



DSWA Announces the First Annual "World's Greatest Direct Selling Leader" Contest

The DSWA "World's Greatest Direct Selling Leader" Contest Provides Individuals the Opportunity to Recognize Top Leadership Qualities from Within the Direct Selling Profession.

Contact: Nicki Keohohou
nicki@myswa.org
808-561-6602

Kailua, HI – The Direct Selling Women's Alliance, ([DSWA](#)) is pleased to announce the establishment of the "[World's Greatest Direct Selling Leader](#)" Contest. The contest is the first to accept nominations from individuals within the direct selling field who wish to recognize others for their outstanding leadership qualities.

The "[World's Greatest Direct Selling Leader](#)" contest provides a forum, outside of the corporate boardroom, for individuals to clearly identify qualities of a leader that not only inspire them, but guide them to achieving their own personal and professional goals.

"We are very excited about this contest as it really provides a voice to so many individuals while providing the direct selling profession with direct input on what these entrepreneurs not only look for in a leader, but value as well," said Nicki Keohohou, CEO of the DSWA

The winner of the "[World's Greatest Direct Selling Leader](#)" contest will receive a complimentary registration to the DSWA's Excellence in Leadership Pre-Conference to the DSWA's Annual Celebration to be held this year in Los Angeles, CA April 17-19. In addition to the complimentary Excellence in Leadership registration, winners will also receive a day of pampering at a local Los Angeles Day Spa, preferred seating and special recognition at the annual DSWA's Celebration 2009.

To nominate a leader, simply go to www.myswa.org/contest-leader.asp and complete the nomination form. Entries will be accepted until November 30, 2008.

The Direct Selling Women's Alliance ([DSWA](#)) is a global organization dedicated to uniting direct sellers throughout the world who share a common desire of achieving personal and financial success. A fun and welcoming environment, the DSWA is the direct sellers' source for the latest information, resources, networking and support. The [DSWA](#) empowers women and men in the direct selling profession to achieve maximum results.