

## Message from the Chairman



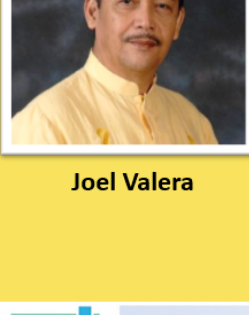
In the blink of an eye, we now stand at the halfway point of 2016. Definitely, much has happened in the past six months and now as a nation, we stand riveted in hope to the promise of positive change by a new government chosen by majority of the Filipino people.

Here in the DSAP, a change for the good will always be welcome, specially change that supports entrepreneurial freedom and underpins the value of integrity and good corporate governance. Our two major initiatives recently are strong illustrations of this: The Public Forum on Ethical Entrepreneurship and Integrity in Business and the 6<sup>th</sup> Management Conference on the Entrepreneurial Mindset. Against the reality of very full corporate calendars and critical company deliverables, the Association takes pride in being able to stage these initiatives, always keeping in mind the benefits and advantages that member companies would derive from them. Yes, many changes and challenges can be expected ahead but in DSAP, what never changes is our commitment to providing the right information, relevant education, and robust guidance to all our member companies and their teams.

I remain a proud member of this Association, and along with the DSAP Board of Directors, humbled with the privilege of serving all of you, fellow direct selling professionals.

## DSAP Hosts Public Forum on Ethical Entrepreneurship and Integrity in Business

The Direct Selling Association of the Philippines (DSAP) proved true to its commitment to provide relevant information and education to the public as it hosted the 2<sup>nd</sup> Quarter General Membership Meeting (GMM) that also became a Public Forum on Ethical Entrepreneurship and Integrity in Business. Held at the SGV Hall of the AIM Conference Center last June 21, 2016, the event featured a powerhouse lineup of speakers: direct selling master Josiah Go, Atty. Minerva Sobreviga-Retanal of the National Bureau of Investigation (NBI), Jose Solomon Cortez of Integrity Initiative, Inc., and Regional Director Joel Valera of the Department of Trade and Industry (DTI).



Jose Solomon Cortez



Josiah Go



Joel Valera



Atty. Minerva Sobreviga-Retanal

The attendees, comprised of representatives from the DSAP member companies and the general public, had a well-spent afternoon of insights and learnings. Mr. Cortez stressed the importance of preserving a culture of integrity to achieve a level playing field in the market place to ensure consumers and producers both win. Mr. Go elucidated on the 8-Point Test in determining the legitimacy of a direct selling company or an investment opportunity. The alarming reality of proliferation of investment scams on the internet and social media was shared by Atty. Sobreviga-Retanal, who also shared the warning signs to avoid becoming a victim. Mr. Valera underpinned the value of ethical business practices and collaborative opportunities for the government and the private sector.

The forum gave the attendees opportunity to raise their questions and hear the answers and get further guidance straight from the speakers.

DSAP 2016

TRANSFORMING THE ENTREPRENEURIAL LANDSCAPE

Why practice **ETHICAL ENTREPRENEURSHIP**?  
Is the company's **BUSINESS PLAN** legitimate?  
Is it a **SUSTAINABLE** business?  
What is the **DSAP 8-point test**?

WHAT: The DSAP Public Forum

WHEN: June 21, 2016

TIME: 1pm to 5 pm

WHERE: SGV Hall, AIM Conference Center, Trasierra corner Benavidez Sts., Legaspi Village, Makati City

MEMBERS FEE: PHP 1,000

NON-MEMBER'S FEE: PHP 1,500

STUDENTS: PHP 500

Register at [info@dsap.ph](mailto:info@dsap.ph).

For more information:  
[www.dsap.ph](http://www.dsap.ph)  
[www.facebook.com/dsapphilis](http://www.facebook.com/dsapphilis)

PROGRAM OF ACTIVITIES

I. Registration/Networking  
• Welcome drinks upon arrival  
• DSAP Video on Anti Pyramiding  
• Major Sponsor  
• Media Partner Video

II. Innovation : 1:00pm to 1:05pm

III. National Anthem : Video 1:05pm to 1:10pm

IV. Opening Remarks : Mr. Jose Sorrentino, DSAP Chairman 1:10pm to 1:20pm

V. Keynote Speaker : Mr. Jose Solomon Cortez, Executive Director, Integrity Initiative 1:20 pm to 1:35pm

VI. DSAP Board Pledge 1:35pm to 1:40pm

VII. Guest Speaker : Mr. Josiah Go, DSAP 8-Point Test 1:40pm – 2:10pm

VIII. Guest Speaker: Atty. Minerva Sobreviga-Retanal, Supervising Agent of Anti-Fraud Division, National Bureau of Investigation 2:10pm to 2:40pm

IX. Guest Speaker from DTI (TBA) 2:40pm to 3:10pm

X. Public Forum/Panel Discussion 3:10pm to 3:40pm

XI. DSAP Updates and announcements 3:40pm to 4:20pm

## DSAP Board Inks Commitment to Integrity in Business

The 2<sup>nd</sup> General Membership Meeting/Public Forum of the Association was highlighted by the DSAP Board's signing of the Integrity Pledge promulgated by the Integrity Initiative, Inc. In signing the pledge, the Board members, representing the DSAP member companies, have made an irrevocable commitment to ethical business practice and good corporate governance. This signing supports the significance of preserving a culture of integrity among all direct selling organizations in paving the way for a truly robust economy.

## DSAP Pulls Out All Stops for 6<sup>th</sup> Management Conference

It was a day drenched by heavy rains but nothing could stop the DSAP from holding its successful 6<sup>th</sup> Management Conference held at the AIM Conference Center on July 8, 2016. Themed *The Entrepreneurial Mindset*, the conference gathered a good turnout of close to 120 enthusiastic and highly engaged attendees from the DSAP member companies and the general public.

The management conference definitely did not scrimp on presenting the most noteworthy lineup of speakers that included Dean Pax Lapid, Business Consultant, Entrepreneur and Author; Ms. Mercy Evangelista, Avon Hall of Famer; Ms. Rhea Gudani/ Ryan Gudani, Nu Skin Hall of Famer; and Ms. Salve Duplito, Finance Expert and Host of ANC's On The Money.

The first speaker, Dean Lapid shared his insights that one who has the entrepreneurial mind is T.R.U.L.Y. R.I.C.H., which stands for Talent/Time, Why You're Doing What You're Doing, Understanding the Business Logic, Luck, Why You Buy from Me, Robust Customers, Investing in relationships, Cash Flow, His (God's Time).

The next speaker, Mercy Evangelista shared her inspiring success story on how she "Built an Empire". Mercy painted an image of her humble beginnings as a young new bride, bearing only two suitcases, in a strange new city. With faith, determination, and passion, Mercy's earnings as an Avon Representation enabled her to invest in properties that now include a college, commercial buildings, residential properties, beach resorts. Mercy emphasized the importance of hard work, discipline, nurturing the team, and sharing the dream.

Ms. Rhea Gudani of Nu Skin shared her insights on the value of Coaching and Mentoring. In her presentation, she stressed that leadership and success are not just for the few but everyone's birthright. True leadership is measured by how one is able to mentor and coach and empower your team to achieve the same level of success. Rhea's husband, Ryan Gudani, affirmed how his wife's mentoring and coaching skills had made a believer out of him and empowered him to achieve bigger success as an entrepreneur.

Money matter expert Salve Duplito capped the conference with a very engaging and comprehensive presentation on financial management. Salve shared not only general principles but very practical, easily-understood tips on financial planning and literacy. She advocated the importance of not just saving but on investing as well.

The 6<sup>th</sup> DSAP Management Conference strongly supports DSAP's thrust on providing relevant education to the members and the general public. Sponsors were Amway, Avon, Herbalife, and Security Bank.

Dean Pax Lapid

Rhea Gudani and Ryan Gudani

Mercy Evangelista

Salve Duplito

## A Congratulatory Note...

DSAP congratulates the following member companies for complying with the required Sales Report form and WFDSA Statistical Survey Form: 4Life, Sunrider, Symmetry, Amway, Unicity, Max International, Nu Skin, Edmark Philippines, and QNet.

Photo shows representatives of recognized member companies with their Certificates of Membership that bear the official DSAP seal.

## Dates to Remember

**September 14**  
3<sup>rd</sup> General Membership Meeting / 1PM to 5PM  
David McConnell Hall, Avon Philippines Headquarters, 20/F Pacific Star Building, Makati Ave cor. Sen. Gil Puyat Ave.

**November 16**  
DSAP Annual Industry Awards  
Venue TBD

**December 7**  
DSAP Year Ender: GMM, Election, and Members' Recognition Night  
Venue TBD

**December 16**  
Movie Block Screening: Star Wars: Rogue One / 7:30PM / SM Megamall A Cinema 4

## DSAP Footnotes:

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