

The DSA Expands Influence in Washington, DC

SALT LAKE CITY , UT, UNITED STATES,
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EINPresswire.com/ -- Yesterday marked
the conclusion of the [Direct Selling
Association](#) (DSA) fall Board meeting
and Day on Capitol Hill.

Danny Lee, [4Life President and CEO](#)
and Chairman of the DSA joined more
than 100 other direct selling executives
and independent contractors to
engage legislators about the industry. Throughout the day, direct sellers walked Capitol Hill
between the House and Senate buildings to meet with representatives of their respective states.



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*Danny Lee, 4Life CEO and
Chairman of the DSA*

The event began with remarks from Representative
Richard Hudson (R-North Carolina), who co-chairs the
Direct Selling Caucus: “Direct Selling is the greatest
industry for people to achieve the American dream. I’ve
long been a proponent of this industry. I was a direct
selling distributor in college. I’m proud to stand with you
and I’m honored to be associated with this great
enterprise.”

In 2023, direct selling in the United States represented
\$36.7 billion in retail sales. Robert A. Peterson, PHD

(University of Texas at Austin) published an Economic Impact Analysis of the industry. He
estimates the fiscal impact of direct selling (generation of Federal and State or local tax revenue)
at \$15.5 billion. Peterson’s national economic impact estimation (including direct and indirect
economic effects) exceeds \$111 billion.

“These numbers represent people and families,” says Lee. “Specifically, more than six million
direct sellers who support approximately 38 million Preferred Customers. We do this work to
expand our positive influence on their behalf.”

After forty years with the DSA, serving as President for the past fourteen, Joe Mariano closed the

meeting with an announcement of his departure: "It's time for someone else to bring his or her gifts to this amazing role. I am so optimistic about the future of our wonderful business model and this 115-year-old association."

[4Life, The Immune System Company®](#), and the first to bring transfer factor research to market, has offices in dozens of countries to serve the company's worldwide customers.

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Danny Lee, 4Life CEO & Chairman of the DSA.



DSA: Committed to Expanding Positive Influence.

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