

Regional Voice

Of the Natural Products Industry

|| NNFA **EAST**
Winter 2007

NNFA East Considers By-Laws and Name Change

Look in the mail for a ballot from the NNFA East for a proposal to change the By-Laws of the NNFA East. The primary component of this By-Laws revision is an Association name change to the **Natural Products Association East**. This request for a vote on the issue is in compliance with the current By-Laws of the organization, and the NNFA East Board of Directors is recommending the name change to follow the leadership of the newly renamed national Natural Products Association (formerly NNFA) which

changed its name at the last national meeting in Las Vegas 2006.

The name change more accurately reflects the entire umbrella of participants in our industry since we are more than an Association focused solely on dietary supplements. If our region accepts the By-Laws changes by a majority vote, then the BOD will move forward with the necessary name changes to the logo, the website, and related Association contracts.

Additional By-Laws changes relate to better clarification of the roles and responsibilities of each Association officer and the delineation of the Standing Committees which are now part of the Association's daily business structure.

NNFA East Sponsors Education Day Event

to correspond with the Natural Products Association's annual Natural Products Lobby Day

For the third consecutive year, NNFA East is organizing an education event to correspond with its members' yearly excursion to Capitol Hill promoting advocacy on issues related to the natural products industry. This year the Education Committee has decided on a roundtable exchange format, open to all attending participants.

The event will take place at the Four Points Sheraton hotel in Washington DC [located at 1201 K Street NW] on Monday, March 26th from 1PM --5 PM. RSVP is requested (e-mail execdir@nnfaeast.org or call 1.856.985.5446) and the event is open only to active members of the NNFA East.

For many retailers, the potential for technology to simplify and enhance their business has been elusive and challenging. Given that reason, the theme of this year's Education Day event will be "Using Technology to Build a Success Cycle for Your Store" and will feature several speakers covering the key elements essential for the success of any health food retailer with a particular focus on technology: Inventory Control, Information, Sales/Merchandising, and Product Selection. After a focused 20-minute presentation from each speaker, the floor will open to a round-table style discussion covering each topic in detail. Each speaker will then spend time at each table answering specific questions and concerns.

Visit Washington, DC this March 26-27 and join in the 10th annual national lobbying effort, Natural Products Day, to alert your elected representatives to your interest in their legislative agenda on natural products. Plan a two-day visit and attend the NNFA East Education Day on Capitol Hill: what you learn will certainly help you run your business more effectively. Space is limited so register in the following ways: through the NNFA website (www.nnfaeast.org) or contact Paul Kushner, Executive Director at 1.856.985.5446 or via email to execdir@nnfaeast.org.

What's Inside

New President Takes the Helm of NNFA East—

Meet Andy Fox

NNFA East Hires a New Executive Director—

Meet Paul Kushner

NNFA East Announces Expanded Committee Assignments for 2007

NNFA East Moves Forward

President's Letter

From the desk of
Andy Fox

Legislative Updates

Upcoming Events:

To get the latest schedule of
events go to
expoeast.com/nnfaeast

EAST

New President Takes the Helm of NNFA East – Meet Andy Fox

At the October 2006 Expo East trade show in Baltimore, the NNFA East announced the induction of its new President Andy Fox. Andy is an active member of both the NNFA East and the Natural Products Association Board of Directors. Andy and his wife, Wendy Meyerson, are co-owners of Natur-Tyme, a 9,000 SF retail health food store in Central New York. In addition, Andy is also President and CEO of N.E.E.D.S. Inc. This company was founded in 1986 and serves as an international mail-order resource specializing in products, information and education in the areas of Multiple Chemical Sensitivity, Environmental Illness, Fibromyalgia, Chronic Disease, and Candida.

Andy's interests away from the industry include golf and he is a loyal supporter of the Syracuse Orange athletic teams.

Andy succeeds the presidency of Adrienne Mastrobattista, who oversaw a tremendous revitalization of the NNFA East during her tenure. Andy expects to continue this upswing in Association activity and has already begun to implement the organizational structure necessary to make NNFA East a more viable, vital resource and advocate for our industry throughout the Northeast region. Special thanks to Adrienne for all her hard work and the best of luck to Andy in his new position.

NNFA East Hires a New Executive Director– Meet Paul Kushner

The NNFA East Executive Search Committee selected its candidate for Executive Director this past October. Incoming President Andy Fox hired Paul Kushner as Executive Director in his first official act at the Natural Products Expo East trade show in Baltimore, Maryland. Paul has since established the new NNFA East offices in Marlton, New Jersey where he lives. Paul brings more than twenty years experience as a senior-level association

marketing executive in the financial services and medical industries. Paul's areas of expertise will blend with the NNFA East's needs as the organization seeks to broaden its effectiveness both in advocacy and member services. Paul can be reached for any Association issue via e-mail at execdir@nnfaeast.org or by calling 856.985.5446. Welcome aboard Paul!

NNFA East Announces Expanded Committee Assignments for 2007

NNFA East President Andy Fox confirmed the new committee assignments for the organization for the 2007 calendar year, as the Board of Directors agrees to expand the activities of the organization to better serve its members. Each committee has a chairperson responsible for coordinating meetings and accomplishing the goals of the committees with direction from the Board of Directors.

Each of these groups will report on their progress at the monthly Board of Directors meeting, and advancements can be found by contacting Executive Director Paul Kushner, or any committee Chair or member. Participation in any committee is open to all current NNFA East

members. Now is the time to get more actively involved, especially with the Advocacy committee and the political activism we intend to pursue in the coming year.

The current committees and chairpersons:

Advocacy	Andy Fox, Chair
Convention	Adrienne Mastrobattista, Chair
Education	Mike Pelton, Chair
Finance	Jay Jacobowitz, Chair
Membership	Denise de la Montaigne, Chair
Communications	Michael Hennessey, Chair
Strategic Planning	Donnie Caffery, Chair

NNFA East Moves Forward

Every organization is as successful as its members' commitment to it. As we begin the New Year, it is encouraging to know that the NNFA East is stronger than it has ever been, and is planning to become more organized and efficient in 2007. To achieve this goal, we all must look at increasing our involvement to make our organization better.

The NNFA East has one of the great success stories of our industry over the past few years. Thanks to the efforts of a core group of dedicated volunteers, this organization has re-emerged to become an active and valid player in many areas directly affecting every participating business in our industry. In recent years, we have increased membership, joined with New Hope Media to co-sponsor the resurgent Expo East, increased organization revenue, become better at orderly communication and networking, and strengthened the group's infrastructure. The NNFA East has never been better positioned for the important work ahead.

As we turn the corner to our future, every participant needs to remain vigilant about the continual assault on our industry by aggressive attacks in both the state and national legislatures. As we stand together to make our collected voices heard, the NNFA East offers the best organized vehicle to coordinate all efforts to protect and advance our health agendas.

As noted in the President's Letter on the next page, one of the main directives of the organization in the first part of this year is to organize an Advocacy Network within NNFA East so that all members can move in unison to effectively respond, either positively or negatively, to any legislative attempts which may affect your livelihoods. This political aspect of our organization has been long-awaited and should be another reason for renewed excitement about your active participation in NNFA East.

The Executive Board realized long ago that to bring value to the participants of our group, we needed to expand the services offered. With the recent hiring of our new Executive Director – Paul Kushner — we are moving toward the intention of making the NNFA East a more valuable part of your everyday business. Paul brings a world of experience to this position, and he understands that the organization's long-term goals need to include additional beneficial member services. The NNFA East has certainly become an energized entity, and you will want to stay focused on all the positive changes that are occurring and become more involved.

So, how to participate in all the activities that are shaping up this year?? First, make sure that you RENEW YOUR MEMBERSHIP! Second, consider recruiting other industry members. Be proactive and ask your friends if they are members; or if they are aware of the activities and advancements occurring within their regional NNFA chapter. Speak candidly about the need for a unified voice from our industry on issues of advocacy, or defense against media attacks. If you can help by recruiting more participants, our group will continue to become demonstrably more important and beneficial to everyone involved.

RENEW, RECRUIT, and PARTICIPATE! The NNFA East may have a name change this year (see lead article on page 1); but more importantly, it has a renewed excitement that certainly deserves a little bit of help from everyone involved to make it stronger and more resilient for years to come. For the benefit of our industry and your business, we ask that you commit your share of effort this year. The NNFA East is as strong as the efforts of its members. Join our progress and experience our success.

NNFA East thanks the following company for sponsoring this newsletter:

Natural Products Expo East

Phone: 1.866.458.4935

Email: tradeshows@newhope.com

Web: www.expoeast.com

Natural Products Expo East 2007 (September 26-29, Baltimore, MD) is a must-attend for natural products retailers who want the latest industry info and new products from organic and specialty food to supplements, health & beauty and natural home.



We Keep Your Doors Open.

Our Mission: to preserve access to, and facilitate markets for, natural products. Become a member today at www.nnfaeast.org or 1.888.670.6632.

For more information call 1.856.985.5446 or email: execdir@nnfaeast.org

more information on www.nnfaeast.org

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Contact us

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08053 or call 1.856.985.5446 or
email execdir@nnfaeast.org

President's Letter

From the desk of Andy Fox



The first few months in this new position have definitely made sure my life is not boring! There is hardly a day that goes by where NNFA East business is not touched upon in some manner. Although this is a voluntary position, I feel this responsibility is as important as my role in the operations of both of our businesses in the Syracuse area which employ over 75 people.

Our industry is under attack and our livelihood as natural products retailers is clearly in jeopardy. If you are unaware of this fact then you are not paying attention to the media black-eye our industry has experienced in just the past two months. Stories on national evening and morning news shows have been negative and unfairly reported. The nation's largest newspapers and major national magazines have all featured stories on the "dangers" of dietary supplements and how our "unregulated" industry manufactures products which put the consumer at risk due to poor quality and mislabeling. This is the picture being painted for the public over and over again!

Unfortunately, there are many lawmakers who believe everything they see and read. Bills have been introduced in the New York Legislature which would do significant harm to every retailer and supplier who sells dietary supplements in the State of New York—the third largest state in the nation in terms of dietary supplement sales. If bills of this nature ever find their way into law, then the entire industry would suffer not just New York retailers and manufacturers.

Therefore, NNFA East has spent the last several months improving our infrastructure and channeling our resources into preparing for a coordinated and informed Advocacy Network which monitors the state houses of our 12-state region. For this network to be effective, we need your support and involvement.

Our website, www.nnfaeast.org, is being revised and shortly we will use it as the main communication device for the Association. Please bookmark it and refer to it regularly to see how and where you can participate so our industry remains viable and available to help so many of the consumers we serve each day.

Legislative Updates

The New York state legislature is actively pursuing legislation that could have adverse effects on our industry. While we were able to slow the New York state legislative effort in the 2006 calendar year, a new legislature has brought the introduction of two new sets of companion bills [(S-939 and A-2068) (S-1670 and A-3357)] aimed at stifling the sale of dietary supplements in the state unless FDA testing is indicated on the label and the product is approved for sale by a new Dietary Supplement Safety Committee which is chosen by political appointment only. These bills are aimed at establishing a state authority to evaluate the safety and efficacy claims of dietary supplements and to establish the authority to ban items they deem harmful to the public. This legislation has been referred to committee, and the NNFA East will be working with all concerned parties to counter these bills.

Contact the NNFA East for ways to get involved and join your state's Advocacy network as they are being formed.

