

Direct Results



A Newsletter for the Direct Selling Industry

Fall 2006

E.A. Dion Named Mary Kay Supplier of the Year

In August, Mary Kay Inc. announced that they had chosen E.A. Dion, Inc. and our affiliate distributor, DB & Associates, as its 2005 Promotional Procurement Supplier of the Year. Dion was noted in particular for outstanding design, creative product development, customer service and knowledge of Mary Kay, the organization and

culture. Mary Kay evaluated all candidates on multiple criteria such as technology, price/value, design, innovation, creativity and service. "We have a long-standing, excellent working relationship with Mary Kay," said Paul Prendergast, Sr. Director of Sales Development for Dion. "The fact that they specifically recognized our design and creative product development capabilities as a reason for earning this designation is affirmation of our true competitive difference."



Sheila Pratt, Purchasing Agent - Jewelry Programs, Promotional at Mary Kay, presents the "Supplier of the Year" award to Ted Dion, President of E.A. Dion. Also looking on from left to right are: Sheri West, Program Manager, Recognition, Mary Kay; Cindy Allen, Director of Sales Force Recognition, Mary Kay; David Bell, President, DB & Associates and Jessica Gossage, Manager, Promotional Procurement, Mary Kay.

Welcome to the New Dion Website-www.eadion.com

In a complete graphic and technological redesign, we have upgraded the entire Dion website to be more user-friendly, as well as more informational. The site now includes both a Product Gallery Database and Artwork Gallery

Database that you can search through for specific needs and/or to download pictures for inclusion in presentations, etc. The Product Gallery is broken down into Award Rings, Emblematic Symbols (pins) and Fashion and Function (accessories).

The Artwork Gallery has a huge breadth of designs - everything from basic pin designs to "crazy creative."

We have included specific pull down sections for different market segments - Recognition, Promotion and DSA/MLM. These sections include market

and industry specific information and educational materials to assist and guide visitors.

The content of the website will be updated frequently with various product application case studies, as well as new articles to help explain the effect and impact of symbolic jewelry. Also new is a special section just for Distributors, requiring a log-in that you can register for right on-line. In this section, there will be informational materials to refer to and draw from to strengthen sales presentations. Come take a look - you'll be glad you did.

You Can Now Search for Products and Artwork (and download images from the site)



Product Database



Design Gallery

Dion

"Creative Jewelry Solutions"

E.A. Dion, Inc.
33 Franklin McKay Road
Attleboro, MA 02703
1-800-445-1007
(508) 222-9662
Fax: (508) 222-8418
E-mail: info@eadion.com
Web: www.eadion.com

Direct
Results

"Creative Jewelry Solutions for Recognition, Promotion & Motivation"

Address Service Requested



Dion

"Creative Jewelry Solutions"



Companies in Focus Seminar

In July, Dion DSA Account Manager, Linda Sullivan, attended the Companies in Focus seminar offered by the Direct Selling Association. At this seminar, Linda had the opportunity to get an insider's view of some of the DSA's leading companies and "rubbed elbows" with the company executives. This year's seminar included facility tours of Arbonne International and Alticor's Nutrilite Health Institute, as well as a keynote breakfast with executives from Cookie Lee, Inc. Linda noted, "I was incredibly impressed by the wonderful speakers from Arbonne, Nutrilite and Cookie Lee. They demonstrated such knowledge, pride and enthusiasm in their companies. All of the DSA Supplier Members receive such great support from our DSA partners."

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Dion Designs and Produces Chairman Emeritus Pin

As mentioned in the June edition of *News from Neil*, the DSA asked Dion to design and produce the new Chairman Emeritus pin for DSA's past Chairmen of the Board of Directors. These pins were presented for the first time at the DSA Annual Meeting in June. "Dion was very pleased to be a part of such a prestigious project. We have always been proud of our long-term relationship with the DSA and its member companies," commented Ted Dion, Dion's President. The pins are made of 14 karat gold with a sandblast, polished finish, then stone-set with four 3 pt. diamonds and one 10 pt. diamond for an elegant and stylish look.

