

A special seminar focusing on the specific issues facing network marketing, direct sales and dietary supplement companies wishing to understand the “gateways” to successful business enterprise in China.

Challenge of China:

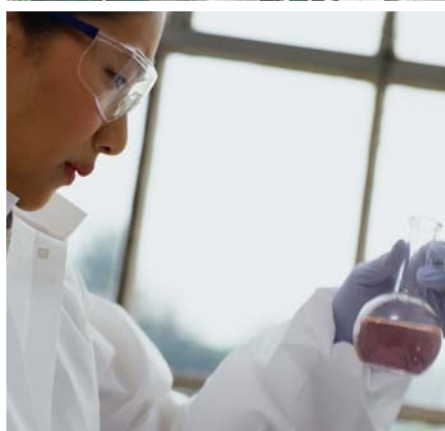
Critical Issues for Network Marketing, Direct Sales and Dietary Supplement Companies

sponsored by:



Thursday
April 20, 2006

Huntsman Cancer Institute
Salt Lake City, UT



P R O G R A M

<i>Time</i>	<i>Presentation</i>	<i>Presenter</i>
8:30 – 9:00 am	Registration / Continental Breakfast	
9:00 – 9:15 am	Welcome & Introduction	Loren Israelsen, JD Executive Director <i>United Natural Products Alliance</i>
9:15 – 9:45 pm	Utah & China: <i>A Growing Collaboration</i>	Brett W. Heimbürger, MBA Director for Asia: Governor’s Office of Economic Development <i>State of Utah</i>
9:45 – 10:45 pm	Creating Business Opportunities in China	Joseph N. Mariano, JD Executive Vice President and Chief Operating Officer <i>Direct Selling Association</i>
10:45 – 11:00 am	BREAK	
11:00 – 12:30 pm	Intellectual Property in China: <i>Protecting Your Valuables</i>	Andrew Mertha, Ph.D. Assistant Professor, Dept. of Political Science Fellow Center in Political Economy <i>Washington University</i> Author, “ <i>The Politics of Piracy: Intellectual Property in Contemporary China</i> ”
12:30 – 1:15 pm	LUNCH	
1:15 – 3:00 pm	Multilevel Marketing & Direct Selling in China: Navigating the Maze	Michael Chen, JD <i>Kirton & McConkie, Attorneys at Law</i>
3:00 – 3:30 pm	Nutrition & Health Products in China: <i>An Emerging Giant</i>	Susan Haeger Global Affairs Consultant <i>New Hope Natural Media</i>
3:30 – 3:45 pm	BREAK	
3:45 – 4:15 pm	Understanding China: <i>A Political, Cultural and Economic Tutorial for U.S. Businesses</i>	Eric Hyer, Ph.D. Associate Professor Department of Political Science <i>Brigham Young University</i>
4:15 – 5:00 pm	Panel Discussion with all Presenters	

P R E S E N T E R S

Brett W. Heimburger, MBA

A business executive with over 12 years experience in a variety of industries including software/IT, telecommunications, media and steel, Mr. Heimburger has advised CEOs, senior management and investors regarding strategic planning, international marketing and corporate development. Fluent in Japanese, he recently spent over 2 years in Intuit's Tokyo office managing strategic planning, mergers and acquisitions. He also spent 3 years with Itochu International Inc. doing global business development in the U.S., Europe and Asia. In 2005, Governor Huntsman of the State of Utah appointed Mr. Heimburger as Regional Director for Asia in the Governor's Office of Economic Development. He holds an MBA from Northwestern University, and a BA from Brigham Young University in International Relations.



Eric Hyer, Ph.D.

In 1990, Mr. Hyer received his Ph.D. in political science from Columbia University, and is presently associate professor in the Department of Political Science at Brigham Young University. His research focuses on China's foreign relations. He is the author of "U.S. 'Dual Track' Policy: Arms Sales and Technology Transfer to China Mainland and Taiwan," *Journal of Contemporary China* (Feb. 2001), and editor of *The South China Sea Territorial Disputes*, a special issue of *The American Asian Review* (Winter 1994). He was associate producer of "Helen Foster Snow: Witness to Revolution," a documentary movie completed in 2000, and "From the Masses to the Masses: An Artist in Mao's China" in 2005. He is now completing a book-length comparative study of China's boundary disputes and settlements.



Andrew Mertha, Ph.D.

Mr. Mertha received his BA and Ph.D. in political science at the University of Michigan, Ann Arbor. His book, "The Politics of Piracy: Intellectual Property in Contemporary China", was published by Cornell University Press in 2005. He has published articles in *International Organization* (Summer 2005), *Comparative Politics* (Summer 2006 and forthcoming), and *The China Quarterly* (June and December 2005). He is currently finishing a book on the politics of hydropower in China. Since 1988, he has lived in China for seven years having taught English in Sichuan and manufactured toys in Shanghai and Guangdong, as well as engaging in field research in Beijing, the Yangtze River Delta, and the Southwest.



Michael Chen, JD

A member of Kirton & McConkie's International Law Practice Section, Mr. Chen specializes in international trade and investment, corporations, immigration, intellectual property, technology related matters, and in China's recently enacted direct selling regulations. He joined Kirton & McConkie in 2003 and was the founding Dean of the Nanjing Agricultural University Department of Law, where he continues to serve as an adjunct professor. Fluent in Mandarin Chinese, he is licensed to practice law in the People's Republic of China. Since 1996, he has practiced Chinese law in the fields of corporations, commercial transactions, litigation, international trade and investment. He also assists clients in the U.S. and China to establish business operations. He received his LLB from the People's Public Security University of China (1994), and JD from Brigham Young University (2001).



Susan Haeger

As a special consultant to New Hope Natural Media, Ms. Haeger manages internal and external relations with industry associations, companies, political organizations and private individuals for New Hope's Global Business Program. She also helps senior management facilitate trade relationships and forums in global markets. Ms. Haeger also consults with other leading companies in the global health and nutrition industry in brand development and marketing for ingredients and consumer packaged goods. She most recently served as Vice President of Strategic Global Affairs for New Hope Natural Media for five years. Previously she served as president and CEO of Citizens For Health, the leading U.S. consumer advocacy organization for choice in health care.



Joseph N. Mariano, JD

Executive Vice President and COO of the Direct Selling Association, Mr. Mariano serves as Secretary to the Boards of Directors of DSA and the Direct Selling Education Foundation. He also serves as legal counsel for the Association. He is the staff liaison to the DSA Government Relations Committee, Internet and Lawyers Councils, and serves as a personal resource to direct selling company executives who need guidance on general legal trends that affect direct sellers. He is a graduate of Towson University, the University of Maryland School of Law, and is a member of the ASAE legal section and the State Governmental Affairs Council. He is also co-author of the Direct Selling Association book, "Multilevel Marketing: A Legal Primer."



Challenge of China:

Critical Issues for Network Marketing, Direct Sales & Dietary Supplement Companies

Registration Info:

Attention: **Lindsay Wright**, United Natural Products Alliance (UNPA)
 1075 Hollywood Avenue, Salt Lake City, UT 84105
 Phone: (801) 474-2572 / Fax: (801) 474-2571 / e-mail: lindsay@unpa.us

Registration Fees:

	# of Attendees	Fees
UNPA Members:		
\$425 first person	1	x \$425 = _____
\$195 each additional from same company	_____	x \$195 = _____
Non-Members:		
\$695 first person	1	x \$695 = _____
\$395 each additional from same company	_____	x \$395 = _____
	Total Fees	_____

Registration Form: (No On-Site Registrations Accepted)

 NAME (LAST, FIRST)

 POSITION

 ORGANIZATION

 ADDRESS

 CITY STATE ZIP

 PHONE FAX

 E-MAIL

Will you be attending the post seminar reception at our offices? Yes No

Payment Method:

Check: Payable to "UNPA". Please note "China Seminar" on the check. Send payment to the UNPA address listed above.

Credit Card: Visa MasterCard AMEX

 CREDIT CARD NUMBER EXPIRATION DATE

 SIGNATURE OF CARDHOLDER

April 20, 2006

Huntsman Cancer Institute
 2000 East Circle of Hope
 6th Floor
 Salt Lake City

About the Sponsors

UTAH GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT (GOED)

Since 1982, the International Trade & Diplomacy Office of the State of Utah has assisted Utah companies to develop markets for their products and services in foreign countries. The ITDO is a program of the Governor's Office of Economic Development. The International Office leverages an in-house team of trade experts and an international network of trade representatives to prepare and introduce Utah companies to foreign marketplaces.

UNITED NATURAL PRODUCTS

ALLIANCE (UNPA) is an international association that represents leading dietary supplement companies in the state of Utah and throughout the world. Utah is a global manufacturing center for dietary supplements— with annual sales exceeding \$4.1 billion. World class production and quality control systems are a basic requirement of UNPA membership, as are rigorous raw materials specifications, in-process controls and analytical testing methods.