



2011 Annual Report

June 26 - 28, 2011 – Banff Springs Hotel
Banff, Alberta

Direct Sellers Association of Canada
57th Annual General Meeting

Monday – the 27th of June 2011 – 11:30 a.m.
Banff Springs Hotel
Banff Springs, Alberta

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***Direct Sellers Association of Canada
Notice of Annual General Meeting***

NOTICE IS HEREBY GIVEN that an Annual General Meeting of members of the Direct Sellers Association of Canada - Association de ventes directes du Canada - will be held at Banff Springs Hotel, Banff, Alberta on Monday, the 27th of June 2011 at 11:30 am for the following purposes:

1. approving the minutes of the meeting of members held on June 29, 2010;
2. receiving and considering the financial statements of the Corporation for the financial year ended December 31, 2010 and the report of the auditors thereon;
3. considering, and if thought fit, passing with or without variation revisions to Sections 1 and 12 of the DSA By-Laws enacted by the Board of Directors of the Corporation on May 18, 2011 – a copy of which by-law is enclosed;
4. considering, and if thought fit, passing a resolution to approve, with or without variation, option A **or** option B adopted by the Board of Directors of the Corporation on May 18, 2011 as it relates to the Proposed Dues Schedule– the options and a copy of the proposed Annual Membership Dues Schedule are enclosed;
5. electing directors of the Corporation;
6. appointing auditors and authorizing the directors to fix the remuneration of the auditors;
7. transacting such other business as may properly come before the meeting or any adjournment or adjournments thereof.

Members who are unable to attend the meeting in person are requested to date and sign the enclosed form of proxy/ballot and return it to the Corporation. It is the responsibility of the member to determine whether the person to whom they assign the proxy is able and agrees to act in the manner described.

DATED at Etobicoke, this 27 day of May, 2011.

BY ORDER OF THE BOARD OF DIRECTORS

Ross Creber
President & Secretary

Direct Sellers Association of Canada
2011 Annual General Meeting

Monday – the 27th of June 2011 – 11:30 am
Banff Springs Hotel
Banff, Alberta

AGENDA

1. Chairman's Opening Remarks
2. Approval of the Agenda
3. Approval of Minutes of the last Annual Meeting held June 29, 2010
4. Treasurer's Report, Audited Financial Statements, and appointment of Auditors
5. Considering, and if thought fit, passing with or without variation revisions to Sections 1 and 12 of the DSA By-Laws enacted by the Board of Directors of the Corporation on May 18, 2011 – a copy of which by-law is enclosed
6. Considering, and if thought fit, passing a resolution to approve, with or without variation, option A **or** option B adopted by the Board of Directors of the Corporation on May 18, 2011 as it relates to the Proposed Dues Schedule – the options and a copy of the proposed Annual Membership Dues Schedule are enclosed;
7. Election of Directors and Officers
8. Confirmation of resolutions and other acts of the Board since the last Annual Meeting
9. Reports of the Chairman, President, and Committees
10. President's Remarks
11. Other Business as may properly come before the meeting or any adjournments
12. Termination

*Minutes of the 56th Annual General Meeting of the
Direct Sellers Association of Canada held at
Le Château Frontenac – Québec City, Québec
Tuesday – June 29, 2010 at 2:00 p.m.*

Present:

There were 24 representatives of member corporations present in person or represented by proxy as indicated on the Sign-in Sheet, annexed hereto as Schedule “A”.

Constitution of Meeting

Jim Hunking, DSA Chair, acted as Chairman of the meeting and Ross Creber acted as Secretary. The Chairman called the meeting to order and declared that as due notice of the meeting was forwarded to all members on May 27, 2010 (a copy of which is annexed hereto as Schedule “B”) and, as a quorum was present or represented by proxy, the meeting was duly constituted for the transaction of business.

1. Chairman’s Remarks

On behalf of the Board of Directors Jim Hunking welcomed everyone to Conference and expressed thanks and congratulations to the Conference Committee, chaired by Louanne Menser (Unicity), for all their efforts in developing an event that would provide attendees with important information on the industry, tangible insights as well as the opportunity to network with old friends and new attendees.

The DSA enjoyed many successes over the past year and made further inroads with the Federal and Provincial governments. This has resulted in the DSA being an important, collaborative and valued stake-holder with both bureaucrats and elected representatives across the country. There has been a change of focus from reacting to proposed legislation that could have a negative impact on our members to a more pro-active stance of proposing changes that will benefit our industry. Moving forward, Health Canada and environmental initiatives by the provinces will require a significant amount of time and effort by the DSA.

An updated Socio Economic Impact Study (SEIS) of the Direct Selling industry in Canada is to be unveiled. The first study of this type, completed in the early 2000's, has been an extremely valuable tool for the DSA in substantiating the importance of the Industry to the Canadian marketplace. Those members who participated in the surveys were thanked.

During the past year, the Affiliate program was refined and redeveloped in order to meet the needs of members and their ISCs. Those involved in this initiative were also thanked.

The DSA took a number of steps in the past year to enhance communication with members, including conference calls for Executive contacts after each Board meeting to provide feedback and solicit input and the new DSA Direct newsletter. Members were encouraged to contact the DSA office if they had ideas on improving communications.

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Jim expressed his appreciation to the Board of Directors and the DSA staff for their support. The Committees and their Chairs were given a special thank you for volunteering their time and expertise. Active and Supplier Members were also thanked for their support.

To quote Jim's final comments:

“Whether we are talking to the government, friends or family, they are always amazed by stories of our Industry. Whether we are relating information and data about our companies or the impact we have on the lives of hundreds of thousands of Canadians the stories never fail to impress. The success stories of our ISCs can make you laugh or bring tears of joy to your eyes; we are all part of an amazing industry. Who else has touched the lives of as many Canadians as we have? I think it is safe to say, no one. We hold the future direction of the Industry in our hands, something we need to take seriously and to treasure. A lot of people are counting on us.”

2. Approval of the Agenda

On motion duly made, seconded and unanimously carried, **IT WAS RESOLVED** that the agenda be approved as distributed.

3. Minutes of the last Annual General Meeting held June 8, 2009

The minutes of the Annual General Meeting held June 8, 2009 were distributed to all members for their review and comment on May 27, 2010. On motion duly made, seconded and unanimously carried, **IT WAS RESOLVED** that the minutes of the Annual General Meeting of the Direct Sellers Association of Canada held June 8, 2009 be approved.

4. Financial Statements for the year ended December 31, 2009

DSA Treasurer, Nathalie Cormack, presented the financial statements of the Association for the year ended December 31, 2009 that included the balance sheet and the auditors report thereon, annexed to the Notice of Meeting, Schedule “C”.

On motion duly made, seconded and carried **IT WAS RESOLVED** that the financial statements for the year ended December 31, 2009 and the auditor's report thereon be and the same are hereby approved.

Appointment of Auditors

On motion duly made, seconded and carried, **IT WAS RESOLVED** that Deloitte & Touche, Chartered Accountants, be appointed auditors of the Association until the next Annual Meeting or until their successors are duly appointed at a remuneration to be fixed by the Board of Directors, the Board being hereby authorized to fix such remuneration on the basis of that being presently paid.

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5. Election of Directors and Officers

Lynda Rose, Chair of the Nominating Committee, presented the following slate of Directors and Officers for 2010/2011 in accordance with Articles 22, 26 and 36 of the By-laws of the Association. The following is the slate of Officers:

Chairman: Greg Neath
President & CEO – Regal Gifts Corporation

Past Chairman: Jim Hunking
General Manager – Amway Canada Corporation

Vice-Chairman: Greg Fagan
Regional Sales Director, Sunrise Region – Tupperware Canada Inc.

Treasurer: Nathalie Cormack
Director, Finance – Mary Kay Cosmetics Ltd.

President & Secretary: Ross Creber
Direct Sellers Association of Canada

<u>Directors:</u>	<u>Term Expires</u>
Chris Stevens, President – Avon Canada Inc.	2013
Jim Smith, President & CEO – Princess House Canada	2013
Ray Patrick, President – Mary Kay Cosmetics Ltd.	2013
Garry Ford, General Manager – Nature’s Sunshine Products of Canada Limited	2012
Bob Felton, Vice President Field Services & H.R. – Immunotec Inc. ¹	2012
Sharon Muncey, Vice President Marketing – PartyLite Gifts, Ltd.	2012
Gina Bresciani, Director of Canadian Operations – USANA Health Sciences	2011
Louanne Menser, Director of Operations – Unicity Canada	2011
John Darraugh, Managing Director – Arbonne International Canada, Inc. ²	2011

¹nominated to complete the mandate of Rachel Cohen, eligible to be re-nominated 2012 through 2015

²nominated to complete mandate of Greg Neath, eligible to be re-nominated 2011 through 2014

In accordance with Article 39 of the By-laws of the Association, Nathalie Cormack, Director of Finance – Mary Kay Cosmetics Ltd. is qualified and, if appointed by the Board of Directors, is willing to serve as Treasurer of the Association.

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There being no further nominations, on motion duly made, seconded and unanimously carried, **IT WAS RESOLVED** that the revised proposed slate of officers and directors be accepted.

Lynda Rose, Jim Hunking and Ross Creber congratulated the new members of the Board, and presented them with their pins. They thanked outgoing Board Members Lynda Rose and Jim Kalil for their commitment and contributions to the Board, and presented each with a thank you gift. Ross Creber thanked Jim Hunking, outgoing Chair, for his commitment and guidance to the Board and the Association and presented him with a thank you gift.

8. Acts of Directors

On motion duly made, seconded and carried, **IT WAS RESOLVED** that all acts, proceedings, contracts, by-laws, appointments, elections and payments, enacted, made, done and taken by the Board of Directors and the officers of the Association since the last Annual Meeting of Members held June 8, 2009 as recorded in the minutes of meetings of the Board and the Members, or on the books and records of the Association, be approved and ratified.

9. Reports of the Chairman of the Board, the President and Committees

On motion duly made, seconded and unanimously carried, **IT WAS RESOLVED** that the 2009/2010 Reports of the Chairman, the President, and all Committees be accepted.

10. President's Remarks

Ross welcomed everyone to Conference and extended his sincere thanks to the Conference Committee, chaired by Louanne Menser (Unicity) for developing an excellent program.

Over the last year Canada rebounded from the recession sooner and in a much better position than other countries. However, the worldwide recovery is still fragile and Canada can still be vulnerable to events happening in other parts of the world.

The DSA Board Members and Chair, Jim Hunking (Amway) were thanked for their guidance, wisdom and willingness to make the tough decisions in dealing with the affairs of the Association. Special thanks were extended to Jim Hunking as he concluded his term as Chair for his vision, leadership, support, passion and continued promotion of the values and opportunities that the DSA members provide.

A history of the DSA in Canada from its founding in 1927 in Quebec to the present was provided. Highlights included the growth and development of the DSA as a highly respected,

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effective lobbying organization at all levels of government. Many of the DSA's accomplishments have protected ISCs from unnecessary and onerous legislation.

Past DSA successes include: amendments to the Competition Act; Direct Sellers Alternate Collection Mechanism (ACM); repelled alleged non-compliance of income tax reporting by ISCs; harmonization of GST/PST; 15 consecutive years of Pre Budget Consultations; MP Reception; recognition by the Prime Minister's Office; harmonization of provincial direct selling legislation; private agreement with Quebec – EEQ; and two Socio Economic Impact Studies.

Using data from 15 countries it was noted that Canada (DSA only) ranks 13th out of 57 World Federation of DSA countries with total retail sales of US \$1.2 billion. Counting total Canadian marketplace sales Canada moves to 11th place with \$2.2 billion.

It was further noted that Canada is a mature direct selling market, but by no means is it a saturated market – facts that were substantiated in a study conducted in 2006 which showed that:

- 28% more Canadians would have attended a party plan presentation if only they had been asked;
- 13% more Canadians would have purchased (one to one) if only they had been approached.

The direct selling market represents less than 1% of total retail sales in Canada, but more than 16% of non store retail sales in Canada.

Although the industry represents a small portion of the world's economies, pride should be taken in being associated with an industry that has been, and will continue to be one that can provide opportunities for people around the world to rebuild their lives and restore their hope, not only through the business opportunities that are provided, but also through the many ways that the companies and ISCs give back to their communities.

The WFDSA recently completed a survey of 57 DSAs worldwide to determine the significance of the industry's philanthropic contributions. In 2008, direct selling companies and ISCs contributed more than \$167 million to charitable and philanthropic causes around the world; an increase of 27% over 2007. ISC's on their own contributed \$19 million, an increase of 60%. 72% of direct selling companies support philanthropic activities.

Government Relations initiatives over the past year dominated much of the work of the DSA. More than 50 representations have been made including:

- Work on the Network Sellers Mechanism (Bill C-9), which after 14 years of work is in Committee. The DSA has been invited to appear as witness on Tuesday, June 29 to brief

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the Senate Standing Committee on National Finance and answer questions. Thanks were expressed to Jack Millar (Millar Kreklewetz LLP) who will represent the DSA at the hearing;

- Meetings with Ministers Offices, Parliamentary Secretaries, senior Finance officials, the Finance Committee Chair as well as meetings with with the PMO.

The DSA has worked with the Ministry of Human Resources and Skills Development to have direct selling recognized as a legitimate form of self employment and micro entrepreneurship, providing opportunities for direct sellers to work with local Canada Employment Centres across the country. The DSA has also continued to support the extension of EI Benefits for the self employed and continued participation in the Annual Bilateral Meetings with Health Canada NHPD, TPD and Cosmetics.

There have been numerous representations/responses to proposed Stewardship legislative changes in Ontario, Manitoba and Saskatchewan. Ontario was the most active with numerous meetings with MOE, stakeholder meetings and with the Minister's Senior Policy Advisor.

Members were reminded that the DSA joined the Fraud Prevention Forum last year, participated in Fraud Prevention Month, and as a result put forward a proposal, which has been accepted by the Competition Bureau for a Consumer Protection Conference in March 2011.

The DSA attended a first meeting with Competition Bureau officials in October under the Collaborative Protocol Agreement signed last year to insure a regular series of ongoing meetings between the Bureau and the DSA. The April meeting was postponed due to management changes within Bureau and will be rescheduled.

The DSA's annual MP Reception took place in November. More than 300 people attended including MPs Senators, Cabinet Ministers, Parliamentary Secretaries, staff and other invited guests.

Future Government Relations work will include the new Consumer Product Safety Act (Bill C36) and the bill to replace Bill C52 which will deal with Natural Health Products.

The Member Services Committee chaired by Gina Bresciani (USANA), organized a successful seminar on the HST, presented by Jack Millar (Millar Kreklewetz LLP) with special guest Ontario Minister of Finance, John Wilkinson, followed by a networking event at Staples, one of our Affiliate member suppliers. More events are planned for the upcoming year.

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The Industry Information Committee was reactivated. Spearheaded by Greg Neath (Regal) and Susan Timmermeister (Mary Kay) a plan is being developed to provide Members with yearly and quarterly information.

A new Communication Strategy is being developed under the leadership of Angela Abdallah (Amway) and Greg Neath (Regal). Special recognition was given to Erin Westerman (Unicity) for designing and producing the new DSADirect Newsletter.

The DSA logo was redesigned with the tag line “Mark of Trust and Integrity” and introduced to Members at last year’s Conference. Members were reminded that their assistance is needed in using the logo on their materials in order to assist in instilling confidence in consumers that they are purchasing products from reputable direct selling companies.

The Affiliate Program was reviewed and 18 companies have promoted the program to their ISCs. The program is to be re-launched with some exciting new changes.

A review of the Annual Conference format is to be taken by the Board to ensure it continues to meet the needs of the membership.

DSEF Chair Bobbie Creber (lia sophia), the DSEF Board of Directors and the Academic Program Committee were commended for the work they are doing. Thanks were also extended to member companies who contribute to the DSEF thereby allowing it to continue the work it does on behalf of the DSA and the direct selling industry.

Ross noted that the DSA is on the threshold of a transition that will require the support of everyone to insure that the Association continues to be effective. Special mention was made of Robin Bell (Amway), Chair of the Health & Environment Committee for the last 18 years who recently retired. This is the beginning of the “changing of the guard”. The knowledge and institutional memory will need to be transferred to a new generation of leaders who will continue the work that was started 83 years ago.

In closing, Ross thanked DSA Staff Joan Lee and Wanda Morawski for their on-going support.

A copy of Ross’ detailed report on all the DSA’s initiatives was made available to all members.

11. Other Business

There was no other business to discuss.

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12. Termination

The meeting, on motion, duly terminated.

Chair, Jim Hunking

President & Secretary, Ross Creber

Financial statements of

**Direct Selling Education
Foundation of Canada
Fondation D'éducation
de la Vente Directe du Canada**

December 31, 2010

Direct Selling Education Foundation of Canada
Fondation D'éducation de la Vente Directe du Canada
December 31, 2010

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Independent Auditor's Report

To the Directors,
Direct Selling Education Foundation of Canada
Foundation D'éducation de la Vente Directe du Canada

We have audited the accompanying financial statements of Direct Selling Education Foundation of Canada/Foundation D'éducation de la Vente Directe du Canada, which comprise the statement of financial position as at December 31, 2010 and the statements of earnings, equity and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Basis for Qualified Opinion

In common with many non-profit organizations, the Foundation derived revenue from donations, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Foundation and we were not able to determine whether any adjustments might be necessary to donation revenues, excess of revenue over expenses, equity and assets.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Direct Selling Education Foundation of Canada/Foundation D'éducation de la Vente Directe du Canada as at December 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Deloitte Touche LLP

Chartered Accountants
Licensed Public Accountants
April 29, 2011

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Statement of earnings
year ended December 31, 2010

	2010	2009
	\$	\$
Income		
Donations		
DSA member companies	38,400	36,355
Fundraising activities	9,610	10,552
Investment income	318	743
	48,328	47,650
Expenses		
Administration		
Administrative fees (Note 5)	11,008	13,063
Advertising	334	683
Audit	3,020	1,690
Directors' liability insurance	1,214	1,166
Dues and subscriptions	780	-
External conferences and meetings	866	329
Legal	650	1,810
Other administrative	759	139
Academic		
Days on campus	-	4,973
Travel	1,701	202
Annual conference	3,120	1,766
Other		
Consumer projects	368	434
Promotion and public relations	182	-
	24,002	26,255
Excess of revenue over expenses	24,326	21,395

Direct Selling Education Foundation of Canada
Fondation D'éducation de la Vente Directe du Canada

Statement of equity
year ended December 31, 2010


	2010	2009
	\$	\$
Equity, beginning of year	89,355	67,960
Excess of revenue over expenses	24,326	21,395
Equity, end of year	113,681	89,355

Direct Selling Education Foundation of Canada
Fondation D'éducation de la Vente Directe du Canada
Statement of financial position
as at December 31, 2010

	2010	2009
	\$	\$
Assets		
Current assets		
Cash	88,660	54,331
Prepaid expenses	1,901	1,150
Loan receivable - Direct Sellers Association of Canada (Note 5)	-	4,815
	<u>90,461</u>	<u>60,296</u>
Investments (Note 4)	<u>31,300</u>	<u>31,300</u>
	<u>121,761</u>	<u>91,596</u>
Liabilities		
Current liabilities		
Accounts payable and accrued expenses	2,400	1,840
Loan payable - Direct Sellers Association of Canada (Note 5)	6,680	-
Funds received in advance	-	401
	<u>8,080</u>	<u>2,241</u>
Equity	<u>113,681</u>	<u>89,355</u>
	<u>121,761</u>	<u>91,596</u>

Approved by the Board

 Director

 Director

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Statement of cash flows
year ended December 31, 2010

	2010	2009
	\$	\$
Operating activities		
Excess of revenue over expenses	24,326	21,395
Changes in non-cash operating working capital items		
Prepaid expenses	(751)	(48)
Loan payable - Direct Sellers Association of Canada	5,680	(4,449)
Loan receivable - Direct Sellers Association of Canada	4,815	(4,815)
Accounts payable and accrued expense	560	(383)
Funds received in advance	(401)	(278)
Net change in cash and cash equivalents	34,229	11,422
Cash and cash equivalents, beginning of year	54,331	42,909
Cash and cash equivalents, end of year	88,560	54,331

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Notes to the financial statements

December 31, 2010

1. Incorporation of the foundation

The Foundation was incorporated under the Canada Corporations Act by authority of Letters Patent dated June 13, 1994.

2. Change in accounting policies

Financial statements for not-for-profit organizations

On January 1, 2010 the Foundation adopted the changes made to Sections 1540, 4400, 4460, and 4470 of the Canadian Institute of Chartered Accountants ("CICA") Handbook:

Section 1540 has been amended to include not-for-profit organizations within its scope. As a result, investing and financing activities are now to be presented separately.

Section 4400 has been amended in order to eliminate the requirement to treat net assets invested in capital assets as a separate component of net assets and, instead, permit a not-for-profit organization to present such an amount as a category of internally restricted net assets when it chooses to do so. It also clarifies that revenues and expenses must be recognized and presented on a gross basis when a not-for-profit organization is acting as a principal in transactions.

Section 4460 has been amended to make the language in Section 4460 consistent with related party transactions, Section 3840.

Section 4470 establishes disclosure standards for a not-for-profit organization that classifies its expenses by function and allocates its expenses to a number of functions to which the expenses relate.

None of these amendments resulted in any changes to the financial statements

Future accounting change

New accounting framework

The CICA has issued a new accounting framework applicable to Canadian private not-for-profit organizations. Effective for fiscal years beginning on or after January 1, 2012, private not-for-profit organizations will have to choose between International Financial Reporting Standards (IFRSs) and accounting standards for not-for-profit organizations, whichever suits them best. Early adoption of these standards is permitted. The organization currently plans to adopt the new accounting standards for not-for-profit organizations for its fiscal year beginning on January 1, 2012, however the impact of this transition has not yet been determined.

3. Accounting policies

The Foundation has elected to use the exemption provided by the Canadian Institute of Chartered Accountants (CICA) permitting not-for-profit organizations not to apply Sections 3862 and 3863 of the *CICA Handbook* which would otherwise have applied to the financial statements of the Corporation for the year ended December 31, 2010. The Foundation applies the requirements of Section 3861 of the *CICA Handbook*.

The financial statements have been prepared by accordance in Canadian generally accepted accounting principles and reflect the following significant accounting policies:

Financial instruments

Financial assets and financial liabilities are initially recognized at fair value and their subsequent measurement is dependent on their classification as described below. Their classification depends on the purpose, for which the financial instruments were acquired or issued, their characteristics and the Foundation's designation of such instruments. Settlement date accounting is used.

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Notes to the financial statements
December 31, 2010

3. Accounting policies (continued)

<u>Account description</u>	<u>Classification</u>	<u>Measurement</u>
Cash	Held for trading	Fair value
Investments	Available for sale	Fair value
Accounts receivable	Loans and receivables	Amortized cost
Accounts payable and accrued liabilities	Other liabilities	Amortized cost

Held for trading

Held for trading financial assets are financial assets typically acquired for resale prior to maturity or that are designated as held for trading. They are measured at fair value at the balance sheet date. Fair value fluctuations including interest earned, interest accrued, gains and losses realized on disposal and unrealized gains and losses are included in other income.

Financial liabilities designated as held for trading are those non-derivative financial liabilities that the Association elects to designate on initial recognition as instruments that it will measure at fair value through other interest expense. These are accounted for in the same manner as held for trading assets. The Association has not designated any non-derivative financial liabilities as held for trading.

Held-to-maturity

Held-to-maturity financial assets are non-derivative financial assets with fixed or determinable payments and a fixed maturity, other than loans and receivables that an entity has the positive intention and ability to hold to maturity. These financial assets are measured at amortized cost using the effective interest method.

Available-for-sale

Available-for-sale financial assets are those non-derivative financial assets that are designated as available-for-sale, or that are not classified as loans and receivables, held-to-maturity or held-for-trading investments. Except as mentioned below, available-for-sale financial assets are carried at fair value with unrealized gains and losses included in the statement of members' equity until realized when the cumulative gain or loss is transferred to other income.

Available-for-sale financial assets that do not have quoted market prices in an active market are recorded at cost.

Interest on interest-bearing available-for-sale financial assets is calculated using the effective interest method.

Loans and receivables

Loans and receivables are accounted for at amortized cost using the effective interest method.

Other liabilities

Other liabilities are recorded at amortized cost using the effective interest method and include all financial liabilities, other than derivative instruments.

Effective interest method

The Association uses the effective interest method to recognize interest income or expense which includes transaction costs or fees, premiums or discounts earned or incurred for financial instruments.

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Notes to the financial statements

December 31, 2010

3. Accounting policies (continued)

Foreign currency translation

Monetary assets and liabilities are translated at the exchange rates in effect at the balance sheet date. Non-monetary assets and liabilities are translated at historical rates. Revenues and expenses are translated at average rates for the year except for amortization, which is translated at historical rates. Translation gains or losses are included in net earnings.

Revenue recognition

Donations and fundraising revenue is recognized when there is reasonable assurance of collection.

Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affects the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reported period. Actual results could differ from these estimates.

4. Investments

Investments consist of an Ontario Savings Bond which earns interest at a variable rate (2009 - variable rate) and matures in June 2012. At December 31, 2010 face value approximated fair market value therefore no adjustment was made to bring the investments to fair value.

5. Related party transactions

Direct Sellers Association of Canada/Association de ventes directes du Canada charges Direct Selling Education Foundation of Canada/Foundation d'éducation de la vente directe du Canada administration fees, based on a fixed monthly amount for expenses each year.

The following related party transactions have taken place between the two organizations during the year:

	2010	2009
	\$	\$
Administration fees	11,008	13,063
Loan payable - Direct Sellers Association of Canada	5,680	-
Loan receivable - Direct Sellers Association of Canada	-	4,815

All transactions were carried out in the normal course of operations and are recorded at exchange value.

Direct Selling Education Foundation of Canada

Fondation D'éducation de la Vente Directe du Canada

Notes to the financial statements

December 31, 2010

6. Capital disclosures

The Foundation's objective in managing its capital is to maintain a sufficient level to provide for normal operating requirements on an on-going basis. The Foundation monitors its capital in order to ensure it has sufficient revenue before committing to expenditures.

7. Financial Instruments

Financial risk

The financial risk is the risk to the Foundation's earnings that arises from fluctuations in interest rates and the degree of volatility of these rates. The Foundation does not use derivative instruments to reduce its exposure to interest rate risk.

Fair value

The fair value of cash, accrued interest receivable, and accounts payable, accrued expenses is approximately equal to their carrying value due to their short-term maturity.

Chairman's Report *2010/2011*

Welcome to Banff and to our “Unplugged” Conference of 2011. This year we plan to “unplug” you from the daily noise and endless “to-do” lists for an open dialogue about the future of the Direct Selling Association, our strategies and initiatives and your thoughts to ensure we continue to be the strong voice of our industry in Canada.

I encourage you to get involved in our discussions and to engage in our topics and programs that are intended to be not just presentations but open forums for the exchange of ideas and thoughts about our industry and our association.



I would like to thank and congratulate this year's conference committee; chaired by Roberta Lacey of Avon Canada, for all their efforts and planning that went into developing what promises to be a terrific conference. This event, this association and this industry can only be strong by those of us here taking up the challenge to participate and ensure the voices and needs of hundreds of thousands of Canadian direct sellers are represented.

It has been a strong year for the DSA! The focus has been on strategic planning for this new decade and brand building options for our association. Our past focus on building our brand with Federal and Provincial governments has been nothing short of a tremendous success. The DSA brand is now well known and we are viewed as an important and valued stakeholder by bureaucrats and elected officials alike. Still, there is much to do in the coming years. Health Canada and environmental initiatives by the provinces will require our association to ensure proper allocation of resources. At the same time we are reviewing new opportunities and ideas that would make certain our voice is heard while keeping our costs under control.

Chairman's Report *2010/2011*

This strength of our brand with our government partners has given us the opportunity to decide how to take our brand awareness to the same level with other audiences. You will hear much at this Conference about our plans to build our brand over the coming years and we certainly hope to hear from you about your thoughts on these plans.

One of the key elements of our brand-building will be the DSA Rewards program for our Affiliate Members (your ISCs). This program has come very far in 2011 with our January launch a great learning success seeing over 1000 members join so that we now have a critical mass to understand our results and build a much stronger plan. I want to thank those member companies who have supported this program and launched with their base. During Conference we will host an essential session regarding the future of this program that will help us develop the roll-out plan and again with our theme of “unplugged” we are requesting your participation in this session.

It has been my honour to serve as DSA Chair this past year. I want to thank the Board of Directors, DSA President Ross Creber, his DSA team - Joan Lee, Kristan Koehle and Wanda Morawski for all their energy, efforts, and support. We are truly blessed to have such a strong team...we may be small in numbers but we are mighty in results and I cannot thank this group enough.

To all our committee Chairs and Members, THANK YOU for volunteering your time and expertise, you have made a significant contribution to our Industry. And THANK YOU to our Active and Supplier Members for the support each of you have provided.

This coming decade will bring so many new challenges to our industry and with the current speed of change there are many we have not likely even envisioned but they are coming, of that we can be certain. With that said, I urge you to use this conference to connect even further with your association and to step up your involvement and willingness to help us remain a strong voice for this industry.

If not us, who will ensure we have the resources, influence and capability to guard our industry, its reputation and provide an environment that allows for continued success? Just think of how many are counting on us!

Have a fantastic conference!

Respectfully Submitted,

Greg Neath, Chair
Regal Gifts Corporation

Nominating Committee Report 2011/2012

The Nominating Committee of the Direct Sellers Association of Canada proposes the following slate for the Board of Directors and Officers for 2011/2012.

Chairman: Greg Neath
President & CEO – Regal Gifts Corporation

Past Chairman: Patricia E. King
Director of Sales – Nu Skin Canada Inc.

Vice-Chairman: Angela Abdallah
Mgr. Corp. Communications/G.A. – Amway Canada Corporation

Treasurer: Nathalie Cormack
Director, Finance – Mary Kay Cosmetics Ltd.

President & Secretary: Ross Creber
Direct Sellers Association of Canada

<u>Directors:</u>	<u>Term Expires</u>
Open	2014
John Zurn – General Manager, Canada – Creative Memories	2014
Belynda Lee, Vice President of Canada & North America Asian Market – USANA Health Sciences	2014
John Lin, President – Avon Canada Inc. ¹	2013
Jim Smith, President & CEO – Princess House Canada	2013
Ray Patrick, President – Mary Kay Cosmetics Ltd.	2013
Garry Ford, General Manager – Nature’s Sunshine Products of Canada Limited	2012
Bob Felton, Chief Operating Officer. – Immunotec Inc. ²	2012
Open	2012

¹nominated to complete the mandate of Chris Stevens, eligible to be re-nominated 2013 through 2016

²nominated to complete mandate of Rachel Cohen, eligible to be re-nominated 2012 through 2015

Respectfully submitted,

Patricia E. King, Chair
Nu Skin Canada Inc.

Government Affairs Committee Report 2010/2011

OBJECTIVE

To protect the direct selling industry against the threat or imposition of onerous laws and/or regulations; to ensure government relations activities of the Association adequately reflect the association's desire to ensure equitability in consumer transactions.

RESPONSIBILITIES

- To keep under review and report on federal, municipal, provincial and legislative issues that affect direct selling companies;
- To work with government representatives to ensure a positive relationship and a strong legislative presence.

This past year was very busy year from a Government Relations perspective and included some significant successes. Through the efforts of the GR committee, the DSA continues to make inroads in elevating the stature and awareness of the Association with both Federal and Provincial governments.

Outlined below are a few of the initiatives and outcomes that the Direct Sellers Association was involved in during the past year.

- Despite a new venue and inclement weather, the annual DSA **MP RECEPTION** in Ottawa was a success. Over 40 MPs, 9 senators and almost 110 staffers were in attendance at the Government Conference Centre on Nov. 17, 2010. Members of the Boards of Directors of both the DSA and DSEF were on hand to greet the guests and engage them in discussion about the good work being done by the association. The product display tables were again a big hit, providing tangible examples of the types of products available through direct selling.
- In 2010 the DSA had put forward a proposal to the Competition Bureau on a Consumer Protection Conference concept to be held in conjunction with Fraud Prevention month (March 2011). The **CONFERENCE - Preventing Fraud in a Digital Age** – was a huge success, with close to 200 delegates, representing business, law enforcement, associations and other like-minded individuals. The organizing committee, consisting of representation from the Bank of Canada, the Canadian Bankers Association, the Canadian Chamber of Commerce, the Canadian Council of Better Business Bureaus, Competition Bureau Canada, Consumers Council of Canada, the DSA, OPP, and RCMP did an excellent job with this inaugural event. A final report is in the works and will help to drive the action plan for the Fraud Prevention Forum moving forward. A decision will be made in the next couple of months as to whether this will become an annual event. Stay tuned for additional details.
- A Government Relations **SEMINAR**, held in March at the Sandman Signature Hotel in Toronto, provided a wealth of information and updates on key GR initiatives, including: work being done with the Competition Bureau, news from “The Hill,” provincial Stewardship initiatives, the DSA's strategic planning session, the 2011 Annual Conference in Banff, the new

Government Affairs Committee Report 2010/2011

DSA Rewards Program, results of the Fraud Prevention Conference, and Canada's Product Safety Act. A very worthwhile day by all accounts.

- DSA President, Ross Creber and Chair of the Government Relations Committee, Angela Abdallah of Amway Canada, undertook a **PROVINCIAL CONSUMER PROTECTION TOUR** in May, 2011. Meeting with Consumer Protection staff in Edmonton, Regina, and Winnipeg, we were pleased to hear that there were no issues from a direct selling standpoint. As a matter of fact, the teams thanked us for taking the time to meet with them to present updated stats and data on our industry and the good work being done by both the DSA and DSEF on behalf of the 900,000 Canadians involved in direct selling.
- Following the Federal election in May, a **POST-ELECTION BRIEFING** document was prepared and will be sent to all member company executive contacts following conference. The document provides details on the election results and outlines what having a Conservative majority means to the Association. It includes a DSA Government Relations Primer to help you engage with your local MPs and government officials to continue to build strong relationships at the local level.
- In December 2010 the DSA participated in one annual **COLLABORATIVE PROTOCOL MEETING** in Ottawa. These meetings are held with the Fair Marketing Practices Branch of the Competition Bureau that regulates MLM under s55 and 55.1 of the Competition Act and are an opportunity to share information on the industry, lobby on behalf of the Association and its members, and develop relationships with Bureau staff members.

Aside from the above noted initiatives, a tremendous amount of activity has taken place in respect to both Health Canada and Environmental issues. The Health and Environment Committee report provides a great overview of some of the efforts and activities which have taken place over the past year on our members' behalf.

It is important to reiterate, yet again, that our DSA committees are made up of volunteers from member companies. Without the support of those volunteers, the direct selling environment in Canada would not be what it is today. Although we are all busy, it is critical that member companies have staff participating on committees. We look forward to your ongoing support. Our success for the future depends on it.

Respectfully submitted,

Angela Abdallah, Chair
Amway Canada Corporation

Health and Environment Committee (HEC) ***2010/2011***

HEC monitors regulatory issues involving member products and packaging (e.g., natural health products, non-prescription drugs, cosmetics, medical devices, foods, disinfectants, water treatment devices, hazardous consumer products, chemical substances, toys, product & packaging stewardship etc.), which are under the jurisdiction of Health Canada, Environment Canada or Canada's Provincial environment departments. Approximately 70% of DSA member companies sell products in these affected categories. The DSA office receives regular mailings from government departments, which are forwarded to the Committee Chair for information, discussion, or development of response letters by the committee, on behalf of the DSA (as needed).

HEC is chaired by Robin Bell, with Spence Masson (Nature's Sunshine Products of Canada Ltd.) serving as secretary, and has a core membership of approx. 18 individuals (and mailing list of 40) from various DSA member companies.

HEC meets (in person or via conference call) several times a year to discuss relevant regulatory issues, and to prepare DSA positions and responses to proposed regulatory changes. Annually (or more frequently if needed), a Committee delegation travels to Ottawa to meet with the Directors General and staffs of the Natural Health Products Directorate (vitamins, minerals, herbal products, etc.), the Therapeutics Products Directorate (drugs and medical devices), and the Consumer Product Safety Bureau (cosmetics, water treatment devices, toys, consumer products etc.) to discuss issues pertinent to member companies.

Minutes of all meetings and copies of regulatory briefs are issued to committee members and posted on the member's section of the DSA website.

The following were the most important Committee activities in the past year:

1. Natural Health Products Directorate (NHPD)

The HEC met with this Directorate on June 1, 2011. With the passing of the so-called 'transition deadline' in early 2010, the focus of this department has been to move to a more 'regular' process for regulating NHPs (similar to the way other regulated products have been handled for many years). This has led to a whole series of initiatives, the highlights of which are:

- The passing of the "Unprocessed Product Licence Applications Regulations (UPLAR) in August 2010, which pertained to those many products on the market without a registration number, effectively gave them a 'pass' for six months, after which, if they hadn't yet received a Natural Product Number (NPN), they would be given an interim Exemption Number (EN) following a cursory check for any safety issues, thus allowing them to remain on the market until the NPN was issued or the product application was refused. It should be noted that the UPLAR regulations will expire (and with them the ability to market with an EN), in Feb. 2013.
- NHPD and the Inspectorate jointly issued a statement in mid-December 2010 announcing the intention to move to full Compliance & Enforcement activities as of March 1st, 2011. The C&E implementation includes a transition period during which the Inspectorate's focus would be on "Outreach and Education". The main point of C&E that would affect member companies' business is that after March 1st, 2011, all NHPs on the market would be expected to have either an EN or an NPN. This means that any NHPs without an NPN or an EN cannot be imported into the country after

Health and Environment Committee (HEC) *2010/2011*

this date. This March deadline has passed and no announcement of a new deadline for enforcement of this requirement has yet been made. DSA has requested that a new transition period of seven months from the announcement of a new deadline should be given, to allow time for all products to become compliant.

- The current Standards of Evidence guideline is dated 2006 and has been under revision since late 2009. The NHPD Program Advisory Committee (Robin Bell represents DSA on this) issued a report with 33 recommendations to NHPD and their response can be read at:
<http://www.hc-sc.gc.ca/dhp-mps/prodnatur/activit/com/soe-rep-npr-rap-fin-eng.php>
It is expected that the revised Guideline will be issued during 2011.
- A PAC working group (William Morkel of dicentra inc. represented DSA), issued a report on Product Quality & Testing to NHPD and their response can be viewed at:
<http://www.hc-sc.gc.ca/dhp-mps/prodnatur/activit/com/gmp-rep-bpf-rap-pre-eng.php>
NHPD is proceeding with approval and release of the updated guidance document following a review with PAC.
- NHPD initiated a review in Sept. 2010 of the status of Weight Loss/Management Products, however nothing has yet been issued. At our bilateral meeting they indicated they will be proceeding with finalization and release of a guidance document after consulting with PAC. Until that time, applications for these products will remain 'halted'.

NHPD is moving forward with its "Risk Based Approach to Site Licensing", in which the current Quality Assurance Report for foreign sites will be replaced with an on-site inspection by a third party (paid for by the importer!). DSA has registered its opposition to this proposal which would be very expensive, especially at the start, for members which import products manufactured, packaged or labelled at many sites outside Canada.

The on-line application system, which involves a repository of pre-cleared information to which applicants merely have to attest, is now being used by some DSA member companies. NHPD is urging companies to use it where possible (apparently 48% of all applications do use this system and get completed within 60 days).

Some issues remain:

- NHPD is still unsure how to handle the registration of a number of product types and until this is decided, all applications for those product types are "halted". The categories involved are probiotics, enzymes, weight loss (see above) and food-format products.
- The percentage of total applications that make it through to having a product licence issued remains low (45% of total PLAs received by NHPD), although the 'completed %' which includes refused/withdrawn is 83%.
- The change in status to eleven Schedule F ingredients (L-Carnitine etc.) which was to have been Gazetted in the Spring, has been delayed by the federal election.

2. *Cosmetics Division of Consumer Product Safety Directorate (CD)*

Health and Environment Committee (HEC)

2010/2011

On June 1, 2011, a HEC delegation met with representatives of the Cosmetics Division in Ottawa. This Division resides within the Consumer Product Safety Directorate, which has recently undergone a major re-organization. This is also the Directorate that regulates products under the recently passed Canadian Consumer Products Safety Act (Bill C36). Although drugs, cosmetics and NHPs are themselves exempt from this Act, it is possible that a packaging failure on one of these categories leading to an unsafe product would cause it to be dealt with under the Act. DSA will be monitoring the mechanics of this new Act and subsequent regulations as time progresses.

The sale (& regulation) of cosmetics in Canada is changing, driven by increased globalization, novel ingredients and delivery and there is more public scrutiny involving 'right to know'. By the Fall of 2011 we can expect consultations on more product testing in the market place, advisories and warnings to the public, labelling of fragrance allergens and mandatory pre-market product notification (NOT registration).

Canada is part of the International Cooperation on Cosmetic Regulation, along with the EU, USA and Japan. This forum discusses harmonization on alternatives to animal testing, nano-materials, trace contaminants and various safety assessment approaches for cosmetics. We can expect to see movement on all these issues.

Canada's Chemical Management Plan continues to work through the batches of chemicals that were identified as 'priority' during the categorization of the Domestic Substances List. DSA members will be asked to supply data on various chemicals used in cosmetics (& other products).

The Cosmetics Program can be accessed via: www.healthcanada.gc.ca/cosmetics and member Companies are advised to subscribe to their list serve at: cosmetics@healthcanada

3. *Therapeutic Products Directorate (TPD)*

HEC met in Ottawa with TPD on May 31, 2011, for our annual bilateral meeting. The new Cost Recovery regulations (greatly increased user fees!), for drugs and medical devices came into force on April 1, 2011). Adverse Drug Reaction reporting (new guideline proposal treats prescription and low-risk drugs the same!) and a new GMP proposal which again does not differentiate between high and lower risk drugs were both introduced during this past year.

Within Health Canada, there is an initiative to move a number of low-risk drugs over to regulation as cosmetics. The first products dealt with were anti-perspirants, most of which are now cosmetics. The second batch, which includes acne therapy, anti-dandruff shampoos and antiseptic skin cleansers is now completed and awaits approvals (delayed because of the election). Sunscreens have been submitted for approval and batch 3, consisting of tooth whiteners, desensitizers and anti-carries toothpaste is currently being worked on.

DSA members have been noticing an increased emphasis on storage and shipping temperatures (and studies to prove proper handling) of drugs, during Health Canada inspections. Since the distribution route from a DSA member's warehouse to the end consumer anywhere in Canada is more complicated than that of most other drug manufacturers/distributors, DSA is seeking some accommodation of its special circumstances, given the fact that many different carriers may be involved with the same package and the expense and complexity of doing a 'shipping study' would be excessive. The Inspectorate appears to be willing to discuss further.

Health and Environment Committee (HEC)

2010/2011

Member companies are noticing inconsistencies in TPD's handling of combination products (eg. where a drug is packaged with two cosmetics etc.). Some application reviewers are requesting stringent labelling requirements whilst others are not. TPD will be consulting on this in the fall and will involve DSA at an earlier stage.

Modernization of the Food & Drugs Act (formerly Bill C51). This is still on government agenda, however the priority given to this will depend on the political agenda, as defined in the throne speech. DSA has long sought this change in order to obtain more appropriate regulation for NHPs.

4. Environment and Stewardship

The development of "Environmental Assessment Regulations" for new substances in drugs, NHPs, cosmetics and foods continues, however the deadline for completion has passed and no new deadline has been set. DSA is represented by Robin Bell on the 'EAWG' working group and by Jacqui Jenskey of Amway on the Cosmetic/NHP sub-committee. It does appear that all "substances which occur in nature" will likely be exempt from regulation, however 'synthetic' NHPs may be captured!

On Stewardship, Manitoba began its "Packaging Stewardship Programme" during 2010, to which brand owners and/or first sellers are required to pay a fee for each type of packaging put into the marketplace. There is a de minimis of \$750,000 so most ISCs are exempt and the respective DSA member company does not have to pay (unless it is in Manitoba). Saskatchewan is still going through consultations on its programme.

In terms of Hazardous waste, the Ontario program was suspended within one month of having begun in July 2010 due to the efforts of DSA and other groups, in addition to the consumer revolt against "Eco-taxes" and it remains in-limbo. This program included drugs & NHPs and had no de minimis! The lack of a de-minimis meant that all ISCs were captured, which directly affected those ISCs with no DSA member company head office in Ontario.

Manitoba began its MHSW program on April 1, 2011, again with no de minimis. DSA is working with other groups to seek a change in the Manitoba program requirements.

5. General Comment

The regulations which govern our products are continuing to increase and become stricter every year. It is vital that DSA have the input from all affected members in order to properly represent their interests. Health Canada and other federal and provincial government bodies do listen to associations which put forward well thought out positions and counter-proposals, with the backing of their members. Each member company also has a political role it can play through its local representatives both at the federal and provincial level.

Any DSA member company representative wishing to join the DSA's Health and Environment Committee or just to be on its e-mailing list is asked to call the DSA office for further information.

Health and Environment Committee (HEC)
2010/2011

Respectfully submitted,

Robin Bell, Chair
&
Spence Masson, Secretary
Nature's Sunshine Products of Canada Ltd.

Member Services Committee 2010/2011

The mandate of the Member Services Committee is to “*strengthen the value of membership by providing support to the DSA, its membership and new member companies*”.

With this in mind – this past year the Committee worked to identify and recommend additional programs, services and activities which reinforce the importance of being a member of the Canadian DSA, while also providing non-dues revenue.

I would like to first introduce and acknowledge the individuals who participated in the committee this past year:

- Gina Bresciani USANA Health Sciences
- Wayne Desbarres Regal Gifts Corporation
- Garry Ford Nature’s Sunshine Products of Canada Limited
- Angela Manual Mannatech Canada
- Stacey Saracini Mary Kay Cosmetics Ltd.
- Erica Widdup PartyLite Gifts Ltd.

Events:

On March 21, 2011, the DSA hosted its annual Government Relations Seminar at the Sandman Signature Hotel in Toronto, Canada. Thirty-six individuals, including representatives from 16 active DSA Member companies and 7 Supplier Member companies, attended the half-day seminar designed to provide attendees with updates on the status of legislative issues and other initiatives affecting industry. Keynote speakers included:

- **Scott Sawler**, Director General, Natural Health Products Directorate, Health Products and Food Branch, Health Canada
- **Judson Whiteside**, Partner in the Business Law Group at the law firm of Miller Thomson LLP in Markham, Ontario – gave an update on the Competition Bureau
- **Robin Bell**, Industry Consultant and former Manager, Technical and Quality Services at Amway Canada Corporation in London, Ontario – Robin reviewed the status of the various provincial stewardship programs
- **Ross Creber**, President and Secretary of the Direct Sellers Association spoke on the DSA’s Strategic plan and direction for 2011
- **Joel Taller**, Partner at the Gowlings LLP law firm in Toronto –gave an overview of the recently enacted Canadian Consumer Protection Safety Act, which was passed by Parliament in December 2010

Member Services Committee 2010/2011

- **Angela Abdallah**, Manager, Canadian Communications and Government Affairs, Amway Canada Corporation– provided an update on the Fraud Prevention Conference, which had just recently been held

DSA Rewards:

The Committee has been hard at work identifying suppliers and services which would complement our existing DSA Rewards base. We are currently in the due diligence process with a number of vendors and, pending Board approval, hope to have some exciting announcements. Please stay tuned.

The theme of this year's Conference is "DSA Unplugged". Conversely, it has been the goal of this committee to be "plugged into" the needs of our members and we welcome feedback and suggestions.

I would like to thank Wayne, Garry, Angela, Stacey and Erica for their enthusiasm and all their hard work leading up to conference. Thanks also go out to Ross, Joan, Kristan and Wanda for their tireless efforts and support.

Respectfully Submitted,

Gina Bresciani, Chair
USANA Health Sciences

Communications Committee 2010/2011

COMMITTEE:

Angela Abdallah	<i>Amway Canada Corporation</i>
Lydia Ayora	<i>Amway Canada Corporation</i>
Gina Besciani	<i>USANA Health Sciences</i>
Ross Creber	<i>DSA</i>
Joan Lee	<i>DSA</i>
Greg Neath	<i>Regal Gifts Corporation</i>
Susan Timmermeister	<i>Mary Kay Cosmetics Ltd.</i>
Erin Westerman	<i>Unicity Canada Ltd.</i>

To support the objective of **strengthening the DSA “Mark of Trust & Integrity” brand**, the Communications Committee undertook the following activity over the past year:

STRATEGY

- In January 2011, we received approval for a new **committee structure** that addresses better ways to communicate with our key constituents (Member companies and their ISCs, Government, and regulatory bodies, media and the general public).
- The committee was thrilled to benefit from the **MBA student challenge** at the University of Calgary’s Haskayne School of Business. The students were challenged by the DSEF – working with Professor Derek Hassay – to come up with ideas to increase awareness and recognition of the DSA brand.
- The result of the aforementioned student presentations were the kick-off point for a follow up strategy session, held in May 2011 with members of both the DSA and DSEF Boards of Directors. That session provided the directional foundation for a **DSA Brand Plan** to be presented at the 2011 Annual Conference in Banff.

TOOLS

- A **Member Tool Kit** has been finalized and will be distributed to member companies in July 2011. The tool kit will provide information on the use and positioning of the DSA logo on corporate materials, copies of all brochures, and boiler-plate statements for use in corporate materials and/or media releases to promote the member company’s involvement and commitment to the DSA.

Communications Committee 2010/2011

- A **Media Kit** was developed based on the results of the 2009 Socio-Economic Impact Study. A copy of that kit will be sent out to all Member Companies with the Member Tool Kit, as well as to all newly-elected MPs.
- The **Quarterly Newsletter** implemented in 2009/2010 continues to be published, generating positive feedback from member companies. Focus for that publication remains on events, government relations, economic conditions, member services, supplier member spotlight and DSEF news.

WEB & DIGITAL

- The **DSA website** (dsa.ca) was reviewed and is in the process of being refreshed, with an expected launch date of late June 2011. Initial changes will affect the look and feel of the site. A complete overhaul of content will happen over the next six months. Ongoing content management to ensure that information is current will also be a focus moving forward.
- A **Social Media strategy** will be developed over the summer months for implementation this fall.
- A quarterly electronic update entitled “**Wassup**” was created to ensure Communication Committee activity could be accessed via the members’ section of the website.

OTHER

- Provided communication support to the **2011 Conference Committee**.
- DSA Supplier Member, David & Goliath is developing a Marketing/ Communication plan specifically related to the **DSA Rewards Program** which will be incorporated into the DSA’s overall Communications Plan.

Respectfully Submitted,

Greg Neath, Co-Chair
Regal Gifts Corporation

Lydia Ayora, Co-Chair
Amway Canada Corporation

Board of Directors 2010/2011

Greg Neath, Chair
President & CEO
Regal Gifts Corporation

Greg Neath is President and CEO of Regal Gifts Corporation, an 80-year-old Canadian tradition that's vibrantly reinventing itself as it again embraces direct sales roots. Greg's North American experience positioning both organizations and products calls on his gifts for strategic communication (and puts a journalism degree to fine use). Prior to his Regal role – and a source of pride – Greg led NEBS Business Products to double its size in Canada during his six years as President.



“During my second year as Chair of the DSA I’m very excited about implementing our new strategic plan for this new decade. The DSA is recognizing our need to ensure we are addressing the fast changing business environment of the last few years and how we will continue to impact the future and keep our role as a strong and vibrant voice of the industry. It will be exciting and challenging and we believe we will have an organization better positioned for this coming decade once our plan is in place”.



Greg Fagan, Vice Chair
Regional Sales Director – Sunrise Region
Tupperware Canada Inc.

Greg's was a corporate 'snow bird' – a Canadian who migrated to Florida on Tupperware (TW) wings. He joined TW North America in 1997 (after a dozen private-sector years and earning his CGA and MBA at Laurentian University), and this Senior Manager of Finance later moved to TW's Orlando office in 2006. As of January 2010 Greg has been transferred back to Canada as Sales Director for the *Sunrise Region* (Ontario, Quebec Maritimes and Newfoundland).

Career milestones, refreshingly, revolve around sales force support – *internal* clients. Greg launched a TW Canada e-commerce site in 2002 that not only adds revenue from individual consumers; it's key to the sales force product ordering model he streamlined. Tightening that fulfilment path won savings that re-invest back to distributor and sales teams as enhanced compensation, rather than into headquarter coffers: a client-centric ethic Greg shares with the DSA.

Of his DSA role, he's excited about Government Relations where he hopes to “*enhance visibility and credibility with political parties and consumers, so that the fine stewardship of member companies is reflected in our industry's image.*” Even when a USA resident, Greg believed in participating in DSA Canada. “*Florida certainly made me welcome, but I still loved frequent visits to Canada, and the DSA was a big reason why.*”

Board of Directors 2010/2011

Patricia E. King – Past Chair

Director of Sales
Nu Skin Canada Inc.

Patricia, Director of Sales, recently marked her 21st year with Nu Skin Canada, Inc., contributing the cachet of her loyalty as well as university studies in Communication Sciences, emphasizing Public Relations. Indeed, it's building relationships to improve people's lives that most excites Patricia — a work ethic that's epitomized in 'Nourish the Children', through which donations of over 200 million meals have fed starving children worldwide, including Canada.



As the Past Chair of our Board of Directors, this milestone service gives her a broader knowledge of the industry. "New ideas from other colleagues help me to keep learning and develop professionally and personally." Her reward is knowing that, with consistent support and commitment, she has increased the awareness and importance of our industry at many different levels of society. "The DSA makes a huge contribution through its member companies both socially and economically to benefit many Canadian families and the economy, collectively bringing over \$4 million to charities in Canada."



Nathalie Cormack, CGA – Treasurer

Director of Finance
Mary Kay Cosmetics Ltd.

Nathalie Cormack, CGA, is the Director of Finance with an organization she's been with since 1996 – Mary Kay Cosmetics Ltd.

Loving its people and values, *"it's enjoyable to come to work for a company that recognizes both staff and Independent Beauty Consultants for their contributions and a job well done."* Certainly, Mary Kay's high retention rate – nearly half the staff have been there for a decade, and many for almost 30 years – shows the power of praise.

Through her DSA role, Nathalie's industry knowledge only expands, particularly of government relationships. *"The collective strength of the DSA benefits the industry in areas such as the Competition Act, licensing and tax implications as well as product ingredients and environmental issues to name but a few."*

As Treasurer, she hopes to apply her finance knowledge and assist in other areas, drawing on her deepening industry perspective. Knowing how empowering recognition is – to feel acknowledged for achievement – she serves the DSA proudly to strengthen and protect direct selling Canada wide, so we may continue to provide opportunities for accomplishment to independent sales contractors.

Board of Directors 2010/2011

Angela Abdallah

Manager of Corporate Communications & Government Affairs
Amway Canada Corporation

A 33 year veteran of Amway Canada Corporation, Angela Abdallah started in the mail room and worked her way through various departments until finding her niche in Communications.

As Manager of Corporate Communications & Government Affairs for Amway's Canadian affiliate, Angela oversees public relations activities, advertising and sponsorships, government affairs, management of amway.ca's English and French-Canadian websites, and development of all publications and support materials for the company's Independent Business Owners and customers.



Angela is an active member of the Direct Sellers Association of Canada, serving on the Boards of Directors for both the DSA and the Direct Selling Education Foundation (DSEF), chairing the DSA's Government Relations Committee, and providing support to the DSA Communications Committee.

Angela is also a member of the Board of Directors for the Canadian Council of Better Business Bureaus (CCBBB), serves as a Program Review Chair for London's Fanshawe College, is Past Chair of the Board of Directors for Junior Achievement of London & District, and Past President and long-standing member of the London Chapter of the International Association of Business Communicators.



Gina Bresciani

Director of Canadian Operations
USANA Health Sciences

For over two decades, Gina has overseen operations in diverse industries, from commercial filtration systems to a third party supply chain management company. As Director of Canadian Operations for USANA, she has been able to utilize that experience in her daily role, while working in an industry which enriches the lives of almost everyone it touches.

“I love the fact that USANA specifically, and Direct Selling in general, offers people from all walks of life an opportunity to provide for their families and to realize their entrepreneurial dreams – especially working, single parents who may otherwise struggle to provide for their families and plan a prosperous future. What other industry allows you to accomplish all that without having to hold down two or three jobs, or sacrifice family time.”

“Through my work with USANA and my involvement with the DSA I have met some truly remarkable people. People whose passion for the industry is contagious and who are always ready to share with you the benefit of their knowledge and experience.”

Board of Directors 2010/2011

Bob Felton
Chief Operating Officer
Immunotec Inc.

Robert Felton, Chief Operating Officer, has more than 30 years of business experience primarily in human resources management. Prior to joining Immunotec, Bob acquired national experience working in a variety of environments including high technology, pharmaceutical and retail.

Bob joined Immunotec in 2008 as a Human Resources Consultant to direct the process of organizational development and establish a structure to support the long-term growth of the company. Shortly thereafter, his portfolio grew to include responsibility for Consultant Support, Field Communications and Special Events; he also plays a key role in supporting Immunotec's rapidly developing international markets. Although relatively new to the network marketing model, Bob's understanding of the needs and expectations of Immunotec Consultants has enabled him to move quickly to make organizational improvements and to develop relationships of trust with key Immunotec leaders.

With his HR background, Bob understands the important business opportunity that direct sales offers to Canadians. He looks forward to working with the other members of the Board of Directors both to support the industry and enhance its visibility in the Canadian marketplace.



Garry Ford
General Manager
Nature's Sunshine Products of Canada Limited

Garry has a remarkable three decades in the direct-selling industry, and joined Nature's Sunshine as General Manager in the summer of 2000. In his career, he's served in several corporate executive positions and as a consultant to the industry. His education is as rich, having studied at Lakeshore Teachers' College, York University, Dalhousie University Advanced Management Centre and, in 1990 he received the esteemed Canadian Institute of Management's designation of Professional Manager.

In the mid 90's, Garry began his DSA service by chairing DSA's Member Services Committee. He chaired the Board from 2004 – 2006 and continues to serve its board today. Garry and wife, Carol – also involved in the direct sales field – live in Brampton. They're the proud parents of four married children, and eight grandchildren – all born since this new millennium – are added delights in their lives.

In 2009 Garry was honoured by the DSA as the recipient of the Ivan P. Phelan Award for his many years of service to the direct selling industry in Canada.

Board of Directors 2010/2011

John Lin
President
Avon Canada Inc.

John Lin recently rejoined Avon after working for two years outside the company as a Managing Partner of a private equity firm where he provided capital and management capability for private Brazilian companies.

Prior to that, John worked at Avon from 2003 to 2008, where he served as Vice President for Strategic Planning and New Business Development in Avon Latin America. His leadership role in Latin America's key growth strategies led to the largest acquisition ever made by Avon which was subsequently responsible for almost all of Avon's Latin American growth in 2006. Before joining Avon, John worked at Procter & Gamble and was involved in the implementation of many key developments across several disciplines including Marketing, Supply Chain and Customer Logistics.



John is a passionate believer in the direct selling opportunity and has the highest respect for the work that Avon Representatives do to provide service to their customers. With a reputation for successfully combining a high-touch customer service approach with today's new technology, John's innate ability to focus on 'what's important' for the Representative and for the business has earned him the respect of many.



Louanne Menser
Director of Operations
Unicity Canada

As Director of Operations with Unicity Canada, Louanne puts her 17+ years' experience to work driving Unicity Canada's growth and profitability. She appreciates being educated from the ground up with Unicity, managing order processing, products, marketing and communications, and ultimately advancing as Director responsible for all daily activities of its Canadian operation. *"I love the variety of work, the experience and confidence I've gained and the incredible Unicity team I am privileged to lead."*

Louanne enjoys participating in the DSA's current issues and, through her work on the Board, helping affect positive change in our industry. *"I believe the DSA is helping Canadians access great products and business opportunities at a pivotal time in our economy. We're proud to be part of a great association where competitors become family and together we raise the standard of direct selling in Canada."*

Board of Directors 2010/2011

W. Jack Millar, L.L.B., L.L.M.

Senior Partner
Millar Kreklewetz LLP

Lawyer, W. Jack Millar, LL.B., LL.M, is Senior Partner with Millar Kreklewetz LLP. Jack's expertise with all aspects of Canadian direct selling legislation, including taxation/customs, is "*affecting positive legislative changes and assisting new companies establish successful direct selling businesses*". Jack's perspective stays well-rounded as a Canadian representative on the NAFTA's Bi-National Panel Roster, and as Past-Chairs of the CBA Tax & Trade Committee, and the Toronto Board of Trade Taxation Committee. He is currently a Member of the Ontario Ministry of Finance Small Business Tax Administration Advisory Committee and the Resolutions Committee of the Ontario Chamber of Commerce. Millar Kreklewetz has received many professional awards, most recently by *Finance Monthly* as "2011 Tax Law Firm of the Year, Canada".



A recipient of two distinguished DSA honours – the Ivan P. Phelan Award 2002, and DSA Partners in Progress Award 2001 – his 17+ years on the Board bring him "*valuable insights regarding the quality and commitment of those involved in direct selling*". His mission is to ensure a positive regulatory and tax framework for our industry's advancement. "*It's the DSA's strong commitment to government affairs and education that's enhanced the understanding of government officials and consumers as to the business opportunity, value, and importance of direct selling in Canada.*"



Sharon Muncey
Vice President, Marketing
PartyLite Gifts, Ltd.

Sharon Muncey, Vice President of Marketing with PartyLite Gifts, Ltd, celebrates over 30 years in the Direct Selling Industry this year. Throughout her career, Sharon has experienced both the thrill of being in the field and the corporate side of this dynamic industry. Her corporate experience falls mainly in the area of Sales and Marketing where she currently leads PartyLite's dynamic Marketing and Communications Team. Prior to PartyLite, she played a key leadership role in establishing the first and largest franchise, then the national Sales & Marketing Head Office with Aloette Cosmetics.

She is keen on driving awareness for the very industry that has enabled her to balance a solid family life with a career that continues to grow in responsibility and results.

Sharon resigned from the Board in May of 2011.

Board of Directors 2010/2011

Ray Patrick

President

Mary Kay Cosmetics Ltd.

An outstanding business leader, Ray Patrick is credited with 41 years experience in the cosmetics and fragrance industry. He has dedicated his accomplished career to setting goals, taking action and enriching lives.

Ray has enjoyed success as a leader in international business at Avon and Mary Kay. During his ten years at Avon, Ray gained international experience when he assisted in the organization and development of a new subsidiary in Thailand. Ray brought his expertise to Mary Kay Cosmetics Ltd. when he joined the Company in 1980. Only six years later, after proving his leadership success, Ray was appointed President of Mary Kay Canada.



Over the course of Ray's tenure with Mary Kay he has served as President of the Americas region, Chief Administrative Officer for Mary Kay Inc., Executive Vice-President of Global Sales Operation Support and finally in 1999 Ray was promoted to Chairman of International. In this role he was responsible for the direct and planning of existing international markets and new market development. In 2002, Ray's direction once again turned north, where he would resume the role of President of Mary Kay Canada.

During his 31 years with the organization, Ray Patrick has demonstrated outstanding leadership to Mary Kay Cosmetics Ltd. and has significantly contributed to the Mississauga business community. Ray is a member of the Board of Directors of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA), having served a one-year term as Chairman of the CCTFA in the early 1990s. Ray is also a member of the Board of Directors for the Look Good Feel Better Foundation (now called CCTFA Foundation) — a national program designed to assist women living with cancer manage the appearance-related side effects of cancer treatment and chairs its Volunteer Committee.

Ray holds a Bachelor of Commerce Degree from Sir George Williams University (Concordia University) in Montreal, Quebec, and is a Certified General Accountant. He resides in Burlington, Ontario with his wife, Margaret, and sons, Scott and David. Ray's daughters, Sherrie and Julie, also reside in Ontario and he is a proud grandfather of five.

Board of Directors 2010/2011



Jim Smith
President & CEO
Princess House Canada

Challenge and entrepreneurial vision have been the driving forces behind Jim's successful business career. When he was hired to oversee the Princess House Canada subsidiary in 1995, it was on the brink of disaster. After two years of following a failing U.S. mandate, he took matters into his own hands, bought the company, and relaunched it as a wholly owned Canadian entity. Initiating a massive turnaround strategy based on a collaborative home office-field partnership, the company reversed its losses, doubled the productivity of its sales leaders, and achieved sustained profitability within 24 months.

By the time Jim joined Princess House, he was a veteran of corporate makeovers. During his earlier career in New York City, he developed a new advertising strategy for Conde Nast Traveler that earned it "magazine of the year" status among all the company's prestige publications at the time. When Hearst's Esquire magazine was facing an outdated image and escalating competition for advertising dollars, his national sales strategies elevated the magazine to a leadership position in the men's publishing arena with a dominant influence in fashion and fragrance.

Jim holds a B.A. degree from Lehigh University and further honed his business skills through advanced studies at the Richard Ivey School of Business. He got his entrepreneurial inspiration early on by watching his dad run the Canadian operation of Avon and later direct sales and marketing activities at its New York headquarters. A resident of Canada for fifteen years, Jim lives in Mississauga with his wife Kelly, an executive at Incom, the leader in gift card marketing. Jim and Kelly spend their non-working hours with 5-year-old son Braden.

Judson Whiteside, B.A. (Hons.), JD
Senior Partner
Miller Thomson, Barristers & Solicitors LLP

Mr. Whiteside's extensive experience spans a wide range of corporate and commercial law, and includes special expertise in direct sales law and computer law. He is a senior partner of the firm. Jud acts for a diverse group of clients, ranging from major financial institutions and corporations to small, owner-operated services and manufacturing companies. His expertise and knowledge in matters related to compliance with the Competition Act and Competition Bureau help his clients to resolve issues in an effective manner.



Board of Directors
2010/2011

Jud has advised the DSA on numerous matters, including the Association's negotiations with Consumer and Corporate Affairs, Ottawa, with respect to changes to the Competition Acts. Jud and his firm act for a significant number of DSA Member companies advising them on Provincial licensing regulations, Health Canada regulations, Packaging and Labelling Act, immigration and Canadian tax matters as well as the Competition Act. Miller Thomson is a DSA Supplier Member.

Jud was the proud recipient of the DSA's Ivan P. Phelan Award in 2005.

DSA Staff



Ross Creber

President and Secretary
Direct Sellers Association of Canada

Ross brings more than 30 years direct selling experience – and majors in marketing and merchandising from Ryerson University – to his DSA commitment. Prior to joining the DSA in 1992, this entrepreneur and corporate executive worked with prominent Canadian firms in diverse sales and marketing management capacities.

In his first years as DSA President, Ross was responsible for doubling membership, implementing amendments to both the Competition Act and the Direct Sellers Alternative Collection Mechanism, harmonizing federal/provincial direct selling legislation, and serving on the Federal Deputy Minister of Revenue's Small Business Advisory Committee.

In the late 1990's, Ross enjoyed several years as an Executive Director with the World Federation of Direct Selling Associations, managing the first Socio Economic Impact Study on our industry commissioned by the WFDSA, and chairing its European Federation's EU Legislative Task Force. In 1997, Ross and his wife Bobbie were presented with the DSA's Ivan P. Phelan Award for outstanding contributions to the direct selling industry in Canada. In 2004, he returned to the Canadian DSA as President.

Since returning to the DSA in 2004, Ross has been responsible for directing several key initiatives including two Socio Economic Impact Studies on the direct selling industry in Canada; a Comprehensive Overview of the Direct Selling Industry in Canada; significantly increasing the DSA's government affairs presence and effectiveness across Canada; and during 2010 he was responsible for initiating a most successful Fraud Awareness conference which brought together more than 200 government, business and law enforcement partners.

In 2010 Ross was presented with the DSEF's Circle of Distinction Award in recognition of his years of service and contribution to the direct selling industry.

DSA Staff

Joan Lee, CAE

Director of Operations
Direct Sellers Association of Canada

In the autumn of 1996, Joan moved to Toronto from Quebec after a satisfying career there with Avon Products in the marketing and sales areas.

A year later, after spending several months with World Book Educational Products of Canada, Joan joined the DSA. She became an involved and integral contributor – a level of dedication that continues today, after over a decade with our Association. As well as joining several task forces, she currently participates on many DSA committees: Conference, Member Services, Communications, Affiliate Member, and Industry Information and served on the World Congress XI Planning Committee.



Also an active volunteer outside the DSA's more immediate circles, Joan sits on the Board of Directors for the Trillium Chapter of the Canadian Society of Association Executives (CSAE), and where she has also chaired their Communications and Programme Committees and was Vice chair on their Membership Committee. In 2003, after successfully completing and passing CSAE's Association Management course and stringent testing, Joan proudly earned the professional designation of Certified Association Executive (CAE).



Kristan Koehle

Administrative Assistant
Direct Sellers Association

With more than fifteen years in the public sector at the municipal, provincial and federal levels, Kristan has dedicated her time to serving the public through political, administrative, media relations and communications roles with the City of Brampton, Bank of Canada, Province of Ontario and various volunteer positions with the Ontario Liberal Party, and Liberal Party of Canada.

A student of Political Science at Carleton University with a long family history of political activism, Kristan has worked as an advisor for three Ontario Environment Ministers and a Minister for Research and Innovation. Kristan joined the DSA team last summer and shares her political knowledge and administrative skills as our Administrative Assistant.

DSA Staff

Wanda Morawski

Administrative Assistant (part time)
Direct Sellers Association of Canada

In challenging and varied positions throughout her work life, Wanda has embraced administrative, marketing, and coordinator roles in prestigious firms that include Ontario Power Generation, Labatt Breweries, and Mainstream Access. Her career diversity also showcases a creative sensibility through her design and accreditation within the floral industry.



A graduate of both the University of Toronto (Bachelor of Arts) and of Lakeshore Teacher's College in the early 1970's, Wanda is a firm believer in ongoing education. She has since gone on to achieve her certification in Retail Floristry and Design from Seneca College (1985), and was proud to accept the compliment of its Outstanding Achievement Award.

Wanda joined the DSA staff in the summer of 2005 as the Administrative Assistant. When a part-time position arose in the summer of 2010, Wanda decided that after over 35 years of full-time employment to take advantage of the opportunity.

DSA Code Administrator



Angela Swan
Aird & Berlis LLP

Angela's professional path highlights both legal practice, and also significant chapters in her career as a teacher, illuminating her insights for future generations in her craft.

Through the mid 1960's to late 1980's, she taught at the Faculty of Law, University of Toronto. She then joined Toronto's Aird & Berlis LLP, where she practiced corporate law until a sabbatical, of sorts, a decade later. In 1996, Angela was appointed a Visiting Professor at McGill University in Montreal, and took a leave from Aird & Berlis. A year later, she joined Stikeman Elliott's Montreal office, and became a Professor of Law at McGill. Coming full circle, Angela returned to Toronto in 2002, re-joined Aird & Berlis LLP, and is now also an esteemed Adjunct Professor at Osgoode Hall Law School of York University.

This career dynamic is an ideal blend of strengths for her DSA service as Code Administrator – a responsibility Angela has ably fulfilled since 1997.

Mission ...

To promote trust, confidence and growth in the Canadian direct selling industry through self-regulation and ethical conduct.

