

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 programs that are unique to the industry or that represent a fresh approach. Judges will consider the novelty and/or adaptability of the program in addition to its success.

Nominated companies should:

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



Pampered Chef – for Table, 2022 Recipient.

Please complete the **Nomination Form** and submit with **supporting materials** (enclose any photos, printed materials, publicity, program presentations, videos, testimonials, or anything else that helps tell your company's story) no later than **May 1, 2023**, to tara@dsa.ca.

Past Recipients

2022	The Pampered Chef – Canada Corp.	2009	Mary Kay Cosmetics Ltd.
2021	Mary Kay Cosmetics Ltd.	2008	Tupperware Canada Inc.
2020	Mary Kay Cosmetics Ltd.	2007	Nu Skin Canada, Inc.
2019	MONAT Global Canada	2003	Mary Kay Cosmetics Ltd.
2018	Mary Kay Cosmetics Ltd.	2001	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		

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,
- ☐ program is unique to the industry,
- ☐ program represents a fresh approach, and
- ☐ program is ongoing.

Information to provide with submission:

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

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