



Quarterly Newsletter
Summer 2006

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Health Matters

National Nutritional Foods Association :: West

Make It Your Business to Join Us!

Industry Members Rally at 4th Annual Natural Products Day!

ON WEDNESDAY, May 24, nearly 50 industry members rallied in Sacramento, California at NNFA-West's 4th Annual Natural Products "Lobby" Day. Participants represented all segments of the industry including many independent retailers, manufacturers, distributors and brokers, over half of whom were new to the event. The main objective of the annual event is to educate members of the legislature and their staff about the benefits, both health and economic that our industry brings to the state and to all Californians.

Ultimately, NNFA-West strives to become a trusted resource and a partner in the process of developing public policy on health and wellness issues.

During the morning breakfast and training session, Randy Pollack, Sacramento Attorney and Lobbyist provided the insider's perspective on what's happening at the capitol during a very active, hotly contested election year. Washington DC Journalist, Patrick Haggerty inspired participants to understand the vital role of citizen's advocacy in America. Haggerty helped put first time

"I think NNFA-West did an incredible job of organizing Lobby Day! I found it enjoyable and useful."

— Michael LeVesque, owner of
Vitamin Express Stores, San Francisco

"Great Lobby Day!"

— Karl Riedel, President of Nature's Life

"Lobby Day was fantastic! It's growing each year. To protect our industry and livelihoods, we must be heard in Sacramento. So many of you are still sitting on your hands. Join NNFA-West and make a difference!"

— David Stouder, owner of Apple Health Foods,
NNFA-West Vice President and Political Chairperson

advocates at ease by conducting role-playing exercises that were both informative and entertaining.

The meetings at the Capitol were positive and productive. Combined, the group had sixty appointments pre-arranged by NNFA-West. Legislative personnel were very receptive to the group and to the industry overall. Keeping in mind that 7 out of 10 Americans take dietary supplements on a daily basis, many members

See Lobby Day inside



Lobby Day 2006
On the capitol steps in
Sacramento, CA



LiAnn Rotto and her team
present key findings of the
Lewin Group Studies.



Karen Masterson and Debi
Boney making a positive
impression for the industry.

Meet The Experts At NNFA-West's Healthy Harvest Show

A FULL DAY of retailer-oriented educational sessions—featuring some of the natural products industry's leading retailing consultants—will kick off the upcoming NNFA-West Healthy Harvest Show in Santa Clara, CA. The "Fresh Perspectives" retailer educational conference takes place from 10:00 A.M. to 5:00 P.M. on Friday, September 15, 2007—one day prior to the opening of the trade show exhibition hall.

The Healthy Harvest Show will be held at the Santa Clara Convention Center from September 15 to 17, 2006. The show is the official trade show and convention of the NNFA-West, serving natural products industry members located in California, Arizona, Nevada and Hawaii. Note: admission to both the trade show and educational conference is free to all natural and health food retailers.

FOODSERVICE FOR EVERYONE

Featured among the retailing experts who will appear during Friday's Fresh Perspectives educational program is Steve Rosen ("the Deli Lama"), who will discuss "Foodservice Operations In a Nutshell: Making the

Most of a Few Square Feet." Rosen is a nationally renowned natural foodservice expert and was previously the Retail Foodservice Director at the Unicorn Market (now owned by Whole Foods Market) in Miami, FL. Since 1992, Rosen has operated Rosen Enterprises, a national foodservice consulting company for the natural and gourmet products industry.

"We are thrilled to bring someone with Steve Rosen's level of retailing and foodservice expertise to this year's Healthy Harvest Show," said Daniel McSweeney, vice president TLC Tradeshow Productions, the Ojai, CA-based show producer. "Large and small stores alike will surely benefit by attending this special educational session about natural foodservice."

KEEP YOUR CUSTOMERS

Another prominent speaker during Friday's Fresh Perspectives education day is none other than retailing guru Danny Wells, president of Danny Wells & Associates. Returning for a second consecutive year

See Healthy Harvest Show inside



Chris Linzey, Dot Boyd, Jonathan D'Attilio, Tina Wood with Senator Torlakson.

SPECIAL APPRECIATION TO OUR GENEROUS SPONSORS OF NATURAL PRODUCTS DAY:

CAPSUGEL

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Platinum Member,

California Advocacy Council

Sampling Program: American Health, Country Life, Jarrow Formulas, Inc., NOW Foods, Nutraceutical, and Twinlab. Thank you also to Teresa Baker at Cameron Park Health Foods for assembling our leave-behind goodie bags, two years running!

THANK YOU TO OUR PARTNERS:

All One

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SAD NEWS TO REPORT

It is with deep sadness that we report the passing of industry veteran Tom Krech, President and Co-Founder of *LifeTime/Nutritional Specialties*. Our heartfelt sympathy to his colleagues, friends and family.

Lobby Day

Continued from front page

and their staff are very interested in health, what to take, what not to take and so on. Currently there is no legislation pending that negatively impacts the natural products industry. NNFA-West made official, its support of several bills addressing health and wellness issues facing the state. NNFA-West has established a relationship with Senator Tom Torlakson from Concord, who epitomizes healthy living every day. The Senator has authored two resolutions, SCR 73 in support of the CA Task Force on Youth and Workplace Wellness and SCR 90 which sets up a framework for a Healthy California with emphasis on physical activity and healthy food options. The Senator's office asked Dot Boyd, Executive Director of NNFA-West, along with the Lt. Governor's office to testify in support of SCR 90 in the Assembly Health Committee on June 13, 2006, where it was unanimously passed. Senator Torlakson will be the Keynote Speaker at our Healthy Harvest Show on Friday, September 15. You won't want to miss this inspiring lunchtime event!

NNFA-West also supports: AB 2121 authored by Assembly Member Pedro Nava from Santa Barbara which would establish the Farm Fresh Schools Program, intended to reduce obesity, improve nutrition and public health and strengthen local agricultural economies. SB 1329, introduced by Senator Alquist from Santa Clara, would establish the Healthy Food Retailing Initiative to provide loans and grants to develop retail markets and farmers' markets in underserved communities. Assembly Member Bonnie Garcia's bill AB 569 that would require all commercial food vendors provide nutritional content of food being served to all public school children, K-12.

Advocacy is a year-round endeavor, at all levels of government. Even if you are unable to attend Natural Products Day in Sacramento each year, you can impact public policy in your state. Find out who your representatives are and invite them to visit your store or your facility. Establish a "local" relationship within your district. Showcase your own initiatives such as the "Locavore" commitment to eating locally grown foods endorsed by stores such as Alameda Natural Grocery in Alameda, CA or the Organic School Lunch Program provided by The Good Earth Natural Foods in Fairfax, CA. Be a visible, agent for change.

Remember, the City Council Member of today is likely to be the Assembly Member or Senator of tomorrow. Term limits have public servants moving from one legislative body to the other and to statewide office. The seeds you plant today will reap rewards that will serve you and your customers for years to come. ♦

For more details and photos of the event, please log on to www.nnfawest.org. To locate your state and federal representatives call NNFA-West at 866-343-6632 or log on to our website and enter your zip code in the "Write Your Legislator" field. This will take you to the NNFA Legislative Action Center with links to your representatives. Make it your business to join NNFA-West next May at our 5th Annual Natural Products Day in Sacramento!

Healthy Harvest Show

Continued from front page

to the Healthy Harvest Show, Wells will debut a brand new seminar at this year's show: "Customer Retention: How To Competitor-Proof Your Business."

According to Wells, "Not a week goes by that I don't get a call from a retailer reporting concern over a new and oftentimes larger competitor opening in their area and wondering what they should do to minimize market share loss. This is a very big issue among natural products retailers of all sizes at this time, and this new seminar was created specifically to address this common problem faced by natural and health food stores."

WE HAVE CONTACT – NOW WHAT?

A third retailing expert scheduled to speak during Friday's Fresh Perspectives educational conference is Jay Jacobowitz, president of Retail Insights, a professional consulting services company for natural products retailers. Jacobowitz will debut a brand new educational seminar this year: "Controlling The Point-of-Contact With Your Customers."

This brand new seminar will take a step-by-step approach to controlling the point-of-contact consistently and effectively, yielding much better sales and customer relations."

For more detailed information about the Fresh Perspectives retailer education program and other speakers and events, and/or to register to attend the NNFA-West Healthy Harvest Show, please visit the show's website at: www.healthyharvestshow.com. Or call TLC Tradeshows Productions at 805-646-4373. ♦



Bluebonnet Hosts Annual NNFA Retail Council Retreat in Texas

This spring, the Barrows family at Bluebonnet Nutrition hosted NNFA's Annual Retail Council Retreat in Sugar Land Texas where the company was founded 15 years ago. The Retail Council, consisting of the presidents from each of the seven NNFA regions and three at-large retail members, was created to foster open communication of retailer issues in the industry.

The Council had the opportunity to tour Bluebonnet Nutrition's newly expanded facility observing manufacturing practices and stringent quality control measures. Our gracious hosts extended a very warm welcome to all of us and we saw first hand, the strong family unit that is at the very core of the company. The Barrows attribute the company's success to their unwavering pledge to the five powers of Bluebonnet Nutrition: Nature, Science, Quality, Truth and Knowledge – one power for every petal of the Texas state flower from which they take their name.

Thank you to Bluebonnet for a memorable experience with the entire Bluebonnet family!



VITAMIN ANGELS

Excerpt from the Vitamin Angels newsletter.

"THINK OF IT. . . . We have the wherewithal, the know-it-all to feed everybody, clothe everybody, and give every human on Earth a chance." Buckminster Fuller, 1980.

We were inspired this weekend by Lynne Twist (author of 'The Soul of Money') who discussed our culture's relationship to money and how 'The Great Lie of Scarcity' and '3 Toxic Myths' (There is not enough, More is better and That is just the way it is) pervade our consciousness. We are reminded of Vitamin Angels' work and how the statistics at times seem overwhelming.

The new State of The World's Children report by UNICEF, titled 'Excluded and Invisible,' states that at the present rates, the effort to reduce the mortality rate of children under five years of age by two thirds, by the year 2015 (only 9 years from now) will not be met until the year 2045. Our work at Vitamin Angels is to remind people that this is not a foregone conclusion, it is a decision. Is there a more important decision for our time (to save 50 million children from the ravages caused by chronic malnutrition)—we think not. Vitamin Angels knows there is enough. Our job is to introduce those people with the greatest resources to those with the greatest need and fewest resources.

Think of it! ♦

Vitamin Angel Alliance is in need of financial contributions to help support their work. Please contact Megan at: 805-564-8400 or info@vitaminangel.org to arrange for a financial contribution or a product donation. Or go to www.vitaminangel.org for details on how you can become an Angel. Be An Angel. Save A Life.

Retailer has the *Corner on Advocacy*

PAT SARDELL, owner of Country Vitamins in Corvallis, OR, since 1982, is an enthusiastic proponent of the power of advocacy. Pat, who currently serves on the NNFA Retail Council and the NNFA-NW Board of Directors, has continually involved her customers in the on-going effort to preserve DSHEA.



As you enter Country Vitamins, you can't miss the Advocacy Center chock full of NNFA position papers, a who's who list of government representatives and sample letters. Pat and her staff are training customers to be active constituents, referring them to the Advocacy Center to educate themselves on pending legislation and initiatives that affect their access to natural products. Pat says, "It's simple but it's working." With an investment of under \$100 for a narrow secretary desk, brochure holders and signage and about 3 feet of floor space, any store can have the "Corner on Advocacy." Pat is planning to set up a laptop for direct access to NNFA and NNFA-NW websites. From there, constituents can e-mail their state and congressional representatives in a matter of minutes, making citizen advocacy easy and accessible to all.

Do you have the "Corner" on Advocacy in your store? If so, please e-mail a photo and description to dboyd@nnfawest.org so your successful ideas can be shared with others. Pat, thank you for sharing your creative and impactful story with the readers of NNFA-West Health Matters! ♦

NNFA-West *Launches "Health Matters" Radio Show!*

USING the highly effective medium of talk radio, NNFA-West has launched a new radio program in the San Francisco Bay area entitled "Health Matters" to educate consumers about the benefits of wholesome, natural and organic foods, the science supporting the use of dietary supplements, and the need to act politically to protect our health freedoms.

The brainchild of David Stouder, owner of Apple Health Foods in Redwood City, CA, and Vice-President of NNFA-West, "Health Matters" will air every Thursday morning from 9:00–10:00 A.M. on KEST-1450 AM. KEST has been a pioneer in personal growth programming for over 30 years and reaches listeners all over the Bay Area (San Francisco, San Jose, The Peninsula, Marin, the East Bay, Contra Costa County, et al.).

HOW YOU CAN CONTRIBUTE

Retailers and manufacturers can contribute to "Health Matters" in the following ways:

- ▶ Provide a spokesperson from your company to be interviewed in order to promote your company's vision and/or products
- ▶ Provide an author/expert to educate and promote

Are You Properly Insured?

NNFA-West recently signed an agreement with the Halland Insurance Companies, an insurance brokerage in Plainview, NY, to offer its members exclusive rates on all types of commercial insurance. The Halland Companies established its Life Sciences Division over 30 years ago, entering the natural products industry when it insured the first GNC Store and first Vitamin Shoppe.

"We are always looking for valuable services that we can provide to members," says Marianne Morgan, Owner of Health Habit and President of NNFA-West. "We are very pleased to partner with Halland, whose reputation is highly regarded in the industry."

Since 9/11 and recent natural disasters, insurance rates have soared. But even if your store was not directly affected by those incidents or you do not have a history of claims, you may be denied insurance coverage. Why? Because many national insurers with local agents are not familiar with our industry. "Look for a national broker with access to a large number of insurers where you are more apt to get coverage from bigger companies," advises Adam Finney, Vice President of Membership at NNFA.

Anthony Bernato, Risk Manager at Halland strongly urges retailers to review their current policy for exclusions that may have been missed, such as liability on controversial products or on entire product categories. According to Bernato, "Retailers tend to think that product liability will be covered by the manufacturer, but plaintiffs sue everyone and let the judge sort it out." Halland offers strategies and coaching on how to make your store more attractive to insurers.

Anthony Bernato can be reached at 800-851-5116 or e-mail him at abernato@halland.com.



various aspects of natural health

- ▶ Donate the radio time back to NNFA-West to be used for political activism

"This is a fantastic opportunity to promote your company and your industry to thousands of health-minded consumers while supporting the important goals of NNFA-West," says David Stouder.

We need your support to make "Health Matters" a success. We expect this to be a proto-type of shows that could be created throughout the NNFA-West region.

Your message is Our message. Please call us today for more information. **Make It Your Business to Join Us!**

*David Stouder at 650-368-3124, applehf@pacbell.net
Dot Boyd at 866-343-6632, dboyd@nnfawest.org*



MAIL
HOUSE
INDICIA

National Nutritional Foods Association-West
705-2 E. Bidwell Street, #332
Folsom, CA 95630



NNFA-West Regional Office

Dot Boyd
Executive Director

Phone: (866) 343-NNFA

Fax: (916) 985-3623

eMail: dboyd@nnfawest.org

705-2 E. Bidwell Street, #332
Folsom, CA 95630

Website: www.nnfawest.org

NNFA National Office

2112 E. Fourth Street,
Suite 200
Santa Ana, CA 92705

Phone: (800) 966-NNFA

Website: www.nnfa.org

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NNFA-West supports the proposed name change of NNFA to NPA – Natural Products Association.

NNFA-West 2006 Board of Directors

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Celebrate NNFA's
70th Anniversary at
NNFA 2006—Creating
Health Naturally

July 14-16, 2006

Las Vegas, NV

to register call
800-966-6632 X: 247

or go to
tradeshows.nnfa.org

DON'T BE BORED . . .

Join the NNFA-West Board!

We are currently recruiting for two Retail Directors and one to two Supply Directors from our four state region: AZ, CA, HI and NV. Meetings take place in CA four times per year plus teleconferences. Contact the NNFA-West Regional Office for details.