



DIRECT SELLING EDUCATION FOUNDATION

Engage. Educate. Empower.

Ambassador

Summer 2011



The first half of 2011 has been an exciting one for DSEF, and we wanted to share just a few highlights in the Summer edition of *The Ambassador*. In these pages you'll find an update on our partnership with the Council of Better Business Bureaus—a collaboration that just celebrated its one-year anniversary—and continues to educate consumers about the direct selling industry and its commitment to ethics.

You'll also read about two programs that not only serve the public, but can benefit your salesforce. DSEF's sponsorship of MoneyWise Women Get Smart allows founder Marcia Brixey to offer free monthly teleseminars on a variety of financial and personal development topics that can empower your field in the global marketplace.

DSEF's Direct Selling Fairs offer a unique opportunity for your field to sell their products, share their opportunity and hone their business skills. In March, DSEF partnered with the Women's Business Center at Florida Tech, Small Business Development Center and The Entrepreneurial Development Institute @ Indian River State College to hold a very successful fair in Vero Beach, Fla. The Foundation will sponsor four additional fairs in 2011, and we will provide you with details as they become available.

Finally, we pay tribute to four special people: Outgoing DSEF Board Members: Maria Canabal, Susan Duffy, Greg Marshall and Elizabeth Owen. These four individuals have made countless contributions to DSEF and our programs and, as external stakeholders, have been instrumental in raising the level of public understanding and respect for our industry in the academic and consumer communities.

Three other individuals will soon leave DSEF's Board: Kate Gardner, the SUCCESS Foundation; Nathan Moore, Mary Kay Inc; and Scott Montgomery, Reliv Inc; have each lent their time and considerable talent to our Board, and they have our gratitude for their service. They remain committed to the DSEF's mission and engaged in the work of the Foundation.

We pay tribute to you, our readers, as well. Without your generous financial support and participation, none of our work would be possible. As we move toward the second half of the year, we remain committed to providing you and the public with programs that foster an understanding of how direct selling empowers individuals, supports communities and strengthens economies worldwide. ♦

Sincerely,

Charlie

Charlie Orr
DSEF Executive Director

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OUR MISSION

To serve the public interest by advancing the direct selling industry's support of consumer rights and protection, education about the industry, ethical leadership and individual economic empowerment.

OUR VISION

The Direct Selling Foundation fosters an understanding of how direct selling empowers individuals, supports communities and strengthens economies worldwide.

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DIRECT SELLING FAIRS: EDUCATION AND EMPOWERMENT

Education is key to better understanding, and for that reason, the Direct Selling Education Foundation and their partner organizations are working to enhance public awareness of the direct selling industry. Together with the Small Business Development Center at Indian River State College (SBDC) and the Women's Business Center at Florida Institute of Technology, DSEF hosted the Earn & Learn Direct Selling Fair on March 25 at Indian River State College in Vero Beach, Florida.

Through their participation, DSEF's partners came away with a new appreciation of the entrepreneurial opportunities that the direct selling industry provides. "Being a direct seller not only gives a person the ability to be in their own business (for an affordable investment), but more importantly, to be their own boss," said Jan Pagano, Dean of the Entrepreneur Development Institute and Director of the SBDC, Indian River State College. "I was truly impressed with the longevity that many of the direct sellers have in selling their product line and the number that continue to grow their income."

Donn E. Miller-Kermani, Director of the Women's Business Center, Florida Institute of Technology, said the fair enabled her clients to explore entrepreneurial options that fit into their lifestyles. "Direct selling opens doors for them to achieve the American dream of owning their own business," she said.



A Pampered Chef Consultant shows off her wares.

Nearly 100 area residents attended the fair to learn about DSA member companies and a variety of entrepreneurial topics. Jen Fong, Social Media Associate at Luce and Associates and Nancy Laichas, DSEF Director of Marketing & Communications, started the day with a standing-room only workshop, "What is Direct Selling?"

In all, the event was a success all around. "DSEF's sponsorship of the Earn & Learn Fair is a great example of how our partnerships with organizations like SBDC and the Women's Business Center can help educate communities about the power of the direct selling industry," said DSEF Program Director, Robin Diamond. "Field representatives also get the opportunity to meet new customers and prospects and network with their peers. It's a win-win for everyone involved."

Direct sellers from more than 20 DSA member companies were represented at the event, and even some of the exhibitors walked away with a new perspective. "The training, relationships and experience you gain as a direct seller ultimately mold you into being the best possible version of yourself," said Debi DeRosa-Parish, Silpada Independent Representative. "It's the hidden gift you won't see in your start-up kit—but you will see in your mirror!" ♦



A Stella & Dot Stylist exhibiting her product line.

IN YOUR CORNER: THE COUNCIL OF BETTER BUSINESS BUREAUS

It's nice to know consumers have a place where they can access reliable information about business practices within the direct selling industry. DSEF has partnered with the Council of Better Business Bureaus (CBBB) for the Ethics and Trust project to help educate consumers as well as current or potential direct sellers.

Visitors to the BBB website at www.bbb.org can find links to a series of free informative articles and videos about highly relevant topics such as maintaining ethical sales practices, understanding consumer rights, and recognizing red flags to avoid pyramid schemes.

"DSEF and CBBB are natural partners because we both offer guidance of business practices that are all about ethics and trust," said Jim Guthrie, Senior Consultant, Advertising and Marketing for CBBB. "The program has been a great success on every metric. Since the launch just over a year ago, the program has continually exceeded its goals."

According to the analytics, the videos have received 7.5 million page views and the direct selling articles have received 4.5 million

page views. But most promising is the fact that people are staying on the site long enough to watch entire videos—almost three minutes—well over the average for all other videos in the BBB archive.

"Our relationship with CBBB has allowed us to educate consumers all over the country about the power of direct selling and the industry's commitment to ethical business practices," said Cathy Landman, Chief Legal Officer at The Pampered Chef and Chair of DSEF's Ethics Committee. "Also, our companies and independent contractors have benefitted from partnership—making these resources available on the BBB's website further enhances our industry's credibility."

So what are the next steps? DSEF is developing a video on Corporate Social Responsibility that be featured on BBB's website. And DSEF and CBBB will continue to work together to provide relevant, informative content to consumers that emphasize our industry's dedication to ethics and trust. ♦

LEARNING FROM LEADERSHIP

It's that time of year when DSEF's Board of Director's roster changes. We salute our consumer and academic board members who complete their terms in 2011. These individuals worked passionately to help fulfill our mission, especially in the areas of consumer rights and protection, education and research,

and women's entrepreneurship and economic empowerment. While making their contributions, each of these devoted volunteers has also gained a new perspective about the direct selling industry, and DSEF will continue to benefit from their involvement, support and insight. ♦

Maria E. Canabal Ph.D., Professor and Chair, Department of Family and Consumer Sciences, Texas State University, San Marcos, serves as DSEF Consumer & Community Program Committee member.



"DSEF has given me the opportunity to familiarize myself with the direct selling industry, its business model and the diversity of the firms and the people involved. As a consumer educator and advocate, it's important for me to understand both sides of the market—sellers and consumers. It's also been valuable for me to be able to represent DSEF abroad and to introduce some of my professional organizations to DSEF, forming long-lasting partnerships."

Susan G. Duffy Ph.D., Assistant Professor, Strategy & Entrepreneurship, Simmons College, serves on the DSEF Education Initiative Committee, and the Women's Initiative Committee.



"It has been an honor to serve on the DSEF board. As an entrepreneurship educator, I found the direct selling opportunity to be an ideal, accessible model of new venture creation for my students. Everything we want students to learn about launching, managing and growing a venture is available to them in a direct selling company. I aim to use my energy every day for a net positive gain. DSEF has been an inspiring place to entrepreneur positive outcomes."

Greg W. Marshall, Ph.D., Professor of Marketing, Rollins College, served as Chair of the DSEF Education Initiative Committee.



"I've come to very much appreciate the direct selling business model and the power of the independent salesperson to control her or his own destiny through hard work and tenacity. It's a brilliant strategy for DSEF to promote such high levels of academic / executive interaction, and I firmly believe that the single most opportunistic initiative for DSEF continues to be fostering research collaboration between top scholars and top industry executives, directed toward addressing critical research questions for the future of the industry."

Elizabeth Owen, Executive Director, National Association of Consumer Agency Administrators, served as Chair of the DSEF Consumer & Community Program Committee



"I learned firsthand the direct selling industry's dedication to promoting consumer protection. Its support is generous, unwavering and creative, and for that the entire consumer protection community is grateful. No other industry comes close to that commitment. As I rotate off the board, I am so pleased to see this organization celebrating a renewed mission, defined goals, and an eye for the future. On a personal note, each board meeting was a pleasant reunion with people I grew to call friends."

DSEF PROMOTES FINANCIAL FITNESS FOR WOMEN

Finally... women have a place to turn for sound financial advice! To help educate women about all things finance-related, DSEF sponsors the MoneyWi\$e Women Get Smart Teleseminar Series hosted monthly by Marcia Brixey, President of Money Wi\$e Women Educational Services.

"Thanks to the DSEF sponsorship of this project, we've been able to reach a lot more women with this valuable information than we were able to before," said Marcia, who founded her program almost a decade ago. "Women anywhere in the world can log on and listen at their leisure—and it's all completely free!" So far, nearly 1,000 women have signed on as members. And not just from the United States and Canada, the devoted students come from all over the world—Australia, Guatemala, Asia, Africa, and all points in between.



But you don't have to be a member to go to the website and access the links, so it's hard to measure just how many people are actually reaching out for this service every month. Listeners learn about more than just money management, too—they get a well-rounded education about creating a healthy

financial life and business.

On the second Tuesday of each month, Marcia connects women with the experts; topics range from managing your time and multiple commitments, to growing your business, and raising money smart kids. Upcoming teleseminars include, Training Your Brain to become a direct selling superstar and Understanding Your Debt and Credit Report. You can find out more at moneywisewomengetsmart.com ♦

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