

Kelley Drye Wins Direct Selling Association Partnership Award

Donnelly L. McDowell, John E. Villafranco

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Kelley Drye was recognized with the 2023 DSA Partnership Award by the U.S. Direct Selling Association (DSA) at the 2023 DSA ENGAGE Awards gala in Scottsdale, Arizona on June 15. The award was given for the firm’s work, in partnership with BakerHostetler, for developing and implementing the Direct Selling Compliance Professional Certification Program (DSCP-CP), which teaches legal and compliance topics to direct selling professionals.

Donnelly McDowell accepted the award on behalf of the firm and shared, “we are honored and grateful for the recognition and for our partnership with DSA and BakerHostetler in delivering this important program. When John Villafranco and I first worked with the DSA and Baker teams to scope the program and develop the curriculum, we were cautiously optimistic that the program would be well-received. We didn’t anticipate it would receive this amount

of participation and attention.”

To date, the program has been delivered to over 330 participants from over 70 companies nationwide. The training includes four training modules on claims substantiation, product and earnings claims, and compliance best practices; a course book on key legal and compliance concepts; and a final exam that participants must pass to obtain the certification.

To read full announcement click [here](#).