

# Executives of Network Marketing Companies Attend May 14 and 15, 2015 Starting and Running the Successful MLM Company Conference

## What is the importance of DSA membership for network marketing companies?

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We've concluded the February 2015 Conference and scheduled the dates for our next event! The February Conference had in attendance over 100 people, from 65 MLM companies, representing 20 states and five countries (U.S., Canada, South Africa, Mexico, and Brazil).

The next Conference takes place May 14 and 15, 2015 in Las Vegas! Executives/owners of MLM, network marketing, direct selling, and party plan companies are invited to attend.

Learn how to structure your compensation plan, create a legal business structure, recruit top-ranking consultants, develop a business model, generate leads, find funding, build your website and back office, find the right technology provider, and so much more.

Attendees also have the opportunity to speak one-on-one with the expert speakers. Our conference is an educational event. You decide who you'd like to speak with one-on-one. Do you have questions about the legality of your business plan? Sign up to meet with Attorney Jeff Babener, who has spent over 28 years representing companies in the direct selling industry. Do you have questions about your compensation plan? Sign up to meet with compensation plan consultant Mike Sheffield, who has also spent over 25 years in the industry. A full list of speakers and their expertise can be found [here](#).

The conference covers a broad range of topics and also answers specific questions, such as:  
**What is the importance of DSA membership for network marketing companies?**

**A:** In an industry with potentially thousands of direct selling companies, only a select few hundred have become members of the U.S. DSA (Direct Selling Association). The DSA is a

national trade association for the direct selling Industry. It has existed for more than 100 years in various forms and it sets standards for consumer protection and ethics by its member companies. It is widely recognized by federal and state legislatures and regulators, and has played a meaningful role in shaping legislation that impacts the direct selling industry. Many countries have affiliate “DSAs” and are joined under the umbrella of the World Federation of Direct Selling Associations. (WFDSA).

Since member companies are required to commit to a significant consumer protection Code of Ethics and to go through an extensive “vetting” process, membership brings a respect that is very valuable to distributors as they promote the programs of member companies. In addition, the DSA affords significant educational conferences and ongoing updates on industry issues to both members and to the public.

Do you have a specific question? The MLM Startup Conference is perfect for executives who have a lot of questions that need answered by a broad range of experts. It is also perfect for those who need general knowledge about the network marketing industry.

Learn more about the Starting and Running the Successful MLM Company Conference by clicking [here](#). Also, learn how you can get **two free tickets** to attend through our Innovation Campaign by clicking [here](#).

For more information on the network marketing industry visit [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattorney.com](http://www.mlmattorney.com).

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