



Meet Our National Leadership Team

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For the ones who do not know, I will share a little about myself. Thirty eight years ago a wonderful door of opportunity opened for me in Direct Sales and I walked through that door. Little did I know what a fabulous ride it would be. For 35 years it was a dream-come-true career.

I started with a case of accessories just like many of you will be doing in Home Décor Direct and I consistently held 3 to 4 shows a week. I soon realized that one of my greatest strengths was in recruiting and sharing the business with others. I also realized I was a pretty good sales person too. During my 35 year career I worked my way up to every level of management and ended my career as one of the top 13 District Directors with the company before retiring to spend time with my family.

After my retirement (one yr. later) my soul mate of 42 yrs. passed away suddenly and my life changed drastically. I began praying for something to come into my life to help fill that void, but didn't know what. I loved retirement, and wasn't thinking another career. However, the Lord had his own plan for me and another door of opportunity opened in my life again, a phone call just out of the blue from CEO Robert Adams of Home Décor Direct. He was calling to tell me all about the company and invited me to San Antonio to check it out. A free trip to S.A. sounded good and I love that place. What did I have to lose? Within one day I knew a prayer had been answered and this was the place for me. In December 2008 I signed my contract.

There were 3 reasons I knew immediately why I wanted to work for this company.

- First was the PEOPLE I would be working with, Robert Adams, Vickie Lay, Noble Seely, Terry Mason and Dwight Munger. All with over 100 yrs. of direct selling experience. These were the people who still had with n them the Mary Crowley DNA.
- Second was the PRODUCT. What else can you say about product when Vickie Lay is in charge?
- Third was the CAREER PATH. The best I had ever seen. It was simple, relatable and reachable.

HDD is back to the basics of direct selling and the Mary Crowley plan, it worked 50yrs. ago for her and it will work again for us. I know this company has the business plan that WILL keep us in business. You see when one door closes, another one opens. HDD is more than just a job, it's a family, it's winning together, and it is succeeding together, its teamwork.

T - TOGETHER E - EVERYONE A - ACHIEVES M - MORE

Our goal is to help as many people as we can to be successful and reach their goals. This company is all about how to keep your pay check doubling every month. I continue to be amazed at all HDD has accomplished in only 12 months. Unbelievable promotions and already a fundraiser program in place.

I close by saying, just keep on keeping on and this time next year we will all be, "STRUTTIN OUR STUFF," because we were at the right place at the right time and one of the first to be a part of this GROUND FLOOR OF OPPORTUNITY. Your best days are ahead. Have the attitude, IT'S MY TIME NEXT. You're the owner of you. You have the remote control, so use your energies today to believe in you and HDD and, GET ALL FIRED UP!

Jackie Ragland





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Aida Beretta – San Clemente, California

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Dearest Partners in Home Décor Direct,

You must believe that “Happiness is doing what your heart desires”. There is no place in the world that I would rather be than here with you building our company together. Our FAITH in God and our dear people will always take us to a brighter future. When our purpose is helping others reach their goals and dreams, it is then loud and clear that we are on the way TO SUCCESS.

In our company we believe in YOU and we know that together we are building “**THE BEST DECORATING COMPANY IN THE WORLD**”. We must share with the whole world our great OPPORTUNITY, the more we share, the bigger our blessings.

Many people needs us, don't you forget it. Commit yourself to see people **ONE ON ONE** each day; you will be amazed of the results. This business is all about sharing opportunities to decorate for free or make money selling and recruiting. Let's do it together because “Together we are great”.

We are looking forward to seeing **YOU** at the top. We are committed to giving you all the tools for success. Seeing the people, showing our beautiful product and the most generous career plan is what you will want to commit to.

You must believe that you have everything that it takes to reach **THE TOP**. We have all we need right now for our recruits, hostesses and customers. Make sure you read every initiative that we have in place and share it over and over again. Our business is all about sharing. God bless you abundantly each and every day of your life.

Love,

Aida Beretta





Meet Our National Leadership Team

Dixie Haworth – Floyds Knobs, Indiana

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Hi there...Dixie Haworth here for your Home Decor Direct!!!

I am so pleased that you have chosen to be a part of our special family and want to help us build the best and most exciting direct sales company in the nation. Let me share with you why Home Decor Direct is so important to me and why it should be important to you as well.

My sales and management background came by way of the case with a nationally known sales giant founded by my dear mentor, Mary C. Crowley. I started as many of you are starting today, with a case and a need and desire to beautify my home and the homes of my hostesses, my dear friends, and my family. It's a basic beginning, but with the strong leadership provided to me I was able to climb up the sales ladder and then to the management. Within two short years, I was selected as National Royalty at a company seminar. I loved the friendships, the workshops, and the overall ability to mingle with ladies who shared my hopes and dreams, my ideals and most of all, my growth as a Christian business person. I grew and flourished for 20 years until illness forced my retirement – when I had the top Branch in the nation.

Retirement didn't quite suit me and after replenishing my body from illness, I started my own designer clothing business, DESIGNS BY DIXIE. I used many of the same principles that were successful for me in the direct sales business. I rewarded hostesses for helping me build my business and referrals abound helped me grow to a market that grew significantly.

When Robert Adams contacted me and asked the question "How would you like to help us build a special direct sales business?" I jumped at the chance. To be able to do what I love, to work with former co-workers from a 50 year old direct sales icon, and build a business where integrity is foremost, convinced me that Home Decor Direct is where I belong.

From my heart to yours, I look forward to your future and our friendship together as we build our business together.

Dixie Haworth