



# Business & Policy

CONFERENCE 2016

Menu

DSA would like to thank our content sponsors:



<b>Monday, October 24</b>	
7:00 a.m. to 5:00 p.m.	<b>Registration Open</b>
7:30 a.m. to 8:30 a.m.	<b>Breakfast</b>
8:25 a.m. to 8:30 a.m.	<b>Opening Remarks</b> Joseph N. Mariano

***The European Direct Selling Agenda: A Conversation  
with SELDIA's  
Katarina Molin***

8:30 a.m. to 9:15  
a.m.

How can you balance the stakeholder interests of 28 DSAs inside the European market? Benefit from our expansive viewpoint on the European direct selling market provided by Katarina Molin - SELDIA's executive director - as she describes the policy challenges, the direct selling advocacy agenda, and the growth potential of the direct selling model in Europe.

***Katarina Molin, Executive Director, SELDIA  
Anne Crews, Vice President of Public Affairs, Mary Kay***

## ***Winning in a World Defined by eCommerce***

As direct sellers incorporate eCommerce into our ecosystem, we have an opportunity to take a page from the broader retail playbook. This session will explore the finer points of policy and the law that have reshaped online purchasing so that member companies can maximize their growth potential.

9:15 a.m. to 10:15  
a.m.

***Chris Reinmuth***, *President, Electronic Retailing Association*  
***Richard Strulson***, *Executive Vice President, General Counsel & Chief Compliance Officer, Nature's Sunshine Products, Inc.*  
***Jordan Crenshaw***, *Assistant Policy Counsel & Acting Executive for Telecom and E-Commerce Committee, The United States Chamber of Commerce*

10:15 a.m. to  
10:25 a.m.

**Break**

***Doing Business in the UK, France, &  
Germany: Observations on  
Business Climate and Market Entry***

For direct selling, many European markets present lucrative opportunities

but pose challenges different to those so many know at home. DSA will

provide practical guidance for navigating the European market landscape

marked by varied regulation, jurisdictional nuances, legal issues and

10:25 a.m. to 11:25  
a.m.

specific cultural proclivities, as well as a spectrum of consumer purchasing trends.

***Tamuna Gabilaia, Executive Director, World Federation of  
Direct Selling  
Associations***

***Vanessa de Froberville, Partner, Lawrence Graham***

***Jacques Cosnefroy, Director General, The Federation of  
Direct Sales of  
France***

***Renate Staab, Chief Executive Officer, Meridian Germany***

***Markus Knell, Attorney, Meridian Germany***

***Income and Lifestyle Claims and Advertising***

***Roundtable: Trends***

***and Guidance***

For DSA member companies, the opportunity is everything. Yet, every executive within the functional business areas of every company must grapple with ethically promoting their unique stories while adhering to the DSA Code of Ethics and relevant legal standards. This "can't miss" session will explore the practical application of the DSA Code of Ethics'

11:25 a.m. to 12:25 p.m.

new enhancements, discussing its legal, regulatory and self-regulatory underpinnings for claims standards related to your company and field's income and achievement.

***Jared Blum***, Code Administrator, United States Direct Selling Association

***Ralph Hummel***, Partner, Avocado Law

***Rich Cleland***, Assistant Director, Advertising Practices, Bureau of Consumer

Protection, Federal Trade Commission

***Peter Marinello***, Director, Electronic Retailing Self Regulation Program; Vice

President, Council of Better Business Bureaus, Inc.

***Luncheon Speaker***

12:25 p.m. to 1:25 p.m.

***Karl Racine***, Attorney General of the District of Columbia

***John Willis***, Senior Counsel, Maryland Office of the Attorney General

## ***Safeguarding Customer Data in an Unsafe World***

Policy efforts requiring businesses to deploy data security protections now impact every facet of your enterprise. Listen to the experts as they discuss the latest developments in cyber-security so that you can protect your interests, your customers' privacy and your bottom line.

1:25 p.m. to 2:25 p.m.

***Eric Ritter***, *General Counsel, Scentsy*

***Paul Martino***, *Vice President Government Relations & Public Policy,*

*National Retail Federation*

***Peter Feldman***, *Counsel, United States Senate Committee on Commerce,*

*Science and Transportation*

***Tom Kulik***, *Partner, Scheef & Stone*

## ***Trends and Challenges: Salesforce Ethics Compliance***

While digital platforms have empowered your salesforce in many positive ways, they have also created a heightened need for monitoring and enforcing ethical business standards. Hear from legal, digital and reputational experts on best practices for not only identifying and responding to challenges that arise, but also developing the best practices that can help prevent issues from occurring.

2:25 p.m. to 3:25  
p.m.

***Jonathan Gilliam, CEO, Momentum Factor***

***Justin Powell, Chief Legal Officer & General Counsel,  
Isagenix International***

***Dan Schwarz, Global Compliance, Legal Department,  
Forever Living  
Products International, LLC***

3:25 p.m. to 3:35  
p.m.

**Break**

**Combatting Third Party & Counterfeit Selling**

3:35 p.m. to 4:35 p.m.

Learn how to protect your brand's integrity and preserve the direct selling channel's value proposition. Panelists will discuss strategies for stopping unauthorized sellers and suggest enforcement mechanisms that utilize technology, brand enforcement protocols, and legal techniques that apply in the U.S. and European markets.

**Michelle Leetham**, Chief Legal Officer, Rodan+Fields

**Whitney Gibson**, Partner, Vorys, Sater, Seymour, and Pease LLP

**Robert Kreklewetz**, Partner, Millar Kreklewetz LLP

**Daren Garcia**, Partner, Vorys, Sater, Seymour and Pease LLP

5:00 p.m.

**Buses Depart for Cocktail Reception**

6:00 p.m. to 7:30 p.m.

**Cocktail Reception**

**Tuesday, October 25**

7:30 a.m. to 10:00 a.m.

**Registration Open**

8:30 a.m. to 9:30 a.m.

**Breakfast Speaker**

**The BREXIT Effect: Small Businesses in the UK and Europe**

**Jon Woloshin**, Co-Head of CIO Fundamental Research, Equity Sector Strategist, UBS Financial Services



***Insights from the Federal Trade Commission***

9:30 a.m. to 10:15 a.m.

Federal Trade Commissioner (FTC) Chairwoman Edith Ramirez will address conference attendees and provide guidance to the industry on how to ensure continued compliance with legal and regulatory standards, and offer insights on the interplay between the Commission, direct selling firms and marketplace standards.

10:15 a.m. to 10:25 a.m.

**Break**

**General Counsel/Outside Counsel Forum**

10:25 a.m. to 11:25 a.m.

This panel of leading legal minds will discuss a variety of policy and business topics ranging from independent contractor status in the emerging gig economy, to the practical steps for forging even stronger distributor relationships and strategies for crisis management. Audience members will have an opportunity to get panelists' thoughts on the questions they need answered.

***Brent Kugler, Partner, Scheef & Stone, LLP***

***Spencer Reese, Partner, Reese Poyfair Richards, PLLC***

***Erin Barta, General Counsel, Mannatech, Inc.***

***Bernadette Chala, Senior Vice President & General Counsel, Arbonne International, LLC***

***Wendy Hulton, Senior Attorney, Dickinson Wright LLP***

### ***The Herbalife Settlement: Industry Implications***

Leading direct selling experts will discuss the Federal Trade Commission's recent settlement with Herbalife. Hear an engaging presentation and discussion about the agreement and how it may offer new opportunity for

11:25 a.m. to 12:25 p.m. education and evaluation by direct selling companies.

***Corey Roush***, Partner, Akin Gump Hauer & Feld LLP  
***Jeff Babener***, Principal Attorney, Babener & Associates/SouceNet Group

***Matt Dorny***, Vice President, General Counsel, Nu Skin Enterprises

***Jason Groves***, Executive Vice President & General Counsel, Take Shape For Life, Inc. - Medifast

12:25 p.m. to 1:25 p.m.

**Buffet Lunch**

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## 2016 DSA BUSINESS & POLICY CONFERENCE

Hyatt Regency Washington on Capitol Hill

Washington, DC (DC)

October 24 (8am) - October 25, 2016 (3:30pm US/Eastern)

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