

# Sharp Teeth: What the New Self Regulatory Council Means for Your Company

Direct Selling Legal & Compliance Summit 2019

Speaking Engagement

January 25, 2019 from 9:15 am to 10:15 am (EST)

Washington, DC

This month, the Direct Selling Association launches its controversial new enforcement agency charged with policing the industry, including the referral of both DSA members and non-members to regulators. With details still unclear, questions have arisen as to the standards by which companies will be judged, and most importantly, how the agency will conduct enforcement activities.

How will complaints be made and evidence gathered? Will established companies who have traditionally been shielded by the DSA now be more at risk for action by regulators, and will they be willing to fund and support an entity that might in turn cause them regulatory headaches? How will non-members be treated? How will the press and regulators be involved? Most of all, will the process be truly fair and independent?

Join partner [John Villafranco](#) for a frank discussion on the truth and potential consequences of this new industry enforcer.

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