

# Regional Voice

Of the Natural Products Industry

Natural  
Products  
ASSOCIATION™  
e a s t  
Fall 2008

What's Inside ?

## NPA Expo East Opportunities

Retailer  
Educational  
Event

Networking  
Lunches

Advocacy  
Session

Annual Meeting

Go Green  
Travel Offer

Advocacy at  
work in Albany

Advocacy at  
work in Trenton

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Events

[www.npaeast.org](http://www.npaeast.org)

### Contact us

Join NPA East online at:  
[www.npaeast.org](http://www.npaeast.org)

Send inquiries to:  
NPA East  
29 Pickwick Dr.  
Marlton, NJ 08053

or call  
1.856.985.5446

or email  
[pkushner@comcast.net](mailto:pkushner@comcast.net)

## Get Smart.... And save \$20\*

(\*NPA East members in good standing)

Join Your Colleagues at Natural Products Expo East:  
The Premier Educational Event Designed Exclusively  
for You, the Independent Retailer!

Wednesday, October 15th, 2008  
Boston Convention & Exhibition Center

As a major part of our primary goal of supporting independent retailers, NPA East is again partnering with New Hope Natural Media to co-produce the Natural Products Expo East 2008. Building on last year's successful program, the NPA East Convention Committee collaborated with its counterparts at New Hope Natural Media to create what we believe is an excellent education program that focuses exclusively on those issues most relevant to independent retailers.

### NPA East Members Save \$20 On Independent Retailer Education

All NPA East members in good standing enjoy a \$20 discount off the Education Day registration fee. Included in the fee for Wednesday's session is a networking lunch. Give your brain a rest and connect with your peers. Be a part of this community-building event designed to provide an opportunity to unwind, refuel, and mingle with colleagues and industry experts.

### Educational Event Topics

- Implementing the best practices of the One-Minute Manager
- Extracting real value from your website
- Implementing "back of the house" best organic practices
- Developing profitable supply chain relationships with your brokers and distributors
- Adding value to your business by recruiting and retaining top-notch candidates
- Examining the social and political implications of producing in China
- Expanding your store or opening a new location
- Successfully integrating frozen foods, dairy, and grab-and-go into your product mix
- Successfully integrating bulk, packaged grocery, non-foods, and general merchandise into your product mix
- Successfully integrating supplements and health and beauty into your product mix
- Understanding country of origin labeling

*continued on page 4*

EAST

# Maybe there is still such a thing as a free lunch!

(At least there is at Expo East)

## Natural Products Expo East Boston Convention & Exhibition Center October 16th, 17th, and 18th, 2008

Take a break from the action at Expo East and join us for lunch and a networking session free to all retailers attending the show. Sponsored by New Hope Natural Media and NPA East, lunch will be held in the Retail Resource Center, located right on the convention floor. What could be more convenient? Enjoy a healthy lunch, network with your fellow retailers, and then get right back to the show. Among the subjects being considered—dealing with the competition, shoplifting, cost-effective advertising, product pricing, bringing community into the store, implementing new technology, or anything else you and your peers might like to discuss.

The networking sessions will be moderated by three NPA East Board members: Denise de la Montaigne, owner, Better Thymes Natural Foods, Front Royal, Virginia; Sue F. Bennett, owner, For Goodness Sake Natural Foods, Leesburg, Virginia; and Jay Jacobowitz, president, Retail Insights, Brattleboro, Vermont.

**Location:** Expo East Retail Resource Center

**Times:**

Thursday, October 16, lunch, 11:30am-1pm

Friday, October 17, lunch, 11:30am-1pm

Saturday, October 18, refreshments, 10:30am-12pm

For more information on the Expo East conference, check out their website at [www.expoeast.com](http://www.expoeast.com)

## NPA East Annual Meeting and Advocacy Session: October 16th, 2008 @ 1:00 PM Your Opportunity to Make Yourself Heard

Please plan to attend the Natural Products Association East Annual Meeting during Expo East in Boston. The meeting will take place at 1:00 PM on Thursday, October 16th in Room 252B on the 2nd level following the NPA East lunch presentation in the Retail Resource Center. Take advantage of this important advocacy event to talk directly to your NPA East Board of Directors and hear from them on what your association is doing for you throughout the year. It's been an exciting and productive time, so please be sure to attend. This is your opportunity to have meaningful input in your association. Don't miss it!

Learn about proposed state and federal rules to regulate natural products, including the latest victories and threat-management strategies from our federal lobbyists (Jack Martin and Edward Long). Find out from our Natural Products Association leadership (President Debra Short and CEO David Seckman) how you can have your voice heard. Help preserve access to natural products for your business and for your customers.

We are excited about our partnership with Natural Products Expo East; because New Hope Natural Media clearly recognizes that advocacy—NPA East's local, state, and federal efforts to preserve access to natural products—is critical to the health of our industry.

Please visit our Website, [www.npaeast.org](http://www.npaeast.org), and click on any of the links to "Expo East" to register and for additional information.

# NPA East Advocacy Update

## NPA East Lobbying Efforts Send New York State Dietary Supplement Labeling Bill Back to Committee

Thanks to the continuing efforts of your Association working in concert with our New York lobbyists, another potentially damaging bill was sent back to Committee. Had it become law, the New York State Dietary Supplement Labeling Bill would have required the re-labeling of every dietary supplement sold in New York State, causing enormous added expense for the manufacturers and suppliers we buy from.

These labeling costs would have almost certainly been passed down to the retailer, who, in turn, would have to pass along these increases to our consumers, making us vulnerable to competitive pressures from all out-of-state retailers, especially those right across the state line or found on the Internet.

In addition, the labeling bill would have mandated that the NY label state "this product has not been tested by the Food and Drug Administration (FDA)," which would have cast a cloud of concern over product purity and quality in the minds of so many of the consumers we interact with on a daily basis.

### Another 11th hour effort stops a bad bill in its tracks

Fortunately, our New York Lobbyists, Hill & Gosdeck, worked with the Majority Leader's office right to the end of the session pushing to keep the bill from heading to the floor for a vote by the Senate. They were successful in keeping the bill off the floor. The bill's sponsor agreed to have the legislation sent back to Committee instead of being defeated on a vote on the bill.

### Personal visit results in positive outcome for NPA East membership

This latest positive outcome was, in large part, also due to the visit that our Executive Director Paul Kushner and President Andrew Fox made to Albany in early February

to meet with our lobbyists. Along with our ultimate success putting the brakes on the dietary supplement labeling bill, another important measurable result was clearly our personal visit with Assemblyman Felix Ortiz, the New York Assembly sponsor for four additional supplements bills. Mr. Ortiz did not push any of his bills this session and the Health and Consumer Protection committees did not forward them on to the Speaker's office for a floor vote.

Overall, we believe our Lobbyists were well worth the investment for this two-year session and we want to thank each and every one of our supplier and retail members that contributed to the efforts to DEFEAT these bills. They all played a significant role in keeping this type of onerous legislation out of New York State for another year.

### The NPA East Advocacy Committee Sets Strategy To Defeat The NJ Dietician Licensure Bill

This proposed law, S-1941, set to be voted on this fall, is designed to empower licensed nutritionists and dieticians in New Jersey to become the exclusive and "official voice" for all information regarding dietary supplements and health foods.

The NPA East Advocacy Committee's goal is to convince S-1941's sponsors to kill the licensure bill by putting the burden of proof on them to show why it is necessary to protect New Jersey residents and how harm is being done to them currently without its passage into law. A visit by members of the Committee to the offices of the bill sponsors in Trenton is scheduled for September.

For more information, please contact NPA East's Executive Director, Paul Kushner at [pkushner@comcast.net](mailto:pkushner@comcast.net) or phone Paul at 856-985-5446.

For information on how to get personally involved in fighting for your rights, please contact our Executive Director, Paul Kushner, at 856.985.5446 or e-mail Paul at [pkushner@comcast.net](mailto:pkushner@comcast.net). You also can go directly to the NPA East website ([www.npaeast.org](http://www.npaeast.org)) and click on the **Take Action** button at the top of the home page.

## Board of Directors

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### Executive Director:

**Paul Kushner**  
Marlton, NJ  
e-mail: pkushner@comcast.net  
phone: 856.985.5446

**Get Smart....  
And save \$20\*** *continued from page 1*

- Growing your business by focusing on the future opportunities and keeping your eye on the present
- Learning how to manage and raise cash to grow your business
- Creating an in-store demo program
- Creating effective checkout impulse-merchandising, decompression zones, facings, lighting, perishables positioning, product flow, sales-per-square-foot, visual zones, and other merchandising keys
- Creating a vision of greatness with ZingTrain

The registration fee for Wednesday's workshop is \$75.00 for NPA East members and \$95.00 for non-members. This price includes lunch and a take-away that you can reference again and again. This program upgrade can be purchased easily when you register online ([www.expoeast.com](http://www.expoeast.com)) or by phone: 1.800.458.4935.

## Come to Boston for Expo East!

### GO GREEN AND SAVE GREEN WHEN YOU TRAVEL TO EXPO EAST

Save \$100 per attendee when you travel by bus or train to Expo East. Save gas and help cut green house gasses, and we'll cut your registration fee by \$100. See the registration form for more details. Go to [www.expoeast.com](http://www.expoeast.com).



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