



## ***2022 NOMINATION PACKAGE***

***Mark of Distinction Award***

***Community Spirit Award***

***Direct Seller of the Year Award***

***Rising Star Award***

# Mark of Distinction Award

## RECOGNIZING LIFETIME ACHIEVEMENT

The DSA Canada **Mark of Distinction** award recognizes an ISC, with over five years of experience, who has made consistent outstanding contributions to the success of their team and company. They uphold 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.

*The Direct Sellers Association of Canada stands for trust and integrity, and promotes the development of leaders who can evoke inspiration in others. Each member company relies on their independent sales consultants (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.*

## CRITERIA

**Eligibility:** All active\* ISCs of DSA member companies who have over five years of experience in the industry. Individuals must be residents of Canada.

**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

Four ISCs will receive an honourable mention at the Direct Sellers Day awards event, and one ISC will receive the **Mark of Distinction** award.

Please complete **this form** and submit with **supporting materials** no later than **August 31, 2022**, to [tara@dsa.ca](mailto:tara@dsa.ca).



*Kristen McBride,  
Independent Sales  
Director, Mary Kay  
Cosmetics, 2021  
Recipient.*



*Seta Der Artinian and  
Hubert Krause,  
Executive Diamond  
Directors, USANA  
Health Sciences, 2021  
Recipients.*

## ***Past Recipients***

- 2021 Kristen McBride, Independent Sales Director, Mary Kay Cosmetics  
Seta Der Artinian and Hubert Krause, Executive Diamond Directors, USANA Health Sciences
- 2020 Garry and the late Kimberley Coles, Amway Canada
- 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 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 success?
- Have over five years of experience in the industry?

## Information to provide with submission:

- Key Operating Indicators (KOI) 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, program presentations, videos, testimonials).

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

[Empty box for providing a summary highlighting why you are nominating this individual.]

# Community Spirit Award

## RECOGNIZING CHARITABLE AND/OR COMMUNITY SERVICE

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.

*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.*



*Courtney Waterfall, Stylist, She's Got Leggz, 2021 Recipient.*

### 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

Four ISCs will receive an honourable mention at the Direct Sellers Day awards event, 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 **August 31, 2022**, to [tara@dsa.ca](mailto:tara@dsa.ca).

### Past Recipients

2021	Courtney Waterfall, Stylist, She's Got Leggz	2014	Kathryn Wall, lia Sophia Canada LP
2020	Jennifer Dekezel, MONAT Global		Mark Ma and Xueyun Lin, Amway Canada Corporation
2019	Christine Ransom, Mary Kay Cosmetics, Ltd.	2013	Leah Emmerson, Arbonne Canada International
2018	Elaine Tarrant, AVON Canada	2012	Billie Long, Arbonne International Canada
2017	Jill Ashmore, Mary Kay Cosmetics Ltd.		
2016	April and Sarah Rutka, USANA Health Sciences		
2015	Darlene Olsen, Mary Kay Cosmetics Ltd.		

# Community Spirit Award Nomination Form

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

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

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

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

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

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

Charity and/or Community Program Title: \_\_\_\_\_

Program Objective:

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Start Date (is the program ongoing?):

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## Is the nominee:

An ISC of a DSA member company?

A resident of Canada?

Someone who has made/is making a profound difference in the community?

A person who 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, program presentations, videos, testimonials, etc.).

**Keeping the criteria in mind, please summarize the charity and/or community program the ISC is involved in, as well as its results (dollars raised, communication, feedback, etc.).**



## ***Direct Seller of the Year Award - New***

### **RECOGNIZING BUSINESS ACHIEVEMENT IN 2021/22**

The DSA Canada ***Direct Seller of the Year*** award honours an ISC who has made an outstanding contribution to the success of their company and team during this past year, particularly through an innovative initiative or program that contributed to sales success and positive awareness.

*The direct selling industry provides individuals with a unique and empowering income earning opportunity. We would like to recognize those individuals who have shown considerable success in the direct selling industry this past year, and who have helped to increase positive awareness of the impactful and rewarding direct selling opportunity.*

#### **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. Demonstrating leadership.
2. Business success, through a recent initiative or program.
3. Raising positive awareness about the direct selling opportunity.

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

1. KOI (Key Operating Indicators) or business success factors.
2. How they have raised awareness.

Four ISCs will receive an honourable mention at the Direct Sellers Day awards event, and one ISC will receive the ***Direct Seller of the Year*** award.

Please complete **this form** and submit with **supporting materials** no later than **August 31, 2022**, to [tara@dsa.ca](mailto:tara@dsa.ca).

## Direct Seller of the Year Nomination Form

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

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

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

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

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

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

### In the past 12 months, has the nominee displayed:

- Direct selling leadership - exceptional direct selling acumen and leadership in their organization, demonstrated via an innovative initiative or program.
- Business success - how their business skills translated into business success for the organization (e.g. increased sales, recruitment, retention, social media following, etc.).
- An ability to help raise positive awareness for the industry.

### Information to provide with submission:

- Example of an initiative or program where they have shown leadership.
- Key Operating Indicators or business success factors.
- How they have helped to raise awareness of the industry.
- Support materials (photos, printed materials, publicity, program presentations, videos, testimonials).

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

A large empty rectangular box with a black border, intended for providing a summary highlighting why the individual is being nominated.

## ***Rising Star Award - New***

### **RECOGNIZING AN EMERGING SALES CHAMPION**

The DSA Canada ***Rising Star*** award recognizes an emerging ISC, with less than five years of experience, who exhibits tremendous potential and has recorded demonstrable growth in the direct selling industry, and has positively impacted their team and company.

*Direct selling member companies pride themselves in providing new independent sales consultants (ISCs) with the tools and training necessary for success in the direct selling space. We would like to honour those individuals who have dedicated time and energy into growing their business, and shown considerable promise in building a successful and impactful direct selling career within their first five years of involvement.*

### **CRITERIA**

**Eligibility:** All active\* ISCs of DSA member companies **with less than five years of experience in the industry**. Individuals must be residents of Canada.

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

1. Promising personal and/or professional growth – in sales, team building, social media, personal skills, etc.
2. Business success.
3. Impact on team and company.

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

1. Example of how they have shown promising growth.
2. KOI (Key Operating Indicators) or business success factors.
3. How they have impacted their team and company.

Four ISCs will receive an honourable mention at the Direct Sellers Day awards event, and one ISC will receive the ***Rising Star*** award.

Please complete **this form** and submit with **supporting materials** no later than **August 31, 2022**, to [tara@dsa.ca](mailto:tara@dsa.ca).

## ***Rising Star Award Nomination Form***

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

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

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

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

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

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

### **In their direct selling career of less than five years, has the nominee displayed:**

- Promising personal or professional growth – in sales, team building, social media, personal skills, etc.
  
- Business success - how their business skills translated into business success for the organization (e.g. increased sales, recruitment, retention, social media following, etc.).
  
- An ability to help raise positive awareness for the industry.

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

- Example of how they have shown promising growth.
  
- Key Operating Indicators or business success factors.
  
- How they have impacted their team and company.
  
- Support materials (photos, printed materials, publicity, program presentations, videos, testimonials).

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

[Empty box for providing a summary highlighting why you are nominating this individual.]