

DionDIRECT

Creative Jewelry Solutions for Recognition, Promotion and MotivationSM

Dion "Shines" on Tastefully Simple's Leadership Bracelet

Tastefully Simple, the original national home taste-testing company with more than 50 delicious and easy-to-prepare foods and gifts, has an exciting new addition to its jewelry recognition program – The "Shining in Leadership" bracelet and charms!

Through distributor Paul Piscitelli of Paul Anthony Ltd., E.A. Dion sent Tastefully Simple several concepts for charms based on their product line. These "mini-charms" so appealed to their consultants that Tastefully Simple decided to incorporate this idea into a trendier bracelet that was not the typical charm jewelry. The result was the "Shining in Leadership" bracelet.

with each other – solving the problem of charms catching on clothing or becoming lost. However, by simply sliding the charms, they can be added, repositioned or removed.

This year's qualifiers were awarded this beautiful bracelet at Tastefully Simple's National Conference during their Victory Celebration. The bracelets received such great reviews that Tastefully Simple believes there will be a more conscious effort to qualify for this award now that consultant leaders have seen the bracelet and will want to collect the commemorative charms!

This elegant sterling silver bracelet features the "Shining in Leadership" extender charm and a 3-dimensional charm replicating Tastefully Simple's most popular product, Bountiful Beer Bread Mix®. "Shining in Leadership" qualifiers receive this bracelet, along with an additional charm featuring another replicated product for the year in which they qualify – 2009's charm being the Samba Sangria Slush™ Drink Mix. This unique bracelet design incorporates a rubber insert in each charm which allows the wearer to space the charms on the bracelet without them moving or colliding



The "Shining in Leadership" recognition program was developed to support and enhance the recommended activities Tastefully Simple shares with its consultant leaders to help them grow and be successful in their businesses. To qualify for "Shining in Leadership" recognition, a consultant leader must meet goals in all three areas of their business – personal sales, recruiting new consultants and promoting members of their team into leadership. The "Shining in Leadership" program is the pinnacle of the Movers & Shakers Program, which consultants achieve at different levels of sales, recruiting or leader development.

Jockey Person to Person Charms at National Conference

Jockey Person to Person, a Division of Jockey International, Inc., developed a unique and colorful way to recognize those attending its national conference while encouraging registrants to attend the many educational sessions offered at the event. Starting in 2008, and continuing in 2009, Jockey Person to

Person gave each attendee at their national conference a charm holder with one charm on it. Conference attendees received the remainder of their charms after each session they attended. In addition, one of the charms was designated for Team Leaders and above so that these attendees stood out.



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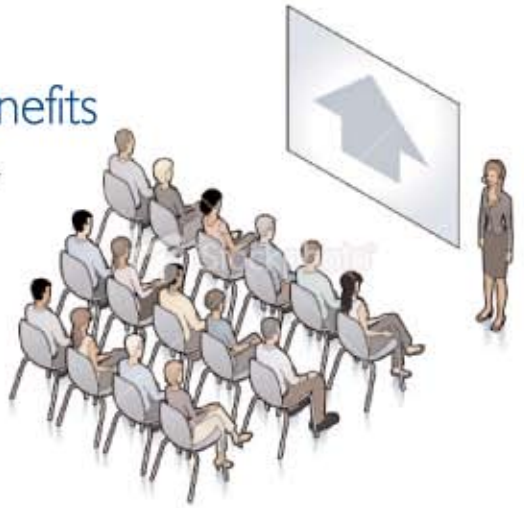


Dion
"Creative Jewelry Solutions"

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Annual Conferences Provide Numerous Benefits

- Build relationships
- Fire imaginations
- Bond people together by leveling the hierarchy and creating shared experiences of fun and learning
- Offer new perspectives and approaches to business while instilling work with meaning and joy
- Acknowledge consultants for their personal contributions
- Motivate and empower staff to go the "extra mile" in the future



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Through distributor Ludovic Ledein of Symbiotique LLC, Denise Schoening of Jockey Person to Person worked with Cindy Quartino, Dion Account Manager, to develop creative designs for the charms and the charm holder. Denise gave the Dion Design Team the theme for the conference, along with the conference logo. Dion's Dave Newton then incorporated the logo



into the charm holder and created seven whimsical charms encompassing the "Reach For Your Dreams" theme. Jockey loved the designs so much that they used all of them for the conference. This conference commemorative was very well received by participants and gave them something to take home and cherish long after the conference was over.

