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**DIRECT SELLING WOMEN'S ALLIANCE CELEBRATION**

Kailua, Hawaii (March 2011) – the Direct Selling Women's Alliance (DSWA) will be hosting the 2011 Celebration (annual convention) at the Westin Park Central Hotel in Dallas, Texas, on April 28 through May 1, 2011. At the 10<sup>th</sup> Anniversary Celebration of DSWA, entrepreneurs and individual direct sellers from all over the world will be gathering to learn the current best practices, ideas and tools for growing their businesses.

The weekend-long convention has an impressive and reputable lineup of top producers and leaders in the direct selling profession speaking on a variety of topics. Keynote speaker, Julie Ziglar Norman, daughter of legendary Zig Ziglar, will be addressing the convention with her topic; *Mastering Moxie — Becoming the Person You Are Meant to Be*.

DSWA Co-Founders, Nicki Keohohou and Grace Keohohou will be presenting world-renowned Zig Ziglar with a lifetime achievement award honoring his work in the direct selling profession. As a motivational speaker and corporate trainer, he has made profound contributions over the course of his lifetime with his positive and Christian messages. These messages along with several training tools continue to lead to the success of millions of direct sellers around the world.

On Thursday, April 28<sup>th</sup>, 2011, a VIP Reception will be held for early registrants and select attendees. Zig Ziglar and Julie Ziglar Norman will be present at the VIP Reception for an intimate gathering, book signing and photo opportunity.

Attendees of the 2011 Celebration will also enjoy an Alliance Partner Showcase, networking opportunities and an Awards Gala. The DSWA aims to provide direct sellers with the latest tools and strategies to achieve maximum results in today's direct selling world.

**About DSWA**

The Direct Selling Women's Alliance (DSWA) is a global organization dedicated to uniting entrepreneurs throughout the world who share a common desire of achieving personal and financial success. DSWA is the direct sellers' source for the latest information, resources, networking and support. To learn more about the DSWA Celebration, visit [www.dswa.org](http://www.dswa.org).

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