





AGENDA







NI JACKIE MCCLEMENTS DSEF Chair

1:00 PM

OPENING INTRODUCTION AND OVERVIEW FROM HOSTS



growth.



Making a Sharp Turn--How the Switch

Joe Cardillo, General Manager at Cutco Cutlery/Vector

Marketing Canada, will share the strategies that Cutco/

Vector have used to shift their selling model. This change has helped achieve a year of tremendous sales

from In-Person to Virtual Sales Happened at Cutco/Vector



1:35 PM AWARD PRESENTATION

Industry Innovation Award

Acknowledges an innovative idea or program that contributes to growth opportunities for entrepreneurs.



Exploring Key Issues Impacting Direct Sellers

Our panel of legal experts will address some of the key issues that are impacting direct selling companies operating in Canada.



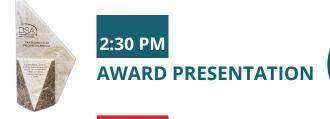
Making a Difference Award

Honours a member company whose community service efforts have made a profound difference.



Insights on the Pandemic and Future Plans

Join Joni Rogers-Kante, Founder, CEO, and Chairwoman of SeneGence. Joni will discuss how SeneGence has managed the challenge of the pandemic, recognized the opportunities, created and built future plans. She will also talk about her experiences and success in the direct selling channel.



Partnership in Progress Award

Celebrates a Supplier member who has had a measurable impact on a DSA member's business.



2:35 PM FEATURED SPEAKER

DR. SILVIA D'ADDARIO

Building Inclusive Leadership and an Equity Practice for Direct Sellers

Equity Consultant, Dr. Silvia D'Addario, will provide direct sellers with best practices on how to identify and address systemic bias and inequitable practices. By engaging in the content and recommendations, you will be able to identify and adopt key tenants of inclusive leadership and use these principles in order to shift from a commitment to diversity into impactful and transformative action for change.



Community Spirit Award

Honours an independent sales consultant (ISC) whose charitable efforts have made a difference in the lives of others.



Mark of Distinction Award

Recognizes an independent sales consultant (ISC) who represents their company with the highest level of trust and integrity.



Advocacy



From Launch to Lockdown: Perspectives on Year One in Canada

Huw Williams, of Impact Public Affairs, will update participants on recent government actions and opportunities for advocacy by the direct selling industry. Chalk Couture, a direct seller of high-end DIY home decor products, launched its US operations in July 2017 and launched in Canada in May 2019. Kristine Widtfeldt is the CEO of Chalk Couture and will talk about the whirlwind of the past three years, particularly her company's experiences entering the Canadian market and facing the impact of the COVID-19 pandemic.



Ivan P. Phelan Award

Recognizes an individual who has made a significant contribution to the direct selling industry in Canada.



4:00 PM EVENT CLOSES