

DSOF CASE STUDY

JONI ROGERS-KANTE & SENEQUENCE: THE CULTURE OF OPPORTUNITY, THE CHALLENGE OF GROWTH



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“Joni, we’re the third most Googled cosmetic product for the year,” exclaimed the SeneGence executive to company founder Joni Rogers-Kante. For years the cosmeceuticals company had historically espoused a “quiet giant” philosophy: Great products, thousands of distributors (i.e., salespeople), yet operating under the radar screen. On a positive note, customers were excited about the products. However, SeneGence was not prepared for the growth this wave of popularity had spurred. Joni called in her executive team. The number one item on the agenda: What does SeneGence need to do to handle this growth?”

SENEGENCE BACKGROUND

Joni was no stranger to change and challenge. She conceived of the cosmetic products—which later became SeneGence—years before launching the company. “I had a baby and a not very good marriage,” Joni shared. “I moved in with a girlfriend. I had no assets or money of any kind. I had nothing to lose, so I said to myself, ‘This is the perfect time to figure out how to build a business.’”

The idea for the cosmetics brand came about thanks to her eldest son: “When you’re holding a baby, they’ll touch your face and smear your make up. What if you could have a long lasting make up that also was great for your skin?” Using her friend’s airline points, Joni flew to seminars to learn about business. She toured manufacturing facilities, attended several Direct Selling Association (DSA) meetings, and learned about compliance practices and DSA Code of Ethics. She knew what she wanted to create but needed somebody to formulate it. Through her business travels and diligent networking, someone put her in touch with a chemist. “At that meeting we knew we had found each other and—on a handshake—decided to start the company,” Joni recalled.

The chemist and Joni got to work. The company launched with six patented liquid lip colors in 1999. Joni was the CEO, founder, and first distributor. Joni had previous experience working in the [direct selling](#) channel with Mary Kay, “fell in love” with the business model and decided to use that model to [distribute the SeneGence products](#). SeneGence developed a two-fold niche and competitive advantage. First, is the company’s proprietary formulations for anti-aging skin and haircare which create repeat customers. Joni elaborated:

“We were the first company to put skin care into color cosmetics. We’re the company that introduced long-lasting color to the market. We have a complex—validated by third party clinical laboratories—that is really great for your skin. Anything you buy from us—our cleansers, our moisturizers—it has the complex in it. And it has staying power. It’s like taking a product line out of Nordstrom and giving a sales force exclusive access.” ([Appendix 1](#))

Second in the two-fold niche is the company’s strong mission of empowering individuals—primarily women—to be successful in business regardless of age, background, or education. Distributors make 50 percent of profits on products they sell. Beyond that, approximately 10 to 12 percent of distributors have built and mentored their own sales organization and receive a commission check based on the success of their team’s sales to the end consumer. Joni likens this to typical retail compensation structures wherein managers of top-performing stores are rewarded with a percentage of sales or profit. “Our model allows women to truly run a business from their home so they can do other things,” Joni detailed. “We say ‘A life of love and abundance starts here’ and we mean it.” The company has won numerous awards including Best Place to Work. ([Appendix 2](#))

A personal competitive advantage for Joni surfaced when she met Ben Kante—who Joni later married—and has served in several executive roles in the company. Joni says,

He is brilliant, and calm, and can talk me through challenging situations with the business. He was and is an incredibly important partner. It takes a special couple to work together successfully. We wouldn't have it any other way. ([Appendix 3](#))

Today the company has grown to 300 [SKUs](#) in skincare and haircare, hundreds of employees at corporate headquarters in California, and tens of thousands of distributors in 17 countries with designs on continued expansion, including China launching in 2022.

THE GROWTH SPURT THAT "BROKE EVERYTHING."

Joni sat at the desk in her California home office reflecting on the massive growth SeneGence had recently experienced. The company went from approximately 50 employees, to 500, at headquarters within a two-year period. Joni described the changes brought about by the sudden, skyrocketing growth of the company:

"The exponential growth began when we started bringing young mothers on board who were having babies. When I had my second son, we attracted young mothers to our home-based business. They stuck around and spread the word. We developed a great team of top distributors. On top of that, social media kicked in. So they were posting their excitement over everything....the products, the income, the recognition, the sisterhood, everything. Holy moly—we got to a point where we could not keep our inventory in stock for more than 20 minutes at a time for an entire year. We got tens of thousands of new distributors. We grew so fast over the course of two to three years. We broke everything and had to rebuild. Manufacturing, banking, internet...within the last five years from bottom up. We started getting more processes in place and are now prepared to more than double in size."

Key changes included bringing on a big name—Phillipe Guerreau from L'Oréal—as president, automating production, instituting new procedures for [R&D](#), working with dashboards and [KPIs](#), and transitioning company processes and systems (for example, ecommerce websites and make up apps) to an online environment. Joni jotted some 'before and after' notes in her planner. ([Appendix 4](#))

WORKING 9 TO 4: THE SENEGENCE CULTURE

Part of the SeneGence appeal was its culture and focus on individual goals and success. Joni often called herself "the most boring person in the room" because everyone in the company knew what she was doing every day from 9:00 am to 4:00 pm. She opened up her large, black, bound planner, pointed to her calendar for the week, and elaborated:

I work from 9:00 am to 4:00 pm. I always have. My 14-year-old didn't know I had a job until three years ago. I wake him up in morning. Dad takes him to school. I am finished with my last appointment when he arrives home from between 4:30 and 5:00. Prioritizing my home life first is the most important feature of my calendar. My team and the distributors know that, and they know other things about our private life. When people start understanding the healthy boundaries you insist upon or live by, it gives them encouragement that they can achieve things too in a livable and enjoyable atmosphere. They know other people are doing it too.

Following Joni's lead, SeneGence distributors all have a date book and schedule priorities. First they start with family and personal priorities, then they fill in the hours they are going to work each week. "We are very disciplined. We also have a very detailed corporate calendar on Outlook. It's coordinated by many people, in each of the countries, from day to day. It's a full-time job." Joni, who adds, "It's shocking what you can accomplish over the course of a few years if you're paying attention to what you do every day." ([Appendix 5](#))

Distributor success is intentional work, complemented by training and the SeneGence culture. In training, the SeneGence team covers key topics such as communication, marketing, and product knowledge and application techniques. Direct selling through social media is another big training topic, in which, Joni explains, “Newbies learn what to do and what not to do.” These topics are taught repeatedly to ensure comprehension and application to each distributor’s business. ([Appendix 6](#))

Most important to Joni, and at the center of the SeneGence culture, is its people. She explains:

This industry is driven by people. It’s beyond cosmetics. Some of our distributors will give the businesses they have built to their children. We encourage each of them to design a business to best suit them: Their priorities, their family, their lifestyle. I did not finish college and—at one point in my life—had no assets to pass on to my child. I think every mother should have a right to build an asset they can will to their heirs. We’re making decisions that will have a

long-lasting impact on the company structures and lives of our distributors.

GIVING BACK: INVESTING IN COMMUNITIES

SeneGence endeavors to make a difference in the lives of women, their families, and the community, with Joni noting, “We have to be amazing citizens and stewards and make contributions wherever we are.” A percentage of company sales goes into the nonprofit Make Sense Foundation which supports women and children in need. Funds granted are done so to charities on behalf of distributors in their own communities. This allows distributors to improve the community in which they are building their business. ([Appendix 7](#))

Continuing a legacy of giving back, Joni and Ben are creating economic opportunities in Sapulpa, Oklahoma. When she and Ben started looking toward retirement, she went back to the small Oklahoma town she left as a teenager and started buying acreage and historical buildings. Next, Joni and Ben started transitioning parts of the company there, bringing in commerce and



Joni Rogers-Kante, founder, CEO, and chairwoman, SeneGence



employees to the town. Joni and Ben plan to retire on a ranch they own there, in addition to spending time at the 1950s [Teepee Drive In](#) (that they purchased and refurbished) where Joni envisions driving around in a golf cart talking with patrons. ([Appendix 8](#))

THE FUTURE OF SENEENCE

Thanks to Covid, the future is now. SeneGence conducted VR meetings with 50 of the company's top distributors in "SeneWorld." The company sent out VR headsets, scheduled appointments, sat around the table, and held a meeting just as the team would in person. ([Appendix 9](#)) Joni commented further on some of the technological issues keeping her up at night:

The only thing we couldn't do in our SeneWorld meeting was take notes. As soon as we get that resolved, we'll be able to use this technology in our online stores, and for online makeovers all in VR so customers can have a more personalized experience. I

worry about the metaverse: VR, AR, Bitcoin and NFTs. Then I catch myself. I have to go back and realize we taught our distributors how to use a computer. We taught them what a website was. What email was. When I look at that, I have to remember our people are looking ahead and working on that. We've transitioned before, and we can transition again.

Joni feels confident in the SeneGence product, process, and people going into the future:

We have a really strong core product line that actually works. We have clinical data verified by third parties. We don't launch a product into the marketplace until we know it actually works and delivers or over-delivers. When you put it on you're going to see a difference. Do we have competition? Yes, it's out there. But our formula is still superior. The combination of our compensation plan, long term strategy, and mission for the company ensure we naturally attract a sales force who don't want to be in the typical office building, selling the typical product.

At its core, SeneGence is a family business. Joni's eldest son Alan is the next generation tasked with, as Joni says, "making sure the company is well cared-for and preserved for our 14-year-old." She adds, with a sense of pride and satisfaction:

We built this company on its own dime. We've never had a loan. We've expanded with monies we earned. If you built a company like ours today, it would cost several hundred million dollars. It's been a lovely family experience. I haven't had to choose between my husband or my children or my career.

At 4:00 pm, Joni closed her computer, put away her planner, and took the dog out for a walk. The change, growth, and new processes over the past years had certainly been a challenge. Joni's special relationships with her family and team helped her—in turn—support her distributors. It was not just her job, but her calling, to ensure the company has a secure future so the SeneGence distributors can continue to build their businesses.

APPENDIX 1

SENEGENCE PRODUCTS



The Beauty Is in the Blend

“Our products are formulated with no animal by-products, in compliance with FDA regulations, and made in the USA for strict quality control.”



SHOP & SAVE

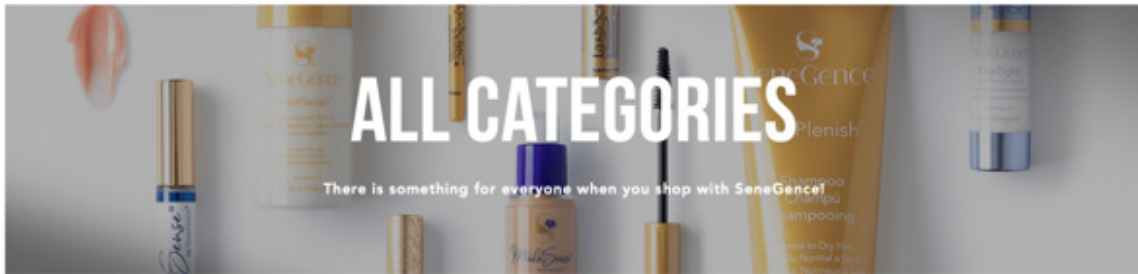
JOIN

ABOUT US

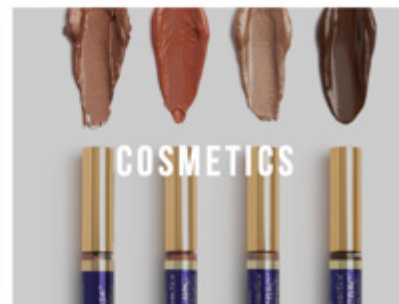
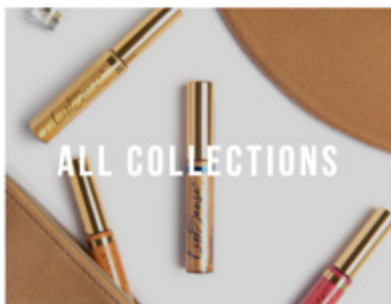
BLOG

Q LOGIN

HOME / SHOP & SAVE



START SHOPPING



MAKE BEAUTY YOUR BUSINESS FOR JUST \$65!

Your ultimate starter kit

[Website](#)

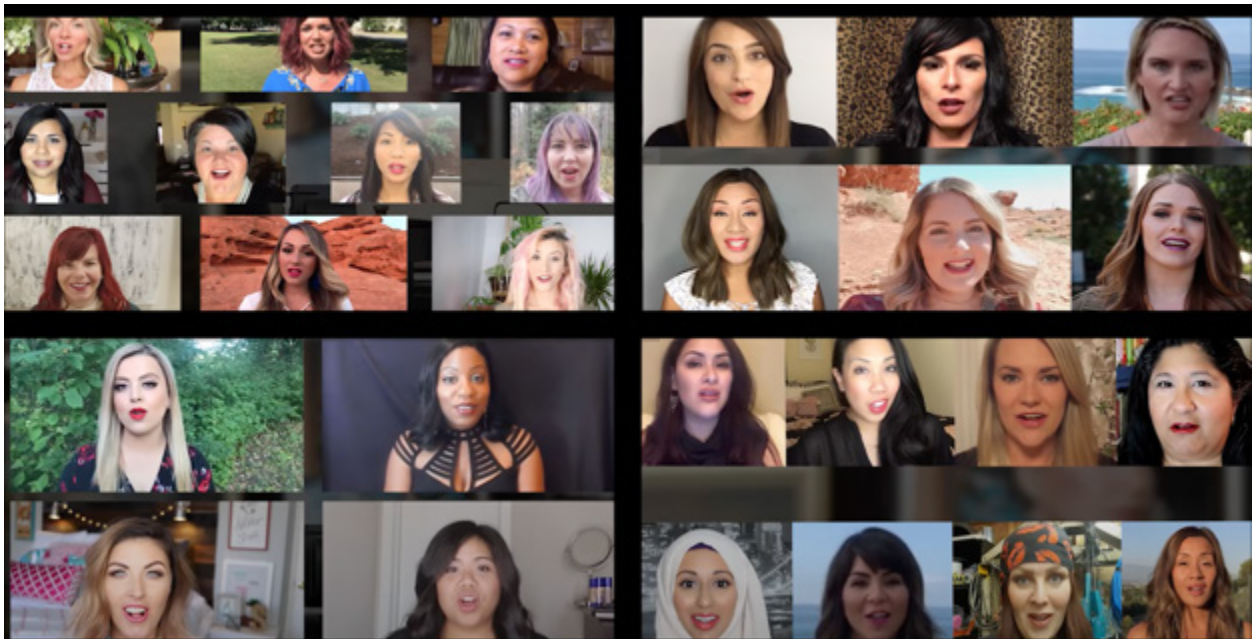
APPENDIX 2

SENEGENCE DISTRIBUTORS AND CULTURE

SENEGENCE MISSION STATEMENT

We empower women around the world to Live Life in Love and Abundance through careers that really work, selling innovative beauty products that really work.

It Started With One: You Tube Video on SeneGence



Pictured above: SeneGence distributors featured in "It Started With One" video.

A LIFE OF *love* AND *abundance* STARTS HERE

"We supply our Distributors with virtual trainings, events, business tools, and opportunities they need to build their businesses. Through hard work, dedication, and perseverance, our Distributors have earned gifts, built lifelong friendships, and traveled around the world."



Pictured above: Products and samples included in the SeneGence New Distributor Kit

"We embrace the uniqueness, the funkiness, the quirks. People bring their own party to the team," says Joni. "SeneGence distributors started wearing blue floral logo print which has become an informal uniform."



Pictured above: Distributors at event in SeneGence blue floral print clothing. Proceeds from the SeneGence clothing lines support the company foundation.



Pictured above: SeneGence distributor events. The company holds an annual seminar each year. The largest to date had 14,000 in attendance. During Covid, SeneGence held virtual and hybrid annual seminars ([Appendix 9](#)).

APPENDIX 3

KANTE FAMILY RULES OF ENGAGEMENT



RULES OF ENGAGEMENT: HUSBAND & WIFE SUCCESSFULLY WORKING TOGETHER

Ben Kante & Joni Rogers-Kante

General Rules of Engagement; “Everything we do, we do for family; intimate and extended”

- Determine annual goals each September for coming year, 5-year, 10 year (moving targets) for personal and business—always start with family, no exceptions.
- Review/update week by week travel, commitment, and activity calendar prior to each successive month.
- Work side by side, yet on separate parallel projects leading towards goals. Keep the other informed and updated for continuity of thought and information—important for others understanding of decision making for overall alignment within each’s realm of responsibility.
- Do not withhold information—good or bad.
- Be respectful at all times of input, opinion, emotions expressed, and information provided by the other.

Rules of Engagement IN THE WORKPLACE: “We are only as good as the facts we learn/know upon which to make decisions”

- Honor titles and Org chart. When there is a difference of opinion, CEO directives apply with exception of daily physical operational issues; and all supports 100%.
- Clearly defined areas of responsibility and honor those decisions made by the authority in charge.
- If decisions are disputable by the other— follow the 3-pass approach. The other who is not in agreement with decision may present to whoever made the decision other/additional options/solutions three different and separate times that might change the outcome of the original decision. Alternative options must include different facts/options/input. If the original decision makers directive does not change during any of the three option opportunities presented, the original decision stands and all must support 100%.
- Reserve the more passionate disagreements between one another for private discussions away from employees.

Rules of Engagement WORK WHILE AT HOME (Vacation, Holidays, & Travel Time): “Guard private time to refresh and renew”

- Ask permission to discuss work.
- When working from home office, ask permission to discuss work if needed after business hours.
- Never argue over business decisions at home after business hours unless mutual agreement to discuss.
- Discuss all aspects of business in front of children so they may learn the good, bad, and the ugly of running a business.



APPENDIX 4

THE CHALLENGE OF GROWTH

Joni notes on SeneGence “before” and “after” [growth spurt](#).

Leadership team before: After initial success, Joni started to build an executive team. Michael Moad served as chief legal officer to properly document policies and procedures, regulations, and begin to help build a team culture. Ben Kante has served in several roles ranging from operations to strategy.

Leadership team after: SeneGence brought in Phillippe Guerreau as president. Phillippe previously worked with L'Oréal and has been building the structure of the company for the last five years along with the existing SeneGence executive team including Michael, Ben, Joni's eldest son Alan and several long-time employees.

Manufacturing before: “We used to do everything by hand. We'd fill tubes and put labels on by hand. Lots of things needed to be automated.”

Manufacturing after: “When we started doing lots of volume, Ben and I went to Italy and had auto machines made. Our chemist was our main 3rd party manufacturing. We bought the manufacturing rights from him so we could manufacture internally. He was very well-paid and still working on projects for us. Now we are ready to grow two (or more) times bigger.”

R&D before: “In the past, the chemist and I would have a phone conversation. I'd describe to him what I wanted and he'd have it on my desk within the week.”

R&D after: “Now it takes six months to a year to develop a product. There are many steps and approvals, including checking if the product can be sold in Europe and Australia and elsewhere.”

Accounting before: “Early on, we didn't know what KPIs were. It was ‘what do we do today’ approach. I'd look back over the week's numbers, compare to last year, and have gut instinct about what's going on.”

Accounting after: “Now we have a process which is much more numeric with dashboards. It's driven by a team of people who are paid just to do that.”

Online processes before: “A website and order page and an online store template site for distributors. Facebook pages.”

Online processes after: “Every social site you could imagine, blogs, online new distributor training portal, SeneLook (augmented reality - virtual make up try on), SeneShop (logged online clothes and accessories), website for samples, site for events, site for customer tracking. All back-office systems.

Team before: Joni would interview team members, assess fit with the mission and culture. The original 50 were hired by heart. What contribution can you make to the team? We'll plug you in where you think you can offer the most. They had the heart, and the passion, and they were problem solvers.

Team after: “Hiring in mass numbers is not a great way to build the company.” The 500 were hired by HR. There are measurements provided by HR. There is a loss of culture compounded by work at home and Covid. We have a high turnover rate right now. This would not have happened with my original team. I'm trying to get back to some of that.



Pictured above: Manufacturing and warehouse facilities.

A WORKDAY IN THE LIFE OF JONI ROGERS-KANTE

Pictured above: Sample day from Joni Rogers-Kante daily planner.

APPENDIX 6

SENEGENCE TRAINING TOPICS



Sales Team Training This Week:

Monday – 08/15/22

1:00 PM – Makeup Monday – Bex Robertson – SeneGence Global Distributor Group

Tuesday - 08/16/22

8:00 AM – Sentiments Highlights – SeneGence Global Distributor Group

10:00 AM – 10 Faces Makeover – Tracey Zimmer – SeneGence Global Distributor Group

1:00 PM – Tuesday Tips – Theresa Martin – SeneGence Global Distributor Group

Wednesday - 08/17/22

1:00 PM – Make it to Maiden Wednesday! – Sarah McFall – SeneGence Global Distributor Group

Thursday - 08/18/22

10:00 AM – 10 Faces Makeover – Rosie Spagnuolo – SeneGence Global Distributor Group

Friday – 08/19/22

1:00 PM Foundation Friday – Melany Bass – SeneGence Global Distributor Group

Pictured above: Post from Global Training Facebook page on monthly trainings offered to all distributors.

United States CorporateCalendar						
April	2022	State	April 2022	United States Corporate		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7 • Seminar 2022	8 • Seminar 2022	9 • Seminar 2022
10 • Seminar 2022	11 • Queen & Above Day	12	13	14	15	16
17	18 • News, Program & Promos (Spanish) • 11AM-Booking-Calendar Control • Inspirational Monday	19 • Social Media & Tools (Spanish) • Booking-Building a Contact List • Demo Highlights (French)	20 • Product Knowledge (Spanish) • Product Knowledge (French) • Booking-Hostess Rewards & Coaching • SeneBiz	21 • Personal Development & Business (Spanish) • Demo Highlights (Spanish) • Booking-Sponsoring Opportunities • Prospecting (French)	22 • SeneCafe Latino • Booking - Keeping Track of Your Bookings • Fast Start Success -Your First 30 Days	23
24 • Puerto Rico Road Show	25 • News, Program & Promos (Spanish) • DEMOing - How Many a Week? • Inspirational Monday • DEMOing - Virtual Demos	26 • Social Media & Tools (Spanish) • Prospecting • Prospecting (French) • DEMOing - What Do You Need	27 • DEMOing - Using Your Beauty Book & Set Up • WOWing (Spanish) • I'm New, What's Next? Leadership Rankings -Qualifications for Ranks	28 • Emotional Intelligence for Business • Personal Development & Business (Spanish) • I'm New, What's Next? (Spanish) • DEMOing-Formating of a Demo • Product Knowledge (French)	29 • SeneCafe Latino • Demo Highlights • Demo Highlights (French) • Fast Start Success-Your First 60 Days	30

Pictured above: Online monthly training calendar—All open trainings, corporate events and travel incentives are noted on the monthly online events calendar.



SeneSential

Weekly Calendar and Goal Sheet

Distributor Name:				Week Ending:			Weekly Goals
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
8:00	8:00	8:00	8:00	8:00	8:00	8:00	Booking/Wowing In Person Booking/Wowing:
9:00	9:00	9:00	9:00	9:00	9:00	9:00	
10:00	10:00	10:00	10:00	10:00	10:00	10:00	
11:00	11:00	11:00	11:00	11:00	11:00	11:00	Online Booking/Wowing:
12:00	12:00	12:00	12:00	12:00	12:00	12:00	Demo/Show Sales In Person Demo/Show Sales:
1:00	1:00	1:00	1:00	1:00	1:00	1:00	
2:00	2:00	2:00	2:00	2:00	2:00	2:00	
3:00	3:00	3:00	3:00	3:00	3:00	3:00	Online Demo/Show Sales:
4:00	4:00	4:00	4:00	4:00	4:00	4:00	Reorder Sales In Person Reorder Sales:
5:00	5:00	5:00	5:00	5:00	5:00	5:00	
6:00	6:00	6:00	6:00	6:00	6:00	6:00	
7:00	7:00	7:00	7:00	7:00	7:00	7:00	Online Demo/Show Sales:
8:00	8:00	8:00	8:00	8:00	8:00	8:00	
8:00	8:00	8:00	8:00	8:00	8:00	8:00	
Total Sponsored	Total Sponsored	Total Sponsored	Total Sponsored	Total Sponsored	Total Sponsored	Total Sponsored	New Distributors Sponsored In Person New Distributors Sponsored:
Total Bookings	Total Bookings	Total Bookings	Total Bookings	Total Bookings	Total Bookings	Total Bookings	
Total Re-order	Total Re-order	Total Re-order	Total Re-order	Total Re-order	Total Re-order	Total Re-order	
Total Demo	Total Demo	Total Demo	Total Demo	Total Demo	Total Demo	Total Demo	Online New Distributors Sponsored:
\$	\$	\$	\$	\$	\$	\$	

USF 0062 Revised 02/2025

Pictured above: Calendar and goals template provided to independent distributors.

APPENDIX 7

SOCIAL / COMMUNITY ACTIVITIES



Pictured above: Distributors engage in social causes in their communities with the support of the SeneGence Make Sense Foundation.



Pictured above: SeneGence cause-related campaign on billboard in New York.

APPENDIX 8

SENEGENCE OKLAHOMA LOCATIONS AND PLAN



HOME OF THE CHIEFTAINS

Sapulpa

INVEST IN THE *Crossroads of America!*

Senegence™

KANTE GROUP

SENEGENCE.COM

MAP OF OUR PROPERTIES

City of Sapulpa

Senegence began moving into their Westside warehouse the end of 2018. This 150,000 square foot facility is where our Senegence family ships products to all around the world. It will also be the future facility for manufacturing our Senegence products.

4430 W. 40TH ST

SENEGENCE WESTSIDE WAREHOUSE

- 1 BURNETT HAVEN (SENENHAW)
- 2 SENEGENCE FINANCE AND CALL CENTER (SENENHAW)
- 3 ESPORTS - WARPPOINT LOUNGE (SENENHAW)
- 4 SENESTYLE BOUTIQUE (SENENHAW)
- 5 OLD CITY HALL (SENENHAW)
- 6 THE SAPULPA HOTEL (SENENHAW)
- 7 CROSSROADS COCKNEY (SENENHAW)
- 8 SENEGENCE OFFICES (SENENHAW)
- 9 THE BERRYHILL (SENENHAW)
- 10 THE WRECK (SENENHAW)
- 11 TEEPEE DRIVE IN (SENENHAW)
- 12 SENEGENCE WESTSIDE WAREHOUSE (SENENHAW)

DOWNTOWN MASTER PLAN

The City of Sapulpa recently passed a \$40 million dollar bond — \$5 million solely for the downtown area! This money will create a vibrant pedestrian-oriented lifestyle, while building off of our historic Route 66, and opening new and exciting businesses downtown for a nightlife and destination every day of the week.



DOWNTOWNSAPULPAPLAN.COM

PROJECTIONS

Kante Group

Estimated capital over the NEXT 5 YEARS
\$20,000,000

Estimated job creation over the next five years:
200

Estimated payroll:
\$10,000,000

Senegence

Expected job growth based on Senegence expansion over the NEXT 5 YEARS
200-300 NEW JOBS

Expected increase in tourists PER YEAR based on customer visits
\$10,000,000



KANTE GROUP AND SENEENCE ALONG WITH THE CITY OF SAPULPA'S DOWNTOWN MASTERPLAN ARE MAKING OUR CITY THE MOST UP AND COMING *space* IN WHICH TO INVEST. KANTEGROUP.COM

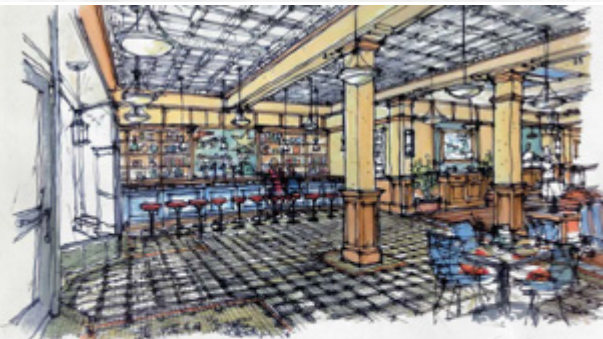
OLD CITY HALL

716 E. CONEY AVE.

Renovations completed in December of 2020, Old City Hall is now a popular Airbnb for those getting their kicks on Route 66 or just wanting to visit Sapulpa!

Also located inside the Old City Hall building, you will find the Kante Group offices on the first floor.

KANTEGROUP.COM



SAPULPAN.COM

ON WATER ST THE SAPULPAN HOTEL

In the heart of downtown Sapulpa stands this four-story building which in its hey day was a beautiful hotel. Its hey day is coming again as each room will be uniquely decorated for a wonderful place to stay in Sapulpa.

BURNETT MANSION

320 S. MAIN ST.

Renovations completed in October of 2020, the historical mansion is now an event venue and houses the non-profit Make Sense Foundation.



BURNETTMANSION.COM
MAKESENSEFOUNDATION.ORG



320 S. MAIN ST.

This alluring building on Sapulpa's Main Street was remodeled in 2017 to house the call center for Senegence. It has recently been expanded to include the Finance center for Senegence.

SENEENCE FINANCE AND CALL CENTER

SENEENCE.COM



CROSSROADS COOKERY

137 E. DENEY AVE.
CROSSROADSCOOKERY.COM

Scheduled to open in 2022, Crossroads Cookery, located in the downtown on Route 86, will be home to several different food offerings including an ice cream parlor, bakery, restaurant and the Crossroads Coffee Lab showcasing a custom made coffee roaster!





CROSSROADS COFFEE LAB

CROSSROADSCOFFEEELAB.COM

SENEGENCE EVENT OFFICES

Above the Crossroads Cookery, the Senegence Event Team Office is decorated with artifacts from the Pacific Island chain Vanuatu from which Senegence sources ingredients for products. The Senegence Event Offices are located in the modern, open concept of the second floor.











SENEGENCE.COM

137 E. DENEY AVE.

TEEPEE DRIVE IN

Set to open spring of 2022, the TeePee Drive-In Movie Theater will be a great family experience, with even the option to lodge in one of the renovated Spartan campers. Food truck offerings along with the traditional movie food fares will make a late-night movie an excellent experience.

13166 W. OZARK TRAIL

TEEPEDRIVEIN.COM



Pictured above: Rogers-Kante Family Ranch

APPENDIX 9

SENEWORLD VR MEETING



Pictured above: First major Virtual Conference. Held “in the round” in which all attendees could be seen, interacted with and participate in an auditorium-like setting with participants live on surrounding screens.



Pictured above: Small virtual retreat with top distributors. Conference room-like setting using Oculus headsets and avatars representing participants.



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