

**For Immediate Release**

## **The DSWA Announces Celebration of Black History Month**

The DSWA Launches New Diversity Website and Recognizes Leaders from the African American Community

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The Direct Selling Women's Alliance announced today the establishment of the first Diversity Center for direct selling and network marketing professionals with a special section to celebrate "Black History Month."

The "Direct Selling Diversity Center" is an in-depth online center for resources and the latest information for working with multiple cultures and celebrating diversity. Miriam Muléy serves as Chair of the DSWA Diversity Center and is CEO and Author of *The 85% Niche* ([www.85percentniche.com](http://www.85percentniche.com)). The center was designed to become a premier resource on diversity professional and leadership development, including marketing, sales, recruiting and retention strategies. The Diversity Center features practical information that can be put to use immediately and includes online toolkits, articles and important links to assist individuals and corporations in growing their businesses into more multi-cultural markets, over 60 and under 30 age groups

The DSWA Black History Month celebration includes links to national sites for education and historical information as well as links to family-friendly event sites for sharing and celebrating Black History Month at home.

In the first of its kind launch, the center features "Champions" and "Trailblazers" from within the African American community. A Champion is someone who strives to elevate the direct selling profession, not just in their business and culture, but in everything they do. A "Trailblazer" is an individual who has broken new ground in the direct selling profession thereby *blazing* a path for others to follow.

This year's Trailblazer honorees are:

**John Fleming** – with approximately 40 years of experience in the direct selling/network marketing industry, John has covered every aspect of this profession including everything from owning his own direct selling company to corporate executive. He spent 15+ years at Avon Products in positions of Vice President, Sales Contemporization, Region Vice President and most recently as Vice President U.S. Sales Strategies and Training. John was responsible for the design, implementation and support of Avon's Leadership Program, the dimension of Avon...now responsible for one billion plus in sales in the U.S. alone.

Since retiring from Avon Products, Inc. John has founded Ideas and Design Group, a consulting organization focused on business solutions/real estate investment and development and Black Educational Events, LLC, producer of Historically Black College/University events on the west coast. John is also the Publisher/Editor in Chief of *Direct Selling News*, the most notable trade publication for the Direct Selling Industry and he writes for other publications focused on direct selling/network marketing. John Fleming remains one of our country's strongest advocates for the selling profession and the attributes of the direct selling channel of distribution which

enables people from all walks of life regardless of age, past experience or inexperience, the opportunity to learn basic skills associated with selling and servicing customers therefore... an opportunity to engage in the free enterprise system.

**Nick "Keeper" Catran-Whitney** is the visionary behind DirectSellingLive.com and the guiding force of NWM Entertainment Group, LLC, the only entertainment, marketing and lifestyle company promoting the Network Marketing/Direct Selling industry to the youth, urban and multicultural (Y.U.M.™) markets. As CEO of the company, a featured speaker, author and consultant, Keeper is known as the industry's authority on Y.U.M.™ marketing and online social engagement tools.

Realizing that Network Marketing/Direct Selling was aging rapidly and exhibiting an inability to attract a younger, more diverse distributor base, Keeper, launched NWM Entertainment Group, LLC to address these issues head on. With his extensive background in entertainment, his love of Network Marketing, Keeper knows the only way to market Network Marketing/Direct Selling to the next generation of customer and distributor, is to bring a combination of high energy, innovation, entertainment and technology to create win-win partnership with companies inside and outside of the direct selling industry to serve the industry in a positive and meaningful way. Keeper is firm believer that every distributor, no matter what their level of experience, should be given the opportunity to seen and heard.

#### **DSWA Champion Honorees:**

**British Hill**, Author, Entrepreneur, Direct Selling Leader- British Ford-Hill is Certified Coach and District Representative with The Compass Coaching Network. Prior to joining the direct sales industry, British worked on the Home Shopping Network as an on-air show host. Along with successfully building her business and supporting her growing team of sales consultants and customers, British speaks, writes and trains passionately on the importance of celebrating diversity in the direct selling profession. British is the creator and author of [MLM Black Woman.com](http://MLMBlackWoman.com), a blog operated in partnership with the DSWA Diversity Center and *the* online resource specifically designed to educate, celebrate and inspire women of color to succeed in direct selling. British specializes in educating and inspiring women of color to succeed and reach the top ranks of their direct sales companies; and helping direct sales leaders and their companies market to and sponsor more women of color into their businesses

**Kimberly Rhodes** - As host of the DSWA's Build it Big Radio show and author of the MLM Secrets for Women, Kimberly consistently strives to bring the treasures of working a successful business to all. As host of the Build it Big Radio Show, Kimberly has gained a reputation not only as a leader in Direct Selling and Network Marketing, but as an outstanding interviewer with her listeners' best interests in mind. Kimberly has put in countless hours for the purpose of sharing tips and strategies to enable everyone to "Build their Business Big!"

<http://www.directsellingdiversitycenter.com>

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