

**DSA** Industry  
Leadership  
Retreat

A CEO Focused  
and Led Discussion

JANUARY 8-10, 2020



## AGENDA

### Wednesday, January 8

6:00 – 9:00 p.m.

#### **Welcome Dinner**

Enjoy a relaxing dinner with fellow retreat participants and spouses. We'll do quick introductions over dinner to help everyone get to know each other before the program begins tomorrow morning.

### Thursday, January 9

8:00 – 9:00 a.m.

#### **Buffet Breakfast**

Fuel up so you'll be energized to participate in our content-rich program.

9:00 – 10:15 a.m.

#### **KPI Best Practices—What's Working**

CEOs will engage in a rapid-fire conversation to share your best examples of the past year for a KPI that increased activity, productivity, efficiency or sponsoring. Share what actions were put into place and why these actions contributed to your success as a company and chief executive. We'll want to know things that worked and the things that you won't be doing again. What will you continue to do to have impact moving forward? Bring examples and supporting documents to share to help us gain as much as possible from your success and we'll do the same on our initiatives.

*Cindy Monroe, Founder and Chief Executive Officer,  
Thirty-One Gifts*

10:15 – 11:15 a.m.

#### **Regulation and the Future of the Direct Selling Business Model**

We will explore your perceptions of the current regulatory climate, with a particular emphasis on the U.S. Federal Trade Commission. How will the current regulatory environment affect your ability to compete with other channels and the gig economy phenomenon?

*Deborah Ashford, General Counsel, DSA and DSEF,  
Hogan, Lovells US LLP*

11:15 a.m. – 12:15 p.m.

#### **Industry Positioning**

Public perception of direct selling impacts so much more than reputation. It also makes a difference in legislative success and FTC scrutiny. Engage in a discussion to help shape the future of your company and industry. How might we move forward as a group to improve reputation, reposition the opportunity and rejuvenate our growth possibilities?

- What are the key issues holding your business back?
- What do you see are the key roles and responsibilities of DSA?
- What can individual companies do to make a difference?

*Crayton Webb, Owner & Chief Executive Officer,  
Sunwest Communications*

# AGENDA

## Thursday, January 9 *(cont.)*

12:15 – 1:30 p.m.

### Lunch

#### What Your Communications Team Needs You to KNOW

Meet up with the communications professionals participating in the Communications Retreat to learn what is most important for them regarding today's communications and marketing challenges and opportunities.

*Mark Stastny, Chief Marketing Officer, Scentsy, Inc.*

1:45 – 3:00 p.m.

#### The Future of Direct Selling: Digital Transformation

This seasoned executive will describe how one company is approaching the digital future and present ideas for your discussion about what this transformation might portend for your business.

*Vince Perfetti, Chief Transformation Officer, Nu Skin*

3:00 – 3:15 p.m.

### Break

3:15 – 4:30 p.m.

#### The Chinese Market—Direct Selling's Biggest Opportunity or Challenge?

CEOs will discuss the latest developments related to doing business in China, and what those developments could mean for direct sellers around the globe.

*Roger Barnett, Chairman and Chief Executive Officer, Shaklee Corporation*

*Ryan Napierski, President, Nu Skin*

4:30 – 6:00 p.m.

#### Nu Skin Headquarters Tour

6:30 – 9:30 p.m.

Black Sheep Restaurant  
19 N University Ave  
Provo, UT 84601

#### Reception and Dinner

Continue the conversations over an informal networking dinner.

## Friday, January 10

8:00 – 9:00 a.m.

#### Buffet Breakfast

Fuel up so you'll be energized to participate in our content-rich program.

9:00 – 10:15 a.m.

#### CBD—Gold Rush or Fool's Gold?

Direct sellers are reportedly the largest sellers of CBD products, even while the overall marketplace wrestles with issues of regulation, efficacy, and GMP. Where is the CBD market going for direct sellers? Our participants will discuss.

10:15 – 10:30 a.m.

### Break

10:30 a.m. – Noon

#### Hot Topics

Noon – 1:00 p.m.

#### Wrap-Up and Lunch



**Deborah Ashford**

General Counsel, Direct Selling Association and Direct Selling Education Foundation, Hogan Lovells US LLP

Deborah Ashford is a partner at Hogan Lovells US LLP and serves as general counsel to the Direct Selling Association, the Direct Selling Education Foundation and the World Federation of Direct Selling Associations. Deborah provides general tax, corporate and related representation to trade associations, foundations and for-profit entities, and many other nonprofit organizations. Deborah received her law degree from Yale Law School in 1981 and has been with Hogan Lovells (formerly Hogan & Hartson) since graduating. She received her BA from the University of Alabama in 1972 and a master's degree in 1974.



**Alfredo Bala**

Chief Executive Officer and President, Mannatech, Inc.

CEO and President, Alfredo (Al) Bala joined Mannatech in October 2007 as Senior Vice President, Global Sales before being named Executive Vice President, Sales in June 2011. He was then named President in 2014 to even better support Mannatech's independent sales Associates. Al also serves as a board member for the Mission 5 MillionSM (M5M) Foundation, which works in conjunction with Mannatech to link five million consumers of Real Food Technology® supplementation with five million children in need. Before joining Mannatech, Al served as Chief Operating Officer of Britt Worldwide, LLC from 1992 to 2006. Prior to that, he served as manufacturing plant manager for Bose Corporation from 1983 to 1992.



**Roger Barnett**

Chairman and Chief Executive Officer, Shaklee Corporation

Roger Barnett is the Chairman and CEO of Shaklee Corporation. He began his career at the investment banking firm Lazard Freres & Co. He then organized an investment group to acquire control of Arcade, Inc., which he transformed into the largest sampling company in the world. He was also the founder and Chairman and CEO of Beauty.com, which continues to be one of the leading internet retailers in the cosmetics industry. Roger has been selected as a Global Leader for Tomorrow by the World Economic Forum (Davos) and has also been selected as a Young Leader Fellow of the National Committee on U.S.-China Relations. Barnett received his undergraduate degree from Yale College (Summa Cum Laude), his law degree from Yale Law School (Senior Editor, *Yale Law Journal*), and his MBA from Harvard Business School.



**Jim Brown**

Chief Operating Officer and President, USANA Health Sciences, Inc.

Jim Brown was promoted to USANA's President and COO in December of 2016. Jim has held numerous positions at USANA including; Chief Operating Officer, Chief Production Officer and VP of Global Operations. Jim received his MBA in 1994 and a double major in Math & Computer Science in 1991, both from Francis Marion University. He has been in operations his entire career, working for Sonoco Products for 12 years and UPS for 7 years.



**Robert Cavitt**

Chief Executive Officer, Jenkon

Robert has been developing and delivering enterprise software solutions for the direct selling industry since 1986. As President of Jenkon since 1999, he oversees the development and support for multi-national e-commerce platforms, global genealogy and compensation management systems and responsive-design sales and reporting solutions for the field. Robert's expertise includes web service and API platforms (SOA) for integrating industry-specific solutions with horizontal or mainstream ERP systems. His experience also includes the budgeting, strategy, personnel management and Agile methodologies for implementing large-scale, software development projects across large, distributed organizations.



**J. Stanley Fredrick**

Chairman of the Board, Mannatech, Inc.

J. Stanley Fredrick has served as a Director on the Mannatech Board of Directors since September 2001. In November 2003, he was elected to serve as the Lead Director for the Mannatech Board of Directors.

Fredrick currently is the owner of Fredrick Consulting Services, which provides consulting services to the direct selling industry. In 2003, he was a founding board member of Professional Bank in Dallas, Texas, which is a boutique bank that provides certain financial resources to its customers. He also serves on the Professional Bank Audit Committee and Compensation Committee.

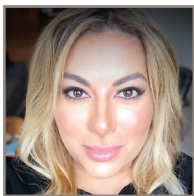
Fredrick has been actively involved in the Direct Selling Association for more than 30 years. He has served on the Direct Selling Association's Board and various committees. From 1987 to 1988, Fredrick served as Chairman of DSA and was inducted into the Hall of Fame in 1989.

## ATTENDEE BIOGRAPHIES



**Deborah Heisz**  
President and Chief Operating Officer, Nerium International

As President and Chief Operating Officer, Deborah has successfully chaired the company's global steering committee and directed the leadership team to position the company for new growth domestically and internationally. Deborah is driven to ensure that Nerium U.S. and international teams continue to move forward as a unique model of positivity, diversity, innovation and integrity in the worldwide direct selling industry. A graduate of Texas Tech University with a bachelor's degree in English, Deborah holds an MBA from The University of Dallas.



**Asma Ishaq**  
Chief Executive Officer, Modere

Asma Ishaq pioneered the collagen/HA dietary supplement and skincare markets when she co-founded Jusuru International in 2009 with a blue-ribbon product line based on the multi-patented nutraceutical Liquid BioCell®. Ms. Ishaq led Jusuru through its acquisition by Modere (Mo-dair), in February 2017 and was appointed Modere's CEO in January 2018. She has served as Committee Member for the Council of Responsible Nutrition and on the Advisory Board of IFRANA, spoken at industry stages including the World Collagen Conference and NutriCosmetics Summit, and appeared on Fox, CBS, ABC, and NPR.



**Darren Jensen**  
Chief Executive Officer and President, LifeVantage

Darren Jensen is a senior executive with more than 20 years of experience in the direct selling industry pioneering new business strategies, leading global marketing initiatives and maximizing revenue through product and geographic expansion. He is an expert at driving global profitability by setting high standards of excellence, managing brand identity and creating customer-centric products.



**Calvin Johnston**  
Chief Executive Officer and President, PartyLite

Calvin Johnston joined Luminex Home Décor & Fragrance Company in 2006 as President and CEO. Prior to this, he worked for two years as President and CEO at Candle-lite Company, three years as President and CEO at Leupold & Stevens, Inc. and President-Americas at Zodiac Pool Systems for one year before that. He graduated from the University of Florida with a Bachelor of Arts Degree in 1984 and received his Master of Management Degree in marketing and management strategy from J.L. Kellogg Graduate School of Management at Northwestern University in 1995.



**Deanna Jurgens**  
Chief Global Sales Officer, Rodan + Fields

Deanna is a General Manager experienced in consumer-centered businesses. She has demonstrated business results in food and beverage and non-consumables. Deanna is an effective people leader with success in hiring, developing and retaining top talent. She holds an BS in Psychology from The University of Oregon. She has completed executive programs at the Wharton School of Business, and is very involved in her community, most recently serving as Board President for Mercy Hospital.



**Danny Lee**  
Chief Executive Officer and President, 4Life Research

Danny Lee was appointed President and CEO in 2017. He came to 4Life in 2008 as the Chief Operating Officer and in 2015, was appointed Chief Marketing Officer. Danny has worked at well-known companies such as Mrs. Fields®, Merrill Lynch, Arthur Andersen, and Overstock™ throughout his career. He has strengthened the 4Life Product Registration Department and Quality Assurance program, furthering 4Life's goal to register products in dozens of countries around the world. He holds dual Bachelor's degrees in accounting and finance from the University of Utah.



**Melissa Lynch**  
Co-Founder and National Director, Boisset Collection

Melissa has been involved with start-up companies most of her career in B2B, B2C, and H2H (human-to-human). Today Melissa leads the direct sales division for Boisset Collection's family of wineries headquartered in Napa, CA. Melissa's passion is helping others to turn their passion for wine into a flexible "lifestyle business" and to help evolve the direct selling platform for next-generation entrepreneurs.



**Dave Merriman**  
Executive Vice President, ACN, Inc.

As Executive Vice President for ACN, Inc. Dave Merriman is responsible for Global Sales Support. Dave originally joined the company in 1995 shortly after its inception as the Chief Financial Officer. Among his duties, Dave fosters IBO training and support, while also working to promote ACN's compensation plan, ensure that ACN Independent Business Owners understand and comply with ACN's policies & procedures and the DSA Code of Ethics. Dave is also responsible for government regulations, industry affairs and currently serves on the Board of Directors of the Direct Selling Association and the Direct Selling Education Foundation.



**Cindy Monroe**  
Founder and Chief Executive  
Officer, Thirty-One Gifts

Cindy Monroe founded Thirty-One Gifts in 2003 in Tennessee, with a goal of giving women an opportunity to find financial freedom through owning their own businesses. Today, there are over 1,000 employees and more than 64,000 independent sales consultants throughout the U.S. and nine provinces of Canada.

Cindy received a bachelor's degree in marketing from the University of Tennessee at Chattanooga, and today she sponsors a college scholarship for girls in Hamilton County, Tennessee. She resides in New Albany, Ohio, with her husband and two children.



**Ryan Napierski**  
President, Nu Skin Enterprises

Ryan Napierski currently serves as Nu Skin's president. Prior to his current appointment, he served as president of global sales and operations, president of Nu Skin's North Asia region and president of Nu Skin Japan.

Napierski has a bachelor's degree in business, a master's degree in business administration from Duke University and a master's degree in international business from Goethe Universitat in Germany.



**Dan Orchard**  
President, Scentsy, Inc.

This Idaho native turned expat in 2016 to live in the UK and support consultants throughout Europe before moving down under in 2018 to work more closely with consultants in Australia and New Zealand. Since 2009, Dan has been instrumental in Scentsy's international expansion, leading Scentsy's internal teams in launching Scentsy in Canada and Europe. Dan has an MBA from Utah State University and an extensive background in international business (he speaks fluent Chinese), operations, products and direct selling. When he's not traveling for work, he enjoys adventure-seeking with his family and playing a round of golf.



**Jeffrey Reigle**  
President and Chief Executive  
Officer, Regal Ware

Jeffrey Reigle represents the third generation of Reigles to lead Regal Ware. With his extensive sales and production background and enthusiastic management style, he is uniquely qualified to lead the largest privately owned housewares manufacturing company in the United States. Reigle joined the company in 1973 as a management trainee and held several progressively responsible positions within Regal Ware, including various sales and production management positions from 1973-1984; Vice President, Corporate Development from 1984-1986; Vice President, Sales from 1986-1988; Executive Vice President, Housewares Sales from 1988-1991. He received his BA from Carroll College in Waukesha, Wisconsin.



**Jill Taylor**  
Chief Global Sales Officer,  
Stampin' Up!

Jill Taylor is the Executive Vice President of Sales for Stampin' Up!, a direct sales company specializing in paper crafting. Jill is responsible for revenue growth, global communications and customer support globally. Stampin' Up! operates in ten countries in North America, Europe and South Pacific regions.

Jill earned her Bachelor of Science degree in communications from the University of Utah. She is active in a number of charitable, community, and business endeavors. She served as treasurer on the board of the Economic Development Corporation of Utah, as chair of the Utah Bankers' Association, as a board member of United Way of Salt Lake and chair of United Way's Tocqueville Society, as a board member of Junior Achievement of Utah. Jill's continued service includes Regence Blue Cross Blue Shield of Utah and Utah Valley University Board of Trustees.



**Patrick Wright**  
Chief Executive Officer, AdvoCare  
International, LP

Patrick Wright is currently the Vice President of Marketing at AdvoCare. He has been with AdvoCare for over six years and before taking on his role in marketing served as Vice President of Sales. Patrick has been working in the direct sales industry for over 13 years and is a graduate of Brigham Young University and also the University of Dallas MBA program. While originally from Utah, Patrick resides in Dallas with his wife and three children.

## STAFF BIOGRAPHIES



### **Melissa Brunton**

Senior Vice President, Education and Meeting Services, Direct Selling Association

Melissa Brunton has been with DSA since 1998, originally serving as the Director of Education and Meeting Services. In 2002, she became Vice President, Education and Meeting Services and was promoted to Senior Vice President in January 2011.

Prior to joining the DSA team, Melissa held various positions in the Democratic National Committee's Finance Division, ranging from Director of Events to Chief of Staff.

Melissa holds a Bachelor's degree from George Mason University in Fairfax, Virginia.



### **Nancy Burke**

Vice President, Membership, Direct Selling Association

Nancy M. Burke is a graduate of the University of Virginia.

As DSA's Membership Director, she works with the more than 200 companies in the membership from small start-ups to well-known brand names and overseeing the retention and recruitment of corporate members. She earned the distinction of becoming a Certified Association Executive (CAE) from the American Society of Association Executives (ASAE) in June 2008.



### **Adolfo Franco**

Executive Vice President and Chief Operating Officer, Direct Selling Association

Adolfo Franco is Executive Vice President and Chief Operating Officer (COO) at the Direct Selling Association (DSA), responsible for managing and directing the government relations efforts for the Association in Washington, DC, and throughout the United States. In this capacity, he represents the Association and its member companies. He works to promote the direct selling industry's interests with Members of Congress, State Legislatures, as well as with both federal and state regulatory authorities. Franco also provides advice and counsel to member companies engaged in international activities, including serving as liaison to U.S. Government agencies such as the United States Trade Representative's Office, Department of Commerce, and Department of State on matters affecting direct selling companies' access to foreign markets.



### **Gary Huggins**

Executive Director, Direct Selling Education Foundation

Gary Huggins joined the Direct Selling Education Foundation (DSEF) as Executive Director in 2014. Through its partnerships with the academic community, DSEF engages and educates the public about how direct selling empowers individuals, supports communities and strengthens economies worldwide.

Prior to joining DSEF, Huggins served as Chief Executive Officer of the National Summer Learning Association, an organization that serves as a network hub for thousands of for profit and non-profit summer learning program providers and stakeholders.

He also served as Executive Director of the Aspen Institute's Commission on No Child Left Behind, a bipartisan, independent effort dedicated to improving federal education policy and implementation. Huggins was Executive Director of the Education Leaders Council, an organization representing elected and appointed leaders at all levels committed to improved educational performance and innovation. He was also the founding Executive Director of CSCV, a coalition of corporations, small businesses, and consumer and environmental groups that promoted market-based environmental solutions.



### **Joseph Mariano**

President and Chief Executive Officer, 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.



DSA ANNUAL MEETING

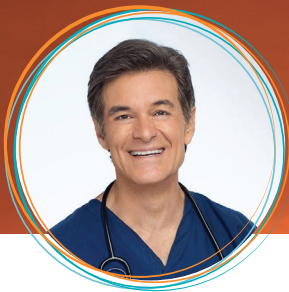
**SAVE THE DATE**

JUNE 7-9, 2020

JW MARRIOTT DESERT RIDGE  
PHOENIX, AZ

[ANNUALMEETING.DSA.ORG](http://ANNUALMEETING.DSA.ORG)

**FEATURED SPEAKERS**



**DR. MEHMET OZ**  
Best-Selling Author, Surgeon,  
TV Host and Professor of  
Surgery, Columbia University



**MARK SCHULMAN**  
Rockstar Keynote and  
Celebrity Drummer

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