



**DIRECT SELLING ASSOCIATION**  
1275 Pennsylvania Avenue, NW, Suite 800, Washington, DC 20004-2411  
202/347-8866 • Fax 202/347-0055

SECRETARY OF THE SE

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*Via Facsimile and First-Class Mail*

February 18, 2004

Mr. Steve Pigeton  
Office of the Clerk  
U.S. House of Representatives  
Washington, DC 20515-6601

**Re: ID 30536000**

Dear Mr. Pigeton:

Pursuant to our conversation today and your letter dated 1/13/04, I am herein enclosing the Direct Selling Association's semi-annual lobbying reports for the time periods covering 7/1/02-12/31/02 and 7/1/03-12/31/03.

I apologize for the delay in filing the 2002 report; a turnover in staff may have caused this oversight and we mistakenly believed that the report was filed in a timely manner.

Thank you for contacting the Direct Selling Association regarding this omission. Please feel free to contact me with any further questions or concerns.

Sincerely,

Misty Fallik  
Attorney and Manager of Compliance and Ethics

Cc: Secretary of the Senate



Clerk of the House of Representatives  
Legislative Resource Center  
B-106 Cannon Building  
Washington, DC 20515

Secretary of the Senate  
Office of Public Records  
232 Hart Building  
Washington, DC 20510

SECRETARY OF THE SENATE

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### LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name <i>Direct Sellers Association</i>			
2. Address <input type="checkbox"/> Check if different than previously reported <i>1275 Pennsylvania Ave NW, Suite 800</i>			
3. Principal Place of Business (if different from line 2)			
City: <i>Washington DC</i>	State/zip (or Country) <i>20024</i>		
4. Contact Name <i>Joseph N. Mariano</i>	Telephone <i>(202) 347-8866</i>	E-mail (optional)	5. Senate ID #
7. Client Name <input checked="" type="checkbox"/> Self	6. House ID #		

TYPE OF REPORT 8. Year 2003 Midyear (January 1-June 30)  OR Year End (July 1-December)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report  ⇨ Termination Date \_\_\_\_\_

11. No Lobbying A

#### INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p><b>12. Lobbying Firms</b></p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Income (nearest \$20,000)</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p><b>13. Organizations</b></p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Expenses (nearest \$20,000)</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate expense accounting method. See instructions for description of option</p> <p><input checked="" type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definitions</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(b)(4) Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) Internal Revenue Code</p>
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Signature \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

*Joseph N. Mariano, Executive VP, Secretary & Co*

LD-2 (REV. 4/03)

PAGE 1 of 1

Registrant Name Direct Sellers Association Client Name Self

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, information as requested. Attach additional page(s) as needed.

15. General issue area code TEC (one per page)

16. Specific lobbying issues

H.R. 1720 Anti-Pyramid Schemes Act of 2003

17. House(s) of Congress and Federal agencies contacted  Check if None

FTC FCC  
IRS

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Joseph N. Mariani	
John W. Webb	
Christy Fallik	
Deann Key	
John W. Nessel II	

19. Interest of each foreign entity in the specific issues listed on line 16 above  Check if None

Signature Joseph N. Mariani, Executive V.P. Secretary Date \_\_\_\_\_  
Printed Name and Title Joseph N. Mariani, Executive V.P. Secretary



Registrant Name Direct Selling Associates Client Name Self

**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different from line 20)

City

State/Zip (or Country)

22. New general description of client's business or activities

**LOBBYIST UPDATE**

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

John W Hesse, II

**ISSUE UPDATE**

24. General lobbying issues previously reported that **no longer** pertain

**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

**FOREIGN ENTITIES**

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Percent

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, client or affiliated organization

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title Joseph N. V. Kereau, Executive V. i. Society

Form LD-2 (Rev. 4/03)

Page 3