



180 Attwell Drive, Suite #250  
Etobicoke, Ontario  
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Phone: 416-679-8555  
Fax: 416-679-1568  
[www.dsa.ca](http://www.dsa.ca)

## Get to Know the DSA

The Direct Sellers Association of Canada (DSA) was founded in 1954, and is the national organization of Canadian direct selling companies and their affiliated independent sales contractors who market and distribute products and services directly to the consumer.

The DSA currently has over 45 member companies, including such well-known names as Amway, Avon, Mary Kay, Nu Skin, PartyLite, Regal and USANA. The combined income generated by the industry (employee wages & salaries plus ISC compensation) was \$1.36 billion in 2009.

The Canadian DSA is also a member of the World Federation of Direct Selling Associations (WFDSA) that represents 60 direct selling associations worldwide, with more than \$132 billion US in retail sales, achieved by more than 87.7 million Independent Sales Contractors.

Direct selling involves the marketing of products and services directly to consumers in a face-to-face manner, away from permanent retail locations. Direct selling should not be confused with direct marketing, which includes telemarketing and direct mail solicitation.

The strength of direct selling lies in its tradition of independence and its commitment to a free market system. Each DSA member recognizes, however, that this freedom of enterprise carries with it an obligation to consider not only one's personal well being, but also that of others, and of the industry as a whole.

Membership in the DSA is not automatic. It includes an extensive review of a company's marketing materials, its marketing plan, and its product, as well as an agreement to be bound by the DSA's Code of Ethics and Business Practices, which must be renewed annually.

DSA member companies market a wide range of products including: appliances, auto care products, candles, clothing, consulting services, cookware, cosmetics, crystal, educational publications, food, fragrances, herbs, nutritional products, personal care products, skin care products, tableware, toys, vacuum cleaners, vitamins and water filtration systems.

The DSA was instrumental in the development of G.S.T. Alternate Collection Mechanism for the industry. The DSA works closely with Federal, Provincial and Municipal officials to achieve and implement a significant degree of harmonization of direct selling legislation as well as adequate protection for consumers and a level playing field for enterprises.

The DSA supports the industry through seminars, networking functions and the DSA Annual Conference and its website: [www.dsa.ca](http://www.dsa.ca).

The DSA established the Direct Selling Education Foundation of Canada (DSEF) whose mission is to serve the public interest with educational information and research, thereby enhancing acceptance and public awareness of direct selling in the Canadian marketplace.

One of the strengths of DSA member companies is their commitment to building long-term relationships with their customers, and their consultants/distributors/representatives. Additionally, it is important for our members to build similar relationships with their suppliers so that they can provide the highest quality of products and services to those who purchase their products.

The direct selling industry is a growth industry. It is an industry that provides great earning opportunities for hundreds of thousands of Canadian men and women from coast-to-coast, in both urban and rural municipalities, in an era when other industries are being challenged and the fabric of our Canadian life-style is in constant mutation. The DSA is an association that has earned the respect on behalf of governments at the federal, provincial and municipal levels, and works diligently to maintain this respect on behalf of its members, their affiliated sales persons and most importantly, the consumer.

## **FACTS ABOUT DIRECT SELLING**

### **Opportunity:**

- 91% of direct sellers are women
- 75% are married
- 85% would recommend becoming a direct seller to family or friends
- 59% have some post-secondary education
- 91% have given to charity annually (compared to national average of 85%)

### **Sales Strategy:**

- Individual/Person-to-Person selling: 69.0%
- Party Plan/Group Selling: 28.5%
- Customer placing order directly with firm (in follow-up to a face-to-face meeting): 1.7%
- Other: 0.8%

### **NOT A DIRECT SELLER?**

### **CONSIDER SUPPLIER MEMBERSHIP.**

Supplier members are non-direct selling companies that play a select role in providing products and services to active DSA members.

Exclusive benefits of being a Supplier member include:

- Excellent access to potential customers, clients and contracts
- Listed in the member listing and the supplier directory
- Posted on the DSA web site
- Participation in Association meetings and conferences (Supplier members are non-voting)



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# DSA Member Services and Benefits

What can the DSA Member Services and Benefits do for you?

DSA's Member Services are designed to meet the needs of the one person critical to the industry's growth and future success – 'you' - the direct selling executive. In addition, the Association's portfolio of services includes offerings to meet the needs of your company, your staff specialists, and your people in the field. A broadly-based array of services, specifically geared to the needs of the direct selling industry, are as close as your phone.

## **Government Relations Services**

*Keeping the marketplace open for your firm and your people in the field.*

- Federal, provincial, and local legislative monitoring and lobbying
- Regular reporting and periodic action alerts
- Legislative Manual
- Municipal Licensing Registry
- Marketing plan/document review

## **Education and Information Services**

*Providing information to assist management in developing skills and expertise enabling them to make better informed decisions for a more productive operation.*

- Conference, seminars, networking functions
- Quarterly Newsletter
- Direct Selling Education Foundation of Canada
- Fax/E-Poll Survey - Quick response to information of interest to members
- Member Company Surveys

## **Consumer Education Services**

*Working to develop a greater awareness of direct selling as a convenient, economical, and reputable method of purchasing products and services.*

- Consumer brochures
- Regular meetings with various governmental agencies
- Participation in various consumer events

## **Voluntary Income Security/Health Care Programme Plan for Independent Sales Contractors through DSA Mart**

- Long-term disability income for full and part-time direct sellers
- Life insurance
- Accidental death and dismemberment
- Additional hospital benefits, dental



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# DSA of Canada Board of Directors 2011 -2012

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## How To Apply For Subscriber Membership in the DSA

1. Review the Direct Sellers Association “**Code of Ethics and Business Practices**”.
2. Complete the “**Membership Application**” and “**Company Profile**” included in this package. Ensure that you have collected all of the documents and information we require.
3. Forward these forms and all required documents to:  
*Direct Sellers Association of Canada*  
180 Attwell Drive, Suite #250  
Etobicoke, Ontario  
M9W 6A9

### Eligibility

“Subscriber membership” is available to those companies intending to start Canadian direct selling operations within twelve months of their application for membership. It is the first step toward full membership in the Direct Sellers Association. Subscriber status was established in order to help new companies get off to a sound start by making a variety of informational resources available to them. Subscriber membership is not available to companies that already sell directly or that are suppliers to direct selling companies. Subscriber members are required to contact the DSA and make an application for full membership status upon the commencement of business in Canada.

### *Direct Sellers Association of Canada By-Laws*

#### Sec. 1 (h):

**"Subscriber Member"** is a non-voting member of the Association that is a Company that is:

- i. currently operating internationally and studying the Canadian market for entry at a future date;
- ii. currently operating Canadian-based companies considering diversifying into direct selling at a future date;
- iii. not-yet-operating Canadian companies planning to begin direct selling operations within 12 months following their application for subscriber membership.
- iv. There is a two-year cap on the amount of time an applicant may remain a Subscriber. If Canadian operations are not initiated within that time, the applicant must withdraw and may not re-apply for DSA membership until Canadian operations are underway.

#### Sec. 10 (b):

##### **Use of Association Name and Logo by Members**

- b. A subscriber Member of the Association cannot declare that it is a Member of the Association, nor is it entitled to use the Association name and logo.

“Direct Selling” or “Direct Seller”, or similar terms, are used here in a broad and non-technical sense to indicate the method by which merchandise manufactured or distributed by members reaches the Consumer, regardless of whether the manufacturing and distributing functions are performed by a single business entity, or two or more independent business entities.

Companies are eligible for membership regardless of which one or more of the steps in the manufacture and distribution are performed by them, so long as the trade names or make of the product(s) or service(s) offered differ from that utilized by a present member corporation and is owned or controlled by the proposed active member.

### Dues

Dues are payable in advance for each fiscal year (January 1 to December 31) and are not refundable. Dues computation is based upon the Fee Schedule (copy attached).



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Subscriber Membership Application

Our company hereby applies for Subscriber Membership in the Direct Sellers Association of Canada (DSA) and submits the following information and documentation, on a confidential basis, for your consideration:

Company: Phone: ( )

Address: Fax: ( )

City and Province/State: Postal/Zip Code:

Web site: General E-mail:

Name and position of the most Senior Executive who has responsibility for the Canadian operations and who resides in this country or U.S. contact:

Name: Title:

Date of Incorporation in Canada:

Federal Incorporation: or Provincial (indicate the province):

Name and address of foreign company with which you are affiliated:

Affiliation: The year your company began direct selling operation in Canada:

1. Are your products sold nationally?

2. In which provinces are you presently licensed as a vendor (or equivalent)

for the sale of:

3. Have you been refused a business license or had a business license suspended or cancelled under any federal or provincial law, within the last ten years? Yes No

If so, please specify:

4. Have you applied for received an advisory opinion from the Competition Bureau.

5. Have you been convicted of an offense under any federal or provincial law, within the last ten years, or any actions now pending? Yes No

If so, please specify:

6 Please list your products that are regulated and are required to have clearance by any government authority:

Date that these products have been approved for sale in Canada:

7. What were your company's net sales in Canada last calendar year? 20 \$ Previous year? 20 \$

8. What would be the retail sales in Canada of the last calendar year? 20 \$ Previous year? 20 \$

9. What are the main commodities that your company distributes?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Animal Care Products/Food | <input type="checkbox"/> Entry Door Systems          | <input type="checkbox"/> Nutritional Products   |
| <input type="checkbox"/> Appliances                | <input type="checkbox"/> Foods                       | <input type="checkbox"/> Personal Care Items    |
| <input type="checkbox"/> Auto Care Products        | <input type="checkbox"/> Fragrances                  | <input type="checkbox"/> Pest Control Services  |
| <input type="checkbox"/> Beverages                 | <input type="checkbox"/> Furniture                   | <input type="checkbox"/> Plants                 |
| <input type="checkbox"/> China                     | <input type="checkbox"/> Gifts                       | <input type="checkbox"/> Renovations            |
| <input type="checkbox"/> Clothing                  | <input type="checkbox"/> Hobby Items                 | <input type="checkbox"/> Security/Alarm Systems |
| <input type="checkbox"/> Cookware                  | <input type="checkbox"/> Home Decorative Accessories | <input type="checkbox"/> Shoes                  |
| <input type="checkbox"/> Computers                 | <input type="checkbox"/> Home Energy Saving Devices  | <input type="checkbox"/> Skin Care Products     |
| <input type="checkbox"/> Cosmetics                 | <input type="checkbox"/> Household Care Products     | <input type="checkbox"/> Tableware              |
| <input type="checkbox"/> Crafts                    | <input type="checkbox"/> House Wares                 | <input type="checkbox"/> Toys                   |
| <input type="checkbox"/> Crystal                   | <input type="checkbox"/> Kitchenware                 | <input type="checkbox"/> Vacuum Cleaners        |
| <input type="checkbox"/> Cutlery                   | <input type="checkbox"/> Jewellery                   | <input type="checkbox"/> Vitamins               |
| <input type="checkbox"/> Educational Publications  | <input type="checkbox"/> Medical Items               |   |

OTHER (Describe product and/or Service): \_\_\_\_\_

10. What is your company's sales strategy?

- Person to Person                       Party Plan

11. What is your company's compensation structure?

- Multi-level                                       Non multi-level

12. REFERENCES:

Names and particulars of two (2) business references:

- 1) \_\_\_\_\_  
 \_\_\_\_\_
- 2) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Your bank: \_\_\_\_\_

DSA Executive Contact (EC): \_\_\_\_\_  
NAME TITLE

How did you hear about the DSA of Canada? What is your reason for joining the DSA of Canada?  
 \_\_\_\_\_  
 \_\_\_\_\_

**STATEMENT OF COMPLIANCE**

**We understand that upon receipt of this application, the DSA Membership Application Review Committee will conduct a routine investigation of the company's business reputation (including its marketing and distribution plans) and credit ratings. Results of these investigations are considered prior to a Vote on the application by the DSA Board of Directors. If accepted into membership, and as a condition for continuing membership in the DSA, we agree to be bound by the Association By-laws, Code of Ethics and Code of Business Practices (all of which we have read) as well as all Association Rules and Regulations that have been, are or will be adopted by the DSA for people in direct selling.**

Company: \_\_\_\_\_

Dated: \_\_\_\_\_ Signature: \_\_\_\_\_

Name: \_\_\_\_\_ (Please Print) Title: \_\_\_\_\_

# Annual Membership Dues Schedule - 2012

Voting Member dues are calculated on your **2011 net sales in Canada**. NET SALES shall be as stated on regular financial statements e.g. include all monies received by a member from the sale of merchandise to agents and independent sales contractors, LESS, discounts or refunds. No deductions shall be made for bonuses or other compensation paid or allowed district, field, regional, divisional, provincial or other managers, recruiters, supervisors, or other Independent Sales Contractors.

## PLEASE ENSURE THAT YOU ADD 13% H.S.T. TO DUES AMOUNT

NET SALES	FEE	
Over \$100 million	\$35,748	
50,000,001 - 100,000,000	29,694	Base of \$29,694 + \$80 per each additional \$1,000,000 up to \$100,000,000
25,000,001 - 50,000,000	24,990	Base of \$24,990 + \$150 per each additional \$1,000,000 up to \$50,000,000
24,000,001 - 25,000,000	23,551	
23,000,001 - 24,000,000	23,221	
22,000,001 - 23,000,000	22,891	
21,000,001 - 22,000,000	22,561	
20,000,001 - 21,000,000	22,231	
19,000,001 - 20,000,000	21,901	
18,000,001 - 19,000,000	21,571	
17,000,001 - 18,000,000	21,241	
16,000,001 - 17,000,000	20,911	
15,000,001 - 16,000,000	20,581	
14,000,001 - 15,000,000	19,150	
13,000,001 - 14,000,000	18,640	
12,000,001 - 13,000,000	18,130	
11,000,001 - 12,000,000	17,620	
10,000,001 - 11,000,000	17,110	
9,000,001 - 10,000,000	16,459	
8,000,001 - 9,000,000	15,514	
7,000,001 - 8,000,000	14,569	
6,000,001 - 7,000,000	13,624	
5,000,001 - 6,000,000	12,679	
4,500,001 - 5,000,000	12,243	
4,000,001 - 4,500,000	10,983	
3,500,001 - 4,000,000	9,723	
3,000,001 - 3,500,000	8,463	
2,500,001 - 3,000,000	7,203	
2,000,001 - 2,500,000	5,943	
1,500,001 - 2,000,000	4,683	
1,000,001 - 1,500,000	3,423	
500,000 - 1,000,000	2,255	
UNDER \$500,000 voting	1,688	
Subscriber non-voting ( <i>no active sales force</i> )	1,688	1 <sup>st</sup> year
Subscriber non-voting ( <i>no active sales force</i> )	3,376	2 <sup>nd</sup> year
Supplier non-voting	1,000	

