



YOU CAN MAKE A DIFFERENCE IN SACRAMENTO!

Join your industry friends and colleagues for Natural Products Association West's 7th Annual Advocacy Event on Wednesday, May 20, 2009 in Sacramento.

Natural Products Association West's 'Health Matters!' Advocacy Day is designed to broaden the natural products industry's base of political support by educating members of the California Legislature about the important role natural products play in keeping Californians healthy as well as the industry's positive impact on the State's bottom line. "The regional association has built a solid reputation in Sacramento, fighting legislation detrimental to the industry while forming alliances and supporting bills that focus on health and wellness in the State," said Dot Boyd, executive director of Natural Products Association West. "Due in large part to term limits, nearly one quarter of the 120 member legislature is new this session so it's imperative that our members be the face and voice of the industry here in Sacramento. **Anyone doing business in California needs to be engaged in the advocacy process, now more than ever and NPA West makes participation easy,**" continued Boyd.

This impactful event is **free** to all attendees and includes a morning lobbying workshop, afternoon appointments with legislators and their staff members followed by an evening reception featuring natural products. Last year, nearly 80 advocates from all segments of the natural products industry rallied in Sacramento, making 'Health Matters!' Day the second largest advocacy event in the industry.

"The regional association plays an important role in shaping public policy in California. Continuing to build relationships with lawmakers is vital to protecting our future. Join us and make a difference!" commented David Stouder, President, Natural Products Association West and Owner of Apple Health Foods in Redwood City, CA.

For the past two years, NPA West has arranged for member companies to exhibit at the annual 'Step Into Fitness Faire,' a health and wellness consumer event produced by the CA Task Force on Youth and Workplace Wellness which attracts several thousand attendees. "Here, members of the Legislature, their staff and the general public are exposed to natural products of all kinds, from food, to personal care to supplements, many for the first time, making the Faire a valuable part of NPA West's California Advocacy Program," stated Boyd.

To participate in either event or for more information including how to join our Advocacy Honor Roll, please call us toll free at 866-343-6632; e-mail Dot Boyd at dboyd@npawest.org or visit us on the web at www.npawest.org. See past advocacy events and photo galleries on the website.

Make your commitment today! Deadline to register is May 4, 2009.

Registration is quick and easy at:

http://www.naturalproductsassocwest.org/lobbyday/lobby_reg.shtml