



Quarterly Newsletter
SPRING 2005

INSIDE THIS ISSUE

- :: Memership Recruitment
- :: Legislative Updates
- :: U.S. Troops Demand Odorless Garlic!
- :: The Vitamin Angel: "Be an Angel. Save a Lfie."



Marianne Morgan
President, NNFA West



Photo taken at July 15 private reception honoring one of the industry's greatest champions, Senator Tom Harkin, D, Iowa (left to right: Dot Boyd, Senator Harkin, Marianne Morgan, Doug Hoiles).

News

National Nutritional Foods Association :: West

September 30, 2005–January 31, 2006:

Members Recruit-a-Member **Membership Drive**

NNFA-WEST is kicking off its 2006 membership drive at the Healthy Harvest Show in September and it will run through January 31, 2006. Retail membership in 2005 reached 140, a good start, short of our original goal. The target for 2006 is 500—about 25 percent of the health food stores in California, Arizona, Nevada and Hawaii. We can do this!

Retailer dues are \$50.00 per store and supplier dues are \$100. Exhibitor fees for the show include the annual suppliers' dues. Several years ago, NNFA National dramatically changed its retailer dues procedures. Prior to the change, national and regional dues were collected as one payment of \$190.00, \$95.00 of which was sent to the corresponding region. In an effort to increase retail membership in national to maximize our industry's clout on Capitol Hill, national dues were rolled back to \$30.00 per store and regions were on their own. Combined current dues for national and West are about 40 percent of what they used to be so this is a huge savings to you. However, a lot of confusion still remains. Some folks think they have paid their dues to West but they have only paid them to national. Others have joined national thinking they have joined West.

So having said that, why would you want to join both associations? In a nutshell, National addresses issues on Capitol Hill first and foremost. Protecting DSHEA is the number one priority. David Seckman, Executive Director and CEO, said "Retailers are becoming increasingly aware that damaging legislation is being proposed not only in Washington DC, but also in their state capitals, and in some cases, their own communities. Membership in both NNFA National, and a retailer's respective regional organization ensures that the voice of retailers will be heard wherever harmful legislation is introduced."

NNFA-West engages in the political process at the state level, primarily in Sacramento, California. We have plans to become active in Arizona, Nevada and Hawaii but we need member support and volunteers to help us reach these objectives.

One of the goals of NNFA-West is to provide members with value for their dues. We would like to think that joining and supporting your industry is enough but nevertheless, everyone enjoys a member premium. If not, PBS wouldn't offer such great ones

See MEMBERSHIP DRIVE inside

Tell Congress to Protect Dietary Supplements

CONGRESS IS considering new legislation that would take away your access to safe, effective and affordable dietary supplements, and we need your help to urge your elected officials to Save Our Supplements.

The Dietary Supplement Access and Awareness Act (H.R. 3156), introduced by Representatives Susan Davis (D-CA), Henry Waxman (D-CA) and John Dingell (D-MI), would place dietary supplements under unprecedented and unwarranted scrutiny. H.R. 3156 would subject dietary supplements, including vitamins, minerals, and herbs, to even stricter oversight than these products experienced prior to the passage of the Dietary Supplement Health and Education Act (DSHEA) in 1994. DSHEA already gives the U.S. Food and Drug Administration (FDA) all the authority it needs to police the marketplace and keep bad products from being sold.

If H.R. 3156 becomes law, 70 percent of dietary supplements currently on the market would become subject to burdensome new regulations,

some equivalent to those required for prescription drugs. The result? Higher costs for supplements you depend on and the very real possibility that vitamins, minerals and herbs you depend on for good health might disappear from store shelves.

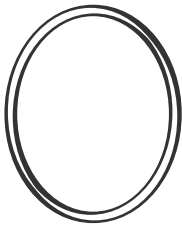
You can protect your access to dietary supplements. Write your members of Congress now! It's easy: go to www.nnfa.org and click on WRITE TO CONGRESS! Let your lawmaker know that good laws exist on the books, and the FDA needs to enforce them. Please share your personal supplement story, so that your lawmaker understands why it's important to protect your access to dietary supplements. If you are not connected to the web, it's imperative that you help protect the industry by faxing a letter to your representatives in Washington. If you do not know who your representatives are, please contact NNFA at (800) 966-6632 or NNFA-West at (866) 343-6632. Don't wait! Time is of the essence! ♦

**HELP WANTED
APPLY WITHIN!**

Needed: Reporter for NNFA-West newsletter. Must be willing and able to cover regional events, people and trends, be computer literate and willing to work very part-time—only four hours per quarter. Benefits include the appreciation of the NNFA-West Board and readership. Call (866) 343-6632 to volunteer.

**CONTEST!!! WIN A PRIZE!!!
WHAT'S IN A NAME?!**

NNFA-West News needs a fitting name. Please submit your ideas to the regional office by October 31, 2005. The prize for the best name is one American Botanical Council Herbal Information Course, valued at \$70.00!!! Both the winner and the new name will be announced in the Winter 2006 issue.



CAC ::Platinum Membership

CAC ::Platinum Membership

CAC ::Bronze Membership

Many thanks to these partners:



Troops in Iraq Ask for Odorless Garlic?!

I'LL BET YOU didn't know that odorless garlic keeps the sand fleas away. Well, if you were in Iraq, you might know this. Eunice Green, owner of Green's Nutrition in Stockton, California, (NNFA-West member and past board member), learned this recently when her church reached out to help a visiting National Guardsman who is stationed in Iraq. He asked for odorless garlic to keep the sand fleas at bay.

Eunice immediately called her Wakunaga sales representative and requested Kyolic Garlic samples. Within days, the representative called to say that Wakunaga would send samples for her church's Support the Troops Packages. Eunice was so pleased because not only did the company come through for her, they responded very quickly to her call for help. This story serves as another reminder of the generous spirit which abounds in our natural foods community!

If you have a story to tell, please send it to our regional office for possible inclusion in a future newsletter. (Fax, e-mail or regular mail will suffice).

Thanks to our Sponsors!

NNFA-WEST would like to thank these businesses for their generous support of the California Advocacy Council.

Jarrow Formulas, Inc. Platinum Membership

Natrol, Inc. Platinum Membership

Northridge Labs Bronze Membership

For information on how to join the California Advocacy Council, please call the NNFA-West regional office at (866) 343-6632 or e-mail dboyd@nnfawest.org.

And a big Thank You to our new partners for enhancing NNFA-West retailer member benefits.

American Botanical Council

Better Nutrition Magazine

Healthy Healing Enterprises

Correction: In the Spring newsletter, aski's Nutrition was misspelled. We apologize for the error.

**HELP PROTECT DSHEA . . .
JOIN THE GRASS ROOTS
ACTION NETWORK TO
PROTECT YOUR RIGHTS**

Are you passionate about health freedoms and your ability to sell natural products in your store or at your manufacturing facility? If so, the industry needs YOU!

We need volunteers in all member states who are willing to call or fax other stores and manufacturers in your area when NNFA issues a Call to Action Alert to protect the hard-won freedoms of DSHEA. Several influential members of Congress are intent on either weakening DSHEA or overturning it so we must be vigilant.

A grass roots effort of suppliers, retailers and consumers is crucial in this fight. Please consider doing your part to volunteer, recruit employees and your customers to join in this effort. To sign up for more information, please call David Stouder, NNFA-West Political Action Chairperson at 650-368-3124, or Dot Boyd at 866-343-6632.



Legislation in California *Could Affect Us All*

THE CALIFORNIA Legislature has been very busy trying to address the health and nutrition of Californians from school age to college students to state workers. Prior to NNFA-West's Third Annual Lobby Day in May, the board of directors voted to support several bills:

- AB 689** *School Curriculum: health education*
- SB 12** *School Food Nutrition: portion size restrictions*
- SB 281** *School Food Nutrition: 5 A Day*
- SB 567** *School Food Nutrition: wellness policy*
- SB 965** *School Food Nutrition: beverages*
- SB 254** *State Property Vending Machines: healthy choices*
- SB 454** *Health Counseling: nutritional and physical activity education/outreach*

We have been engaged in the legislative process on SB 254. If it becomes law, it requires all vending machines on state property to contain a minimum of 25 percent of healthy choices by December 31, 2006, and 50 percent by December 31, 2007. This is the lofty goal of Senator Torlakson of Concord. NNFA-West and the Senator's office connected as a result of Lobby Day and we have been providing his staff with facts, figures and vendors to show that healthy vending is practical, popular and possible. UNFI sent a representative, Stephanie Blackwell to testify that UNFI sells popular, profitable, healthy *vendible* products. She demonstrated this with a tray of healthy snacks presented to the Assembly Committee on Health. Robert Dickinson, President of Sensible Foods in Petaluma, California, testified that his company manufactures and sells vendible fruit products. At this writing, all of the bills listed here are making their way through the legislative process. By the time you read this, these bills will either be signed and chaptered into law, carried over

**ONE OF OUR OBJECTIVES
AS AN ADVOCACY
GROUP IS TO SERVE
AS A RESOURCE FOR
LAWMAKERS . . . TO
INFLUENCE THE
LEGISLATIVE PROCESS
BEFORE AND DURING
THE WRITING OF BILLS**

into 2006, or vetoed by the Governor.

SB 37 is still a threat to the industry. Senator Speier of Burlingame has her aim on dietary supplements as the gateway to illegal steroid use. We know that nothing could be further from the truth; however, we

have become a nation of legislation via sound bites. NNFA, CRN and AHPA have made it known that we oppose legislation that unfairly targets our industry. The bill as it is worded today does not effectively address the growing use of steroids by high school athletes. We will know the outcome by mid-September. Pressure is on the Governor now because of the negative press he received as a result of his publishing contracts.

One of our objectives as an advocacy group is to serve as a resource for lawmakers so that we can influence the legislative process before and during the writing of bills not just after when we may need to oppose legislation. It is always much more difficult to defeat legislation than it is to help craft it and support its intent. We intend to become a "go-to" source for lawmakers who want to hear from all sides and who are willing to look at science and logic over sound bites.

Please check our website: www.nnfawest.org for legislative updates throughout the year. We will publish the results of the 2005 legislative session in the winter issue of NNFA-West News. ♦

Call to Action: *"Be an Angel. Save a Life."*

VITAMIN ANGEL Alliance, a nonprofit humanitarian aid organization based in Santa Barbara, California, recently launched the introduction of their "Be an Angel. Save a Life." counter cards into the retail marketplace. The cards, designed to help raise money for Vitamin Angel's mission to provide basic nutrition to people in need, will have an immediate impact on vitamin deficiency diseases around the world.

Howard B. Schiffer, President of Vitamin Angel Alliance said, "After Vitamin Angels took on the nutritional component of the tsunami relief effort (and ended up sending over 10 million supplements to survivors in Sri Lanka, India and Indonesia), we received calls from retailers across the country asking us what they could do to help.

Last year the World Health Organization (WHO) issued a report stating that the single most important action we could take to positively impact the lives of impoverished peoples around the world is to provide multiple vitamin supplementation.

"Lack of basic nutrition causes more deaths each year than heart disease, cancer and AIDS," Schiffer said. "Most of these deaths are preventable, and we have the cure. It seems almost inconceivable,

but a dollar's worth of vitamins can actually save someone's life."

Here's how Vitamin Angels is helping to meet those needs: In India, Vitamin Angels has spearheaded a campaign to provide megadoses of Vitamin A that will help prevent childhood blindness in 250,000 children. In Tibet, together with The Terma Foundation they distribute 650,000 children's chewables every month. In Bali, Vitamin Angels is at the forefront of a large scale project to end the widespread suffering and death caused by hemorrhaging during childbirth. In the Pacific Region they are partnering with UNICEF to distribute anti-parasitics and Vitamin A to 750,000 children in Myanmar, Laos and the Philippines. In total last year, Vitamin Angels distributed 23.4 million supplements in 40 countries, providing life saving vitamins and nutrients to countless millions who suffer from hunger, malnutrition and life-threatening vitamin deficiencies.

Stores interested in participating in the "Be an Angel. Save a Life." campaign, should contact Shauna Kane at: Shauna@vitaminangel.org or call (805) 565 9919. Additional information on the Alliance may be found at www.vitaminangel.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

PRINTED ON RECYCLED PAPER

**NNFA West
Board of Directors**

EXECUTIVE BOARD

- Marianne Morgan, PRESIDENT
Health Habit
- (VACANT), VICE PRESIDENT
Living Naturally
- Jeff Becker, TREASURER
Naturway
- Chris Linzey, SECRETARY PRO-TEM
Avalon Natural Products
- Sandy Helms, MEMBER-AT-LARGE
Auburn Nutrition Center

RETAIL DIRECTORS

- Woo Lee, *Vitamin City*
- Jimmy Searcy, *Lazy Acres Market*
- David Stouder, *Apple Health Foods*

EX-OFFICIO DIRECTOR

- Judy McFarland, *Lindberg Nutrition*

SUPPLY DIRECTORS

- Penny Cole, *New Connections Marketing*
- Daniel McSweeney, *Vitamin Retailer*
- Mike Quinn, *The Kashi Company*
- LiAnn Rotto, *Golden Gate Brokerage*
- Jeri Trachtman, *Futurebiotics*

**Committee Chairpersons
Volunteers Welcome!**

Welcome to our new NNFA-West committee members:
Leah Thomson of Healthy Healing Enterprises
(Marketing/Communications) and *Roy McDonald* of
Better Nutrition Magazine (Membership).

Marketing/Communications

Leah Thomson415-731-8115

Education/Event

Sandy Helms530-885-5095

Finance/Fundraising

Jeff Becker714-956-0262

Political Action

Dave Stouder650-368-3124

Membership

Roy McDonald310-798-1315

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, on September 30, 2005.

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.