

Time is ticking! The Starting and Running the Successful MLM Company Conference takes place February 26 and 27, 2015! Register to attend today!

By Jeffrey Babener © 2015

www.mlmlegal.com



The ***Starting and Running the Successful MLM Company Conference*** is just around the corner! For over 27 years we have hosted over 69 national conferences to educate startup and existing MLM company executives. All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the *original* MLM Startup Conference, hosted and perfected by direct selling industry expert, MLM Attorney Jeff Babener.

To learn how to get TWO FREE TICKETS to attend this valuable event, click [HERE!](#)

WHO ARE THE SPEAKERS?

Direct Selling Attorney, Jeff Babener, Founder of Babener & Associates and Sponsor of the MLM Startup Conference, has over 25 years of experience in the industry, representing companies such as Avon, Nikken, Melaleuca, Discovery Toys, Usana, and NuSkin.

MLM Industry Consultant, Mike Sheffield, with The Sheffield Group and Co-Sponsor of the MLM Startup Conference, has helped launch over 800 companies over the last 27 years.

Over the course of two days, you will hear from many leaders in the direct selling industry, who include:

Jeffrey A. Babener, of Portland, Oregon, Conference Chair and Sponsor, www.mlmlegal.com, is the principal attorney in the law firm of Babener & Associates. He represents leading U.S. and foreign companies in the direct selling industry. He has been advisor to such companies as Avon, Herbalife, Discovery Toys, Nikken, Shaklee NuSkin, Excel, Usana, Fuller Brush, Cell Tech, Enagic, Sunrider, Melaleuca, etc. He is a frequent lecturer and has been interviewed on the industry, and published, in

such publications as Money, Inc., Atlantic Monthly, Success, Entrepreneur, Kiplinger's Personal Finance, Home Office Computing, Business Start-Ups, Direct Selling News Magazine and Money Maker's Monthly. He is editor of the industry publication, Direct Sales Legaline. Mr. Babener is also the author of the books, Tax Guide for MLM/Direct Selling Distributors, Network Marketer's Guide to Success, The MLM Corporate Handbook, Network Marketing: Window of Opportunity and Network Marketing: What You Should Know (used as the college curriculum textbook at Utah Valley State course on network marketing. He is editor of one of most frequented network marketing educational web sites, www.mlmllegal.com. He has served as Chair of more than 60 national conferences on starting and running the direct selling company. He serves on the Lawyers Council and Government Relations Committees of the Direct Selling Association (DSA), and he has served as General Counsel and on the board of the MLMIA (Multilevel Marketing International Association). He has lectured at major industry trade meetings and at such educational institutions as the Univ. of Illinois, University of Texas, University of Houston, etc. He is a graduate of the University of Southern California Law School where he served as an editor of the USC Law Review, followed by the appointment as a law clerk to Hon. David Williams, U.S. District Court for the Central District of California.

Michael L. Sheffield is Chairman and CEO of The Sheffield Group Inc., a full service direct sales consulting firm and Chairman Emeritus of the Multi Level Marketing International Association. The Sheffield Group (www.sheffieldnet.com) specializes in start up operations, compensation plan development, distributor recruiting systems and sales tools. The firm also consults on new product concept development including positioning, pricing strategies, marketing and product sales strategies. The Sheffield Group has assisted in over 800 direct selling company start-ups, including 23 of the top 100 MLM/Party Plan companies in the world. In addition, Mike has assisted in numerous special projects for many of the industry's most prestigious direct selling, MLM and party plan companies. He has been a frequent lecturer on launch strategies for MLM companies at various industry conferences as well as the Schools of Business at Arizona State University, UC Berkley, University of Cincinnati, California Lutheran University, Anderson University and others. He was selected to make a special presentation on behalf of MLM at the Harvard Business School Association symposium. Mike is nationally respected as a leading compensation plan design expert and on the special staff teaching the subject at the University of Illinois at the Chicago Network Marketing Seminar. He has co-authored numerous academic papers on MLM presented at various academic conferences. He has served as sponsor and chief coordinator of various academic/corporate MLM conferences at the University of Texas, El Paso (UTEP). His contributions to these academic conferences earned him the honor of being the subject of a feature article in Success Magazine. Mike has been the MLM Expert for Entrepreneur Magazine and a contributor to the Entrepreneur Magazine training manual teaching how to start a successful MLM company. He can be contacted at www.sheffieldnet.com.

Robert Butwin, of Santa Rosa, California, is the consummate MLM professional. He has built and led large distributor organizations. He is highly respected in the MLM corporate community and juggles his distributor schedule with duties as a mentor on recruiting to corporate management of many

leading companies. He is the author of the highly acclaimed Street Smart Networking, available in bookstores everywhere.

Garvin DeShazer, Executive Consultant, Sheffield Group, has nearly 30 years experience as an entrepreneur. With 26 startups or acquisitions of his own, in industries ranging from alternative fuels to network marketing to fine arts, he has extensive experience in corporate and marketing management and driving sales. Included in his past corporate experience is the founding of a major direct selling company in the home security arena. He has served as a Senior Consultant for more than 60 network marketing companies where he focuses on strategic planning, key distributor development programs, creative writing and project management.

Alfred White is a Senior Management Consultant for Hamilton LaRonde & Associates of San Diego, California and Vancouver, Canada. Mr. White has extensive international experience. For the last twenty-two years, Mr. White has been a management and marketing consultant to the direct selling, multilevel marketing and network marketing industries. Mr. White's experience includes more than 200 assignments with a wide range of companies both domestic and international. He is highly regarded for his expertise in operations management and compensation plans. Mr. White designed the PDX computerized system for structuring new MLM companies. The PDX system is a very effective system that can bring a company from concept to fully operational at considerable savings in time and money. Above all Mr. White has a love for the MLM/Network marketing industry and devotes time and energy developing systems for the entrepreneur to be the owner of their own network marketing company. He is a featured writer of articles in national journals on the subject of network marketing.

Sandy Elsberg, of Orange County, California, is one of the most successful and admired distributors in the MLM world. She has led huge sales networks over the years. She is sought out frequently by MLM companies and distributor groups to speak and train. She is the author of the best seller, Bread Winner, Bread Baker.

Wayne Hinkle is V.P. of Sales of Trinity Software of Dallas, Texas. Trinity is a leading technology solutions provider to network marketing companies. Prior to becoming V.P. of Sales, Hinkle served 20 years at Nortel Networks where he was responsible for customer service and satisfaction for the entire eight state region of the SBC operator services division. He is a specialist in customer support and service as well as technical support, training and project management.

Scott Fitzpatrick, AVP – Global Direct Selling Solutions at Pivotal Payments, is a frequent speaker on risk management issues and a regular fixture on the Direct Selling Association and the MLM Startup circuits. His articles on chargeback management have received industry-wide recognition, and Scott regularly offers advice on best practices for payment processing in the Direct Selling industry.

Greg Powers is Managing Partner with Hanna Shea Consulting, Scottsdale, Arizona, which provides Executive Search, Recruitment Process Outsourcing and International Staffing services for Fortune 500 clients. Additionally, Hanna Shea has a specialized search service that is dedicated to MLM and

Direct Sales Organizations to identify and recruit top talent as members of the leadership management team.

Rod Cook is most commonly known as the MLM WatchDog of the industry. He studies the good of the MLM industry and at the same time tries to stomp out pyramid schemes. Part time he is a consultant who helps people start up new companies so they are a credit to the industry. At MLMWatchdog.com, editor in chief Rod Cook and his field reporters handle hundreds of questions or complaints a week about MLM companies. Rod jokingly says, "I live in the middle of the MLM Information Highway and get run over by trucks twice a day!" Rod is considered the ultimate MLM "marketing" inside information source! His articles have been published in over 30 different publications.

Robert Proctor is President of MultiSoft Corporation, a veteran provider of MLM Software to the Network Marketing Industry for over 25 years. With offices in the USA, Europe and Asia MultiSoft Corporation provides turn-key and custom MLM software packages from start-ups to mature companies with a focus on "Internationalized" MLM software. Robert has worked with 100's of companies around the globe and has been involved in nearly every aspect the network marketing industry for 16 years as a developer, designer, distributor, owner, operator and provider to the industry. Robert has built down-line organizations exceeding 50,000 customers and 6,000 distributors. Robert has a diverse background that includes public speaking, radio & television, advertising and marketing, business law, accounting & finance, banking, sales, customer service, compensation plan evaluation, network operations, programming, design and management.

Jeffery Boyle, of Nampa Idaho, is the CEO of Boyle Network, a focused industry resource specializing in empowerment of distributors and companies through multimedia production on the web and social networking. In addition, he is editor-in-chief of www.networkingstar.com, an educational and informative website profiling the people and issues of the network marketing industry.

Rosann (Ro) Shales, of The Sheffield Group, Scottsdale, Arizona, is a long time Party Plan expert. Ro is a veteran direct seller with multi-faceted experience, both in the sales field, having built her own \$1.3M organization, and as a corporate executive working with companies like Tupperware, PartyLite and Jafra Cosmetics. This has served her well in working with start-up, established and mature-market companies. As a strategist and connector, Ro brings ideas and people together for increased recruiting, leader development, and retention to drive revenue and success. Roseann is the author of "RECRUIT! Connecting with People to Change Your Business and Your Life," available in English and Spanish. RECRUIT is a valuable resource to everyone in MLM and Party Plan, both field and corporate, plus everyone who recruits volunteers or develops teams.

Patti Lamb, of Santa Barbara, California, is President of Alexandria Services. On behalf of startup and established MLM companies, Alexandria specializes in searching out multiple resource options for merchant account processing with established banking and processing financial organizations.

WHY?

The information you will gain and relationships that you will build by attending the conference are invaluable. You'll receive information on how to:

- Structure your compensation plan
- Legalize your company
- Recruit key employees and top-ranking distributors
- Develop a business model
- Generate leads
- Fund your business organization
- Establish your website and technology platforms
- Better understand the direct selling industry
- And, so much more

Read why network marketing executives have consistently attended the MLM Startup Conference for over twenty years:

- [I] Launched [the company] Federal Chamber of Commerce in 2002, after attending your Conference. Contracted with Mr. Alfred White to consult on our Compensation Plan. Recruited 10,000 Reps and \$5,000,000 volume in 9 months. Cashed out stock in 2003. Back again in 2013 with new partners and a new concept...

- We want to get the fundamentals and the basics down... get a good review of what needs to be done to be successful...

– We have a traditional business at the moment and we are looking to take it into the realm where it's more personalized, it's more about building people and an experience. It has been absolutely worth our trip. We are looking to take our business to the next level and build relationships.

– [I've] been in network marketing for 30 years [but] we are learning a lot of things about how to launch, how to reach the people we need to have, and again, the things that are required to make a successful company, not only for us but especially for our customers and for our affiliates.

– I want to teach other people how to run their own clothing business and have fun doing it. I have a distribution plan. I have a unique product that I need to take nationwide in a couple of months.

– I'm here because I want to know more about multi-level and I can replicate that experience in my country (Columbia)... It's worth it to be here.

– The reason I came to the show was to learn more about how to launch my direct sales company. I'm very comfortable and accustomed to selling through more traditional networks; however, I believe that the product that I'm launching is more suitable for direct sales; to get direct-to-consumer faster and in greater sales.

– I have a huge to-do list... Once I know what I'm supposed to be working on I won't spin my wheels.

(Additional testimonials can be seen in the following video: [MLMlegal Releases New Film on MLM Startup Conference – Produced by Networkingstar.com.](#))

WHERE WILL THE MLM CONFERENCE BE HELD?

The [MLM Startup Conference will be held in Las Vegas](#). Call 1-800-231-2162 for the exact location. Why don't we advertise the exact location? Since our conference is educational, we don't allow vendors, distributors and other solicitors to attend the event. This enables us to maintain the conference's high standards. Therefore, only registered guests are given the address after they've registered. However, if for some reason you cannot attend after registering, we will refund 100 percent of your attendance cost.

WHEN DOES THE MLM CONFERENCE TAKE PLACE?

February, May and October – Las Vegas, Nevada. Click [HERE](#) for current dates.

HOW MUCH DOES IT COST TO ATTEND?

The price to attend is \$195 for the first person and each additional attendee is \$150. We accept all major credit cards. Reservations must be made via phone, prior to the event. 503-226-6600 or 800-231-2162.

WHAT ELSE DO I NEED TO KNOW?



Each attendee will receive a FREE copy of the [Starting and Running the Successful MLM Company Manual](#). Some of the chapters include:

Legal Issues

MLM Law in 50 States

FDA Health Claims: The Final Rules

The Snail that got Mugged: FTC v. Direct Selling

Start-up Issues

Incorporating the Network Marketer

Five Dynamics that Drive An MLM Company

Product

Creating Your Next Million Dollar Product

Treasure Hunting for New Products

Compensation Plans

Comp. Plan Conversion: Direct Sales to MLM

Your Compensation Plan's Competitive Edge

Communications and Media

Focus on the Mission...Not the Commission!

When the Media Calls... Who Answers the Phone?

Attendees receive over 30 consulting hours with an array of industry experts – all in one location.

HOW CAN I FIND OUT MORE INFORMATION?

Visit our main website:

www.mlmllegal.com

Read our blogs:

<http://mlmllegal.com/MLMblog/> and <http://mlmattorney.com/blog/>

Watch the videos:

[MLMlegal Releases New Film on MLM Startup Conference – Produced by Networkingstar.com](#)

[The MLM Startup Conference in Las Vegas](#)

[MLM Startup Conference – A Must for Executives of Startup and Existing MLM Companies](#)

BEST BET?

Call us to register: 503-226-6600 or 800-231-2162

CAN'T MAKE IT?

As mentioned, our conference has taken place consistently over the last twenty-five years. We hold each conference three times per year. Join us in February, May or October. Check MLMLegal.com for the most current conference dates.

Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

www.mlmlegal.com