



Pivot 2020

DSA Canada Virtual Summit
NOVEMBER 19, 2020

AGENDA

Online 1:00 pm – 4:00 pm ET



AGENDA



PETER MADDOX
DSA President



GINA BRESCIANI
DSA Chair



JACKIE MCCLEMENTS
DSEF Chair

1:00 PM

OPENING INTRODUCTION AND OVERVIEW FROM HOSTS



JOE CARDILLO

1:15 PM

MEMBER INSIGHTS

Making a Sharp Turn--How the Switch from In-Person to Virtual Sales Happened at Cutco/Vector

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 growth.



1:35 PM

AWARD PRESENTATION

Industry Innovation Award

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



EAMONN FLAHERTY



WENDY HULTON



JACK MILLAR



LEWIS RETIK

1:40 PM

LEGAL PANEL

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.



2:05 PM
AWARD PRESENTATION

Making a Difference Award

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



JONI ROGERS-KANTE

2:10 PM
MEMBER INSIGHTS

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.



2:30 PM
AWARD PRESENTATION

Partnership in Progress Award

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



DR. SILVIA D'ADDARIO

2:35 PM
FEATURED SPEAKER

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.



3:00 PM
AWARD PRESENTATION

Community Spirit Award

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



3:00 PM
AWARD PRESENTATION

Mark of Distinction Award

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



HUW WILLIAMS

3:10 PM

GOVERNMENT RELATIONS UPDATE

Advocacy

Huw Williams, of Impact Public Affairs, will update participants on recent government actions and opportunities for advocacy by the direct selling industry.



KRISTINE WIDTFELDT

3:30 PM

MEMBER INSIGHTS

From Launch to Lockdown: Perspectives on Year One in Canada

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.



3:45 PM

AWARD PRESENTATION

Ivan P. Phelan Award

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

3:50 PM

WRAP UP AND FUNDRAISING UPDATE

4:00 PM

EVENT CLOSES
