



Become wiser by attending the 19<sup>th</sup> Direct Selling Edge Conference held for owners and employees of new and established direct selling companies.

Presented by Sylvina Consulting and Thompson Burton since 2011

**Tuesday and Wednesday, March 13-14, 2018**

**Hyatt Regency Orange County  
11999 Harbor Boulevard  
Garden Grove, CA 92840**

A large black rectangular box with a thick orange border. Inside, the word 'You' is in white on an orange square, and 'We' is in white on a red square. The text 'need to know more.' is in orange, and 'have a two-day school for you.' is in red. Below this, the text 'Learn what you don't know.' is in white, and 'Attend the Direct Selling Educational Conference for network marketing and party plan companies.' is in orange.

**You** need to know more.

**We** have a two-day school for you.

Learn what you don't know.

Attend the **Direct Selling Educational Conference** for network marketing and party plan companies.

**Tickets:** <https://www.directsellingedge.com/>

Save \$100 per ticket when you purchase yours by January 31, 2018.

**Lodging:** <https://directsellingedge.com/lodging-dse-19>

Our special group rate for lodging is valid for rooms booked by January 31, 2018.

## What Do People Say About Direct Selling Edge?

I went to another company's conference last spring. I learned more in the first two hours of this conference than I learned in two days with the other one. The content shared was detailed and specific. I now know how to proceed with our company.

I came to this conference two years later than I should have. Had I come two years earlier, I'd have saved over \$100,000 and two years.

What a great group of speakers! Jay Leisner is a great teacher and has a strong, experienced perspective on Direct Sales. I learned a lot from Kevin Grimes and Jeff Jordan that I needed to learn. Scott Burnett and Troy Dooly were very inspiring and personable. Donna Marie Serritella was a perfect afternoon speaker to keep us engaged and interested. I also enjoyed the experience to be able to ask everyone questions afterwards. Thank you!

I was amazed at the information. I thought it was going to be a broad stroke event to get you with different vendors. I was very surprised to see all of the targeted topics, how in depth they went into discussing very important issues, for anyone who's considering getting into the MLM business as a startup company. It's one of the best conferences that I have ever been to.

The conference was jam-packed with practical information on how to start and improve a direct sales business. Thank you very much for putting out such good training sessions and value. We appreciate it!

What a wonderful two days! So many things I hadn't thought of and the things I thought we were "good" on turned into my biggest eye-openers. I look forward to the relationships with this exceptional group of speakers/professionals.

I've been in the profession for 13 years and learned a lot. This direct selling school was presented by experts whose knowledge you can trust and who genuinely care about your success and the success of the industry. These people are knowledgeable and authentic.

Having been at numerous conferences, I have rarely attended one where **all** of the speakers had such great content, passion and energy! If you are considering starting an MLM company, there is no better resource to use like this.

The price of this event is a bargain. I have paid thousands of dollars more to attend conferences that were less informative, less instructive, and less friendly. The information shared, the contacts gained, and the friendships formed with other people in the industry are priceless.

Jay and the group of presenters were excellent teachers, so knowledgeable in their respective areas. We were blown away with the content and would highly recommend this to anyone considering starting/growing a direct selling business.

**Tuesday, March 13, 2018 9:00am – 5:00pm**

### **What Is Direct Selling?**

**Speaker: Jay Leisner**

Direct selling is different from other business models. Understand the differences and similarities between network marketing companies and party plan companies. Find out why both are MLM.

### **Compensation Plan Design 101**

**Speaker: Jay Leisner**

Compensation plans are designed to motivate specific behaviors. Discover the building blocks and understand the behaviors to be motivated by field compensation.

**Break**

### **Demystifying MLM Law**

**Speaker: Kevin Thompson**

The industry has developed over the past few decades through a myriad of state statutes, regulatory actions and class action lawsuits. Gain a deep understanding of the current status of the law after tracing decades of fascinating history. You will also learn about the September 2015 Vemma and the July 2016 Herbalife FTC actions, and what they mean for all direct selling companies.

## **Nine Things You Need Before MLM Software**

**Speaker:** [Jerry York](#)

Before selecting a software provider, get prepared by addressing the nine core operational areas (merchant accounts, paying commissions, and seven more) that every company must tackle. When you do this before obtaining software, the technology implementation process will go smoother and you'll lose less hair.

### **Lunch**

## **Recruiting and Building Your Field Force**

**Speaker:** [Jeff Jordan](#)

In the beginning, it's your company's responsibility to recruit. It's faster when you have your initial leaders in place. Learn what to spend on initial recruiting, and how and what to do to find them.

## **Distributor Compliance**

**Speaker:** [Donna Marie Serritella](#)

Compliance is one of those things that many companies don't think about until it is too late. For example, a handful of income claims can generate large, full scale investigations from regulators. This presentation will help you evaluate your current distributor compliance efforts and needs. You will learn why it is so important to implement your Compliance Department before you open. And, you will recognize the role that every distributor plays in keeping your company clean of regulatory issues.

### **Break**

## **Social Media Best Practices**

**Speaker:** [Karen Clark](#)

Setup your company pages on Facebook, LinkedIn, Twitter, Google+, Pinterest, and YouTube. Learn best practices and step by step instructions for creating an ethical and effective presence in the social media landscape.

**5:00pm – 7:00pm**

**15-Minute Appointments With Speakers**

**Wednesday, March 13, 2018 9:00am – 5:00pm**

## **Compensation Plan Design 201**

**Speaker:** [Jay Leisner](#)

Discover the science behind compensation plan design. Avoid the common pitfalls faced by others. Evaluate your compensation plan in light of wisdom you'll learn here.

## **Want To Know How A Direct Seller Thinks?**

**Speaker:** [Joan Robison](#)

Knowing the direct seller is crucial in order to have a clear vision, an inspiring mission, and growth in your direct selling company. Learn the mindset of your sales force. Replace their fears with consistent "feel good" activities and rewards including recognition, incentives and specials. Gain a fresh perspective about how your volunteer sales force will do anything for a company when they feel a part of it.

### **Break**

## **Direct Selling Operations: On Time and On Budget**

**Speaker:** [Emily Trainor](#)

Operational excellence depends on being efficient and consistently meeting strategic goals within established timelines and cost constraints. Come prepared to learn the best strategies for successful project planning and project management in the key areas of direct selling operations of distribution, inventory management, and support systems.

## Lunch

### Eight Pillars of Iconic Companies

Speaker: **Troy Dooly**

Launching a new company is more than just having a different product, or launching a better service. To launch a successful company you have to be driven to make a difference in the world! Dooly shares the eight pillars iconic companies all have in common and how when you build on these same eight pillars and fully understand your driving purpose, you will increase your success as an entrepreneur one hundred fold. Learn how some of the most successful teams in history have gone on to become iconic purpose-driven corporate cultures.

### Regulatory Spray

Speaker: **Kevin Thompson**

Learn ten specific strategies to keep your MLM or Party Plan company safe from federal and state regulators.

### 20 Secrets of Successful Direct Selling Companies

Speaker: **Jay Leisner**

Discover these secrets now and use them to be successful.

## Break

### Panel Discussion

Speakers: **All**

This is a great opportunity for you to get fast answers to your questions on any of the topics presented thus far, or any other areas of interest. Submit your questions in writing. We'll answer as many as we can for you.

5:00pm – 7:00pm

15-Minute Appointments With Speakers

## How Do The DS Edge Faculty Members Help Companies?

**Jay Leisner**  
Sylvina Consulting

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[www.sylvina.com](http://www.sylvina.com)

503.244.8787

1. Publishes the 250-page book "Start Here: The Guide to Building and Growing Your Direct Selling Company".
2. Designs and improves compensation plans for party plan and network marketing companies that motivate and reward the 12 essential field force behaviors.
3. Analyzes data and recommends specific changes to improve the performance of established direct selling companies so they can grow faster.
4. Edits and writes content for marketing documents, catalogs, web sites and training materials.
5. Mentors direct selling company owners and executives in all areas of business development.

**Kevin Thompson**  
Thompson Burton

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615.465.6001

1. Reviews and modifies compensation plans for legal/regulatory compliance.
2. Develops and drafts Distributor Applications and Agreements, Policies and Procedures; Customer Agreements, AutoShip Agreements, Income Disclosure Statements, and other uniquely MLM documents.
3. Reviews product labels for FTC/FDA compliance.
4. Reviews marketing, promotional, and training materials for FTC/FDA compliance.
5. Distributor compliance.

**Jerry York**  
**By Design Technologies**

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[www.bydesign.com](http://www.bydesign.com)

**813.253.2235**

1. Educates startups and established direct selling companies with facts about MLM software to ensure their business success.
2. Shares knowledge gained from more than 35 years of direct selling industry experience as a distributor, company executive, company owner, and software sales expert.
3. Provides web-based direct sales, party plan and MLM software with a flexible commissions and bonus engine.
4. Offers tools for independent representatives to increase sales, maximize recruiting, and boost retention.
5. Has a solution to take your company mobile with a suite of promotion components for iPhone and Android that require no back office integration.

**Jeff Jordan**  
**Jordan & Associates**

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**480.225.4065**

1. Creates build strategies (knowing what to lead with, what's most important, and how to stay focused on it).
2. Teaches how to attract leaders.
3. Acts as your Interim VP Sales (marketing professional corporate expertise).
4. Reviews your comp plan from a top distributor's perspective.
5. Offers MLM/party plan advice and counsel, coming from 30 years of experience.

**Donna Marie Serritella**  
**Direct Selling Solutions**

[directsellingsolutions@gmail.com](mailto:directsellingsolutions@gmail.com)  
[www.directsellingsolutions.com](http://www.directsellingsolutions.com)

**702.439.3138**

1. Sets up internal compliance departments for direct selling companies.
2. Assists MLM expert attorneys with the development of Policies & Procedures.
3. Establishes official documentation for infraction management.
4. Provides training on compliance education for distributors, leaders and staff.
5. Monitors and alerts distributors when policy infractions come up including distributor communications and follow up.

**Joan Robison**  
**Joan Robison Partners, LLC**

[joanrobison1@gmail.com](mailto:joanrobison1@gmail.com)  
[www.joanrobison.com](http://www.joanrobison.com)

**360.731.5779**

1. Delivers dynamics of duplication and trains how to use systems to increase simplicity and produce actionable results.
2. Equips and inspires field consultants to act and gain results in sales, prospecting, booking, recruiting and leadership development.
3. Creates and performs customized training based on specific company needs, including marketing materials, weekly webinars and corporate training videos.
4. Coaches corporate sales teams and field consultants to break through performance, drawing on both field and corporate experience.
5. Shares high-level strategic suggestions for start up or seasoned companies to create consistency in all areas of the business by providing thought-provoking insight into the mindset of the direct seller and how to know your sales force.

**Emily Trainor**  
**Orbis Consulting Services**

[emily@orbisconsultingservices.com](mailto:emily@orbisconsultingservices.com)  
<http://www.orbisconsultingservices.com>

**443.865.5885**

1. Provides systemic implementation guidance and documentation.
2. Creates SOPs and designs forecasting and demand planning tools for start-ups.
3. Guides and implements process improvements to create efficiencies.
4. Develops sales strategy and execution plan.
5. Sets up supply chain, distribution, and inventory management.

**Karen Clark**  
**My Business Presence**

[karen@mybusinesspresence.com](mailto:karen@mybusinesspresence.com)  
[www.mybusinesspresence.com](http://www.mybusinesspresence.com)

**707.588.9290**

1. Sets up initial social media sites including Facebook, Twitter, YouTube, Pinterest, LinkedIn and Instagram.
2. Creates consultant-only Facebook Groups for consultant communication and community-building.
3. Develops and implements weekly/monthly social media strategy for content creation/social media posting.
4. Creates and implements listings in free or paid "work at home" and "party plan" business directories.
5. Develops and implements live or recorded training on social media topics for consultants and leaders.

**Troy Dooly**  
**Beachside CEO**

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[www.beachsideceo.com](http://www.beachsideceo.com)

**850.543.2823**

1. Crafts the branding of the company based on a purpose-inspired message.
2. Educates company owners on how to articulate to the public the real purpose behind their branding, through storytelling by using spoken and written word.
3. Designs all internal processes (compliance, customer service, shipping, field communication, compensation plans, marketing collateral and others) to reflect the true purpose and story of how the company and its products make a positive difference in the world.
4. Develops the foundational sales, marketing, and personal development systems used by the field force, including videos, social media, company training, etc., to create a culture which totally supports the story behind the company.
5. Crafts a content creation/approval campaign which falls inside the current regulatory spray and sustains the true purpose of the company founders.



## Faculty Contact Information

**Jay Leisner**  
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**What Is Direct Selling?**  
**Compensation Plan Design 101**  
**Compensation Plan Design 201**  
**20 Secrets of Successful Direct Selling Companies**

Jay Leisner brings over 25 years of unparalleled business experience and success to the direct selling industry. His company, [Sylvina Consulting](http://www.sylvina.com), has helped to launch and improve hundreds of home party plan and network marketing companies since 1999.

Compensation plan design and evaluation, business plan development and forecasting, improvement of marketing and training materials, direct selling coaching, software evaluation and selection, and business performance evaluations are most frequently requested services.

Sylvina Consulting also publishes the top-rated 250-page direct selling startup book, [Start Here: The Guide For Building and Growing Your Direct Selling Company](#).

Previous to launching Sylvina Consulting, Jay worked for 13 years with a major direct selling software provider as a software developer, project leader and business analyst to provide both startups and existing companies, in the USA and abroad, with customized software solutions to meet the requirements of their businesses. Along the way while helping them, Jay learned the secrets of successful direct selling companies.

In true entrepreneurial spirit, Jay's decision to start Sylvina Consulting as a direct selling and compensation plan consulting company was driven by what he saw as a need in the marketplace for answers, good advice, and solutions for direct selling companies. His in-depth experience working with major companies and new enterprises, his broad knowledge of this marketing channel, his understanding of many types of businesses, and his passion for helping others have earned Jay the respect and admiration of direct selling companies, peers, and employees alike.

**Kevin Thompson**  
Thompson Burton

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**Demystifying MLM Law**  
**Regulator Spray**

Kevin is one of the most sought after MLM attorneys in the country. He is co-founder of the law firm of Thompson Burton and specializes in providing legal services for startup direct sales organizations. Named as one of the top 25 most influential people in direct sales, Kevin Thompson has extensive experience and helps entrepreneurs launch their businesses on secure legal footing.

Kevin is a leader and prolific contributor in the direct sales community. He has published multiple ebooks accruing over 65,000 reads and 2,500 downloads. He has served as a keynote speaker at the international direct sales conference in Amsterdam.

Prior to starting his law practice, Kevin gained valuable experience while serving as Chief Counsel for Signature Management Team, LLC, also known as Team. Team is one of the largest providers of sales aids for distributors in the network marketing industry. While at Team, Kevin worked closely with Amway and MonaVie's compliance departments to ensure Team's marketing materials passed regulatory review. He has the experience and tools necessary to help entrepreneurs launch their businesses on solid legal footing.

**Jerry York**  
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**813.253.2235**

### **Nine Things You Must Know Before MLM Software**

Jerry York is the Vice President of Sales at ByDesign Technologies.

His career in Network Marketing and Party Plan spans over 35 years. He has extensive experience in the field as a distributor, the owner of his own network marketing company, and as an executive with three software information systems providers.

Jerry has worked closely with start-up companies as well as large, established, international DSA companies. He has published several articles on the industry and has spoken worldwide on building strong and lasting downlines. Jerry has been an integral part of the ByDesign team since 2004.

**Jeff Jordan**  
**Jordan & Associates**

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### **Recruiting and Building Your Field Force**

Jeff Jordan is a 25-year plus veteran of the direct sales/network marketing Industry. He started as an independent distributor and within a few short months had achieved top ranks and qualified for the company's automobile program. After a successful run as a top distributor, Jeff joined a network marketing training company as VP of Sales and later became Executive VP. Jeff later left the training company to again build a network marketing organization where he and his wife had the fastest growing organization in the company and Jeff was appointed as National Director of Training. Jeff went on to become a direct selling consultant specializing in sales, training, and top distributor recruitment programs. Jeff has also served on more than one occasion as founder and executive of direct selling companies.

Today, Jeff Jordan focuses on his consulting practice. He specializes as an Interim Vice President of Sales for a few direct selling companies at a time, which allows his clients to afford the VP of Sales & Marketing expertise without the expense of hiring a full time executive.

**Donna Marie Serritella**  
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### **Distributor Compliance**

Since 1991, Donna Marie Serritella of [Direct Selling Solutions](http://www.directsellingedge.com) has assisted direct selling companies and leading distributors in the areas of compliance consulting, distributor compliance relations, training distributors and staff and has written a Compliance Management Manual.

She works with companies and legal advisors to either structure or improve their company operations to meet legal compliance guidelines. She is a compliance expert. Donna Marie was a contributing author of two chapters in the book, "Build it Big – 101 Insider Secrets from Top Direct Selling Experts".

Donna Marie currently handles compliance personally for several direct selling companies. She also teaches individuals about the many benefits of being in a home based business and how to select the right company

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### **Want To Know How A Direct Seller Thinks?**

Joan Robison is known as the “Leadership Duplication Coach” and has over 15 years of direct selling experience.

With a winning combination of being a top leader in the field and leading many top corporate sales teams, Joan has empowered multiple leaders to develop six figure incomes by supporting them to create more time, freedom, and opportunities to make a difference. Building a team of over 4,000 entrepreneurs and developing 25 leaders to a 6 figure-income has earned Joan numerous awards of distinction that recognized excellence in Sales, Recruiting and Leadership development.

On the corporate end of direct sales, Joan has partnered with companies ranging from seasoned to start-up. She has created customized training and has lead many company initiatives to roll out new programs. She assesses the needs of her clients while working with them to produce actionable results.

Joan is a high-energy keynote speaker who will tailor trainings for audiences ranging from small groups to thousands of attendees at both National and Regional events. Her unique combination of inspiration, humor and results driven content gives her the ability to connect from stage to audience. Attendees will feel like they just had a one-on-one experience!

Joan Robison Partners, LLC is a training and consulting firm with expertise in field training and leadership development. Joan partners with direct selling companies to create increases in sales, sponsoring and to develop more leaders.

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### **Direct Selling Operations: On Time And On Budget**

Emily Trainor is an operational efficiency specialist with 10 years of direct selling experience. She successfully led the operational launch of two direct selling startups. Emily also has experience creating operational improvements and efficiencies for Fortune 500 companies. Her operational and strategic sales experience allows Emily very quickly to identify solutions to problems. She has the innate ability to identify trends, create sales strategy recommendations based on data and analysis, and execute on those strategic plans.

Emily enjoys sharing her knowledge in the areas of inventory management, support systems, compensation plans, recognition, incentives, and process documentation for startups and established companies looking to create efficiencies.

**Karen Clark**  
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### **Social Media Best Practices**

Karen Clark is the founder of [My Business Presence](http://www.mybusinesspresence.com), a social media training company. She began her direct selling career as an independent representative who achieved the highest title in her company’s compensation plan in just seven years. After that, Karen took a position with the same party plan company as the Director of Consultant Development for five years, creating training programs for the field

Now a sought-after speaker and distributor trainer, Karen works with the independent consultants of direct selling companies to master the world of internet marketing, including the effective use of social media. Karen has co-authored two books, *Incredible Business* and *Direct Selling Power*

Karen’s wealth of practical knowledge, ability to simplify even the most advanced social media concepts and her fun, friendly style will inspire you and your independent representatives to build relationships using smart social media strategies.

**Troy Dooly**  
**Beachside CEO**

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### **Eight Pillars of Iconic Companies**

Troy Dooly is known as the Beachside CEO and recognized internationally as a thought influencer in the areas of public relations, reputation management, personal & c-level branding, marketing campaigns, organizational expansion, corporate launch strategies, business analysis and valuations, and private equity funding.

His clients include start-up ventures, multi-faceted public companies, billion dollar private businesses, international marketing organizations and well-respected private equity partners. Dooly is a highly sought after mentor, speaker, results coach, and radio host. He is a founding member, show host Beachside CEO and News Director of the Home Business Radio Network, and the founder of MLM Help Desk, the #1 news & info site worldwide for the network marketing profession.

As a founding member on the Board of Directors of the Association of Network Marketing Professionals, he works with both companies and distributors around the world to form tighter unity and collaboration in raising the public perception, ethical standards and best practices in and around the direct selling industry and network marketing profession.