

DIRECT SELLING ASSOCIATION
COMPANIES IN
FOCUS

APRIL 16 - 17, 2018

Ada, Michigan



FEATURING:

AmwayTM

WELCOME

Dear Direct Selling Colleague,

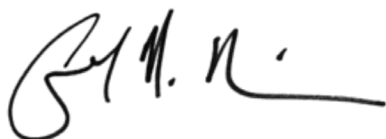
On behalf of everyone at the Direct Selling Association, thank you for being a part of the DSA Companies in Focus hosted by Amway.

Over the next day and a half, we'll be getting an insider's view of one of direct selling's leading companies. We'll learn together, have meaningful conversations, inspire one another, and gain valuable take-away lessons to improve our businesses.

Your badge is your passport to all Companies in Focus events, including those taking place at Amway World Headquarters, so please wear it prominently at all times.

Many thanks to our host company Amway for opening their doors as they share their expertise and experience. It is through sharing like this that we all learn and grow.

Sincerely,



Joseph N. Mariano
President
Direct Selling Association

SCHEDULE AT-A-GLANCE

Monday, April 16

4:30 - 9:00 p.m.	Registration Open	Lyon Street Entrance
5:30 p.m.	Load Buses for Economic Development City Tour	Lyon Street Entrance
6:00 - 7:00 p.m.	Economic Development Tour	
7:00 - 9:00 p.m.	Welcome Reception	Cygnus

Tuesday, April 17

7:00 - 8:30 a.m.	Registration Open	Senator Vandenberg Room
7:15 - 8:15 a.m.	Welcome Breakfast	Senator Vandenberg Room
8:15 a.m.	Load Buses for Amway World Headquarters	Lyon Street Entrance
8:30 - 8:50 a.m.	Travel to Amway World Headquarters	
9:00 - 9:30 a.m.	Grand Welcome	Lobby
9:30 - 10:00 a.m.	Keynote Address	Auditorium
10:00 - 10:30 a.m.	Growing Our Industry	Auditorium
10:30 - 10:50 a.m.	Lifestyle Branding and Building Young Leaders	Auditorium
10:50 - 11:10 a.m.	Amway Training and Education	Auditorium
11:10 - 11:30 a.m.	Social Selling	Auditorium
11:30 - 12:30 p.m.	Networking Lunch	Auditorium
12:30 - 3:30 p.m.	Campus Tour Take a behind the scenes tour of Amway's World Headquarters. Featured departments include: <ul style="list-style-type: none"> • Recognition • Nutrilite Product Plant • Research & Development 	
3:45 - 4:00 p.m.	Conclusion	Lobby
4:15 - 5:00 p.m.	Travel to Airport and Hotel	

Thank you to our generous
Companies in Focus sponsors:



Monday, April 16

4:30 - 9:00 p.m. **Registration Open—Lyon Street Entrance**

5:45 p.m. **Load Buses for Economic Development City Tour—Lyon Street Entrance**

6:00 - 7:00 p.m. **Economic Development City Tour**
 Join this tour that will highlight the many public/private partnerships that the DeVos and Van Andel families have impacted over the past several decades. You will hear about how giving back and investing in their home town has revitalized Grand Rapids and made it a center of arts, education, health innovation and was even voted as Beer City, USA - and enjoy a few samples along the way!

7:00 - 9:00 p.m. **Welcome Reception—Cygnus**
 Join fellow attendees for a night of drinks and tasty treats. This opening session will welcome you and kick off Companies in Focus! Topics to be discussed include: the latest developments within the direct selling channel and an update on DSA programs and initiatives.
Joseph Mariano, *President and CEO, Direct Selling Association (DSA)*
John Parker, *Chief Sales Officer, Amway and Chairman, DSA Board of Directors*

Tuesday, April 17

7:00 - 8:30 a.m. **Registration Open—Senator Vandenberg Room**

7:15 - 8:15 a.m. **Welcome Breakfast—Senator Vandenberg Room**

8:15 a.m. **Load Buses for Amway World Headquarters—Lyon Street Entrance**

8:30 - 8:50 a.m. **Travel to Amway World Headquarters**

9:00 - 9:30 a.m. **Grand Welcome—Lobby**
 Get ready to be treated like a star as the Amway Corporate team rolls out the red carpet to welcome you to a full day of learning and networking.

GENERAL SESSION—AUDITORIUM

9:30 - 10:00 a.m. **Keynote Address**
 Nearly 60 years ago, two men who were hungry for success built a partnership to give others a chance to be in business for themselves. Today, Amway remains above all else a family company. These families lead a diverse global management team that is focused on Independent Business Owners. Get an insider view from the son of one the founders as he discusses his family's history and philanthropic endeavors. He'll share how they've stayed true to their company's core values and culture as they've expanded into 100 countries and territories. Get a unique perspective on the global direct selling marketplace from the former chair of the US Direct Selling Association and the World Federation of Direct Selling Associations.
Doug DeVos, *President, Amway*

TUESDAY AGENDA

10:00 – 10:30 a.m. Growing Our Industry
In today's environment marked by increasing regulatory and compliance issues, protecting our business and brand is paramount. Amway is dedicated to providing best-in-class products and a strong business opportunity, while doing business the right way. Partnering with DSA to raise the bar on self-regulation is the key to increased prosperity and an improved marketplace for all of direct selling.
John Parker, *Chief Sales Officer, Amway and Chairman, DSA Board of Directors*

10:30 – 10:50 a.m. Lifestyle Branding and Building Young Leaders
Brandi Huyser, *Director, XS & Build Young Leaders, Amway*

10:50 – 11:10 a.m. Amway Training and Education
AuBree Taylor, *Program Manager, Amway*
Alex Rodriguez, *Manager, Content Develop & Deploy MM, Amway*

11:10 – 11:30 a.m. Social Selling
Social selling is a trending topic not only for direct sellers but also in the broader online environment. As we turn our attention to a younger audience, social is the platform where they already live their daily lives. In order to attract young talent, social has proven a critical lever in achieving that goal. Even with all the excitement surrounding social selling, a clear definition and approach is still evolving on a daily basis. We will take a quick look at the definition and attempt to interpret how social will benefit our sales force in the future.
Mark McClusky, *Global Digital Services, Amway*

11:30 – 12:30 p.m. Networking Lunch

CAMPUS TOURS—AMWAY CAMPUS

12:30 – 3:30 p.m. Recognition, Nutrilite Product Plant, and R&D
Amway world headquarters stretches one mile from east to west and is comprised of 80 buildings and 3.5 million square feet of office and manufacturing space. Enjoy an in-depth tour of where it all began, experience behind the scenes innovation and cutting edge research & development.

3:45 – 4:00 p.m. Conclusion
Wrap up your experience with one last chance to hear from Amway's leading executives. They'll review everything you've learned and their core commitments to their brand, the industry, and their home town.
Kim Drabik, *Manager - Industry & Shareholder Relations, Amway*
John Parker, *Chief Sales Officer, Amway and Chairman, DSA Board of Directors*

4:15 – 5:00 p.m. Travel to Airport and Hotel



Doug DeVos
President, Amway

As president of Amway since 2002, Doug DeVos oversees daily operations of the company with Chairman Steve Van

Andel. Together, they form the Office of the Chief Executive. DeVos is the youngest son of Amway co-founder Rich DeVos, who, with Steve's father Jay, started Amway in Ada, Michigan in 1959.

DeVos has worked with Van Andel to build enthusiasm for the Amway business and help it grow to become the world's largest direct selling company. The results of their ability to foster entrepreneurs around the world are reflected in the company's record sales growth.

DeVos, who joined the company in 1986, also has served in various leadership positions in Europe, the Americas and Asia.

Currently, DeVos chairs the Executive Committee for the National Constitution Center in Philadelphia. He is also involved in numerous business and civic organizations, including the Business Leaders for Michigan, West Michigan Policy Forum, Gerald R. Ford Presidential Foundation, Economic Club of Grand Rapids, Keystone Community Church and The Right Place, a regional economic development organization in West Michigan.

He has been inducted into the U.S. Direct Selling Association Hall of Fame and recognized with the Direct Selling Education Foundation's Circle of Honor award. DeVos earned a bachelor's degree in management from Purdue University, where he also played football. He is a member of the Global Strategic Advisory Council for Purdue's Krannert School of Management.



John Parker
Chief Sales Officer, Amway
and Chairman, DSA Board of
Directors

John Parker is Chief Sales Officer for Amway and is responsible for the company's global sales operations. He has spent nearly 25 years working with Amway Business Owners around the world.

He joined Amway in 1993 as a Distributor Relations Sales Manager and later became Director of Sales for North America. He was later named Vice President of Sales & Marketing for Amway North America and, in 2003, he became Chief Marketing Officer for Amway globally. In 2007, he was named President of Amway Japan, leading all operations for one of Amway's largest markets. He returned to Ada as Vice President and Chief Sales Officer in 2012.

Parker is the current Chairman of the U.S. Direct Selling Association and serves on its Board of Directors and Executive Committee. He also is a member of the Direct Selling Education Foundation (DSEF) Board of Directors and Executive Committee and served four terms as Chairman of DSEF. He is a past member of the leadership advisory board for the College of Business at Ferris State University. Parker earned a bachelor's in business administration from the University of Notre Dame, where he was a member of the varsity golf team.

THIS IS THE TEAM YOU WANT TO JOIN

Be in the audience June 17-19: learn from these leaders and so many more! Share best practices with your peers so you no longer need to reinvent the wheel; together we will envision a new future for our companies and our great industry. Don't miss your opportunity to join the conversations that are shaping direct selling—be a part of the DSA Annual Meeting 2018 in San Diego!



Haya Ajjan
Elon University



Brett Blake
AdvoCare International, LP



Jean-Charles Boisset
Boisset Collection



Lindsay Bomar
AdvoCare International, LP



Traci Lynn Burton
Traci Lynn Inc.



Dan Chard
Medifast - OPTAVIA



Angela Chrysler
Team National



Anne Coughlan
Northwestern University



Victoria Crittenden
Babson College



Matt Dorny
Nu Skin Enterprises



Kim Drabik
Amway



Ursula Dudley Oglesby
Dudley Beauty Corp, LLC



Alexis Ginn
Primerica, Inc.



Kevin Guest
USANA Health Sciences, Inc.



Pamela Jones Harbour
Herbalife Nutrition



Darren Jensen
LifeVantage Corporation



Dave Merriman
ACN, Inc.



Ryan Napierski
Nu Skin Enterprises



John Parker
Amway



Robert Peterson
University of Texas at Austin



Kara Schneck
Nu Skin Enterprises



Connie Tang
Princess House, Inc.



Elizabeth Thibaudeau
Jamberry



Britney Vickery
Initials, Inc.



Dave Wentz
DSEF Chairman



Scott White
New Avon LLC



2018 ANNUAL MEETING
SAN DIEGO

June 17 - 19
Marriott Marquis

Register at annualmeeting.dsa.org