

Quote of the Week – Future of 2014

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“Looking from your perspective, what will be the most important issue, whether it be an opportunity or a threat, in the direct selling industry that will need a closer focus Next Year?”



As one American troubadour notes, “money talks, but it can’t sing and dance, and it can’t walk...” For the direct selling industry, in 2013 the markets and money managers have swung to the positive by billions of dollars. But industry observers always await for the “other shoe” to drop; lack of legislative and regulatory clarity means that the industry is only as secure as its last court opinion. Until federal legislation and the FTC rules are amended to recognize that distributor “personal use” of products is within the paradigm of legitimate direct selling, as opposed to pyramid scheme, the cloud will persist.

[Click here](#) to view Mr. Babener’s quote at World of Direct Selling.

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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.

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