

## Message from the Chairman



Welcome to another year with the Direct Selling Association of the Philippines. Against the backdrop of a highly-charged election season, we in the direct selling industry have every reason to feel optimistic about 2016. We are coming from the strengths gained in 2015 where the industry had posed a 4% growth in current value terms. This means more and more Filipinos are discovering the potential and opportunities in direct selling. And for us, in DSAP, we have our work cut out for us to ensure that these entrepreneurial Filipinos truly enjoy the rewards that can be gained as direct sellers, are protected from becoming victims to scams, and continue to motivate more and more entrepreneurs to join the fold.

As an Association, we had made good progress in 2015. We had leveled up on our General Membership Meetings and our channels of communication (website, newsletters, social media sites), welcomed new members, conducted a successful Industry Awards Night, drafted and approved the proposed version of the anti-pyramiding law, undertaken a meaningful outreach program with the International Care Ministries, and pushed the lever on our drive to create awareness on direct selling as a legitimate source of business. These are just a few of the many that we had accomplished in the year past. Upon these milestones, we are anchored and stand poised to achieve even more this 2016 and, yes, to “Transform the Entrepreneurial Landscape” as we had boldly declared as our Association theme for the year. The quarterly DSAP newsletter will help ensure that you are all apprised of all that we do and provide you with reasons to remain engaged and energized about our direct selling industry.

I continue to take pride in leading this Association of highly spirited direct selling entrepreneurs and I look forward to working with you, achieving more with you as the year unfolds!

## DSAP 1st General Membership Meeting 2016

The Direct Selling Association of the Philippines (DSAP) officially kicked off 2016 with its first General Membership Meeting (GMM) which took place in early March at One Corporate Center. DSAP Chairman Joey Sarmiento formally opened the session by sharing a report on the Association’s achievements in 2015 and some highlights from the Euromonitor study on direct selling outlook for 2016.

DSAP was honored to have Melvin Abanto of the DTI Small Business Guarantee Corporation as one of the afternoon’s key speakers. Mr. Abanto shared valuable insights on the optimistic state of entrepreneurship in the country and lauded the direct selling industry as a “jobs generating industry.”

It was also a privilege to have Mr. Ron Chua of Asian Institute of Management who shared worthy insights on Micro-Financing institution on MSME support.



DSAP Chairman Joey Sarmiento shared highlights from the Euromonitor study on direct selling outlook for 2016.



Guest Speaker Melvin Abanto of DTI Small Business Guarantee Corporation discussed his perception of entrepreneurship in the country.



Prof Ron Chua of AIM discussed his insights on Micro-Financing Institution on MSME Support.

**Next GMM will be on June 21, 1PM – 5PM at the SGV Hall 3<sup>rd</sup> Floor, AIM Conference Center, Benavidez corner Trasierra Sts, Makati City.**

## Welcome, 2016 DSAP Board of Directors!

During the DSAP’s 1st GMM, participating representatives from member companies were able to witness the induction of the Association’s new Board of Directors for 2016. Guest Speaker Melvin Abanto of the DTI Small Business Guarantee Corporation was Inducting Officer. Congratulations and more power to the DSAP Board:

Joey Sarmiento, Max International, DSAP Chairman  
Arlene Asidao, Nu Skin Enterprises, DSAP Vice Chairperson  
Kevin Peter Yu, Sundance Direct Sales, DSAP Treasurer  
Atty. Errol Palaci, Avon Cosmetics, DSAP Corporate Secretary  
Beth Añana, Symmetry Philippines, DSAP Board Member  
Leni Olmedo, Amway Philippines, DSAP Board Member  
Maricar Bernardo-Sandalo, Gano Itouch, DSAP Board Member  
Cicero Franco Jorge, Unicity Network, DSAP Board Member



The 2016 DSAP Board of Directors taking their oath.

## In The News



SEC Chairperson Teresita Herbosa shares some important insights on fighting pyramiding schemes in a Q&A article done by direct selling guru Josiah Go in the Mansmith and Fielders website. One highlight quote from the Q&A, Chairperson Herbosa shared, “Recruiters or solicitors of investments use a scheme known as “Get Rich Quick” wherein they promise extremely high returns within a short period of time without need of doing something. This type of scheme is also known as Ponzi scheme....People do not mind asking the regulators whether or not the companies they are going to invest in are duly licensed to do so. They are too vulnerable or gullible to investing in this type of scheme.”

This plus more soundbites make this article truly worth sharing with your respective teams and salesforce. There are informative watch-outs that our representatives, dealers, distributors can learn much from and can share with their prospective recruits so that together, we can make a stand in the fight against pyramiding scams.

To read the article, please visit the DSAP Facebook page or click this link:

<https://www.facebook.com/dsapphil/>

## DSAP Dates to Remember:

**June 21: 2<sup>nd</sup> DSAP General Membership Meeting**

**July 8: DSAP Management Conference**

**September 14: 3<sup>rd</sup> DSAP General Membership Meeting**

**November 16: DSAP Annual Industry Awards**

**December 7: DSAP Yearender: GMM, Election, and Members’ Recognition Night**

## DSAP Footnotes:

**Come and help build our DSAP Facebook Community by LIKING the DSAP Facebook page!**