

Regional Voice

Of the Natural Products Industry

Natural
Products
ASSOCIATION™
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Summer/Fall 2009

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Save This Date

Visit our Website for Upcoming Events

www.expoeast.org

Contact Us

Join NPA East at
www.npaeast.org

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

or call
856-985-5446

or e-mail
pkushner1@comcast.net

President's Letter

I Promise...



As an independent retailer with a small staff, I need to be in my store managing my business and interacting with my customers face-to-face on a daily basis. So when I do go to a show, I am very selective. I know it's going to mean time away from my shop and additional expenses.

Expo East

I have attended Expo East every year except two (both my sons were August babies so a newborn and walking the show floor seem unsuitable for all involved!). My reasons are pretty straight forward: I get to see all of new products, meet with my current

vendors and talk to new ones, all in one place; I have the rare opportunity to spend time with my colleagues and friends in the business, a luxury I rarely afford myself during the rest of the year; and I find out what the competition is doing. What's more, I get a broad perspective of the industry, from the big box stores to small independents to everything else in-between. I consider this opportunity to take my local blinders off and absorb a "world" view of the industry essential to the success of my business.

But that's just the Beginning

Expo East's educational lineup is probably the best offering in the industry under one roof. This year's keynote address speaker is

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Top Three Reasons to Attend Expo East

1: It's Affordable.

Expo East has pulled out all of the stops this year to ensure that the show is more than worth your money. From the Travel Green Save Green program to discounts on air fare to Boston to even lower room rates, attending Expo East may turn out to be the best investment you make in the future of your business this year.

2: It's Communal.

Where else do you get as much done for your shop in just a few days? You'll view all the newest products and industry innovations, talk with exhibitors who represent every line you carry and them some, have perhaps the only opportunity all year to meet with colleagues and friends in the business who share your concerns as an independent retailer, and participate in educational programs that focus on day-to-day issues that have a direct affect on the success of your store. So get out from behind your cash register; take a well-deserved

break, and commune with your colleagues. You've earned it!

3: It's Educational.

This year the planners of Expo East have created a program that focuses directly on the needs of independent retailers. In cooperation with NPA East, Education Day is being held on Wednesday, September 23rd. The choice of seminars covers all topics and is specifically designed to address the real-life issues faced every day by independent retailers. (Read more about Education Day in the accompanying article on the back page of this issue.) Also, for the third consecutive year, we will hold the standing room only Retailer – to – Retailer Roundtable events on Thursday, Friday and Saturday at the Retail Resource Center on the show floor.

To register for Expo East, go to www.npaeast.org and click on the Expo East Home button at the top of the page.

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Frequently Asked Questions

We've put together a list of questions members and potential members have asked us about over the years. If we didn't cover your question, or if you have additional questions concerning the list below, please contact Paul Kushner, NPA East's Executive Director at 856-985-5446. E-mail: pkushner@comcast.net.

Q: I just paid my dues to NPA. Why are you sending me another invoice?

A: What often happens is that members pay their National dues, which are \$30.00, thinking that this payment includes regional dues. This is not the case. NPA East Regional dues are \$95.00, which primarily supports our advocacy efforts on the local level, as well as other benefits that come to you directly from your membership in our region. Also, sometimes, your payment and our invoice cross in the mail.

Q: Who can join NPA East?

A: Voting Membership. Voting membership shall be limited to persons or firms engaged in the manufacturing, retailing, distributing, and/or consulting of natural foods, products, services and supplements who pay dues and are members in good standing.

- **Nonvoting Associate Members.** This category of membership may include academics, natural foods lecturers and authors, providers of ancillary products and/or services to retailers or suppliers, and government officials.

- **Life and Honorary Members.** A Life or Honorary Member shall be an individual who has made an outstanding contribution to the natural food, dietary supplements, and related products and services industry, or to NPA East, and has been accorded such status by the Board of Directors.

- **Non-Transfer of Membership.** Membership in the NPA East is non-transferable. When a business is sold, the new owner must apply as a new member.

Q: What does advocacy mean and how does it affect my business?

A: NPA East is the only regional organization that monitors regulatory activities at the state level. Our constant diligence means that many proposed bills are killed long before they become laws that could prevent or greatly restrict your ability to run your business. By stopping the bill at the state level, it also stops that same bill from being picked up federally and causing havoc in all states.

Q: What else does NPA East do to support my business?

A: NPA East provides a number of services to its members, advocacy, described above, being one of the most valuable. In addition to our primary activity of advocating for regulations that protect your ability to do business, each year, NPA East provides an in-depth educational program through its partnership with New Hope Natural Media at Expo East in Boston. (Please go to www.expoeast.com for more information regarding the show and this year's dates.) We also provide our members with access to the NPA East Web Site, and the quarterly NPA East Newsletter, written exclusively for natural foods retailers and the businesses that support them.

Q: What states does NPA East serve?

A: Maine, Vermont, New Hampshire, Rhode Island, Massachusetts, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, and Washington, DC

Q: What is the difference between the National organization and the Regional organization?

A: We are branches of the same association, dedicated to protecting your business from bad legislation at the federal and state levels. NPA East focuses on legislative threats in our 12-state region; NPA National focuses on federal-level legislative threats.

Q: How much are Regional Dues?

A: NPA East regional dues are \$95.00 annually, plus \$25.00 for each additional store. For more information on joining NPA East, please go to our web site, www.npaeast.org.

Q: How do I become more involved in the Region?

A: NPA East keeps its fingers on the legislative pulse in your state. We are looking for conscientious, independent retailers, who are willing to stand up and take action when threatening legislation appears on the horizon. To lend your support to protect your livelihood, please contact the Executive Director, Paul Kushner at 856-985-5446. E-mail: pkushner@comcast.net.

Q: Who can be on the NPA East Board of Directors?

A: A candidate must be the Designated Representative or otherwise designated owner, officer, director, or employee of a voting member in good standing. A candidate for President-Elect must have served at least one year as a Director prior to the beginning of his or her term as President-Elect.

Q: How often is the NPA East Newsletter published?

A: The NA East Newsletter is published quarterly. To view a recent issue please go to www.npaeast.org and click on NEWSLETTERS, located at the top of the home page.

Q: Can I contribute to the Newsletter?

A: Yes! If you have an idea for an article that would be of interest to other retailers, or if you would like us to feature you and your store, please contact Executive Director, Paul Kushner at 856-985-5446. E-mail: pkushner@comcast.net

Q: What is the relationship between the National organization and NPA East?

A: The primary difference between the two organizations is how we approach advocacy. The National organization focuses on Capitol Hill, and promotes our industry at the national level. NPA East promotes advocacy at the local level, monitoring the legislative activities at the state level.

Advocacy Update:

Board Member's Visit to the Hill Results in Major Support for the Child Nutrition Bill

New members to our Association, and sometimes even seasoned ones, ask what value we provide to them. While there are many tangible benefits, including the NPA East Newsletter, our co-sponsorship of EXPO East, and our member web site, one of the most important services we provide often goes unnoticed.

NPA East is the only regional organization that advocates on a full-time basis for natural products retailers and the suppliers that support them. Since protecting our members from harmful legislation and promoting laws that benefit our industry and our customers is an activity we perform every day, we sometimes forget to share our successes with you. Therefore, we thought it would be useful to share the results of one of our Board Members experiences at the most recent Lobby Days event in Washington, DC

During her visit to the Hill, NPA East Board member, Karen Clarke, met with the staff of newly elected Connecticut Congressman Jim Himes. Clarke, President and CEO of Thayers Natural Remedies, Westport Connecticut, was well-prepared to make her case for supporting the goals of our industry. Among

the subjects discussed were the Child Nutrition Promotion and School Lunch Protection Act of 2009. Apparently, she made quite a compelling case for support of the Act. Recently, she received a letter from Congressman Hime's Legislative Assistant, Lex Paulson. Here's what he had to say:

Just wanted to pass along the good news that, thanks to your advocacy, Congressman Jim Himes recently became the 133rd cosponsor of the Child Nutrition Promotion and School Lunch Protection Act of 2009. We will do everything we can to get this fantastic bill passed into law.

Thanks so much for your engagement; we look forward to crusading alongside you to promote nutrition and good health for our children in the months and years ahead.

Best,
Lex Paulson
Legislative Assistant
Congressman Jim Himes

FAQs

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Q: Does NPA East have a web site?

A: Yes. www.npaeast.org

Q: What issues is NPA East currently working on?

A: We are currently working on a number of advocacy issues that we believe are critical to our industry, including the defeat of a labeling bill in New York State, that would require all manufacturers who sell to retailers to add language to all natural products stating that, among other requirements, whether or not the product has been approved by the FDA. This labeling requirement makes no sense, and would cause manufacturers unnecessary expense that could be passed on to retailers, making it virtually impossible for them to compete in contiguous states who are not required to make changes to their products' labels. For a complete list of NPA East's current advocacy efforts, please go to www.napeast.org and click on the TAKE ACTION button at the top of the home page.

We are also working with Expo East to create relevant content for independent natural products retailers. We encourage independent retailers to offer suggestions directly to us for how to improve the show and ensure that New Hope receives your comments.

Q: Are there any other organizations that do the same work as NPA East?

A: There are some organizations that get involved in some of the same issues as NPA East. And we do, when appropriate, join with

them to advocate for our industry. However, NPA East is still the only regional organization whose resources are dedicated exclusively to the needs of natural products retailers and the businesses that support them.

Still have questions? Please contact NPA East Executive Director, Paul Kushner at 856-985-5446. E-mail: pkushner@comcast.net.

President's Message

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Mark Bittman, *New York Times* food columnist and best-selling author of *Food Matters*—a revolutionary examination of the connection between global warming and our consumption of animal products and processed food. For a complete listing of this year's education schedule, go to www.expoeast.com.

Finally, there's a reason I go that might just outweigh all of the rest: the opportunity to talk to my peers in the business about what's worked for them and what hasn't. With competition growing and margins shrinking, I find their expertise incredibly valuable. From a new POS system to a better deal on credit card processing to ways to bring along promising employees, I always come away with useful information that more than compensates for my time away from my store.

Today, it's more important than ever to learn and absorb new ideas, take advantage of every educational opportunity and to get away from the store and have some fun! I urge you to register for this year's Expo East in Boston. **I promise** you it will be time and money well-spent.

Board of Directors

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Executive Director:**Paul Kushner**

Marlton, NJ
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phone: 856.985.5446

SAVE THESE DATES



Expo East 2009

Boston Convention and Exhibit Center

September 23 to 26, 2009

Get Smart and Make Connections

NPA East is again proud to co-sponsor Expo East at the Boston Convention and Exhibit Center, September 23 to 26, 2009. 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.

Take advantage of these NPA East sponsored educational events:

Education Day

Wednesday, September 23

NPA East's popular educational event will again be offered at Expo East.

This is an exciting all day program begins with an opening keynote address at 9:00am, and is followed by three "tracks" on productive topics. Within those tracks are choices that allow you to tailor the day to your own particular needs. The day ends with a closing roundtable, bringing together the folks you have heard, met, and enjoyed throughout the day. This will be fun!

Retailer to Retailer Round Tables

Retail Resource Center

Thursday, September 24

refreshments, 11:30am-1pm

Friday, September 25

refreshments, 11:30am-1pm

Saturday, September 26

refreshments, 10am-12pm

Attendees will again be treated to healthy refreshments and participate in guided discussions on topics of interest to natural products retailers. Moderated by NPA East Board members, last year's sessions were standing room only so plan to get there early.

NPA East Annual Meeting

Friday, September 25, 4pm-5pm

Please plan to attend the Natural Products Association East Annual Meeting during Expo East in Boston. 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. This is your opportunity to have meaningful input in your association. Get connected!

Please visit our Website, www.npaeast.org and click on any of the links to "Expo East" to register and for additional information.

"Every time that people connect and support causes that aligns with the heart of the natural products industry at Expo East, it is a success not just for one business or cause, but for the future of the industry and the community as a whole."

— New Hope Media



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