



Quarterly Newsletter
Spring 2006

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What people are saying about the 2005 Healthy Harvest Show:

"This show was one of the greatest educational shows that I've ever been to," *Donald Payne of S & S Organic and Natural Foods, Chico, CA*

"The seminars were great!" *Bill Workman, Herbie's Natural Foods, Whittier, CA*



"The party was a blast!" *Mark James, Vitamer Labs*

"The Hawaiian luau dinner was the best food I have ever had at a natural products event!" *Pierce Sioussat, Bioforce USA*

Health Matters

National Nutritional Foods Association :: West

Make It Your Business to Join Us!

September 15-17 in Santa Clara, California

"Grow Your Business" : **Healthy Harvest Show!**

YOU can grow your business by attending the upcoming NNFA-West Healthy Harvest Show! The annual regional tradeshow will take place from September 15-17, 2006 at the Santa Clara Convention Center in Santa Clara, CA.

In keeping with the *Grow Your Business* theme, an educational program is being developed that will emphasize different ways for retailers to boost sales and profits along with ideas for making improvements in a variety of areas such as ordering, merchandising, and customer service.

GO BACK TO SCHOOL

A key component of the *Grow Your Business* theme will be a Fresh Perspectives educational program scheduled for Friday, September 15. Retailers who attend the full-day educational program will learn practical information and ideas that can be implemented to improve business. Tuition is absolutely free! The Fresh Perspectives program will benefit stores of all sizes with educational material valuable to store owners as well as store and department managers, buyers and other store personnel. "We encourage all natural product retailers to send their entire staff to the Healthy

Harvest Show," said Dan McSweeney, vice president of TLC Tradeshow Productions. A complete schedule of events will be announced soon.

FREE AND HEALTHY MEALS

The Healthy Harvest Show will again offer several free meals to all retailers in attendance. The free meals include a lunch and welcome reception on Friday, breakfast and dinner party on Saturday, and an additional breakfast on Sunday, thanks to our generous supplier sponsors.

"We received many compliments about the delicious natural and organic foods that were served at last year's show. We will again make every effort to serve healthy food featuring natural and organic ingredients at this year's show and conference," noted Terry Curry-McSweeney, president of TLC Tradeshow Productions.

MEET LEADING SUPPLIERS

Retailers will have the opportunity to meet with hundreds of leading natural products suppliers at the Healthy Harvest Show and to take advantage of show only specials and discounts. The show will feature approximately 200 booths with exhibits open on

See HEALTHY HARVEST SHOW inside

Grassroots Honors to Save Our Supplements Campaign

The "Save Our Supplements" recruitment campaign conducted by the National Nutritional Foods Association (NNFA) in partnership with the Coalition to Preserve DSHEA, received top honors in the Public Affairs Council's prestigious 2006 Grassroots Innovation Awards.

The program involved the distribution of in-store materials to NNFA member retailers who recruited consumer advocates to protect dietary supplement access. Retailers posted signs and sported "Sign-Up to Save Our Supplements" buttons to encourage interested customers to join the campaign by registering online at the www.saveoursupplements.org/advocacy site or in the store.

"This award is really a testament to industry working together to achieve our common advocacy goals," said Tracy Taylor, senior vice president of public affairs and strategic initiatives for NNFA. "But the lion's share of the credit goes to our retail members for their hard work on the ground."

Each NNFA region is assigned the task of

establishing the network in their respective states.

At NNFA-West, four states are comprised of 66 congressional districts. The following State Captains have stepped forward to lead in our region:

Arizona (8)	Jon Benninger	Virgo Publishing
Nevada (3)	Al Urpsis	Pure Essence Labs
Hawaii (2)	Marion Haskins	Pacifica Natural Brokers
California (53)	Cameron Karzmark	A Healthy Outlook, Inc. (DISTRICTS 1-9)
	David Stouder	Apple Health Foods (DISTRICTS 10-18)
	Trulaine Woken	Cone's Health Foods (DISTRICTS 19-27)
	Eva Alejandrino	Jarrow Formulas, Inc. (DISTRICTS 28-35)
	Leigh Pena-Collins	Pure & Basic Products (DISTRICTS 36-44)
	Karen Masterson	Aloe Life (DISTRICTS 45-53)

If you receive a phone call from one of these leaders, please join them in strengthening our influence on Capitol Hill. Using today's technology of e-mail, your voice can be heard with very little effort. You may be called upon to contact your representatives in favor of or against legislation affecting your rights to sell natural products. Call David Stouder, NNFA-West Political Action Chairperson at 650-368-3124 for more information. ♦

THANKS TO ALL 2005 HEALTHY HARVEST SHOW ATTENDEES, EXHIBITORS, SPONSORS, AND SPEAKERS for helping us create a fantastic experience!

We salute our Ambassadors in the field for helping us spread the word to retailers throughout our four-state region. A special "Thank You!" to Jarrow Formulas for sending out thousands of show brochures with their orders!

Hats off to the NNFA-West Healthy Harvest Show membership booth volunteer staff! They worked long hours, tirelessly and enthusiastically promoting membership for 2006. They signed up 50 new members and renewals at the Healthy Harvest Show! We call them the "A" Team!

Cameron Karzmark,
A Healthy Outlook, Inc.
David Stouder,
Apple Health Foods
Sandy Helms,
Auburn Nutrition Center
Jenai Huff and Doug Ingoldsby,
All-One / Nutritech

Shop and Support NNFA West: Go to www.iGive.com and a portion of your purchase will go to support NNFA West all year long! Looking for a credit card payment processor with low rates, no monthly minimums, no annual fees, no conversion fees and 24/7 customer service and support? Call **Paymentech** at 800-824-4313 x2684. Exclusive NNFA member rates and a portion of the fees go to support NNFA West!



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HEALTHY
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Healthy Harvest Show

Continued from front page

Saturday and Sunday, September 16–17. Many of the industry's leading companies have already committed to exhibiting including Bluebonnet, Food for Life, Irwin Naturals, Jarrow Formulas, Living Naturally, Natural Factors, Nature's Benefit, Nature's Best, Nature's Plus, Nature's Way, Nordic Naturals, NOW, Solgar, Threshold, Vitamer and Wakunaga.

MIX BUSINESS WITH PLEASURE

The host hotel for the 2006 Healthy Harvest Show is the Hyatt Regency, formerly the Westin. It's a beautiful property with a small hotel feel adjacent to the Santa Clara Convention Center. The venue boasts a championship golf course, tennis courts and a restaurant. Bring your family or your inner child to have fun at Paramount's Great America Theme Park right across the street from the event. For more information about Santa Clara and Silicon Valley activities, visit www.santaclara.org or call 800-272-6822.

PRE-REGISTER TO WIN VALUABLE PRIZES!

Registration to attend NNFA-West's Healthy Harvest Show and Fresh Perspective Educational Program is now open. Retailers may register on the show website www.healthyharvestshow.com or you can call the Healthy Harvest Show Hotline at 805-646-4373 to request a registration form to be sent to you. *By pre-registering, you double your opportunities to win valuable prizes throughout the event. So don't wait—register today! See you in Santa Clara!* ♦

NNFA-West Annual Business Meeting at the Healthy Harvest Show

PRESIDENT Marianne Morgan reported that the most challenging aspect of the past few years has been the retail membership dues change at NNFA. National NNFA lowered dues from \$190.00 to \$30.00. This has resulted in a major drain on regional finances and the Region no longer received \$95.00 per member out of National dues. Many retailers remain confused about having to join NNFA and NNFA-West separately.

NNFA-West is committed to its vision and purpose "to become a powerhouse region, a dynamic organization serving its membership by providing education, business support, lobbying and grass roots action; highly respected for its contribution to the natural food industry."

The region's action plans were developed with its vision and purpose clearly in mind:

- ▶ Advocacy (state and congressional)
- ▶ Marketing and communications
- ▶ Create new and enhanced member benefits
- ▶ Membership growth (retail and supply)
- ▶ Develop strategic industry partners
- ▶ Recruit new board members and committee members
- ▶ Establish a dynamic regional trade show and educational conference
- ▶ Fundraising to support regional objectives
- ▶ Longterm planning

NNFA-West Membership—

What's in it for you?

Haven't joined NNFA-West yet? What are you waiting for? Receive your benefits today!

Great news! 140 new members have joined NNFA-West in 2006! Passion and commitment for what we do are at the cornerstone of the natural products industry. *That having been said*, are you willing to protect your passion, your livelihood for pennies a day?

MEMBERSHIP HAS ITS BENEFITS

Joining NNFA-West has never been easier and more rewarding. Thanks to our generous sponsors, retail members receive a free copy of Diets for Healthy Healing by Linda Page, Ph.D. underwritten by Crystal Star/Healthy Healing and All-One/Nutritech (limited supplies remain).

Also exclusive to NNFA-West members is the American Botanical Council's online Information course at a 50% savings on education that can set your store apart from others with the most educated staff! Order 250 or more Better Nutrition magazines and Better Nutrition will pay \$30.00 of your \$50.00 membership dues!

MEMBERSHIP HAS ITS RESPONSIBILITIES

NNFA is the oldest and largest trade association representing your rights to sell natural products in this country. Membership dues help pay for member benefits and advocacy on your behalf. Contributing to the NNFA-West Legislative Action Fund helps underwrite the cost of outreach to state lawmakers.

Participation in the Annual Lobby Day event is critical in influencing government and legislators about our industry. Building retailer attendance at the Healthy Harvest Show will assure continued support from the supplier community. The show is the largest single revenue source for NNFA-West.

Are you living up to your responsibilities?

Make it your business to join NNFA-West today! ♦

FRAUD ALERT

Relay services were designed to help people with hearing or speech difficulties use the telephone and have been expanded to include internet calls. Internet relay calls can be made to US telephone numbers from anywhere in the world for free. Crooks are exploiting the service, calling US businesses to order goods and services and providing phony or stolen credit card numbers for payment.

Steps you can take to protect yourself:

- ▶ Be suspicious if multiple credit card numbers are offered for payment,
- ▶ Ask for the person's address and telephone number,
- ▶ Most important, verify that the credit card is valid before shipping the merchandise or providing the service. ♦

SAD NEWS TO REPORT

It is with deep sorrow that we report the passing of Gail Paglia, well-loved sales representative for *Nature's Best*. Our deepest sympathy to her friends and loved ones. She will be greatly missed.



Trulaine Woken
Retail Director, NNFA West
Board of Directors

NEW BOARD MEMBER BRINGS ENTHUSIASM AND PASSION TO THE REGION!

Trulaine Woken is the newest retail director on the NNFA-West board of directors. Trulaine and her sister, Laurie Manny, own Cone's Health Foods, a 5,000 square foot store in Bakersfield, CA.

How did Trulaine get involved in the industry? You could say that her mom convinced her to eat her vegetables because they were good for her! "I worked at the store for many years with my Mom and slowly became converted to the health food way of life. I was 16 then and thought eating healthfully meant always getting lettuce and tomato on my fast food burgers. I've seen a lot of changes in myself since then as well. I've been involved in grassroots political action but have decided now would be a great time to get involved with the Western region of the NNFA."

Trulaine has taken leadership of the NNFA-West membership committee. She immediately went into action at our Healthy Harvest Show and enthusiastically approached fellow retailers (mostly strangers) in the exhibit hall and asked them if they had joined NNFA-West yet.

She then told them why she had made the commitment to the board in spite of her hectic schedule as a store owner. Since the show, Trulaine has been on the phone calling numerous stores in her dual role as membership chairperson and grass roots state captain overseeing nine congressional districts in California.

When asked why she was willing to join the board of directors, Trulaine had this to say: "We have been NNFA members since we entered the industry, and I would like to give a little something back to the industry that has given me so much!" NNFA-West welcomes Trulaine to the board of directors!

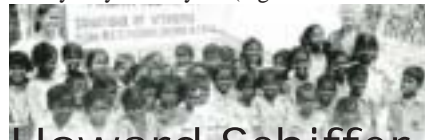
Legislation in California *An Update*

LAST YEAR, the CA Legislature focused on legislation to address the growing obesity epidemic in school-age children. NNFA-West supported each of the bills, most of which passed in both houses and were signed into law by Governor Schwarzenegger. Below is a brief update, please visit www.nnfawest.org for complete details.

- AB 689** *School Curriculum: health education (signed)*
- SB 12** *School Food Nutrition: portion size restrictions (signed)*
- SB 281** *School Food Nutrition: 5 A Day for Better Health (signed)*
- SB 567** *School Food Nutrition: wellness policy (vetoed)*
- SB 965** *School Food Nutrition: beverages (signed)*
- SB 254** *State Property Vending Machines: healthy choices (inactive)*
- SB 454** *Health Counseling: nutritional/physical activity education/outreach (carried over to 2006)*

NNFA-West and other trade associations lobbied for revisions on SB 37, the bill that targeted dietary supplements and gave the false impression that many dietary supplements are unsafe and prohibited by the USADA (US Anti-Doping Agency). We asked that language be changed from "performance enhancing supplements" to "performance enhancing substances" to prohibit use of illegal anabolic steroids, illegal drugs and other banned substances. Unfortunately, we were unsuccessful and the bill was signed by the Governor.

We need to be seen and heard in Sacramento! Make the commitment to attend NNFA-West's Fourth Annual Lobby Day on May 24 (registration form enclosed). ♦



Howard Schiffer and Vitamin Angels Honored

HOWARD SCHIFFER, President and Founder of Vitamin Angel Alliance, was recognized for his outstanding contributions toward improving global health at the Healthy Harvest Show in September of 2005.

Last year, Vitamin Angel Alliance shipped over 100 million supplements with a wholesale value of \$6.1 million to institutions and organizations in over 40 different countries.

Nearly 1.4 billion people around the world live in absolute poverty. Nearly one person in seven (about 857 million people) is chronically undernourished. Children are at particular risk from malnutrition and are susceptible to debilitating diseases and greatly increases morbidity and mortality.

NNFA 2006: MAKE YOUR PLANS NOW!

Join NNFA's 70th anniversary celebration at the natural products industry's longest running convention and trade show, **NNFA 2006**. With nearly 650 booths and more than 7,500 of your industry colleagues, **NNFA 2006** is the place to be July 14-16 in Las Vegas, NV. For details call 800-966-6632 or go to www.nnfa.org

SLIPPING THROUGH OUR FINGERS?

David Stouder, Apple Health Foods (Redwood City, CA)



We are often warned against repeating history. When it comes to health freedom, I worry we may not be able to. I'm referring to our industry's phenomenal victory in passing the 1994 Dietary Supplement Health and Education

Act (DSHEA). Many of you reading this were part of that fight and many newcomers have not been tempered by the experience of the FDA axe about to fall.

The passage of DSHEA was truly remarkable. How did we do it? We owe so much to the involvement of all of those in our industry: retailers, manufacturers, distributors and packers. And, of course we could not have done it without our loyal customers and daily consumers of our products. Local groups were formed across the country. The NNFA found its lobbying voice. Every Health Food Store held meetings and events and generated an unprecedented amount of letters, faxes, and phone calls. We worked hard and we worked together.

Today, our enemies are using a different strategy. They aim to erode the freedoms of DSHEA by a variety of national and local legislative attacks. They are avoiding a full frontal assault in hopes we will go quietly. Are they right?

Again it is time to work hard and work together. Without cohesiveness and focus, we will fail. The NNFA has undergone amazing changes in the last several years. It is the clear leader when it comes to legislative action. The community of our industry is our greatest strength. The NNFA, national and regional, is our community. Please . . . if you are not a member, join now. Be active. We need your ideas and your inspiration. The future is at stake. I care. Do you? ♦

BECOME A "VITAMIN ANGEL"

- ✓ Display "Be An Angel. Save A Life." cards in your store (call for materials).
 - ✓ Hold a 'Be An Angel. Save A Life' day in your store and donate 5% of the sales from one day.
 - ✓ Call to arrange a donation of vitamins and supplements to relief efforts.
 - ✓ Put the Vitamin Angel logo on your private label and donate a percentage of the proceeds.
 - ✓ Designate Vitamin Angels as your charity of choice as part of your philanthropic program.
 - ✓ Add a Vitamin Angel link on your website.
- To become a Vitamin Angel, call 805-565-9919 or e-mail to info@vitaminangel.org. ♦

GOING TO EXPO WEST?

Stop by the **TLC/Healthy Harvest Booth #1911** (next to Vitamin Retailer Magazine) and pick up your "Seeds of Success!" Come see us at the **NNFA booth #3569** and help us celebrate 70 years of good health!



MAIL
HOUSE
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**NNFA-West
2006 Board of Directors**

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- David Stouder, VICE PRESIDENT
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- Chris Linzey, TREASURER
Avalon Natural Products
- Penny Cole, SECRETARY
New Connections Marketing
- Sandy Helms, RETAILER-AT-LARGE
Auburn Nutrition Center

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- Trulaine Woken, *Cone's Health Foods*

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- LiAnn Rotto, *Golden Gate Brokerage*

CONTRACT MEMBERS

- Daniel McSweeney, *Vitamin Retailer*
- Terri McSweeney, *TLC Tradeshow Productions*

EX-OFFICIO MEMBER

- Judy McFarland, *Lindberg Nutrition*

**Committee Chairpersons
Volunteers Welcome!**

Education/Event

- Sandy Helms530-885-5095

Finance/Fundraising

- Chris Linzey209-482-2678

Long Term Planning

- Marianne Morgan209-772-3000

Marketing/Communications

- LiAnn Rotto415-731-8115

Membership

- Trulaine Woken661-832-5669

Political Action

- Dave Stouder650-368-3124

**DON'T BE BORED . . .
Join the NNFA-West Board!**

2006 MEETING SCHEDULE OPEN TO ALL!

- January 26** (Sacramento, CA)
Sacramento Natural Foods Co-op
- May 24** (Sacramento, CA)
Sheraton Grand Hotel (during **Lobby Day**)
- July 14** (Las Vegas, NV)
NNFA Conference and Show
- September 15** (Santa Clara, CA)
Healthy Harvest Conference and Show