

# The Next MLM Startup Conference in Las Vegas – May 16th & 17th, 2013

By Jeffrey Babener © 2013 / 2014

[www.mlmlegal.com](http://www.mlmlegal.com)

## WHAT?

The next *Starting and Running the Successful MLM Company Conference* is quickly approaching! On May 16th & 17th, 2013 we are hosting the [MLM Conference](#) for the 25<sup>th</sup> year! This is now our 64th annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the [original MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#).



## WHO?

[Direct Selling Attorney, Jeff Babener, Founder of Babener & Associates](#) and Sponsor of the MLM Startup Conference, has over 25 years of experience in the industry, representing companies such as Avon, Nikken, Melaleuca, Discovery Toys, Usana, and NuSkin.

MLM Industry Consultant, Mike Sheffield, with The Sheffield Group and Co-Sponsor of the MLM Startup Conference, has helped launch over 800 companies over the last 27 years.

Over the course of two days, you will hear from many leaders in the direct selling industry, who include:

**Jeffrey A. Babener**, of Portland, Oregon, Conference Chair and Sponsor, [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, Shaklee NuSkin, Excel, Usana, 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, Network Marketing: Window of Opportunity and Network Marketing: What You Should Know. He is editor of one of most frequented network marketing educational web sites, [www.mlmllegal.com](http://www.mlmllegal.com).

**Michael L. Sheffield** is President of The Sheffield Group, 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 serves as "product editor" for Wealth Building magazine.

**Dr. 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 15years, 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 dozens 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.

**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.

**Garvin DeShazer**, Executive Consultant, The Sheffield Group, has nearly 30 years experience as an entrepreneur. With 26 startups or acquisitions of his own, in industries ranging from alternative fuels to network marketing to fine arts, he has extensive experience in corporate and marketing management and driving sales. Included in his past corporate experience is the founding of a major direct selling company in the home security arena. He has served as a Senior Consultant for more than 60 network marketing companies where he focuses on strategic planning, key distributor development programs, creative writing and project management.

**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

twenty-two 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.

**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.

**Wayne Hinkle** is V.P. of Sales of Trinity Software of Dallas, Texas. Trinity is a leading technology solutions provider to network marketing companies. Prior to becoming V.P. of Sales, Hinkle served 20 years at Nortel Networks where he was responsible for customer service and satisfaction for the entire eight state regions of the SBC operator services division. He is a specialist in customer support and service as well as technical support, training and project management.

**Greg White** of Vancouver based Hamilton LaRonde has a twenty five year career in meeting management and coordination of MLM sales materials design and production. He has managed every single Starting and Running Conference since the 1980's, more than 50 conferences, and supervised all of the art work for the conference.

**Eugene Argent**, of Santa Barbara, California, is President of Alexandria Services. On behalf of startup and established MLM companies, Alexandria specializes in searching out multiple resource options for merchant account processing with established banking and processing financial organizations.

**Scott Fitzpatrick**, Marketing Director of Pivotal Payments of Montreal, Canada. Pivotal is one of the leading merchant account processors for the Direct Selling/MLM industry, providing solutions for e-commerce online processing as well as traditional credit card, debit card and other processing for sales by direct selling companies and their sales force.

**Greg Powers** is Managing Partner with Hanna Shea Consulting, Scottsdale, Arizona, which provides Executive Search, Recruitment Process Outsourcing and International Staffing services for Fortune 500 clients. Additionally, Hanna Shea has a specialized search service that is dedicated to MLM and Direct Sales Organizations to identify and recruit top talent as members of the leadership management team.

**Rod Cook** is most commonly known as the MLM WatchDog of the industry. He studies the good of the MLM industry and at the same time tries to stomp out pyramid schemes. Part time he is a consultant who helps people start up new companies so they are a credit to the industry. At MLMWatchdog.com, editor in chief Rod Cook and his field reporters handle hundreds of questions or complaints a week about MLM companies. Rod jokingly says, "I live in the middle of the MLM Information Highway and get run over by trucks twice a day!" Rod is considered the ultimate MLM "marketing" inside information source! His articles have been published in over 30 different publications.

**Robert Proctor** is President of **MultiSoft Corporation**, a veteran provider of MLM Software to the Network Marketing Industry for over 25 years. With offices in the USA, Europe and Asia. MultiSoft Corporation provides turn-key and custom MLM software packages from start-ups to mature companies with a focus on "Internationalized" MLM software. Robert has worked with 100's of companies around the globe and has been involved in nearly every aspect the network marketing industry for 16 years as a developer, designer, distributor, owner, operator and provider to the industry. Robert has built down-line organizations exceeding 50,000 customers and 6,000 distributors. Robert has a diverse background that includes public speaking, radio & television, advertising and marketing, business law, accounting & finance, banking, sales, customer service, compensation plan evaluation, network operations, programming, design, and management.

**Jeffery Boyle**, of Nampa Idaho, is the CEO of Boyle Network, a focused industry resource specializing in empowerment of distributors and companies through multimedia production on the web and social networking. In addition, he is editor-in-chief of [www.networkingstar.com](http://www.networkingstar.com), an educational and informative website profiling the people and issues of the network marketing industry.

### **WHY?**

The information you will gain and relationships that you will build by attending the conference are invaluable. You'll receive information on how to:

- Structure your compensation plan
- Legalize your company
- Recruit key employees and top-ranking distributors
- Develop a business model
- Generate leads
- Fund your business organization
- Establish your website and technology platforms
- Better understand the direct selling industry
- And, so much more

Read why people have consistently attended the MLM Startup Conference for over twenty years:

*We want to get the fundamentals and the basics down... get a good review of what needs to be done to be successful...*

*We have a traditional business at the moment and we are looking to take it into the realm where it's more personalized, it's more about building people and an experience. It has been absolutely worth our trip. We are looking to take our business to the next level and build relationships.*

*[I've] been in network marking for 30 years [but] we are learning a lot of things about how to launch, how to reach the people we need to have, and again, the things that are required to make a successful company, not only for us but especially for our customers and for our affiliates.*

*I want to teach other people how to run their own clothing business and have fun doing it. I have a distribution plan. I have a unique product that I need to take nationwide in a couple of months.*

*I'm here because I want to know more about multi-level and I can replicate that experience in my country (Columbia)... It's worth it to be here.*

*The reason I came to the show was to learn more about how to launch my direct sales company. I'm very comfortable and accustomed to selling through more traditional networks; however, I believe that the product that I'm launching is more suitable for direct sales; to get direct-to-consumer faster and in greater sales.*

*I have a huge to-do list... Once I know what I'm supposed to be working on I won't spin my wheels.*

(The testimonials above can also be seen in the video: [MLMlegal Releases New Film on MLM Startup Conference – Produced by Networkingstar.com.](#))

## **WHERE?**

The [MLM Startup Conference will be held in Las Vegas](#). Call 1-800-231-2162 for the exact location. Why don't we advertise the exact location? We like to keep vendors, distributors and other solicitors away from the event in order to maintain the conference's standards. Therefore, only registered guests are given the address. However, if for some reason you cannot attend after registering, we will refund 100 percent of your attendance cost.

## **WHEN?**

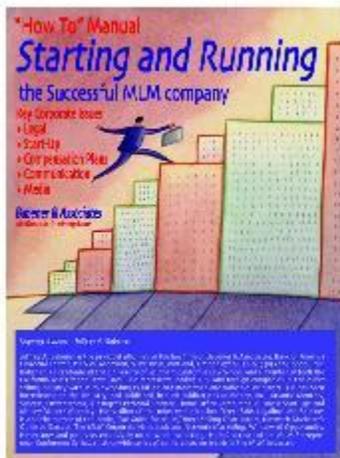
May 16th & 17th, 2013 – Las Vegas, Nevada.

## **HOW MUCH?**

The price to attend is \$195 for the first person and each additional attendee is \$150. We accept all major credit cards. Reservations must be made via phone, prior to the event. 503-226-6600 or 800-231-2162.

## **WHAT ELSE?**

Each attendee will receive a FREE copy of the [Starting and Running the Successful MLM Company Manual](#). Some of the chapters include:



Legal Issues  
MLM Law in 50 States  
FDA Health Claims: The Final Rules  
The Snail that got Mugged: FTC v. Direct Selling  
Start-up Issues  
Incorporating the Network Marketer  
Five Dynamics that Drive An MLM Company  
Product  
Creating Your Next Million Dollar Product  
Treasure Hunting for New Products  
Compensation Plans

Comp. Plan Conversion: Direct Sales to MLM  
Your Compensation Plan's Competitive Edge  
Communications and Media  
Focus on the Mission...Not the Commission!  
When the Media Calls... Who Answers the Phone?  
Attendees receive over 30 hours of consulting hours with an array of industry experts – all in one location.

#### **HOW CAN I FIND OUT MORE?**

Visit the website:

[www.mlmllegal.com](http://www.mlmllegal.com)

or, read visit our blogs:

<http://mlmllegal.com/MLMblog/> and <http://mlmattorney.com/blog/>

[Only 7 Days Left Until the MLM Startup Conference in Las Vegas!](#)

[NEW PRESS RELEASE – 63rd Annual MLM Startup Conference!](#)

[An Invitation From MLM Attorney Jeff Babener to Attend the MLM Startup Conference in Las Vegas](#)

[Are you Starting a MLM Company?](#)

[February 2013 MLM Startup Conference in Las Vegas](#)

Watch the videos:

[MLMlegal Releases New Film on MLM Startup Conference – Produced by Networkingstar.com](#)

[The MLM Startup Conference in Las Vegas](#)

[MLM Startup Conference - A Must for Executives of Startup and Existing MLM Companies](#)

**BEST BET?** Talk to us. Call: 503-226-6600 or 800-231-2162

#### **CAN'T MAKE IT?**

As mentioned, our conference has taken place consistently over the last twenty years. We hold each conference three times per year. Join us in February, May or October. Check [MLMLegal.com](http://MLMLegal.com) for the most current conference dates.

This article is also available online at: <http://mlmattorney.com/blog/2013/02/20/the-next-mlm-startup-conference-in-las-vegas-may-16th-17th-2013/>

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Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



**Jeffrey Babener**  
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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