

MLM Company Profile: DaySpring



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DaySpring

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

DaySpring launched in 1971 in Covina, California. It was started by four Christian men; Dean Kerns, Don Leetch, Russ Flint, and Roy Lessin. Their goal in starting the Company was to make Christ's name known through printed messages.

Their first card was printed at Christmas. The cover of the card showed a man sitting near a Christmas tree after the gifts had been opened. There was a look of despair on his face. The cover read, "When you get right down to it..."; the inside of the card read, "...the only thing that really matters is Jesus." Their first card received an enthusiastic response.

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DaySpring remained in California for an additional eight years while the Company grew. In 1979, the Company was moved to the city of Siloam Springs in northwest Arkansas, near the Illinois River. Thirty employees made the move with the Company. After the move, DaySpring began selling their cards to Christian bookstores. The Company expanded within a few years and multiplied tenfold.

In 1987, DaySpring partnered with David C. (www.mlmllegal.com) Cook Publishing Company and became a division of Cook Communications Ministries.

DaySpring acquired Personal Expressions and the Sunshine® boxed card line from Warner Press in 1997.

In 1999, DaySpring was acquired by Hallmark Cards, Inc. from Cook Communications.

In 2006, DaySpring founded Blessings Unlimited, a home party company offering Christian and inspirational products for sale by independent consultants.

Impact on the Industry

NA

Discussion of Products

DaySpring sells Christian greeting cards, stationary, and art.

Discussion of Opportunity

DaySpring offers the opportunity to join the company as a commission-earning affiliate. Affiliates receive the following benefits:

- *Earn 12% – 18% commissions on sales that you refer to our site*
- *Earn for 90 days after each customer is referred*
- *It's easy because we handle all the tracking and payments*
- *Rewards are given for high performance*
- *DaySpring's brand awareness in the Christian marketplace*
- *It's free to sign up!*

Discussion of Distributor Base and Sales Volume in U.S.

DaySpring is a leading manufacturer and distributor of Christian greeting cards and other personal expression products and gifts. DaySpring products are sold in Christian retailers, card and gift stores, and other outlets in the United States and 60 foreign countries. Based in Siloam Springs, Arkansas, DaySpring has a staff of over 450 employees. In 1999, the company was acquired by Hallmark. DaySpring offers more than (www.mlmllegal.com) 7,000 products each year and touches hundreds of millions of people in a year. The company has changed many times throughout the years, but the purpose and vision remains the same -- to make Christ known.

Blessings Unlimited is the Company's vehicle for a direct selling opportunity to home based entrepreneurs.

Company Website: www.dayspring.com

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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