

## THE SPEAKERS AND PANELISTS

**Jeffrey A. Babener**, of Portland, Oregon, [www.mlmlegal.com](http://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, Discovery Toys, Nikken, New Vision, NuSkin, Excel, Fuller Brush, Cell Tech, Kaire, 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, Wealth Builders 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 and Network Marketing: Window of Opportunity. He is editor of the internet web site, [www.mlmlegal.com](http://www.mlmlegal.com).

**Mark Yarnell**, of Reno, Nevada, is President of 21st Century Global Network. For 13 years, Mark was among the top distributors of NuSkin, having built one of the most dynamic distributor organizations in the network marketing industry. He has served as co-chairman of academic conferences at the University of Illinois and the University of Houston. He has authored articles for leading publications, and is the author of the best selling book Your First Year in Network Marketing and his new book, Self Wealth.

**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.

**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.

**Michael L. Sheffield** is President of Sheffield Resources Network, a full service MLM consulting firm in Scottsdale, Arizona, and co-founder and Chairman of the Multi-Level Marketing International Association (MLMIA). His company has assisted in over 300 MLM company start ups including such companies as Fuller Brush, Service Master and Home Shopping Network. He has been a frequent lecturer on launch strategies for MLM companies at various MLM conferences as well as the Schools of Business at Arizona State University, University of Cincinnati and Anderson University. He has designed over 100 MLM compensation plans, and has been the guest instructor on the subject at the University of Illinois at Chicago. Co-author of numerous academic papers and research studies, he served as a coordinator of the major academic/corporate conference at the University of Texas, El Paso. Millions of readers have relied on Mike's popular "Product Of The Month" column in Money Makers Monthly to help evaluate "What's Hot" in MLM products and services, and he has also served as "product editor" for Wealth Building magazine.

**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 twentytwo 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.

**Clifton Jolley**, of Dallas, Texas, is President of Advent Communications and has provided communications products and consulting to leaders in network marketing for more than 15 years, in addition to teaching communications at the university level both in the United States and abroad. His innovation and skill have been heralded in the Atlantic Monthly, Success Magazine, Wave 3, and numerous other national publications and broadcasts. He has been a frequent contributor to leading magazines and has acted as media spokesman for such major companies as A.L. Williams, Home Shopping Network, Nokia, Sunrider, Quorum, Nikken, Oxyfresh, Network 2000, and dozen of others. His skill in crisis intervention and media relations has been credited with "rescuing" dozens of Advent clients from media scrutiny. Dr. Jolley's company is known for state-of-the art graphics production, including distributor kits and manuals and Web site production. Advent Communications also provides its clients award-winning video production, executive communications and distributor programs.

**Damian Kuolt and Glen Rawlins**, of Tempe, Arizona, co-founders, and CEO, and chief technology officer respectively of Globenet Software. Glen brings 25 years experience advising such companies as Shaklee, Herbalife, Sunrider, Matol and Nikken, and Damian brings 15 years experience in both consulting and corporate positions for startup and emerging companies including USANA and Nikken. Globenet is recognized as a leader in internet technology and Microsoft NT technology applications for MLM companies.

**Mark Rawlins and David Hickman**, are the principal forces behind the joint venture of two of the leading MLM software companies, Infotrax and Netmark, headquartered respectively in Provo, Utah and San Diego, California. Having created award winning technologies for giants such as Nikken, the companies have made available, through internet server "service bureau" technology, at affordable cost to both large and start up MLM companies, state of the art software processing.

**Keith Laggos**, of Chicago, Illinois, is chief executive of two leading publications that focus on the network marketing industry, Money Makers Monthly and Direct Sales Journal. Money Makers Monthly is the journal of the network marketing industry. Direct Sales Journal focuses on corporate matters. He is also the author of the first academic textbook on the subject, Direct Sales An Overview, and a recognized expert on marketing and co-op advertising campaigns.

**To Register Call 1-800-231-2162**

Eligible Attendance: Limited to Executives of Existing or Startup MLM Companies