



Dear SENPA Member,

I applaud your decision to join SENPA. Your action to lend your support in **your** association allows us to represent you in every state and Washington, DC, defending your right to access quality products that work. We have the unified voice to support every segment of our industry, and we will be engaged when ready.

I believe a strong trade organization like SENPA is vital to the continued growth and survival of our industry. Networking is invaluable for all of us: retailers, manufacturers, distributors and brokers so I encourage each member to participate in your trade shows, attend the regional Road Shows, and let us know how we can hit all the marks your business needs.

In addition, I want to make sure you're taking full advantage of all membership benefits. Be sure to visit the Members Only side to our website senpa.org. You have access to audio recordings from prior SOHO Events, member contact list and so much more! Email the office at info@senpa.org to get your username and password today.

A priority during my tenure as your president is to engage as many retailers, manufacturers, distributors, and brokers to support and strengthen our voice in the natural products industry. I welcome your thoughts, comments, and concerns.



Sincerely,

Jeff Shackelford

The Healthy Edge Group

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NOURISHING THE HUMAN CONNECTION