



Register now to attend the 20<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

Thursday and Friday, July 12-13, 2018

Hyatt Place Salt Lake City Airport  
52 N. Tommy Thompson Road  
Salt Lake City, UT 84116

Build and grow your network marketing,  
party plan, or social selling company  
smarter and faster.

A large graphic with a black background and an orange border. It features two colored squares: an orange square with the word 'You' in white, and a red square with the word 'We' in white. To the right of 'You' is the text 'need to know more' in orange. To the right of 'We' is the text 'have a two-day school for you' in red. Below these is the text 'Learn what you don't know' in white. At the bottom, it says 'Attend the Direct Selling Educational Conference for network marketing and party plan companies.' in orange.

**Tickets:** <http://www.directsellingedge.com> or <http://www.dsedge.com>

Early bird tickets are only \$150 each for two full days of direct selling education for companies with lunch included, when purchased by June 12, 2018.

After June 12, regular tickets are \$250 each.

**Lodging:** <https://directsellingedge.com/lodging-dse-20>

Our special group rate is only \$119 per night when booked on or before June 30, 2018. Includes breakfast.

## 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.

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.

Within the first 10 minutes, you know you're in the right place, because you're already learning.

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.

**Thursday, July 12, 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 Grimes**

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

#### **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.

#### **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

#### **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**

### **Friday, July 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.

#### **Regulatory Spray**

**Speaker:** [Kevin Grimes](#)

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

### 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

#### **It's Not What Your Sell - It's What You Stand For**

**Speaker:** [Troy Dooly](#)

There are five pillars to creating a culture that make a difference, and not just profits! 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 five pillars legendary companies all have in common and how when you build on these same five pillars and fully understand your underlying 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.

**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 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**

[jay@sylvina.com](mailto:jay@sylvina.com)  
[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 Grimes**  
**Thompson Burton**

[kgrimes@thompsonburton.com](mailto:kgrimes@thompsonburton.com)  
[www.thompsonburton.com/mlmattorney](http://www.thompsonburton.com/mlmattorney)

208.524.1008

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**  
**ByDesign Technologies**

[jerry@bydesign.com](mailto:jerry@bydesign.com)  
[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.

**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.

**Karen Clark** [karen@mybusinesspresence.com](mailto:karen@mybusinesspresence.com) **707.588.9290**  
**My Business Presence** [www.mybusinesspresence.com](http://www.mybusinesspresence.com)

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.

**Emily Trainor** [emily@orbisconsultingservices.com](mailto:emily@orbisconsultingservices.com) **443.865.5885**  
**Orbis Consulting Services** <http://www.orbisconsultingservices.com>

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.

**Troy Dooly** [troy@troydooly.com](mailto:troy@troydooly.com) **850.543.2823**  
**Beachside CEO** [www.beachsideceo.com](http://www.beachsideceo.com)

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 Bios

**Jay Leisner** [jay@sylvina.com](mailto:jay@sylvina.com) **503.244.8787**  
**Sylvina Consulting** [www.sylvina.com](http://www.sylvina.com)

**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 Grimes**  
**Thompson Burton**

[kgrimes@thompsonburton.com](mailto:kgrimes@thompsonburton.com)  
[www.thompsonburton.com/mlmattorney](http://www.thompsonburton.com/mlmattorney)

**208.524.1008**

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

Kevin Grimes is one of the most experienced and accomplished MLM attorneys in America. Over his 23 year career as a network marketing attorney, he has represented and advised the proverbial "Who's Who" of direct selling and multilevel marketing including Herbalife, Shaklee, Tupperware, USANA, Metabolife, MonaVie, and hundreds more. He's a frequent contributor to the industry, serving as the co-author of the definitive direct selling legal Web site — MLMLaw.com, and numerous MLM legal resources, including, MLMComplianceVT.com, "Legal Do's and Don'ts for Network Marketers" and "What to Look For and What to Look Out For in Multilevel Marketing."

In addition to specializing in direct selling and network marketing law, he services several areas frequently associated with them including: consumer protection; food, drug, cosmetic, and dietary supplement law; and distributor compliance. Perhaps the single most unique and important aspect of the talents and experience Kevin brings to the table is that, prior to joining the industry as an attorney, he was a distributor for two large direct selling organizations, Amway and Nikken, and built his last organization up to a group volume of over \$40,000 per month.

Prior to joining [Thompson Burton](#), Kevin was a member of Grimes & Reese. He has served as Assistant General Counsel for Melaleuca since 1992, advising senior sales management on sales and marketing issues, regulatory matters, distributor compliance, and international law. In early 80s Kevin was U.S. Army Staff Judge Advocate General's Corp where he successfully managed and defended a claims portfolio exceeding \$50 million, resulting in the payment of no settlements or judgments.

Aside from being a great lawyer, Kevin has passion for helping abandoned teens. He's been serving as a foster parent for 13 years and has fostered 24 teenage boys (with several scars to prove it).

**Jerry York**  
**ByDesign Technologies**

[jerry@bydesign.com](mailto:jerry@bydesign.com)  
[www.bydesign.com](http://www.bydesign.com)

**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.

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

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

**702.439.3138**

### **Distributor Compliance**

Since 1991, Donna Marie Serritella of [Direct Selling Solutions](http://www.directsellingsolutions.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.

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

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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.

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

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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.

**Emily Trainor** [emily@orbisconsultingservices.com](mailto:emily@orbisconsultingservices.com) **443.865.5885**  
**Orbis Consulting Services** <http://www.orbisconsultingservices.com>

### **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.

**Troy Dooly** [troy@troydooly.com](mailto:troy@troydooly.com) **850.543.2823**  
**Beachside CEO** [www.beachsideceo.com](http://www.beachsideceo.com)

### **It's Not What You Sell – It's What You Stand For**

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.