



180 Attwell Drive, Suite #250  
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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 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?

## **Government Relations Services**

*Keeping the marketplace open for DSA Member companies and their 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

## **Great Savings on Everyday Items for DSA Members through DSARewards ([www.dsarewards.com](http://www.dsarewards.com)) including:**

- Entertainment
- Insurance
- Auto/Fuel
- Travel
- Office Supplies



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# DSA of Canada Board of Directors 2011 - 2012

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### Supplier Membership Application

\*\*\*All pages must be complete for application processing\*\*\*

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV/STATE \_\_\_\_\_

POSTAL/ZIP CODE \_\_\_\_\_

TEL ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

WEB SITE \_\_\_\_\_

GENERAL E-MAIL \_\_\_\_\_

President or Chief Executive Officer (Name & Title) \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

DSA Executive Contact: (Name and Title of Executive to be listed in the Association Membership Directory)

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

The following information is confidential and used only for Membership Application:

1) Products handled or services offered (enclose catalogue or sales literature)

\_\_\_\_\_

2) Please list DSA Member(s) of Canada to which you currently supply products or services

<u>COMPANY</u>	<u>CONTACT</u>
_____	_____
_____	_____

3) Year your company was incorporated \_\_\_\_\_

**Terms and Conditions of Membership:** In applying to become a DSA Supplier Member, the applicant acknowledges and agrees that it is or will become familiar with the DSA Codes of Ethical Conduct (Code of Ethics and Code of Business Practices) and that it will maintain such high standards in its dealings with DSA Members and their independent sales contractors.

The applicant further agrees that if, after becoming a Supplier Member, it is not maintaining such standards, which is a matter acknowledged to be within the sole discretion of the DSA Board of Directors, its Membership can be terminated effective upon written notice.

_____ <i>Signature of Corporate Officer</i>	_____ <i>Title</i>	_____ <i>Date</i>
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**DSA Supplier Member Annual Dues: \$1,000.00 + \$130.00 HST = \$1,130.00**

Cheque enclosed \_\_\_\_\_

# Supplier Member Company Profile

## COMPANY INFORMATION

COMPANY NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, PROVINCE/STATE: \_\_\_\_\_  
POSTAL/ZIP CODE: \_\_\_\_\_  
TELEPHONE NUMBER: \_\_\_\_\_  
FAX NUMBER: \_\_\_\_\_  
GENERAL E-MAIL ADDRESS: \_\_\_\_\_  
WEB SITE ADDRESS: \_\_\_\_\_



NUMBER OF EMPLOYEES \_\_\_\_\_

## PRODUCTS AND/OR SERVICES

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## KEY EXECUTIVES

NAME: \_\_\_\_\_  
POSITION: \_\_\_\_\_  
TELEPHONE NUMBER (IF DIFFERENT): \_\_\_\_\_ FAX NUMBER (IF DIFFERENT): \_\_\_\_\_  
PERSONAL E-MAIL: \_\_\_\_\_

## COMPANY SUMMARY

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please provide a client list that you have or are doing business with:*

## COMPANY

## CONTACT

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_