

DIRECT SELLING NEWS®

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DSA News

DSA Annual Meeting Prepares for the Future of Direct Selling



More than 1,000 people from around the world interested in direct selling participated in the U.S. Direct Selling Association's Annual Meeting in Orlando, Florida, June 4-6.

This year's event covered a range of topics, including driving and managing business growth, navigating the changing consumer landscape, self-regulation and public policy. Jonah Berger, Associate Professor of Marketing Wharton School, University of Pennsylvania, shared during a general session why "word of mouth" advertising is so much more effective than traditional advertising. Amanda Gore, CEO of The Joy Project and an expert on changing people's behaviors, revealed how a few changes can enhance well-being and increase productivity and sales. Shama Hyder, CEO of the Marketing Zen Group, then offered her social media strategies to attract more customers, lead to more sales and grow a company's brand.

Others elected to the Board as Directors for terms expiring in 2020: Jean-Charles Boisset of Boisset Collection, Kevin Guest of USANA Health Sciences, Ursula Dudley Oglesby of Dudley Beauty Corp., Kevin Sommer of Melaleuca, Halle Sminchak of The Kirby Company, Connie Tang of Princess House and Elizabeth Thibadeau of Jamberry Nails.