



**20**<sup>YR</sup> **ANNIVERSARY** \*\*\*  
**FAMILY OWNED**  
**BUSINESS AWARDS**



***2019 Keynote Speaker***  
**Joni Rogers-Kante**  
*Founder & CEO*



Joni Rogers-Kante is the visionary and driving force behind SeneGence. Her dream, of developing a company that offered an unparalleled opportunity for Distributors to build a business as large as they dreamed and to make as much money as they deserve by selling products that truly work, through a global network opportunity, has become a phenomenal success.

Joni began her career at 16 years of age, working for the Sav-On Corporation. By the age of 23, she was the assistant manager of the top store in the Sav-On chain. Having learned from high level management, buyers and operations experts, she knew the corporate structure was not for her. Armed with a vision and her business education, she pursued her dream of being an entrepreneur. Joni was introduced to a direct selling cosmetic company and recognized the incredible opportunity the industry offered to women. Joni's 13-year direct selling career produced jewelry, cars, awards, trips and recognition yet, more importantly, a burning desire to create a plan for the establishment of her own company, which we now know as SeneGence.