 years he has advised leading U.S. and foreign companies in the direct selling industry, including many members of the Direct Selling Association. He has lectured and published extensively on direct selling. He is a graduate of the University of Southern California Law School.



**Erin Barta**  
General Counsel,  
Mannatech, Inc.

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Ms. Barta joined Mannatech in November 2006 and was named general counsel in August 2013.

Prior to joining Mannatech, Ms. Barta served as corporate counsel and later senior corporate counsel for Metromedia Restaurant Group, a subsidiary of Metromedia Company.

She received her BS from Texas Woman's University and received her JD from Texas Wesleyan University School of Law, now the Texas A&M University School of Law, where she served as editor-in-chief of the Texas Wesleyan Law Review.

Ms. Barta serves on the board of directors for the Women's In-House Network in the Dallas-Ft. Worth area.



**Jared Blum**  
Code Administrator,  
Direct Selling Association

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Mr. Blum, Esq. serves as DSA's Code of Ethics Administrator. Previously, he served as a member of FTC General Counsel's office and Vice President and Legal Counsel of DSA.

Mr. Blum has over 30 years of not-for-profit management expertise. He has served both large and small associations in a variety of environments throughout his non-profit management career.

Mr. Blum has been consulted by national media, government, industry and academia regarding environmental issues and he works closely with the Federal Trade Commission on environmental claims.

Mr. Blum holds a law degree from the National Law Center at George Washington University and an undergraduate degree from Boston University.



# FACULTY BIOGRAPHIES



**Bernadette Chala**  
Senior Vice President,  
General Counsel,  
Arbonne International,  
LLC

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Ms. Chala joined Arbonne in 2012,

supporting the legal and compliance teams, first as corporate counsel and now as vice president of legal & compliance. Ms. Chala's responsibilities include overseeing Arbonne's day-to-day legal affairs and direct sales compliance, managing Arbonne's intellectual property estate, overseeing marketing compliance, and supporting Arbonne's regulatory team and global product distribution and expansion.

Before joining Arbonne, Ms. Chala served as the general counsel of American Sporting Goods/AVIA, a leading manufacturer and supplier of footwear and apparel, where she oversaw that company's entire legal affairs and compliance efforts.

Ms. Chala earned her Juris Doctor from UCLA School of Law and is an active member of the State Bar of California.



**Richard Cleland**  
Assistant Director,  
Advertising Practices  
Bureau of Consumer  
Protection, Federal  
Trade Commission

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Mr. Cleland joined

the Federal Trade Commission's Division of Advertising Practices in 1991. In 1996, he was appointed Assistant to the Director of the Bureau of Consumer Protection. In 1998 he was appointed Assistant Director of the Division of Service Industry Practices.

Mr. Cleland currently serves as Assistant Director of the Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. He also supervises many of the Commission's health fraud and weight-loss product and service law enforcement initiatives.

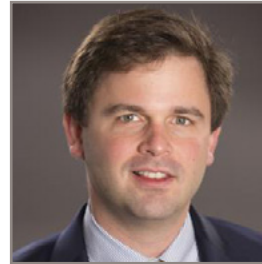
Mr. Cleland supervised the FTC's review of the Endorsement and Testimonial Guides. He recently supervised the revision of the FTC's guidance on making effective disclosures on the Internet and other digital platforms (.com Disclosures). Recent projects have included social media marketing and native advertising. Prior to joining the Federal Trade Commission, Mr. Cleland served as Special Assistant Attorney General and Director of the Division of Consumer Protection in the Iowa Attorney General's Office.



**Jacques Cosnefroy**  
Délégué Général,  
Fédération de la Vente  
Directe

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Mr. Cosnefroy is well known in the French direct selling industry. Before joining the French DSA, he held several management positions in the book industry. Since 2004, he is Executive Director of the French Direct Selling Association which groups more than 80% of the direct selling industry in France. Mr. Cosnefroy maintains a privileged dialogue with the French authorities as well as with international and European bodies. Mr. Cosnefroy is member of several large professional associations in France such as the MEDEF, and sits in the Board of Directors of Seldia, the European Direct Selling Association, and in the Board of Directors of the World Federation of Direct Selling Associations.



**Jordan Crenshaw**  
Assistant Policy  
Counsel & Acting  
Executive for Telecom  
and E-Commerce  
Committee, U.S.  
Chamber of Commerce

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Mr. Crenshaw serves as Assistant Policy Counsel to the Environment, Technology & Regulatory Affairs Division at the U.S. Chamber of Commerce. He analyzes federal privacy, broadband, internet, e-commerce, and broadcast policies that impact U.S. businesses. Mr. Crenshaw also assists the Chamber with general regulatory reform initiatives which would have an effect on high-impact telecommunications regulations.

Before joining the Chamber, Mr. Crenshaw served as an attorney with the National Rifle Association, predominantly drafting a treatise on gun range litigation which included policy research on environmental issues such as the Clean Water Act and RCRA. His work at the NRA also required analysis of consumer privacy laws.

Mr. Crenshaw earned both his undergraduate degree and Juris Doctor from the College of William and Mary. He also worked as staff on the William and Mary Business Law Review.

# FACULTY BIOGRAPHIES



## **Anne Crews**

Vice President,  
Public Affairs,  
Mary Kay Inc.

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Ms. Crews serves as Vice President, Public Affairs, Mary Kay Inc. She lobbies to

propose, oppose or amend legislation and regulations impacting corporate operations, the Mary Kay Independent sales force and employees affiliated with Mary Kay Inc. Ms. Crews develops relationships to form coalitions that foster corporate interest. She is also responsible for such activities related to Mary Kay operations throughout the European Region.

Ms. Crews joined Mary Kay Inc. in 1983 as Coordinator, Public Affairs. She previously served as Deputy Press Secretary to Texas Governor Bill Clements following her work as a television news reporter/anchor at KMID-TV in Midland, Texas. She earned a Bachelor of Arts degree from Rollins College.



## **D. Matthew Dorny**

Vice President, General  
Counsel and Secretary,  
Nu Skin Enterprises

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Mr. Dorny was appointed Vice President and General Counsel for Nu Skin in

2003. From 1998 to 2003, Mr. Dorny served as the Assistant General Counsel for Nu Skin Enterprises. Prior to joining Nu Skin Enterprises, Mr. Dorny was a securities and business attorney in private practice. He received a bachelor of arts, master of business management and juris doctorate degrees from the University of Utah.



## **Peter Feldman**

Counsel Majority  
Staff, United States  
Senate Committee on  
Commerce, Science and  
Transportation

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Mr. Feldman is counsel to the Senate Committee on Commerce, Science and Transportation and advises the Committee's Chairman, Senator John Thune (R-SD), on matters including consumer protection, product safety and sports law, generally. In particular, Mr. Feldman focuses on privacy, technology, data security, motor vehicle safety, and product liability. He oversees the regulatory and enforcement activities of the various federal consumer protection agencies within the Commerce Committee's jurisdiction, including the Federal Trade Commission (FTC), the Consumer Product Safety Commission (CPSC), and the National Highway Traffic Safety Administration (NHTSA).

Prior to joining the Commerce Committee, Mr. Feldman served as an associate in the General Counsel's office of the National Republican Congressional Committee during the 2010 election cycle.

Mr. Feldman received his J.D., *cum laude*, from American University's Washington College of Law and his B.A., *cum laude*, from Colgate University. Mr. Feldman is a native of Washington, DC.

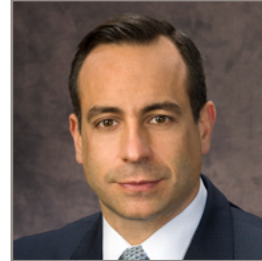


**Tamuna Gabilaia**  
Executive Director &  
Chief Operating Officer,  
World Federation  
of Direct Selling  
Associations

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Ms. Gabilaia serves as the Executive Director and Chief Operating Officer of WFDSA. She leads and oversees the WFDSA initiatives that focus on advocating direct selling industry's position with external stakeholders, promoting women's economic empowerment initiatives, fostering highest ethical conduct in the marketplace and enhancing local association management. She works with various governments, consumer groups and academics around the world and serves as the global spokesperson for the industry.

Ms. Gabilaia is a member of OWIT Executive Board and the WFDSA Board of Directors. Prior to joining WFDSA, Tamuna was a diplomat and has an extensive experience in matters of international commerce and business. She holds MA in International Development from the School of International Service, American University in Washington DC.



**Daren Garcia**  
Partner,  
Vorys, Sater, Seymour  
& Pease LLP

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Mr. Garcia is a partner at the Vorys Pittsburgh office and a member of the litigation group. His national trial practice focuses on the representation of public and private companies, as well as and their officers and directors, in complex commercial and employment litigation. Mr. Garcia also devotes a significant portion of his practice to internet brand and reputational issues, including both illegal online sales enforcement and internet defamation. He has developed cutting-edge, yet cost-effective, solutions for problems that manufacturers, retailers and direct sellers encounter on the internet.

Mr. Garcia obtained his J.D. from the Emory University School of Law and his B.A. from The Ohio State University.

# FACULTY BIOGRAPHIES



## **Whitney Gibson**

Partner,  
Vorys, Sater, Seymour  
& Pease LLP

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Mr. Gibson is a partner at Vorys, Sater, Seymour and Pease LLP, where he is chair

of the technology and intellectual property group and leads the firm's online brand protection group. Mr. Gibson's practice focuses primarily on helping retailers and manufacturers with unauthorized online sales, product diversion, and internet reputation issues. He works with companies nationwide to implement effective and efficient solutions for unauthorized sales on the internet, including eBay and other online marketplaces. Mr. Gibson is the editor of the Stop Unauthorized Online Sales blog, which provides cutting edge strategies combining law, investigations, and technology to protect businesses' online distribution channels.



## **Jonathan Gilliam**

Chief Executive Officer,  
Momentum Factor

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Mr. Gilliam's career has centered around where marketing, technology and security meet, and is well-known for his

innovative solutions to vexing digital and online challenges. His firm, Momentum Factor, is the leading global provider of compliance management, reputation management and defense and risk mitigation services to direct sales companies

Before founding his firm, Mr. Gilliam was the co-founder and Chief Marketing Officer of a successful direct selling company and later served as a Senior Marketing Executive with a top 10 direct seller. Prior to entering the direct selling industry, Mr. Gilliam served for nearly 7 years in the national fraud detection practice at Deloitte Consulting and helped launch the firm's flagship anti-fraud product. He also served at several companies in the Internet security, anti-fraud, authentication and encryption arenas.

Mr. Gilliam graduated with a BA degree from the University of Texas at Austin followed by graduate studies at Rice University.





**Jason Groves**

Executive Vice  
President, General  
Counsel & Corporate  
Secretary, Take Shape  
for Life, Inc. - Medifast

Mr. Groves has served as Executive Vice President, General Counsel and Corporate Secretary at Medifast, Inc. since 2011.

Additionally, he served as a member of the board from 2009 to 2015. Prior to joining Medifast, he was the Assistant Vice President of Government Affairs for Verizon Maryland. Mr. Groves is also an Army veteran and was a direct commissioned Judge Advocate in the United States Army Judge Advocate General's Corps (JAG). He received his BS Bethune-Cookman University and obtained his JD from North Carolina Central University School of Law.



**Wendy Hulton**

Senior Attorney,  
Dickinson Wright LLP

Ms. Hulton has over 25 years of experience assisting direct selling companies with their expansion into Canada

as well as helping those companies to operate successfully in Canada. Ms. Hulton has particular expertise when it comes to navigating the Canadian regulatory requirements. Her many years of experience and practical advice has made her one of the leading lawyers advising direct sales companies in Canada. In addition to Ms. Hulton's practical results oriented advice, her departure from a large national firm to join the cross-border law firm of Dickinson Wright has enabled her to offer cost effective legal advice to her many direct selling clients in both the U.S. and Canada.



**Ralph Hummel**

Partner,  
Avocado Law

Mr. Hummel is a partner of the German full-service firm Avocado Law. He advises German and foreign businesses regarding their domestic and international activities in commercial and corporate law, reorganization and tax matters with a particular emphasis on cross-border transactions between the U.S.A and Germany. Mr. Hummel regularly advises direct selling businesses in the structuring of their sales organizations and drafting of their standard terms for the sales consultants and consumers based on German and European statutory requirements.



**Markus Knell**

Attorney at Law,  
Meridian Germany

Dr. Knell is a commercial and contract lawyer with more than 20 years of professional experience.

He is Partner of GvW Graf von Westphalen a renowned German law firm with over 130 legal professionals and offices in Berlin, Düsseldorf, Frankfurt am Main, Hamburg and Munich. Dr. Knell focuses on advising direct sales companies, domestic as well as international, on their German activities.

# FACULTY BIOGRAPHIES



## **Rob Kreklewetz**

Partner,  
Millar Kreklewetz LLP

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Mr. Kreklewetz is a founding partner at Millar Kreklewetz LLP, a boutique Canadian tax and trade firm that has

offered full compliance services to over 150 different direct selling clients over the last 30 years. Millar Kreklewetz LLP believes that it is second to none in its Canadian direct selling experience. Its compliance services include all tax, trade, and legal compliance advice required for businesses seeking to establish direct selling operations in Canada.



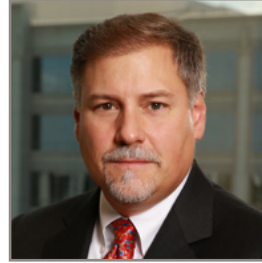
## **Brent Kugler**

Partner,  
Scheef & Stone, LLP

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Mr. Kugler is a prominent attorney in the direct selling industry with more than 18 years of experience

in representing direct sales companies in lawsuits, arbitrations and regulatory matters throughout the U.S. Formerly the general counsel for AdvoCare, Mr. Kugler understands the challenges direct sales companies face in today's legal and regulatory environment. This unique perspective has enabled him to effectively represent direct sales clients in distributor disputes, actions for injunctive relief and in defending against claims of fraudulent or deceptive business practices. Kugler has also successfully represented direct sales companies in legal actions seeking seller information from online sellers such as eBay, Amazon and Craigslist.



## **Tom Kulik**

Partner,  
Scheef & Stone, LLP

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Mr. Kulik is a sought-after technology lawyer who uses his award-winning industry and legal experience to creatively

help his clients navigate the complexities of law and technology in their business. He is an Intellectual Property & Information Technology partner at Scheef & Stone.

A former computer systems engineer, Mr. Kulik is regularly sought out by direct selling executives to help navigate the intersection of law, business and technology. His practice spans all aspects of information technology protection and transactions, computer software development/licensing, cloud computing, emerging Internet technologies, e-commerce, mobile application development, social media/branding, cybersecurity, privacy and IP/technology litigation.

Mr. Kulik's practice also includes an extensive trademark preparation and prosecution practice, including both domestic and foreign trademark protection, TTAB oppositions, cancellations and appeals, as well as UDRP Proceedings.



**Michelle Leetham**

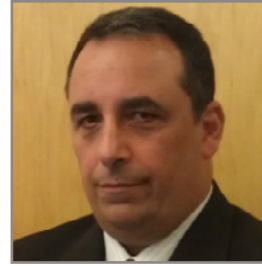
Chief Legal Officer  
& Secretary,  
Rodan + Fields

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Prior to joining Rodan + Fields, Ms. Leetham served as vice president, chief ethics and

compliance officer and chief litigation counsel at First Solar, and as Of counsel for Ogletree, Deakins, Nash, Smoak & Stewart. She also served as vice president, principal counsel and manager of global litigation for Bechtel Corporation, where she led the effort to develop Alternative Dispute Resolution programs.

Ms. Leetham holds a BA in Rhetoric from UC Berkeley and a JD from the Boalt Hall School of Law at UC Berkeley, where she currently teaches a course on representing clients in mediation.



**Peter Marinello**

Director, Electronic  
Retailing Self-  
Regulation Program &  
Vice President, Council  
of Better Business  
Bureaus, Inc.

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Mr. Marinello is the Director of the Advertising Self-Regulatory Council's (ASRC) Electronic Retailing Self Regulation Program (ERSP) and a Vice President of the Council of Better Business Bureaus, Inc. (CBBB). Before joining ASRC in July 2004, Mr. Marinello had been the Associate Director at the National Advertising Division of the CBBB (NAD) since 2000 and a Senior Staff Attorney with NAD since March of 1993. Mr. Marinello has written over 1,000 self-regulatory decisions on various advertising topics and products involving traditional and direct response advertising.

Mr. Marinello is a graduate of St. Johns University School of Law and has been a member of the New York State Bar since 1988.

# FACULTY BIOGRAPHIES



**Paul Martino**  
Vice President  
Government Relations &  
Public Policy,  
National Retail  
Federation

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Mr. Martino is responsible for developing and implementing federal legislative and regulatory advocacy efforts on a range of public policy issues affecting the retail industry.

With more than 20 years of industry, government and legal experience, Mr. Martino is known as a leading industry strategist and lobbyist on a range of Internet, telecommunications and technology policy issues. He has been featured on television as a consumer data privacy expert and as a speaker on privacy and data security issues at events hosted by the U.S. Department of Commerce, the U.S. Chamber of Commerce, British American Business, the Silicon Valley Association of General Counsels, the Berkeley Center for Law and Technology (BCLT), the International Association of Privacy Professionals (IAPP) and the American Bar Association (ABA).

Mr. Martino has been named a national leader in privacy and data security law every year since 2008 by the chief publication ranking American business lawyers, *Chambers U.S.A.: America's Leading Lawyers for Business*.

Mr. Martino graduated with honors from Georgetown University with a bachelor's degree in government and a concentration in American government. He earned his law degree at the University of California, Berkeley.



**Lynda Mills**  
Director General, Direct  
Selling Association of  
the United Kingdom

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Ms. Mills has worked within the Direct Selling industry for the majority of her career. With over 20 years at Avon Cosmetics working across a number of disciplines including, HR, Sales Support (U.K. and Europe) and PR, Ms. Mills has provided consultancy support to a range of direct selling companies.

Ms. Mills joined the U.K. Direct Selling Association (U.K. DSA) in 2010 and is now holds the position of Director General. The DSA is the recognized Trade Association for Direct Selling companies and is the voice of direct selling and our 60+ members enjoy the protection and extensive benefits of being a member.



**Katarina Molin**  
Executive Director,  
SELDIA European Direct  
Selling Association

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Ms. Molin joined Seldia as its Executive Director in October 2015. A Swedish national, Ms. Molin has 15 years of experience in EU advocacy and strategic communications. She has worked as a policy adviser in the European Parliament, for Hewlett Packard on environmental reputational strategies and NGO engagement, and has most recently been heading up the European trade association representing the beverage carton sector where she worked with sustainability issues. Ms. Molin has a Bachelor degree in International politics from Växjö University, Sweden, and a Masters Degree with Distinction in European Cooperation and Integration from the University of Hull, U.K.



**Justin Powell**  
Chief Legal Officer &  
Deputy General Counsel,  
Isagenix International

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Mr. Powell advises the company on a wide variety of legal and business matters. He

has been practicing law for some fourteen years. In 2013, he earned an award for Excellence in Member Services and recently received the prestigious 2014 CEO's Award for Global Achievement.

Prior to joining Isagenix in 2012, Mr. Powell served as in-house counsel for another health and wellness company. He began his career in New York City with the law firm Davis Polk & Wardwell.

Mr. Powell holds bachelor's degrees in Communications and Political Science from the University of Utah, where he graduated *magna cum laude* in both majors, and a law degree with honors from Cornell Law School, where he was Managing Editor of the Cornell Law Review.



**Karl Racine**  
Attorney General of the  
District of Columbia

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Attorney General Racine brings over 25 years of experience as a practicing lawyer and good steward of leading

law firms and organizations to the Office of the Attorney General.

As the Attorney General's mission is to use the law to serve the people of the District of Columbia, Attorney General Racine advises the Executive Branch and other District agencies, defends the city in court, and protects the city's residents. He has pledged to prioritize consumer protection, enforce affordable housing regulations, and find alternatives that can divert young people out of the juvenile justice system.

His commitment to equal justice was inspired by his parents, who fled authoritarian rule in Haiti, to start a new life in the U.S. and by the attorneys of the civil rights movement who used the law to make positive social change.

Attorney General Racine earned his bachelor's degree at the University of Pennsylvania and his law degree from the University of Virginia School of Law.



# FACULTY BIOGRAPHIES



## **Edith Ramirez**

Commissioner,  
Federal Trade  
Commission

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Chairwoman Ramirez  
was sworn in as a  
Commissioner of  
the Federal Trade

Commission on April 5, 2010, and was designated to serve as FTC Chairwoman effective March 4, 2013 by President Barack Obama.

At the FTC, Chairwoman Ramirez has focused on protecting consumers and promoting competition in the technology and healthcare sectors, safeguarding consumer privacy, and protecting vulnerable communities from deceptive and unfair practices.

During Chairwoman Ramirez's tenure, the FTC has filed over 200 consumer protection and competition-related enforcement actions, obtaining more than one billion dollars in redress for consumers across the country and preventing anticompetitive consolidation and conduct. The Commission has also held numerous workshops and issued reports and guidance on a wide range of issues, including the Internet of Things, big data, data brokers, data security, health care, the sharing economy, online marketing, and debt collection. The Chairwoman's "Every Community Initiative" aims to ensure that the FTC's efforts reach and protect the communities that are most affected by fraud and illegal conduct.

Chairwoman Ramirez has testified before Congress on competition, privacy, and

data security issues. She has also actively participated in various multilateral international forums, including the International Competition Network, Organisation for Economic Cooperation and Development, Asia-Pacific Privacy Authorities Forum, Latin American Competition Forum, and Asia-Pacific Economic Cooperation Data Privacy Subgroup, which developed the APEC Cross-Border Privacy Rules system.

Ramirez is a recipient of the 2015 Trumpeter Award from the National Consumers League, awarded in recognition of her leadership and commitment to protecting American consumers and working families. She is also an Advisory Board member of Harvard University's Journal of Technology Science.

Prior to joining the Commission, Ramirez was a litigation partner in the Los Angeles office of Quinn Emanuel Urquhart & Sullivan, LLP. Before that, Ramirez was an associate at Gibson, Dunn & Crutcher, LLP in Los Angeles. She clerked for the Hon. Alfred T. Goodwin in the United States Court of Appeals for the Ninth Circuit.

Throughout her career, Ramirez has been active in a variety of professional and community activities, including serving on the Board of Commissioners for the Los Angeles Department of Water and Power, the nation's largest municipal utility.

Ramirez graduated from Harvard Law School *cum laude*, where she served as an editor of the *Harvard Law Review*, and holds an A.B. in History *magna cum laude* from Harvard College. She is a native of Southern California.



**Spencer Reese**

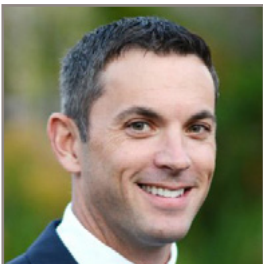
Partner,  
Reese Poyfair Richards,  
PLLC

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Mr. Reese graduated from the Washington University School of Law in 1986.

He began practicing law in the areas of environmental law and commercial litigation in Boise, Idaho. In 1992, Mr. Reese joined the legal department at direct selling company Melaleuca, Inc. in 1992. In 1996 he began providing outside legal services to the Direct Selling community and that has been his focus ever since.

Mr. Reese is a past recipient of the DSA's Partnership Award and is a founding partner in Reese Poyfair Richards.



**Chris Reinmuth**

President,  
Electronic Retailing  
Association

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Mr. Reinmuth has been an Electronic Retailing Association (ERA)

member since 1998 and served on the ERA's Board of Directors for four and a half years. He served as the Chairman of the ERA's Board of Directors in 2014-2015 before becoming ERA's President in 2016. Mr. Reinmuth brings a great deal of digital and advocacy experience to the ERA, having worked in the payment processing space for nearly a decade and having led the acquisitions of both Vantiv Payments (\$364mm/2012) and Meritus Payments (\$210mm 2014). Mr. Reinmuth's experience in the digital marketplace is critical to the ERA's continued push into digital.



**Eric Ritter**

General Counsel,  
Scentsy, Inc.

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Mr. Ritter joined Scentsy in 2009 as Associate Counsel. Since then, he has led the legal department's efforts

in regulatory compliance, finance, and transactional work.

Mr. Ritter received a BA in Archaeology from Brigham Young University and received his JD from Harvard Law School.



**Corey Roush**

Partner,  
Akin Gump Strauss  
Hauer & Feld LLP

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Mr. Roush represents clients in federal antitrust, consumer protection, intellectual

property and qui tam litigation cases in district and appellate courts around the country. In addition, he has represented clients before the FTC, the Antitrust Division of the U.S. Department of Justice and various attorneys general around the country. Mr. Roush counsels clients in various industries on compliance with federal and state laws and regulations, including the Sherman Act, the FTC Act, the Anti-Kickback Statute and the False Claims Act. He has represented clients in federal, state and congressional investigations regarding sales and marketing practices; reimbursement issues; pricing issues; Food and Drug Administration promotional issues, including off-label marketing; and general fraud and abuse theories.

# FACULTY BIOGRAPHIES



**Dan Schwarz**  
Director of Global  
Compliance,  
Forever Living Products

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Mr. Schwarz spent over 20 years with Merck & Co., Inc, one of the worlds largest

pharmaceutical companies, quickly rising through a variety of positions of increasing responsibility in both field-based and headquarters positions that included roles in sales, sales management, sales training, strategic analytics and planning, sales operations and marketing and sales within large institutional markets

With an educational background in financial planning and years of experience in analytics, strategic decision making and field level tactical planning, Mr. Schwarz brings unique set of experience and skills to his current role as head of Global Compliance at Forever Living Products.

Mr. Schwarz has consistently demonstrated the ability to identify patterns and trends for both purposes of finding new opportunities for growth, as well as areas of potential compliance related risk to both the company and the direct selling industry.



**Renate Staab**  
Chief Executive Officer,  
Meridian Germany

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Ms. Staab has been working in the Direct Selling industry for the last ten years. After five years of employment

with Meridian, she overtook as owner and CEO the since decades renowned Consulting and Executive Search company Meridian Germany in 2011, originally founded 1990. Ms. Staab was educated in the sector of Human Resource Development, after studying Bank and HR Management, she worked as HR Manager for a bank. At Meridian she handles the whole spectrum from potential analysis of candidates up to custom-fit placements. Besides the daily recruiting Business Consulting and Business Development for start-ups as well as for established companies completes the portfolio of Meridian, Ms. Staab is proud to be a “Seldia Service Provider” and a Supplier of the U.S. DSA as well as of the national German association.



**Richard Strulson**

Executive Vice President,  
General Counsel & Chief  
Compliance Officer,  
Nature's Sunshine  
Products, Inc.

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Mr. Strulson currently serves as Executive Vice President General Counsel & Chief Compliance Officer of Nature's Sunshine Products, Inc. Prior to that, he served as Senior Vice President, Chief Privacy Officer, and Counsel, of Herbalife and Senior Counsel for the Walt Disney Company. Prior to his internal legal counsel positions, Mr. Strulson was a corporate attorney in Los Angeles with Latham and Watkins from 1995 to 1998 and clerked for Chief Justice E. Norman Veasey of the Delaware Supreme Court from 1994 to 1995.

Mr. Strulson received his JD and MBA from Duke University in 1994, and a BA from the University of Virginia in 1990.



**John Willis**

Senior Counsel,  
Maryland Office of the  
Attorney General

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Mr. Willis served as Maryland Secretary of State from 1995 to 2003, and is an author, historian and expert on Maryland demographics and government. He is also a former chief of staff to the Prince George's County executive. Mr. Willis teaches in the University of Baltimore's College of Public Affairs and has academic and legal expertise in state and local government, federal and state constitutional law, election law, land use and zoning, appellate advocacy and other areas. Mr. Willis holds a law degree from Harvard Law School and an undergraduate degree from Bucknell University. He has been a longtime practicing lawyer, and served in the U.S. Army Judge Advocate General's Corps.



**Jon Woloshin, CFA®**

Co-Head of CIO  
Fundamental Research,  
Equity Sector Strategist,  
UBS Financial Services

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Mr. Woloshin has 31 years of industry experience as a securities analyst covering sectors including REITs, homebuilders, healthcare, technology, industrial, consumer staples, and energy. His experience extends beyond traditional equity analysis to include analysis of fixed income, convertibles, options & derivatives. In addition, Mr. Woloshin has experience in capital structure arbitrage and short selling.

Mr. Woloshin is a Chartered Financial Analyst® Charterholder, holds NASD series 7, 24, 66, 86, and 87 licenses, and is a member of both The CFA Institute and The NY Society of Security Analysts. He holds a B.A. in Psychology from the University of Rochester and an M.B.A. in Finance and Corporate Accounting from the William E. Simon Graduate School of Business at the University of Rochester.





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