

**2021**  
**DSA Canada**  
**Awards**

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***Nomination Package***

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## *Ivan P. Phelan Award*

**Ivan P. Phelan**, in whose honour the award is presented, was the former Vice President and Secretary of Avon Canada Inc., and twice served as Chairman of the Direct Sellers Association. Through his long association with Avon Canada (1935-1972) and the DSA, Mr. Phelan's contributions epitomized the entrepreneurial style of those leaders who have made the Direct Selling Industry in Canada the success it is today.

The award was first presented in 1988 and the Awards Committee, on behalf of the DSA, deemed it appropriate to select Ivan P. Phelan as its first recipient. Mr. Phelan passed away on March 28, 1992.

Everyone involved in, or associated with, the industry is invited to nominate candidates for this prestigious award.

### **CRITERIA**

1. The nominee must have worked in, or been associated with, the Canadian direct selling industry.
2. The winner will be selected based on:
  - a) the nominee's personal contribution to the direct selling industry;
  - b) a detailed account of the nominee's contribution to the industry and a description of his or her corporate responsibilities must accompany the submission;
  - c) consideration will also be given to individuals who have made significant contributions by promoting the industry through consumer associations or groups, government agencies, other businesses and the general public;
  - d) submissions will be judged on the content rather than the quantity or appearance of the information supporting the nomination.

The decision of The Ivan P. Phelan Award Committee is final. If, in the opinion of the Committee, no suitable candidate is nominated, the award will not be presented.

Please complete **this form** and submit with **supporting materials** no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).



*Susan Timmermeister, Director, Strategy and Business Services, Mary Kay., 2020 Recipient.*

## Past Recipients

2019	Gina Bresciani, USANA Health Sciences	2003	Melanie Hayden, PartyLite Gifts, Ltd.
2018	Rhancha Trick, Nature's Sunshine Canada	2002	W. Jack Millar, Millar Wyslobicky Kreklewetz LLP
2017	Helena Alexandre, Arbonne International Canada	2001	Murray Smith, Mary Kay Cosmetics Ltd.
2016	Nathalie Cormack, Mary Kay Cosmetics Ltd.	2000	Jim Hunking, Amway of Canada, Ltd.
2015	Janice Gerol, The Pampered Chef – Canada Corp.	1999	Paul Hanson, Nu Skin Canada Inc.
2014	Joan Lee, Direct Sellers Association of Canada	1998	Linda J. Herron, Electrolux Corporation of Canada Inc.
2013	Dr. Derek Hassay, Haskayne School of Business, University of Calgary	1997	Roberta M. Creber, Partylite Gifts and Ross P. Creber, DSA
2012	Patricia King, Nu Skin Canada Inc.	1996	Margaret F. Csordas, Beauty Counselors
2011	Angela Abdallah, Amway Canada Corporation	1995	Vic Prendergast, Shaklee
2010	Lynda Rose, Mary Kay Cosmetics Ltd.	1994	Jacques Langevin, Avon
2009	Garry Ford, Nature's Sunshine Products of Canada Limited	1993	Robert H. Bradshaw, Amway
2008	Robin Bell, Quixtar Canada Corporation	1992	Stephen J. Locke, Shaklee
2007	Ray Patrick, Mary Kay Cosmetics Ltd.	1991	Gayle Gannon, Creative Circle
2006	John Prevost, mi3 Solutions	1990	Frank Wilson, Amway
2005	Judson Whiteside, Miller Thomson	1989	Charles L. Snow, Mary Kay Cosmetics Ltd.
2004	James Kalil, Cutco/Vector Marketing Canada Ltd.	1988	Ivan P. Phelan, Avon

## ***Ivan P. Phelan Award Nomination Form***

Nominee: \_\_\_\_\_

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

Title: \_\_\_\_\_

Nominated by: \_\_\_\_\_

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

Title: \_\_\_\_\_

**The nominee:**

is/has worked in the Canadian direct selling industry.

is/has been associated with the direct selling industry.

is making/has made significant contributions by promoting the industry through consumer associations or groups, government agencies, other businesses and/or the general public.

**Information to provide with submission:**

A detailed account of the nominee's contribution to the Industry.

A description of his/her corporate responsibilities.

A description of how the nominee is making/has made contributions and to whom.

**Please provide a brief summary as to the qualifications of the individual whom you have nominated to receive the Ivan P. Phelan Award.**

## DSEF Circle of Distinction Award

The DSEF *Circle of Distinction* award honours individuals who have devoted significant years of service and have made considerable contributions to the Direct Selling Education Foundation and the direct selling industry.

### CRITERIA

The nominee will be judged on:

1. Years of commitment;
2. Significant contributions such as, but not limited to,
  - providing direction or leadership,
  - research,
  - recognition by the industry,
  - constructive input on organizational structure, etc.



*Michael McDonald, 2019 Recipient.*

Please complete **this form** and submit with **supporting materials** no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	Michael McDonald
2018	Jackie McClements, MONAT Global Canada
2017	Kathleen Mannion, Mary Kay Cosmetics Ltd.
2016	Gina Bresciani, USANA Health Sciences
2015	Susan Timmermeister, Mary Kay Cosmetics Ltd.
2014	Janice Gerol, The Pampered Chef – Canada Corp.
2013	Roberta M. Creber, lia sophia Canada, LP
2012	Rhancha Connell, Vector Marketing Canada Corp.
2010	Ross Creber, Direct Sellers Association of Canada
2009	Catherine Conides, Lavery, de Billy LLP
2007	James Kalil, Vector Marketing Canada Corp.
2006	Dr. Derek Hassay, University of Calgary
2004	Dr. Walter Good, University of Manitoba
2003	Paul J. Thériault, Direct Sellers Association of Canada
2002	Dr. Richard E. Vosburgh, University of Guelph

## ***DSEF Circle of Distinction Award Nomination Form***

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

Title: \_\_\_\_\_

Nominated by: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### **The nominee:**

has devoted significant years of service to the DSEF and the direct selling industry.

has made considerable contributions to the DSEF and the direct selling industry.

### **Information to provide with submission:**

Number of years of commitment.

A description of his/her significant contributions (i.e. providing direction or leadership; research; recognition by the industry, constructive input on organizational structure, etc.).

### **Keeping the criteria in mind, please provide a brief outline to support your nomination:**

## Industry Innovation Award

The DSA **Industry Innovation** award recognizes companies that have developed an innovative approach to some aspect of direct selling in Canada.

### CRITERIA

The Awards Committee will honour companies implementing programmes that are unique to the industry or that represent a fresh approach. Judges will consider the novelty and/or adaptability of the programme in addition to its success.

Nominated companies should:

1. Describe the uniqueness of this programme.
2. Describe the impact it has had on your business in terms of financial, ISC growth, retention, new markets, etc.



*Mary Kay – for Skin Analyzer App, 2020 Recipient.*

Please complete the **Nomination Form** and submit with **supporting materials** (enclose any photos, printed materials, publicity, programme presentations, videos, testimonials, or anything else that helps tell your company's story) no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	MONAT Global Canada
2018	Mary Kay Cosmetics Ltd.
2017	AVON Canada
2015	USANA Health Sciences
2014	Amway Canada Corporation
2013	Amway Canada Corporation
2012	Mary Kay Cosmetics Ltd.
2010	Regal Gifts Corporation
2009	Mary Kay Cosmetics Ltd.
2008	Tupperware Canada Inc.
2007	Nu Skin Canada, Inc.
2003	Mary Kay Cosmetics Ltd.
2001	Quixtar Canada Corporation



## Industry Innovation Award Nomination Form

Company Name (Nominee): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Start Date: \_\_\_\_\_ Is the program ongoing?      Yes      No

Program Objective: \_\_\_\_\_

### The nominee:

- is a DSA Member Company,
- programme is unique to the industry,
- programme represents a fresh approach, and
- programme is ongoing.

### Information to provide with submission:

- Programme title.
- Programme start date.
- Programme objective.
- Description of the uniqueness of this programme.
- Description of the impact the programme has had on your business in terms of financial, ISC growth, retention, new markets, etc.
- Support materials (photos, printed materials, publicity, programme presentations, videos, testimonials, etc.).

**Keeping the criteria in mind, please summarize the initiative and its results:**

## Making a Difference Award

The DSA **Making a Difference** award honours companies whose charitable and/or community service efforts have made a profound difference in the lives of Canadians.

### CRITERIA

The Awards Committee considers the level of involvement in the programme, the amount of effort relative to the size of the company and the company's vision and motivation. All programmes entered must have been started within the past four years and be **on-going**.

Nominated companies will be judged on the:

- a) programme's objectives;
- b) achievement.



**Mannatech - Nourishing Hope Campaign, 2020 Recipient.**

Please complete the **Nomination Form** and submit with **supporting materials** (enclose any photos, printed materials, publicity, programme presentations, videos, testimonials, or anything else that helps tell your company's story) no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	Plexus Canada	2008	PartyLite Gifts, Inc.
2018	MONAT Global Canada	2007	Avon Canada Inc.
2017	Arbonne International Canada	2006	Mary Kay Cosmetics Ltd.
2015	Mary Kay Cosmetics Ltd.	2005	Quixtar Canada Corporation
2014	Arbonne International Canada Inc.	2004	Nu Skin Canada Inc.
2013	Avon Canada Inc.	2003	The Pampered Chef – Canada Corp.
2012	The Pampered Chef – Canada Corp.	2002	Weekenders Canada
2011	Amway Canada Corporation	2001	Avon Canada Inc.
2010	PartyLite Gifts, Inc.	2000	Avon Canada Inc.
2009	Vector Marketing Canada Corp.	1999	PartyLite Gifts, Inc.

## Making a Difference Award Nomination Form

Company Name (Nominee): \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Objective: \_\_\_\_\_

Start Date (programme must be ongoing):  
\_\_\_\_\_

### The nominee:

- is an active DSA Member,
- programme has made a profound difference in the lives of **Canadians**, and
- programme is on-going.

### Information to provide with submission:

- Start date of the programme.
- Programme's title.
- Description of the programme's objectives.
- Explanation of the programme's achievement(s).
- Support materials (photos, printed materials, publicity, programme presentations, videos, testimonials, etc.).

**Keeping the criteria in mind, please summarize the programme as well as its results (dollars raised, communication, feedback, etc.):**

## Partnership in Progress Award

The DSA *Partnership in Progress* award recognizes Supplier member companies that provide a product or service to an Active Member Company which has/had a measurable impact and contribution on the Active Member Company's business.

### CRITERIA

Nominated companies will be judged on:

- a) the measurable effectiveness to meet the company objective;
- b) going the extra mile to meet the company needs;
- c) initiative to achieve overall objectives of the company;
- d) the outstanding service and follow-up;
- e) the contribution and involvement in the Association's activities.



*Millar Krekewetz LLP., 2020 Recipient.*

Please complete the **Nomination Form** and submit with **supporting materials** (enclose any photos, printed materials, publicity, programme presentations, videos, testimonials, or anything else that helps tell your company's story) no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	Formcor Inc.	2007	Rainville Graphic Solutions
2018	Strategic Incentive Solutions	2006	Canadian Logistics
2017	HyperWallet	2005	OneSource Promotions
2016	Gowling WLG (Canada) LLP	2004	Ravenstone Productions Ltd.
	IMPACT This Day	2003	Meritum Corp.
2013	David & Goliath Commun. Marketing	2002	FORMCOR
2012	D-Sol Media Marketing	2001	Millar Wyslobicky Krekewetz
2010	Diversified Productions	2000	William T. Bathgate Limited
2009	ProPay, Inc.	1999	Global Partners Inc.
2008	INTI Publishing		

## Partnership in Progress Award

Company Name (Nominee): \_\_\_\_\_

Contact Name (if known): \_\_\_\_\_

Name (Nominator): \_\_\_\_\_

Telephone: \_\_\_\_\_

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

Email: \_\_\_\_\_

### The nominee:

is a Valued Contributor-Supplier of the DSA Canada.

has made a measurable **contribution to** the Active Member's business.

has had a measurable **impact on** the Active Member's business.

has gone the extra mile to meet the company needs.

has provided outstanding service and follow-up.

has contributed to and been involved in the Association's activities.

### Information to provide with submission:

Description of how the above contribution and impact was measured to achieve the overall objectives of the company.

Support materials (photos, printed materials, publicity, programme presentations, videos, testimonials, etc.).

**Keeping the criteria in mind, please provide a brief outline to support your nomination:**



## Mark of Distinction Award (ISC)

The DSA stands for trust and integrity, and promotes the development of leaders who can evoke inspiration in others. Each member company relies on their ISCs to promote and represent their products and opportunity with the highest level of trust and integrity that the DSA demands. Each member company relies on its leaders to mentor and inspire others to achieve greatness. We would like to recognize those individuals that are steadfast examples of these most important qualities within our industry.

The DSA **Mark of Distinction** award recognizes an ISC who upholds the values of trust and integrity which are so vital our industry, as well as being a leader who inspires others to achieve their utmost potential.



*Garry and the late Kimberley Coles, Amway Canada, 2020 Recipient.*

### CRITERIA

**Nominees will be judged on the ability to illustrate and provide supporting examples of:**

1. Trust
2. Integrity
3. Leadership
4. Inspiration

**Additional points of support to be considered:**

1. KOI (Key Operating Indicators) or success factors
2. Number of people in the ISC's circle of influence
3. Number of times that company / organization relies on individual for providing education and/or motivation
4. Examples of mentorship and role modeling

Five ISCs will receive an Honourable Mention at the awards banquet, and one ISC will receive the **Mark of Distinction** award.

Please complete **this form** and submit with **supporting materials** no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	Rena Nong Ren, USANA Health Sciences
2018	Serge & Michelle Vallée, Amway Canada
2017	Darlene Long, Unicity Canada, Ltd.
2016	Marcia Grobety, Mary Kay Cosmetics, Ltd. Deana Lloyd, Arbonne International Canada
2015	Debby Richardson, PartyLite Gifts, Ltd.



- 2014 Yali Ma, NuSkin Canada
- 2013 Elaine Matson, Creative Memories Canada
- 2012 Angie Stoker, Mary Kay Cosmetics Ltd.  
Jim & Sharon Janz, Amway Canada Corporation

## Mark of Distinction Award (ISC) Nomination Form

ISC Name (Nominee): \_\_\_\_\_

ISC Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_

### Does the nominee:

uphold the values of trust and integrity?

mentor others to achieve greatness?

inspire others to achieve greatness?

### Information to provide with submission:

Key Operating Indicators or success factors.

Number of people in ISC's circle of influence.

Number of times that the company/organization relies on individual to provide education and/or motivation.

Examples of mentorship and role modeling.

Support materials (photos, printed materials, publicity, programme presentations, videos, testimonials).

**Keeping the criteria in mind, please provide a summary highlighting why you are nominating this individual:**

## Community Spirit Award (ISC)

The Direct Selling Industry and its members are recognized for their big hearts and community spirit. Many individuals touch the lives of others both within Canada and across our borders on a global scope. We would like to honour those who are shining examples of these unique traits which contribute so very much to our industry.

The DSA **Community Spirit** award honours an ISC whose charitable and / or community service efforts have made a profound difference in the lives of others.

### CRITERIA

**Eligibility:** All active\* ISCs of DSA member companies. Individuals must be residents of Canada.

**Nominees will be judged on the ability to illustrate and supporting examples of:**

1. Making a profound difference in the community
2. Willingness to help others
3. Impact of community outreach

**Additional points of support to be considered:**

1. Number of people touched by the community spirit
2. Number of hours contributed to the community
3. Dollars raised in support of community efforts/initiatives

Five ISCs will receive an Honourable Mention at the awards banquet, and one ISC will receive the **Community Spirit** award. *In addition, the DSA will donate \$1,000 to the award winner's cause.*

Please complete **this form** and submit with **supporting materials** no later than **November 8, 2021** to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2019	Christine Ransom, Mary Kay Cosmetics, Ltd.
2018	Elaine Tarrant, AVON Canada
2017	Jill Ashmore, Mary Kay Cosmetics, Ltd.
2016	April and Sarah Rutka, USANA Health Sciences
2015	Darlene Olsen, Mary Kay Cosmetics Ltd.
2014	Kathryn Wall, lia Sophia Canada LP Mark Ma and Xueyun Lin, Amway Canada Corporation
2013	Leah Emmerson, Arbonne Canada International
2012	Billie Long, Arbonne International Canada



*Jennifer Dekezel, MONAT Global, 2020 Recipient.*

## Community Spirit Award (ISC) Nomination Form

ISC Name (Nominee): \_\_\_\_\_ ISC Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Objective:

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Start Date (is the programme ongoing?):

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### The nominee:

- is an ISC of a DSA Member Company,
- resides in Canada,
- has made/is making a profound difference in the community, and
- displays a willingness to help others.

### Information to provide with submission:

- Impact of community outreach.
- Number of people touched by the community spirit.
- Number of hours contributed to the community.
- Dollars raised in support of community efforts/initiatives.
- Support materials (photos, printed materials, publicity, programme presentations, videos, testimonials, etc.).

**Keeping the criteria in mind, please summarize the programme as well as its results (dollars raised, communication, feedback, etc.).**