

DIRECT SELLING ASSOCIATION
COMPANIES IN
FOCUS



APRIL 4 - 5, 2017

Hilton Chandler Arizona



FEATURING:

gold  canyon®

Origami Owl
CUSTOM JEWELRY

WELCOME

Welcome to DSA's Companies in Focus!

DSA staff are available at the hotel and at each host company location to help you make the most of your time here. Please let us know if you have any questions or concerns.

We will be traveling together around the greater Phoenix area, and buses will leave promptly. Be sure you are on board prior to departure so you don't miss your valuable experience with our host companies.

Please note: your name badge is your passport to all Companies in Focus events, including those taking place at our host companies' headquarters, so please wear it prominently at all times.

Enjoy complimentary wi-fi at the hotel.

With good wishes,



Joseph N. Mariano
President
Direct Selling Association

SCHEDULE AT-A-GLANCE

All hotel events take place in the Grand Ballroom.

Tuesday, April 4

- | | |
|-------------------------|--|
| 7:00 a.m. – 10:00 a.m. | Registration Open |
| 7:30 a.m. – 8:30 a.m. | Continental Breakfast |
| 8:30 a.m. – 9:00 a.m. | Welcome and Program Overview |
| 9:00 a.m. – 10:00 a.m. | Keynote Presentation: Gold Canyon |
| 10:00 a.m. | Buses depart en route to Gold Canyon |
| 10:15 a.m. – 11:30 a.m. | Focus On: Gold Canyon |
| 11:30 a.m. | Buses depart en route to Origami Owl |
| 11:45 a.m. – 4:45 p.m. | Focus On: Origami Owl (Lunch Provided) |
| 5:00 p.m. | Buses depart en route to hotel |
| 5:15 p.m. – 7:15 p.m. | Buffet Networking Dinner |

Wednesday, April 5

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|-------------------------|---|
| 7:15 a.m. – 10:00 a.m. | Registration Open |
| 7:30 a.m. – 8:15 a.m. | Networking Breakfast |
| 8:15 a.m. – 9:30 a.m. | Keynote Presentation—Isagenix International |
| 9:30 a.m. – 10:15 a.m. | Keynote Presentation—Direct Selling: Marketing Metric Myths |
| 10:15 a.m. – 11:00 a.m. | Keynote Presentation—Innovative Operations: Staying Competitive in an On-Demand World |

Thank you to our generous
Companies in Focus sponsors:



Tuesday, April 4

7:00 a.m. - 10:00 a.m. Registration Open—Grand Ballroom Foyer
 Pick up your registration materials and get your questions answered from DSA staff. Please remember to wear your name tag prominently at all times.

7:30 a.m. - 8:30 a.m. Continental Breakfast—Grand Ballroom
 Fuel up so you'll be energized to participate in an exciting, content rich program!

8:30 a.m. - 9:00 a.m. Welcome and Program Overview
 This informative opening session will welcome you and kick off Companies in Focus! Topics to be discussed include: the latest developments within the direct selling channel; an update on DSA programs, events and initiatives; and a rundown of legislative and regulatory issues affecting direct selling.
Joseph Mariano, President, Direct Selling Association

9:00 a.m. - 10:00 a.m. Gold Canyon's Story
 Company executives will provide valuable insights as they share their vision for the Gold Canyon brand.

- **Gold Canyon History**
Matt Robinson, Chief Financial Officer, Gold Canyon
- **Product Marketing Overview**
Elissa Shuck, Director of Product & Merchandising, Gold Canyon
- **Reigniting Growth**
Tom Kelly, Chief Executive Officer, Gold Canyon
- **Re-establishing Direct Selling DNA**
Jim Northrop, President & Chief Executive Officer, Winfield Consulting

10:00 a.m. - 10:15 a.m.



Travel to Gold Canyon

10:15 a.m. - 11:30 a.m. Welcome to Gold Canyon
 Take a behind-the-scenes tour of this morning's company in the spotlight.

TUESDAY AGENDA

11:30 a.m. – 11:45 a.m.



Travel to Origami Owl

12:00 p.m. – 1:00 p.m.

Welcome Lunch Origami Owl

Get an insider's perspective on this five year young company. Learn how the inspiration that drove a mother/daughter team has become the source of inspiration for more than 40,000 distributors across the U.S. and Canada. This session will also explore how Origami Owl's "Live Sparkly" uses stories about joy, special moments, love, laughter and overcoming adversity to create a lifestyle and captivate distributors.

Tyson Basha, Co-Founder, Origami Owl Family of Brands

Brett Blake, Chief Executive Officer, Origami Owl Family of Brands

Shawn Maxwell, Co-Founder, Origami Owl Family of Brands

Bella Weems, Co-Founder, Origami Owl Family of Brands

Chrissy Weems, Co-Founder and President, Origami Owl Family of Brands

1:30 p.m. – 3:00 p.m.

Origami Owl Breakout Sessions:

Take part in these behind-the-scenes sessions and experiences.

- **The Origami Owl Jewelry Bar**

Chrissy Weems, Co-Founder & President, Origami Owl Family of Brands

- **The Creation of Our Products**

Amy Robinson, Vice President of Merchandising & Product Development, Origami Owl Family of Brands

- **Our Video Experiences**

Sarah Superfon, Vice President of Marketing, Origami Owl Family of Brands

Bella Weems, Co-Founder, Origami Owl Family of Brands

- **Tour of Origami Owl**

Tyson Basha, Co-Founder, Origami Owl Family of Brands

Shawn Maxwell, Co-Founder, Origami Owl Family of Brands

3:10 p.m. – 3:40 p.m.

O2 - Accidental to Deliberate Leaders

Taking a successful step from inspired start-up to growing company requires a shift in mind set, vision and confidence. This session will explore the ways in which this organization's leaders not only prepared themselves for what was next, but also did so in a way that would ensure their success.

Marcia Cota, Senior Vice President of Sales, Origami Owl Family of Brands

3:40 p.m. – 4:00 p.m.

**A Company Becomes a Family of Brands:
Willing Beauty and Origami Owl**

Some may view mergers and acquisitions as being wrought with peril. For Origami Owl, the addition of a company into its family was its pathway to continued growth. Learn how the Origami Owl Family of Brands seeks to preserve the spark that inspired the brands within its portfolio, and gain insight into the ways in which the company is seeking to use this inspired partnership to capture increased market share.

Brett Blake, Chief Executive Officer, Origami Owl Family of Brands

Chrissy Weems, Co-Founder & President, Origami Owl Family of Brands

4:10 p.m. – 4:20 p.m.

Owlettes / willagirls

Bella Weems, who founded Origami Owl as a fourteen year old, will share what the company is doing to create opportunities for other teens to follow in her foot steps with businesses of their own. Bella and Chrissy will talk about having teen founders (Bella and Willa Dross) and share insights into the effectiveness of their programs for teens.

Bella Weems, Co-Founder, Origami Owl Family of Brands

4:20 p.m. – 4:45 p.m.

Questions and Answers

5:00 p.m. – 5:15 p.m.

Travel to Hotel

5:15 p.m. – 7:15 p.m.

Buffet Networking Dinner—Grand Ballroom

Join your peers as you reflect on your day. This is a great opportunity to discuss with friends old and new the lessons learned from the day and the operational challenges and successes at your company.

WEDNESDAY AGENDA

Wednesday, April 5

7:15 a.m. – 10:00 a.m. Registration Open—Grand Ballroom Foyer

7:15 a.m. – 8:15 a.m. Networking Breakfast—Grand Ballroom

8:15 a.m. – 9:30 a.m.



Isagenix International

Not only is Isagenix one of the fastest growing direct selling companies in the world, the health and wellness company has been recognized by Inc. Magazine for its phenomenal growth for ten consecutive years. Since its inception just 15 years ago, the company has reached \$5 billion in cumulative sales and is on target to reach \$1 billion in annual revenue for 2017. Isagenix has a clear vision for growth that includes product innovation, employee engagement and field activation. President and Chief Operating Officer, Travis Ogden, will share how he has teamed with Isagenix owners, Kathy, Jim and Erik Coover, to capture and articulate that vision and move the company forward toward its aggressive goals.

Travis Ogden, President & Chief Operating Officer, Isagenix International

9:30 a.m. – 10:15 a.m.

Direct Selling: Marketing Metric Myths

This presentation challenges today's direct selling companies to re-evaluate extant performance metrics. Our research not only indicates that conventional, volume-driven performance assessment is widespread, it also provides prescriptive guidelines on how to maximize margins and improve associates' understanding of how to improve entrepreneurial success. The discussion largely confronts the opportunities for enhancing direct selling associates' performance, and ensuing bottom-line profitability for direct selling companies.

Dr. Lou Pelton, Global Marketing Author, Educator & Scholar, College of Business, Department of Marketing & Logistics, University of North Texas

10:15 a.m. – 11:00 a.m.

Innovative Operations: Staying Competitive in an On-Demand World

We live in an era of disruption. Massive changes are affecting businesses—changes that require new ways of doing business. Disruption is not a threat and is less a single event than a process that manifests itself over time. While the direct selling business model is strong, product and service marketplaces are evolving with many reaching maturity and searching for ways to create growth. While incumbents seek to survive, startups can easily take advantage of disruption (and even create it) to shake up the landscape. To be a disruptor in the marketplace, we must divest ourselves of legacy thinking, inspire innovation at the edge of the company, and likely engage in cannibalization.

Dr. Victoria Crittenden, D.B.A., Professor & Chair, Marketing Division, Editor, Digital & Social Media Marketing & Advertising Collection, Business Expert Press, Babson College



Tyson Basha
 Co-Founder, Origami Owl
 Family of Brands

Tyson Basha is one of the Co-Founders of Origami Owl and the company's first investor. In 2010,

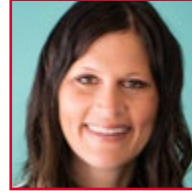
he assisted Bella and Chrissy in opening the first mall kiosk in Chandler, Arizona and helped develop marketing materials as well as new products. He continued with that role leading Product Development and Global Sourcing. Currently Tyson sits on the Board of Directors and assists in numerous areas within the company.



Brett Blake
 Chief Executive Officer,
 Origami Owl Family of Brands

Brett Blake is the Chief Executive Officer of Origami Owl Family of Brands the parent company

of Origami Owl and Willing Beauty Company. He is also an independent member of the Board of Directors of Beachbody. He is a Harvard educated, PepsiCo trained executive who has found his home in social selling. Before joining Origami Owl, Brett served as CEO of Jewel Kade prior to its sale to Thirty-One Gifts, and was the Managing Director of Team Beachbody. Brett has been a small business owner, the CEO of a software company, a consultant, and served as VP of Marketing for USANA Health Sciences. He began his career in direct selling as a junior executive for Melaleuca, Inc. during their growth from \$29 million to \$210 million in the early 90s.



Marcia Cota
 Senior Vice President of
 Sales, Origami Owl Family
 of Brands

Marcia Cota is the Senior Vice President of Sales for Origami

Owl. Marcia's 20-year experience in this industry started when she purchased a kit herself and over a 7-year time frame built a strong organization. She then accepted a corporate role and has since spent her time with various companies that include Avon, Nature's Sunshine, and Origami Owl Family of Brands. Marcia believes strongly that people matter most, and that this industry allows anyone to achieve their goals and dreams—no matter how small or big they are! Marcia currently resides in Canada with her husband and three sons.



Dr. Victoria Crittenden
 Professor & Chair, Marketing
 Division, Babson College

Victoria Crittenden is Professor of Marketing and Chair of the Marketing Division at

Babson College. Her research has been published extensively in journals such as the Journal of the Academy of Marketing Science, Marketing Letters, Sloan Management Review, Psychology & Marketing, Business Horizons and Entrepreneurship Theory & Practice, to name a few. Crittenden is a Fellow at the IC2 Institute at the University of Texas-Austin and a member of the Academic Advisory Board for CUTCO/Vector Marketing Corporation, the Academic Advisory Council of the Direct Selling Education Foundation, and the Harvard Business School Alumni Board.

FACULTY BIOGRAPHIES



Tom Kelly

Chief Executive Officer,
Gold Canyon

Tom Kelly is Chief Executive Officer of Gold Canyon, a leading candle and home decor direct-sales company. Kelly is former CEO of Silpada Designs and Senior Vice President of Avon Products, Inc. His 37 years of direct-sales leadership experience includes leveraging creative, integrated sales and marketing strategies at all levels to deliver exponential growth in revenues and profits in markets across the United States and around the world. Kelly has served in Board stewardship roles with the Manufacturing Jewelers & Suppliers of America, and the Direct Selling Association — having served as Chairman of the Board for the Association as well as for the Direct Selling Education Foundation.



Joseph Mariano

President, Direct Selling
Association

Joseph Mariano joined the Direct Selling Association in 1985 and assumed the role of President in 2011. Previously, he was Executive Vice President and Chief Operating Officer.

As DSA Chief Executive Officer who has ultimate responsibility for all association programs and activities, Mariano is charged with providing progressive leadership, development and implementation of Association policies in the fields of government, consumer and international affairs.

Mariano represents the Association's interests in all fifty state capitals and on Capitol Hill. He serves as a personal resource to direct selling companies who need overall guidance on general legal and business trends that affect direct sellers both in the United States and worldwide. Mariano also serves as President of the Direct Selling Education Foundation.



Shawn Maxwell

Co-Founder, Origami Owl
Family of Brands

Shawn Maxwell is one of the Co-Founders of Origami Owl. Shawn initially invested in and partnered with Chrissy Weems and Bella Weems to start Origami Owl because he saw the passion and the unique opportunity to be part of the company's story from the beginning. A former firefighter, Shawn enjoys supporting and fostering the vibrant employee culture at Origami Owl headquarters and has worn just about every hat in the company to ensure it works smoothly and is fun at the same time. Shawn is a dedicated father who loves spending quality time with his three children, making breakfast, working on their family farm and making memories with his wife, Terri.



Jim Northrop

President & Chief Executive
Officer, Winfield Consulting

Since 2006, Jim has been the principal of Winfield Consulting, LLC, providing consulting services to the direct selling industry. He has served as the leader for such successful direct selling companies as Immunotec, Princess House and the Quality School Plan Division of Reader's Digest. His skills are in strategic planning, facilitating and coaching management teams to adopt new directions and adapt to new strategies and re-vitalizing companies which have stalled. His unique breadth of experience in direct selling supports the Winfield approach to collaborate with management to define and articulate new directions and then work with the team to develop, sell and implement these directions within the enterprise.



Travis Ogden
 President, Chief Operating
 Officer, Isagenix International

Travis Ogden joined Isagenix International in 2016 as President and Chief Operating Officer.

Under his leadership, the Company has embarked upon an aggressive growth strategy aimed at positioning Isagenix as a global leader in the health and wellness industry.

Prior to joining Isagenix, Travis served as Chief Operating Officer in a leading direct sales company, where he spearheaded the company's global growth, ultimately aiding the organization in surpassing \$1 billion in annual sales. In 2016, he was tapped to join Isagenix as President and COO. On March 23, 2017, the company celebrated its 15th anniversary and reached \$5 billion in cumulative sales from its operations in twelve countries.

Travis received both his Bachelor of Science in Accounting and Master of Business Administration from the University of Utah. He obtained his CPA license and practiced with two of the world's largest public accounting firms before taking a leadership role in the private sector.



Dr. Lou Pelton
 Global Marketing Author,
 Educator & Scholar, University
 of North Texas

An associate professor in
 the College of Business

Administration's Department of Marketing and Logistics, Lou E. Pelton is an internationally-known expert on global marketing channels, marketing ethics and relationship marketing. Pelton has conducted research and training seminars for companies in Asia, Australia, Europe and South America as well as in the United States. He joined the UNT faculty in 1994 after first teaching at Augusta State University in Georgia. Pelton also received teaching awards from the Academy of Marketing Science, the UNT Council of Business Students and UNT's Mortar Board Honor Society.



Amy Robinson
 Vice President of
 Merchandising & Product
 Development, Origami Owl
 Family of Brands

Amy Robinson is the Vice President of Product Development and Merchandising for Origami Owl. Amy brings almost 20 years of experience in the fashion industry and her expertise is in Jewelry and Accessories. Amy came to O2 in 2014 from Chicago with her husband and two sons who are 10 and 16.



Matt Robinson
 Chief Financial Officer,
 Gold Canyon

Matt Robinson has been an integral part of Gold Canyon's Finance and Operation Teams since joining the company in 2003. A Certified Public Accountant, Matt has a bachelor's degree in accounting from Arizona State University and a Master of Business Administration Degree from the University of Arizona, graduating with honors from both programs. During Robinson's tenure with Gold Canyon, he has worked behind the scenes improving Gold Canyon's ability to serve consultants and customers. He has focused on developing compensation plans, improving product quality and containing costs to keep product and shipping prices competitive.

FACULTY BIOGRAPHIES



Elissa Shuck

Director of Product & Merchandising, Gold Canyon

Elissa Shuck brings more than 20 years of experience in upscale product design, development and marketing to Gold Canyon. She began her career working for a national specialty retailer where the culture of running your own business and taking care of the customer ignited a passionate entrepreneurial spirit and desire to help others achieve their full potential. Prior to joining Gold Canyon in 2011, she co-founded a children's footwear company, touching every aspect of the organization from branding and design to business analysis and sales. She especially loves the direct sales business model because of the connection to the customer and power it has to change a person's destiny.



Sarah Superfon

Vice President of Marketing, Origami Owl Family of Brands

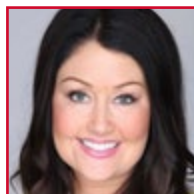
Sarah K. Superfon is the Vice President of Marketing & Communications for Origami Owl. Sarah brings nearly 20 years of domestic and international expertise in direct-to-consumer marketing in both fashion and beauty. Sarah oversees a team of PR and communications professionals as well as a dynamic, in-house creative team at Origami Owl, and has worked to streamline and improve consumer and Designer marketing strategies in her two years at the company. Sarah and her husband, Joel, reside in Scottsdale, Arizona with their two daughters, and enjoy skiing and vacationing together in their free time.



Bella Weems

Co-Founder, Origami Owl Family of Brands

Bella Weems is the Co-Founder of Origami Owl. At the age of 14, she approached her parents and told them she wanted to buy a car when she turned 16. After saving just \$350 from babysitting, she decided she wanted to start her own company, creating customizable lockets with charms. That hobby turned into a thriving business with customers wanting to share the lockets in their homes. Five years ago, Origami Owl became a social selling company with thousands of independent business owners, called "Designers," sharing the meaningful jewelry and earning commissions. During this period of explosive growth, Bella graduated from high school, was featured in Forbes magazine and other noteworthy publications as she spread her vision of helping others tell their stories in Living Lockets. Bella has a deep love for music, her family, helping others pursue their dreams and being a Force for Good. Bella is now 20 years old and a newlywed, married to Dallin. The pair live in Gilbert, Arizona.



Chrissy Weems

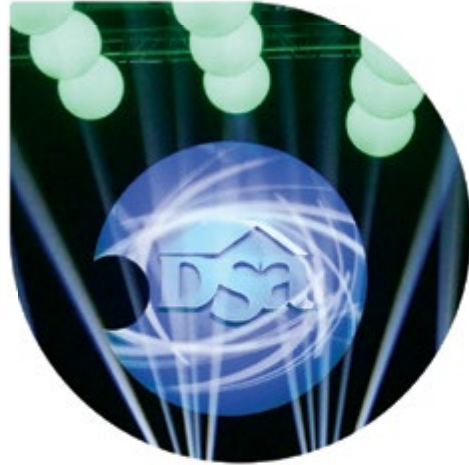
Co-Founder & President, Origami Owl Family of Brands

Chrissy Weems is the Co-Founder and President of Origami Owl and the driving force behind the company's energetic, heart-filled brand and culture. With experience in beauty, interior design and art, Chrissy's visionary spirit and expertise constantly inspire innovation within the Origami Owl brand and its customizable, meaningful jewelry. Her passion and commitment to being a Force for Good has led to explosive growth in the company's field leadership, sales and charitable donations to dozens of worthwhile organizations every year on behalf of Origami Owl. She has been married for more than 22 wonderful years to her husband, Warren, and is the mother of five children, residing in Gilbert, Arizona.



**DIRECT SELLING
IS AN AMERICAN
SUCCESS STORY.**

**BE A PART OF
SHAPING OUR
STORY'S FUTURE.**



DSA Annual Meeting 2017 will be filled with education and inspiration, as well as the chance to gather with friends and strengthen the relationships that will continue to help DSA create a more supportive world for independent contractors and entrepreneurs.

**GENERAL SESSION KEYNOTE
SPEAKERS TO INCLUDE:**



Jonah Berger – Associate Professor of Marketing, Wharton School, University of Pennsylvania – will reveal the secret science behind why things catch on, and why people talk about certain products more than others.



Amanda Gore – internationally recognized expert on changing people's behaviors and producing success – will empower attendees to be the change they want to see by illuminating how joy can be one of the most effective keys to guaranteeing business advantage.



Shama Hyder – called the “Millennial Master of the Universe” by FastCompany.com and the “Zen Master of Marketing” by *Entrepreneur Magazine* – will offer a social media strategic overview, as well as the practical advice that will lead to more sales, engagement and results.



**2017
ANNUAL
MEETING**
HYATT REGENCY ORLANDO

JUNE 4-6, 2017
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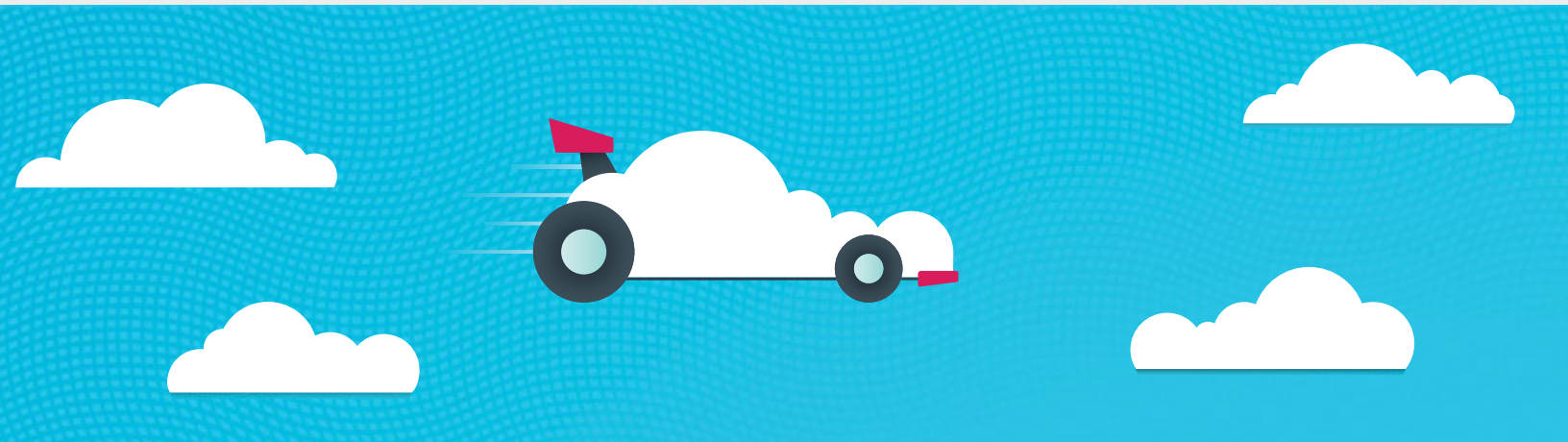
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