



Quarterly Newsletter
SPRING 2005

INSIDE THIS ISSUE

- :: Third Annual Lobby Day and Natural Foods Day in Washington D. C.
- :: Generate Positive Publicity for Our Industry
- :: The Vitamin Angel Emergency Relief Fund
- :: A New Chapter in Costa Rica!



Marianne Morgan
President, NNFA West



"Do you think Arnold will meet with us today?"

News

National Nutritional Foods Association :: West

Third Annual Lobby Day *a Rousing Success!*

ON TUESDAY, May 10, nearly 40 industry members gathered at the capitol in Sacramento, California for NNFA West's third annual Natural Foods Lobby Day. Participants included natural foods retailers and suppliers from all over California. In addition, four naturopathic doctors joined the effort and added to the overall impact. The goal was to meet and educate lawmakers about our industry, the safety and efficacy of dietary supplements, and the positive impact that natural products have on reducing health care costs. We emphasized the childhood obesity epidemic and its relationship with health and nutrition. NNFA West acknowledged the current legislature's focus on school nutrition and healthy choices by supporting several bills aimed at improving the health of the state's children. Go to www.nnfawest.org for details and photos. At the moment, we are keeping an eye on a couple of bills that could negatively impact the industry but have not taken an official position on them. Last, but certainly not least, we asked the legislators and their staff to engage us in the process of developing future nutrition and health related legislation.

First time "lobbyists" can be a bit intimidated by the advocacy process so we break into teams of three to four people rather than going to an appointment alone. It doesn't take much to get the "lobbying bug" as noted

by these comments from novices and veterans alike.

"This was my first time attending a Lobby Day and it was very worthwhile. Many were uninformed about our issues but I believe the professionalism and enthusiasm we brought to them will start, and continue, the process of their positive education about the issues that affect them and their constituents." Jane Drinkwalter, Vice-President of Sales, Vitamer Labs

"This being my first time lobbying, I was very relieved to know I was with two veterans of the industry who had lots of experience. We emphasized that, contrary to what many think, we are a regulated industry (DSHEA) and that we are one of the best self-regulated industries in the country (GMP). We also dispelled the misconception of dietary supplements being linked to steroids. Each of the legislators and assistants we met were very impressed by the detailed district maps we provided, outlining the diverse amount of businesses carrying dietary supplements in their district." Roy McDonald, Better Nutrition Magazine

"The briefing and the materials were great . . . we all knew exactly what to say. It was exciting and fun." Phil Keller, Monika's House of Nutrition

"We made great progress in being recognized as a lobbying entity and a resource for good information

See *LOBBY DAY* inside

Industry Members Rally In Washington, D. C. *for Natural Foods Day*

ON TUESDAY, April 12, more than 165 natural product industry stakeholders from 37 states and the District of Columbia gathered on Capitol Hill for the NNFA's eighth annual lobbying event: Natural Foods Day. The attendance of participants from across the country shattered last year's record attendance of more than 120. NNFA members representing every component of the natural products industry educated members of Congress and their aides about NNFA's legislative and regulatory priorities, each of which would help increase consumers' access to—and awareness of—safe, effective and affordable natural products.

"This year's event was NNFA's most successful lobbying effort to date," said NNFA Executive Director and CEO, David Seckman. "With a variety of issues that pose both opportunities and challenges for our industry, participants effectively conveyed to our

nation's leaders the impact of these issues, in particular, the importance of preserving and implementing DSHEA (Dietary Supplement Health and Education Act of 1994)."

NNFA has established a Grass Roots Network designed to reach and motivate industry members to take up a "call to action" to increase our sphere of influence in congressional districts. NNFA West consists of 66 congressional districts within four states: Arizona, 8; California, 53; Hawaii, 2; Nevada, 3.

We are charged with the task of implementing the Grass Roots Network by July, 2005. We need one State Captain from each state and six for California. Additionally, we need one captain for each district as noted above. Each captain, state or district, will reach out to ten people to build the teams. Most

See *WASHINGTON D. C.* inside

Lobby Day



MARK YOUR CALENDAR

Mark your calendar for "NNFA 2005—The Natural Marketplace: Creating Health Together." This will be NNFA's 68th Annual Natural Products Convention and Trade Show. It will be held July 15–17 at the Sands Convention Center in Las Vegas, Nevada. For information, go to www.nnfa.org or call 800-966-6632 x 238.

SAD NEWS TO REPORT:

The industry lost two local veterans in the last few months. It is with deep sorrow that we report the passing of Rob Underhill (Threshold) in April and Mike Ovis (San Rafael Health Foods/NOW) in December. Our deepest sympathy to their friends and loved ones, and there are many.

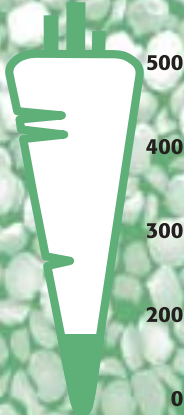
SHOP AND SUPPORT NNFA WEST

Shopping for office supplies, airfare, hotels and gifts? Go to www.iGive.com and a portion of your purchases will go to support NNFA West all year long!

BENEFITS OF MEMBERSHIP

Looking for a credit card payment processor with low rates, no monthly minimums, no annual fees, no conversion fees and around the clock customer service and technical support? Call Paymentech, the company used by the Better Business Bureau: 800-824-4313 x2684. Exclusive NNFA member rates and a portion of the fees go to support NNFA West!

2005 MEMBERSHIP



Continued from front page

as legislation that affects our industry continues to become more common. I left with a feeling that I could make a difference in our legislative process." Chris Linzey, Western Regional Sales Manager, Avalon Natural Products

Our work is not done. We have planned a quarterly educational outreach program with the legislature. We welcome financial support and elbow grease for this endeavor. Beyond this, face-to-face meetings with legislators in your district are extremely impactful. If a picture is worth a thousand words, then a visit to your store or facility is priceless. Consider inviting your local Senator or assembly member to a tour of your store or plant. You may not realize it yet, but legislators are shopping in your stores. You can influence them by establishing a personal relationship in your district. To find out who your elected officials are, please call NNFA West or go to www.senate.ca.gov and click on SENATORS and then YOUR SENATOR. Type in your address, hit SEARCH and you will discover who represents you in the California Assembly and Senate.

To those of you in our other member states of Arizona, Hawaii and Nevada, we have not forgotten you! Our goal is to become involved as advocates in your legislatures as well. Again, we need volunteers and financial support for these activities. Please call or e-mail NNFA West if you are interested in advocacy efforts in your state. We need your help! ♦

Thank you to All Participants!

A very special thank you to our generous product sample donors:

- ▶ American Health
- ▶ Country Life
- ▶ Jarrow Formulas
- ▶ Natural Factors
- ▶ Nutraceutical Corp.

NNFA West would also like to acknowledge Jarrow Rogovin for bringing five employees to the event and Karl Riedel for bringing three representatives from Nutraceutical Corp.

And a big thank you to board member Teresa Baker and the staff that stuffed 80 goodie bags.

California Advocacy Council (CAC) Members:

- | | |
|-----------------------|---------------------|
| Jarrow Formulas, Inc. | Platinum Membership |
| Natrol, Inc. | Platinum Membership |
| Northridge Labs | Bronze Membership |

California Advocacy Council

A huge THANK YOU to NNFA West's California Advocacy Council members—you help us keep the lights on! For information about the CAC, please call the NNFA West regional office or e-mail dboyd@nnfawest.org.



Marianne Morgan, President, NNFA West, discusses the attributes of an effective board member.



Participants of the NNFA West Third Annual Natural Foods Lobby Day in Sacramento.

Washington D. C.

Continued from front page

activity is conducted via phone, fax and e-mail. We must mobilize to be ready for attacks on our industry. Please consider becoming a leader in your industry by calling David Stouder, NNFA West Political Action Chairperson at 650-368-3124 for more information.



Retailers and suppliers representing NNFA West hailed from Arizona and California (left to right): David Seckman, Jarrow Rogovin, Christopher Jaeger, Kevin Conolly, Tom Wu, Doug Hoiles, Janet Wu, Kerry Forster, Marianne Morgan, Jeff Becker, Michael Hoffman, Peter Gillham and Dot Boyd. Not pictured: Jon Benninger, Arlene Lagos, Kurt Hegetschweiler, Richard Merriam and Scott Polisky.

Let Good Vibrations *Generate Positive Publicity*

by Matt Murray, GreenAcres Market (Wichita, KS)

RECENT MEDIA COVERAGE of the Vitamin E controversy has left many retailers asking NNFA for answers on counteracting negative publicity associated with these reports. NNFA has always been quick to respond with factual counterpoint that supports the health benefits of daily supplementation, such as with the Vitamin E controversy. And you are wise as a retailer to respond to such negative publicity by showing the facts to concerned consumers. But is there much damage done by the news reporting negative stories? I doubt it. But it does remind me of the necessity for all retailers to become proactive in creating positive press coverage for their stores and the industry in general.

I'll share a quick story that illustrates how we dealt with an issue in Wichita, Kansas. The Wednesday food section in our local paper lacks a healthy perspective. After reading articles dedicated to Super Bowl snacks, sugary desserts and how to cook the perfect roast, we decided to contact the food editor and ask him to report on organic foods. His initial response was one of total disinterest. So we invited him out to our store for lunch at our deli. Not only did the editor dine on an all organic meal, but he sampled many vegetarian dishes as well. He liked what he ate well enough to get copies of several recipes to try to make the items in his test kitchen, before using the recipes in his weekly column. In the course of a week, he visited all the health food stores in town and interviewed customers about why they ate organic foods. Then he shopped our store to buy the ingredients to make his recipes.

The following week our food section was dedicated to organic foods and vegetarian eating! We received good publicity and fair treatment from a man who openly admitted that he hadn't a clue about organic foods prior to his visit to our store.

How do you go about generating positive publicity in your city? Here are some quick tips that can get you started. Get to know the health or food editor for your local newspapers. Call them occasionally; fax them copies of articles that you find especially interesting, send information into their events calendar whenever you have something special at your store. Each contact you make will stick in their mind. Then when they need a quote or an opinion on a story, they will be likely to call you for input. The same approach works for local TV and radio personalities. Keep them informed and ask to come on the air and talk about store events. It is usually for only two or three minutes, but it is a wonderful opportunity to get your message across to the public. I can't tell you how many times each of the three local television stations have filmed stories in our store that relate to vitamins, cold and flu season, allergies, or whatever other topic is on their minds.

So if you are tired of being buffeted around on the winds of unpredictable publicity, perhaps it is time for you to get busy and generate some of your own good publicity. It carries much more validity from your customer's perspective than advertising, and costs much less! ♦



MATT MURRAY is manager and co-owner, along with Barb and John Hoffmann, of GreenAcres Market in Wichita, Kansas. Recently expanded to a 10,000 square foot store, GreenAcres Market is 11 years old and has a total of 20 employees. The company has been a NNFA member since the store opened. Matt has been president of Rocky Mountain Region of NNFA for the past three years.



NEW CHAPTER Hosts Annual NNFA Retail Council Retreat in Costa Rica

This spring, the wonderful people at New Chapter hosted NNFA's annual Retail Council Retreat at their beautiful organic ginger and turmeric farm, Luna Nueva, in Costa Rica. Steven Farrell, Farm Manager, along with Tarini Baullyya and Herb Lewis were our gracious hosts. Steven took our group on an educational tour of the rain forest property farmed by New Chapter.

We learned about the company's commitment to organic farms worldwide, biodynamic practices and their new line, Probiotic Nutrients, the world's first cultured whole-food vitamins and minerals made with organic ingredients.

"Deliver the Wisdom of Nature" has always been New Chapter's mission, and in service to this mission they show their love for the planet and all creatures that make it their home. Thank you to New Chapter for an inspirational experience at Luna Nueva!

NNFA West Joins *the Vitamin Angel Emergency Relief Team*

NNFA WEST recently joined Vitamin Angel Alliance's Emergency Relief Team with a commitment to be a "first responder" in the event of any natural disaster. "It wasn't even a question" said Dot Boyd, Executive Director of NNFA West. "We saw what Vitamin Angels did during the recent tsunami and we knew we wanted to be part of any future relief effort."

Howard B. Schiffer, President of Vitamin Angel Alliance said, "We welcome NNFA West as an inaugural member of our Emergency Relief Team. For our tsunami relief effort, NNFA West was one of the first groups that rallied immediately to help us get the word out and played a key role in helping us collect over 10 million supplements for distribution in Sri Lanka, India and Indonesia." Schiffer noted that the supplements have played a key role in making sure opportunistic infections and disease did not spread and compound the disaster.

Mr. Schiffer noted; "After the tsunami disaster we realized it was incumbent upon us to form an emergency response team. Everyone in the natural products industry rose to the occasion and we accomplished a

great deal. At the same time we realized that the time to prepare was now, so we could be even more efficient and effective in the event of a future natural disaster. To date the response has been wonderful, we have organizations like NNFA West, NPI Center, Nutrition Business Journal, Natural Foods Merchandiser, a host of manufacturers, media people, vendors and raw material suppliers, all joining us with a commitment to launch an immediate action any time we activate the team. It really has been heartening and again underscores the wonderful and generous people in our industry."

Vitamin Angel Alliance is a non-profit charity that has been operating since 1995. Last year, Vitamin Angels distributed 23.4 million supplements to children and adults in over 40 countries around the world. To get involved in Vitamin Angel's work, make a donation or become part of the Emergency Response Team, contact them at 805-565-9919 or e-mail info@vitaminangel.org, or visit their website at www.vitaminangel.org. ♦





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Committee Chairpersons Volunteers Welcome!

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LiAnn Rotto415-731-8115

Education/Event

Sandy Helms530-885-5095

Finance/Fundraising

Jeff Becker714-956-0262

Political Action

Dave Stouder650-368-3124

Membership

Michael Smith480-595-0497

Long Term Planning

Marianne Morgan209-772-3000

DON'T BE BORED . . .

Join the NNFA West Board!

The NNFA West annual business meeting and board elections will take place at the Healthy Harvest Show in San Jose, California, from September 30 to October 2. Details to be announced soon via mail to NNFA West members only.

You do not need to be a board member to join a committee or to assist the association on special projects as your time allows. Please contact the regional office for more details or to volunteer.

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NNFA West Membership Application 2005

National Nutritional Foods Association West: *Serving California, Arizona, Nevada and Hawaii*



YES! I want to be a New Member

Please Renew my Membership

TO BE ELIGIBLE FOR MEMBERSHIP, A RETAILER MUST (please check the following):

- Be primarily engaged in the independent retailing of nutritional products from a self-contained store(s) where a minimum of 75 percent of the gross sales consists of items sold in health food stores such as nutritional foods, food supplements and related items.
- Have established business hours and storefront.

DUES AND PAYMENT OPTIONS

Annual membership dues are \$50.00 per store:

\$50.00 x _____ (# stores) = \$ _____

"Pay-it-Forward" store sponsorship(s):

\$50.00 x _____ (# stores) = \$ _____

Contribution to Legislative Action Fund:

(optional; any amount) = \$ _____

TOTAL DUE UPON RECEIPT = \$ _____

I Authorize NNFA West to charge my:

- Visa
- MC
- Amex

CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE (Credit card authorization may be faxed)

I am paying by enclosed check payable to:

NNFA West

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

916.355.1613 phone

916.985.3623 fax

866.343.6632 toll free

dboyd@nnfawest.org email

CORPORATE NAME (AND DBA IF APPLICABLE)

CONTACT NAME

STREET ADDRESS

CITY STATE ZIP

(AREA CODE) PHONE

(AREA CODE) FAX

EMAIL ADDRESS

WEBSITE ADDRESS

VOTER NAME (Please provide the name of the individual authorized to vote)

of Stores

Total Sq. Footage of All Stores

of Employees

Are you a franchise? Yes No

YES, I BELIEVE IN THE BENEFITS OF NNFA West MEMBERSHIP. I understand that I will be a MEMBER of the Western Region of the NNFA. I agree to abide by the NNFA West Code of Ethics. I further understand that a portion of NNFA West dues are deductible as ordinary business expense under section 162 of the Internal Revenue Code. We are hereby notifying all members that 30% of your dues for the 2005 membership year are attributable to lobbying activities as defined in the Internal Revenue Code. Accordingly, 30% of the dues you pay for 2005 are non-deductible. Similarly, all contributions to NNFA West's Legislative Action Fund are attributable to lobbying and are non-deductible.

SIGNATURE

DATE

RETAILER SUPPORT

Special THANK YOU to Michael Levesque of Vitamin Express in San Francisco, CA, for his very generous contribution to NNFA West's 2005 Legislative Action Fund. Also thanks to these other generous contributors:

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