

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.

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: