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See you at Booth 301 in Arizona!

For several years now, E.A. Dion, Inc. has created commemorative pins for the DSA Annual Meeting. In 2006, we became the official sponsor of commemorative Annual Meeting pins for the Direct Selling Association. We are proud to once again be sponsoring these one-of-a-kind commemoratives for the DSA and look forward to seeing you in Arizona in June!



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E.A. Dion Celebrates 40th Anniversary

E.A. Dion, Inc., similar to many DSA member companies, is celebrating a milestone anniversary in 2008. Dion and our distributors are celebrating 40 years of service to our customers. Thanks, in no small part, to the support and loyalty of DSA member companies, we have demonstrated a consistent record of business growth.



Dion is commemorating this special anniversary with employee events and gifts, a special historical supplement in our mailings and many more internal and community events scheduled throughout the year. We recognize this is a time to acknowledge

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Career Path and Incentive Awards are the "X" Factor



XELR8, a publicly owned company with headquarters in Denver, CO, provides high-quality meals, drinks, snacks and nutritional supplements for performance-minded people. In fact, XELR8 is allied with some of today's greatest Olympic and professional sports figures.

Founded in 2001, XELR8 initiated direct selling in 2003 and has enjoyed consistent growth. The company realizes career path and incentive awards are an important way to recognize current sales performance, as well as promote future performance. Paul Piscitelli of Paul Anthony Ltd., Dion's distributor, guided

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2008 Major Milestone Anniversaries*

- Avalla, LLC, *50 Years*
- GNLD International, *50 Years*
- U.S. Safety & Engineering Corp., *50 Years*
- Viviane Woodard Skincare Cosmetics, *50 Years*
- Mary Kay Inc., *45 Years*
- Princess House, Inc., *45 Years*
- Partylite Gifts, Inc., *35 Years*
- TARRAH Cosmetics, Inc, *35 Years*
- The Longaberger Company, *35 Years*
- Discovery Toys, Inc., *30 Years*
- Home America, Inc., *25 Years*
- Goldshield Elite, *25 Years*
- Oxyfresh Worldwide, Inc., *25 Years*

2009 Major Milestone Anniversaries*

- The Kirby Company, *95 Years*
- Aerus LLC, *85 Years*
- CUTCO/Vector Marketing, *60 Years*
- Amway Corporation, *50 Years*
- Hy City Corp., *50 Years*
- Jeunique International, Inc., *50 Years*
- Conklin Company, Inc., *40 Years*
- Noevir USA, Inc., *30 Years*
- Nu Skin Enterprises, *25 Years*

* All anniversaries based on DSA date of establishment data.

LOGO-POPS Interchangeable Jewelry System Encourages Individuality

Just pop and go! Introducing LOGO-POPS, a contemporary, interchangeable sterling silver jewelry concept which satisfies a basic desire that all of us share -- the need to express our individuality, feelings and emotions. LOGO-POPS offers over 40 jewelry designs, including rings, earrings, pendants, bracelets, necklaces and pins, that encourage the wearer to effortlessly make the jewelry one's own.

A custom designed brand or achievement "Pop" which features a company logo, career path or incentive level, such as President's Club or Circle of Excellence, offers a unique recognition piece for both the individual and the organization.

LOGO-POPS is exclusively available from Dion. Visit www.eadion.com for a complete viewing of the LOGO-POPS collection. Contact your Dion Account Manager or call 1-800-445-1007 and we will direct an Account Manager to you.



E.A. Dion Celebrates 40th Anniversary continued from page 1



The next generation of the Dion family, including Ted and Dennis (holding shovels), purchase the company and announce a 3,700 square foot addition in 1990.

our legacy but, perhaps more importantly, to set the tone for continued future success.

Part of our hope for our milestone year is to assist others in celebrating their important milestone anniversaries by designing a meaningful symbol for their celebrations. Whether it is your 5th or 50th anniversary, challenge Dion's Design Group to come up with the perfect jewelry symbol for employee gifts, client thank you's, etc. Please get in touch with your Dion distributor today or contact Linda Sullivan at 800-445-1007 x117 or linda@eadion.com and she will put you in touch with an authorized distributor.

Make a Bold Impression with *EXPRESSIONS by Dion*

EXPRESSIONS by Dion is a distinct capability which represents a departure from the expected and traditional recognition accessories in every way! *EXPRESSIONS* is produced without creative limitations so if you have imagined a certain award jewelry program you could call your own and always wondered "what if", let *EXPRESSIONS* bring your vision to life.



Introduced to rave reviews at the PPAI Show in Las Vegas, *EXPRESSIONS* reconciles the traditional struggle between fashion and customization within award jewelry offerings. The collection satisfies the desire to comfortably incorporate award jewelry into an individual's daily life. *EXPRESSIONS* "whisper" personalization subtly communicates a high level of achievement while preserving the individuality of the recognition.

A palette of precious, non-precious and natural elements creates the distinctive *EXPRESSIONS* look. Faceted gemstones, lustrous pearls, colorful glass and beads are your ingredients to realize your inspired vision. The result is personal, "wearable art" award jewelry that appeals to women who possess a sharp sense of style and a mischievous wit.

EXPRESSIONS is an opportunity exclusively available from Dion. Encouraging a collaborative effort between you, your end-user and Dion's experienced Design Group, the collection offers the ability to create a one-of-a-kind piece. Please visit www.eadion.com for a more complete sampling of how visions have become reality with *EXPRESSIONS*. Contact your Dion Account Manager or call 1-800-445-1007 and we will direct an Account Manager to you.



Career Path and Incentive Awards are the "X" Factor continued from page 1



the creation of a career path pin program that incorporates their colorful logo onto a sterling silver jewelry piece, as well as diamond set pins to designate higher levels of performance. These beautiful and colorful pins interweave company branding, with a piece employees are proud to wear.

If you are thinking of a career path/incentive program for your company, talk to your local distributor about a Dion jewelry piece that uniquely represents your company and its employees' achievements.

