

# SENPA SPEAKS!

NOURISHING THE HUMAN CONNECTION



EXPO

Showing Others  
Healthy Options

NOV 30 - DEC 3, 2023



## President's Message Greetings SENPA Tribe!

I hope everyone is surviving the heat wave going on in the country!

Our HEALTHFEST show in Dallas was well attended in our new venue Hilton DFW Lakes Executive Conference

Center. The education was exceptional, the new and fresh information was a great take home! Lori Bainum, our keynote, rocked the house with her unique style of presenting. Fun was definitely had by all! The lineup of topics and presenters was the best we have brought to you so far! If you missed this year, start making your plans for next year April 26-28, 2024 back at the Hilton DFW Lakes Executive Conference Center!

SOHO Expo, Nov. 30- Dec.3, is in full planning mode and guess who we have secured for your keynote.....The Food Babe Vani Hari! She will lead off our SENPA SUMMIT, Fridays Business Education Day! The speakers this year are going to

inspire new ideas for you to add to your toolbox and make your businesses more productive and efficient. I am excited for this years show because it makes my year to wrap it up with my Tribe of fellow independents. The show floor is filling up fast, so vendors make that call or go to the website to get your space secured! Housing is now open so get your reservations made. Visit SOHOexpo.net to register for your team for rooming (and remember your \$65.00 rebate we give you for each night at the beautiful Gaylord Palms Resort & Convention Center).

The SENPA SUPPORT CLUB needs your participation! We are involved with several initiatives that will affect our businesses. The way we fund and participate with our alliances is through your donations to the support club. As you know we are a 501C6, non-profit. And being that SENPA belongs to ALL OF US as well as represents all of us, you need to make your voice and the voices of the thousands of customers you represent heard. That can be accomplished several ways: contribution to your association, go to SOSSupplements.org and contact your state representatives letting them know how you and your following feel about upcoming legislation, and keep your eyes and ears open to communication from us, SENPA staff and emails, so you are in the know on how we are representing you!!! You can join this initiative anytime of the year, however, with the farm bill coming

up and the Vitamin D platform being considered in the SNAP program, the time to participate is NOW! Go to our website SENPA.org or call the office (727-846-0320) to join in the movement!

Lastly, I want to encourage anyone reading this to make a commitment to the things that support you, your family, manufacturers, vendors, brokers, fellow retailers, and customers and be an ACTIVE part of your association. You will be surprised what a wealth of information and support it is to you and your employees. We all are a part of a greater whole and together we have a voice that needs to be heard. Your success depends on trust in all your relationships, good business practices and being a part of something you believe in with your whole heart! I know the passion that drives each and every one of us to be who we represent in our communities, who we are to one another and to serve a world that needs our help. I cherish the opportunity to serve this board and you!

Be the Change you want to see,  
*Renee*

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# SNAP - Vitamin D Campaign For Inclusion in the 2023 Farm Bill

## WHY IS THIS IMPORTANT?

While SNAP permits the purchase of a diverse range of foods, encompassing fruits, vegetables, grains, dairy, and proteins, it lacks explicit guidelines concerning the quality and nutritional value of these items.

### There is research noting a deficit in vitamin D can lead to:

- ✓ Brittle bones
- ✓ Heart disease
- ✓ Cancer
- ✓ Dementia
- ✓ Decreased risk to pre-term birth rates – 60%
- ✓ Depression
- ✓ Disruption of the immune System

### And then there is the COVID epidemic.....

- Multiple meta-analyses indicated higher vitamin D levels are associated with lower incidence of COVID-19 with lower severity and morbidity rates.
- People of color are at a far higher risk of having dangerously low vitamin D levels and two-three times more likely to suffer from chronic diseases.

*Can you achieve therapeutic vitamin D levels of 40-60 ng/ml solely through food or sunlight exposure.....  
.....Not really.*

### So why does your voice matter to our elected officials?

- Grassroots efforts by informed constituents creates a large impact on influencing the way your lawmakers vote.
- Enhances the legislator's opinion of the natural products industry & importance of dietary supplements!
- Builds relationships with key legislators and their staff
- Members of Congress and their staff are people too! Their health experience and their family are impacted by the information we share!!

**How can YOU contact your legislator and be involved?  
Here is how..... Scan the QR code or visit**

**WWW.SOSSUPPLEMENTS.ORG**  
**today!**

SENPA Mission:

Our mission is to nourish the human connection as the heart of a changing natural products industry – advocating for, strengthening and uniting the independent natural retailer and manufacturers with their current and future customers, building trust and aligning these retailers as the destination of choice for an enhanced buying experience and natural health education.





## When is the time to act? *Right now!*

**By Debra Short**  
**Executive Director SENPA**

Now, more than ever, is the time to strengthen the bonds and relationships in the natural products industry. With DSHEA aging into its 29th year since approval in 1994, there have been many changes in the way the industry is viewed and represented today. The time for SENPA to take the lead is now, no other association of retail membership is engaged in combining resources to activate a grassroots network of business and the customers.

The growth of the natural products industry has taken on a whole new level of participation. With larger store fronts, multiple store locations, increased awareness of health-conscious consumers, and next generational leaders it appears the timing is right to engage us all in an alliance of retailers, manufacturers, and industry associations to combine efforts and develop a strong grassroots network. It was best said from Senator Orrin Hatch, "If you are in business, you can't afford not to be in politics". We need to be reminded any attacks on our industry is an attack on our customers.

### **Why invest time to lobby?**

Good government relations are important when

you consider that government is probably your number one cost of doing business. It is prudent to understand legislators are in the business of being elected. Satisfying the wants and needs of their constituents is key to reelection. That is why they, and their staff, must be receptive to what their constituents are telling them.

Grassroots lobbying is very important to the natural products industry because as former House Speaker Tip O'Neil said, "All politics is local." Remember locally is where people vote. Grassroots communication coming from an informed constituent means a great deal to lawmakers because they realize that you have a large impact on influencing the way people vote.

### **How will this impact your business?**

It will create or maintain a favorable business environment and enhance a legislator's opinion of the natural products industry. It keeps your legislator informed to minimize unfavorable legislation and builds a relationship with contacts within government before a crisis happens. Remember personal contact is key in establishing a strong network.

## **Industry Reacts:**

*"Industry leaders need to unite and develop a better strategic plan to go to battle in the dietary supplement industry."*

[-Karen Howard, CEO and Executive Director of Organic & Natural.](#)

"Our industry's roots lie deep in independent thinking and innovation, which have propelled us to create unique health and nutrition solutions. A defining moment for the industry was the [DSHEA](#) battle, which brought competitors together and engaged the public. Unfortunately, we have lost that sense of cohesiveness, along with the Coalition to Preserve DSHEA. It is worth considering whether a new form of the Coalition could be established to foster collaboration, working towards a shared cause or project." - Karen Howard

[FDA reorganizing Office of Dietary Supplements Program](#) (ODSP) to a new office Risk Management Functions placing the office under food additives and supplements in the same office.

### [Organic Trade Association on the 2023 Farm Bill](#)

The Organic Trade Association's (OTA) Farm Bill policy priorities are centered around ensuring organic standards keep pace with marketplace demands and provide supportive research and risk management tools to organic farmer.



# SENPA BOARD OF DIRECTORS

## POSITIONS AVAILABLE:

Retail Board Open Positions – 3 Positions

Supplier Board Open Positions - 3 Positions

**Terms:** Two years

**Candidate requirements:**

- Must be in good standing, voting member of company
- Nominee must accept in writing they are willing to serve.

**Commitments:**

In-person meetings: There is a minimum of 2 in-person meetings

1. Strategic Planning meeting: TBD by current Board of Directors.  
(Generally, in the New Port Richey, FL area)
2. Full Board Meetings at SOHO EXPO convention –
  - Thursday night board meeting 2 – 3 hours
  - Friday afternoon – Annual Business meeting
  - Sunday afternoon board meeting- 1 hour.

**Teleconferences:**

\*Committees and board meeting by telephone conference calls throughout year.

- Board meets as needed (no more than 2x a year)
- Office Update calls Quarterly
- Committees of the SENPA board – 1-hour meetings. (Some committees meet more than others – usually a minimum of two times a year.)

\*Board members are required to attend the Strategic Planning and serve on 1-2 committees. Contact Debra Short for more details.

Your preference is considered before placing you on a committee:

**Membership • SOHO Events • Marketing • Infrastructure**

### Items needed by September 1, 2023:

Picture and Bio – no more than 150 words

Please include information about your business or your interest in the industry.

(Length of time, location, community involvement etc.)



Elections will be held at the annual business meeting, December 1, 2023, Gaylord Palms, Orlando, FL, during the SOHO EXPO. You need to attend this meeting.

**CONTACT:** Debra Short, Executive Director, [dshort@senpa.org](mailto:dshort@senpa.org)

**SENPA OFFICE ADDRESS:** 5946 Main Street, New Port Richey, FL 34652

**OFFICE:** 727.846.0320



# SEMPA MEMBERS

## RETAILERS

14 Carrot Whole Foods, Inc.  
A to Zinc Nutrition Shoppe  
Abby's Health & Nutrition  
Abner's Nutrition Center  
Absolute Wellness  
Act Natural Health Foods  
Advanced Rx LLC  
Agape Holistic Center  
Akins Natural Foods  
Alche Pharma Naturals  
Alive Publishing, Inc.  
Alternative Health Food Store  
Anthony's Health Hut Inc.  
Apple Crate Naturals  
Apple-A Day Health World  
Back To Nature  
Balanced You Natural Emporium  
Basic Foods  
Bay Naturals  
Beehive Natural Foods  
Better Health & Nutrition  
Better Health International  
Beyond Your Home  
B-Healthy  
Black Mountain Natural Foods  
Break N Bread  
Calabash Natural Health  
Center Health & Harmony  
Chamberlin's  
Chuck's Natural Food Market  
Cloquet Natural Foods  
Coastal Community Market  
Columbia Health Foods  
Corn Crib Health Food Store  
Country Corner Health Foods  
Country Health Store  
Debbie's Health Foods, Inc.  
Deland Bakery Natural Market & Deli  
Descubra Health Foods  
Detwiler's Farm Market #1

Detwiler's Farm Market #2  
Detwiler's Farm Market #3  
Detwiler's Farm Market #4  
Detwiler's Farm Market #5  
Detwiler's Farm Market Offices & General Distribution  
Daita Health  
Diane's Natural Market  
Discount Health Foods No. 1  
Dodson's Nutritional Food Center  
Dr. Herb's Natural Food Store, LLC  
E Brand Group USA, Inc.  
Earth Origins Market  
Eazy Point  
Elevation Apothecary  
Erma's Nutrition Center  
Family Nutrition  
Family Nutrition Center  
Farmacia Sagrado Corazon Express  
Fegers Health Foods  
Florida Health Foods  
FMAL Sales LLC  
Food For Thought  
Food Matters Market Inc.  
For the Health of It  
Fountain of Health Inc.  
Full Spectrum Health  
Garden of Eat'n  
Garden Ville Natural Food  
Garner's Natural Foods  
Garner's Natural Life - Woodruff  
Garner's Natural Life of Columbia  
Garner's Natural Life  
Get Healthy Brooksville  
Get Healthy Spring Hill  
Gino's Nutrition Shoppe  
Good Foods Grocery  
Good Life Health Foods Store, Inc.  
Good Measure Market  
Good Nutrition Norcross

Good Stuff  
Goodness Grocery  
Grassroots Natural Market  
Green Garden Organics  
Grubb's Grocery  
Gulf Coast Nutrition  
Harmony Farms  
Harvest Moon Natural Foods  
Health 2 U  
Health Essentials Inc.  
Health Food Center of Winter Haven  
Health Hut  
Health Products  
Healthabit Natural Foods  
Healthway of Vero Inc.  
Healthy By Nature, Inc.  
Healthy Habits of WH LLC  
Healthy Lisa's  
Healthy Me Health Foods  
Healthy Planet Co  
Health's Natural Foods  
Herb Mart Mesquite  
Herb Mart Plano  
Herbal Blessings LLC  
Herbs & More  
Highlands Organic Market - Main Store  
Hill Country Health Store  
Hill's Health Hut, Inc.  
Honey Bee Natural Foods  
HoneyBee Health Foods  
Horn of Plenty Health Foods  
House of Health  
Hsu & Co. Health Store  
Institute For Plant Based Nutrition  
Island Health Hut Inc.  
Jack's Natural Foods  
Jeff's Health & Nutrition  
Kankakee Natural Foods, Inc.  
Korth Health Products  
Lake Nutrition Center

Living Well Down East  
Love Whole Foods Café and Market LLC  
Lovey's Natural Foods  
Lucedale Herb Shop  
Manna Grocery & Deli  
Martha's Health Food & Herbs  
Mastel's Health Foods  
Masterson Natural Foods  
Morganton Natural Foods  
Mother Earth Foods  
Mother Earth Foods & Spirits, Inc.  
Mother Earth Natural Foods  
Mother Nature's Eden, Inc.  
Mother Nature's Pantry  
Mr. Natural  
Mr. Natural Inc.  
Mt. Man Nutrition  
Natucentro  
Natural and Organic Foods  
Natural Food Center  
Natural Food Product Shoppe  
Natural Grocers  
Natural Health Center  
Natural Rewards LLC  
Natural State Nutrition Center  
Natural Therapies  
Natural View Market  
Nature Works LLC  
Nature's Apothecary  
Nature's Essentials  
Nature's Food Patch, Inc.  
Nature's Garden Natural Health Foods, Inc.  
Nature's Pantry  
Nature's Pick Market  
Nature's Presence  
Nature's Remedy  
Nature's Storehouse Health Foods  
Nature's Storehouse  
Natures Way  
NetRush

NewLight Health  
Next Generation Health Foods  
Northern Nutrition, Inc.  
Nutrition Direct  
Nutrition Smart  
Nutrition World  
Nutritional Center #2  
Nuts 'N Berries Healthy Market  
Old Craven, LLC  
Organic Food Depot  
Organic Marketplace  
Our Daily Bread  
Paige's Natural Alternatives  
Pattern  
Peggy's Natural Foods  
Pensacola Natural Foods  
Perfect Solutions Nutrition and Weight Loss  
Pill Box Wellness Store  
Positive Health  
Poteau Family Health Foods  
Quality Food St Croix  
Real Goods Market  
Reid's Nutrition Center, Inc.  
Rhonda's Nature's Way  
Rhonda's Nature's Way  
Rollin' Oats Market #2  
Rollin' Oats Market and Café  
Ron's Health Foods  
Rosewood Market  
Rutabagas, Etc., Inc.  
Ruth's Nutrition  
Sahha Naturali  
Sav-A-Lot Nutrition Centers  
Shirlyn's Natural Foods  
Simply Nutrition  
St. Cloud Health Foods  
Stewart Analysis  
Sunflower Health Food Store  
Sunflower Shoppe  
Sunshine Discount Vitamin

Sunshine Health Foods  
SunSplash International, Inc.  
Super Value Nutrition Center  
Terry Naturally  
The Grainery  
The Granary Whole Foods  
The Green Apple Health Foods  
The Green Grocer  
The Health Basket  
The Health Fix  
The Health Hut  
The Healthy Edge Retail Group  
The Healthy Food Herb and Vitamin Store  
The Herb Shop  
The Herbal Gardens, Inc.  
The Truck Patch-Jonesboro  
The Truck Patch-Mt.Home  
Tiger Farms Market  
Today's Health & Nutrition Health Food Centers  
Tri-Health Food Store  
True Health and Fitness  
Village Beach Market  
Village Nutrition, Inc.  
Vitality Health Foods  
Vitality Nutrition for Life  
Vitamin Discount Center, LLC  
Vitamin Outlet, Inc.  
Vitamin Plus Health Foods  
Vitamins Plus  
Wabash Herb Shop  
Ward's Supermarket  
Whole Health Store  
Wholefoods  
Wild Berry Market LLC  
Woodlands Health Market  
WorldWide Nutrition LLC  
Wright's Natural Market  
Zoolie's Natural Food Market

## SUPPLIERS

1 Life Science  
AAA Beverages  
Abena North America Inc.  
Abilis Southeast, LLC  
Acosta  
All-In Nutritionals  
Almond Brothers (MAX)  
Amazing Nutrition  
Amazing Organics LLC  
American Biotech Labs  
Ancient Nutrition  
Apricot Power  
Arteao  
Arthur Andrew Medical  
AurvedicDoc LLC  
Back to Eden Plant Based Products LLC  
Badia Spices (SFB)  
Balanced Tiger  
Barrier Island Organics  
BeEBranded  
Bees and Trees Manuka Honey  
Bella Sante LLC  
Belmark Inc.  
BH Products  
Bio Nutrition, Inc.  
Bioitalia SRL  
Bionox, Inc.  
BioOptimizers USA, Inc.  
Bitez of Love  
Bluebonnet Nutrition  
Body Dynamics, Inc.  
Body Therapy USA  
Boiron  
Brain Juice  
Brand Elevation Partners LLC  
BUBS Naturals  
Buried Treasure Discover  
Amazing Health  
Carlson Laboratories, Inc.  
Carolina Agency Partners  
Cassava Breads  
Catamount Capital LLC  
Champion Health  
ChildLife Essentials  
Christie & Co.

Citibank, N.A.  
Clean It Up Foods, Inc.  
Clean Simple Eats  
Clearly Balanced Days, LLC  
Cogent Solutions Group, LLC - A  
Biozyme Company  
Columbia Nutritional, LLC  
Combread Hemp  
Cosan/USA  
Country Life LLC  
Curalife USA  
CV Sciences  
Daily Manufacturing, Inc.  
Darby Farms Wellness  
Dare Vegan Cheese, LLC  
Daybreak Natural Sales  
Dejavi Innovation  
Del Sol Foods (SFB)  
Delmore  
DMS Natural Health, LLC  
Doctor's Blend  
Dr. Botanical Health  
Earth's Creation USA  
Earth's Elements  
Eind Foods  
eleven TLC, A Wellness Co  
Emerald Labs  
Enzymedica, Inc.  
Epsom-It  
Essential Formulas Incorporated  
Essiac for Canada International  
Europharma  
Eventide Ventures LLC  
Fair Trade USA  
Feel Good Forever LLC  
Fidelis Ad Salutis, Meridianam, Inc.  
Florida Toiletry Company LLC  
Floris Naturals  
Fountain of Health Supplements, LLC  
Frik and Frak  
Front Page Retail  
Fulgente Life, Inc.  
Garden of Life, LLC  
Genexa Inc.  
Genius Central  
Global Flavors, LLC

Global Healing Center, LLC  
Globan Organics, LLC  
Goddess Well, LLC  
Grace's Good Foods, LLC  
H.E.A.L. LLC  
Harmonic Concepts  
Health and Wisdom  
Health Matters America, Inc.  
Health Navigation Inc.  
Healthmed Supplies  
Healthyoil  
Heart Tone Botanicals  
HempFusion Inc.  
Herbalist & Alchemist  
HiDow International (Merchandise Plus LLC)  
Hoppy & Company, Inc.  
Host Defense Mushrooms  
House Foods (MAX)  
Hustle & Flow Luck LLC  
Hybrid Remedies  
I'm Powered  
Impact Group/NS  
Impact Products, LLC  
Independent Business Intelligence Solutions, Inc.  
Infinity Boutique  
Inter LLC  
ION \*Intelligence of Nature  
IP-6 International, Inc.  
Inwin Naturals  
Jarrow Formulas, Inc.  
Jennies Macarons (MS)  
Just Made Foods  
Kama Med Global  
KCK Industries, Inc.  
KeHE Distributors  
Keyview Labs  
KMG Marketing / ABCO Graphics & Printing, Inc.  
Knotty Retail  
Korea Ginseng Corp.  
KOS Inc.  
Kudzu Natural Resources  
Labeling Advantage  
Lakanto

Lea Ekibio (SFB)  
Life Extension  
Life Extensions  
Life Vitamin Co. LLC  
LifeSeasons  
Lightbody  
Lily of the Desert  
Little Diablo Salsa/PanCracio  
Artisan Chocolate  
Lively Vitamin Co.  
Living Alchemy  
Lone Star Botanicals  
Lori Bainum & Co.  
M.D. Blend  
Master Industries  
Maximum Living LLC  
Maximum Marketing, Inc.  
McPeak, LLC  
Medi Air Purifier  
MediNatura  
Meds Global  
Michaels Health  
Mill Creek Botanicals  
MiloRod Import & Export  
MindEyes  
MNP - Michael's Naturopathic  
MNP Industries LLC  
Modern Products, Inc.  
Mohito Communication  
Montana Emu Ranch Company  
Mood Water Corp  
Morgan Cosmetics LLC  
Morini Brands, Inc.  
Moso Natural  
Mountain Alternatives  
Mouthwatchers, LLC  
MRO MaryRuth, LLC  
Mushroom Wisdom, Inc.  
Nadi LLC  
Naked Earth, Inc.  
Natural Dairy Products Corp.  
Natural Factors Nutritional Products  
Natural Health Partners  
Natural Immunogenics  
Natural Organics, Inc.

Natural Path Silver Wings  
Natural Stacks  
Naturally Innovative Brands, Inc.  
Nature's Answer  
Nature's Way Brands  
Nature's Yoke  
Nativuz, LLC  
Nelson Honey US  
New Harmony Soap Co., LLC  
Newton Laboratories (DNS)  
Nordic Naturals  
North American Herb & Spice  
North Bend Consulting  
Nova LLC  
NOW Foods  
NRG Foods, Inc.  
NuEthix Formulations  
NuLeaf Naturals  
Nupasta (MAX)  
Nutraceutical Corp  
Nutraceuticals Group USA  
Nutrawise Health and Beauty  
NutriGold  
Nutty Girl by Molly  
Oakhurst Company  
Of The Earth Naturals Sales  
OKAY Pure Naturals  
Olds Products Company (SFB)  
Om Mushrooms  
Omega Blu by Sancilio  
Omme Diem  
Once Again  
Ora Organic  
Oregon's Wild Harvest  
Organic Health Labs  
Pacific Resources International Inc.  
Pain Drink, Inc.  
Painterland Sisters  
Palko Services  
Palmate  
Pasturebird  
Peaceful Mountain / Liddell Laboratories  
Pebble Roots Inc.  
Performance Science Nutrition  
Pranarom

Presence Marketing  
Probi USA  
Probulin  
Profunda Inc.  
Proven US Inc.  
Provida Health  
Pure Bliss Organics  
Pure Essence Labs  
Quten Research  
Rainbow Natural Group  
Raw Rev  
Real Deal Natural Health  
Real Representation  
Red Peacock Brands  
Redd Remedies  
Regalabs, Inc.  
Relax Saunas of Momentum98 Inc.  
Reliance Private Label Supplements  
RidgeCrest Herbs  
Roar Beverage, Inc.  
Root Down Naturals, Inc.  
Roots and Leaves, LLC  
Root of Nature  
Rudi's Bakery (SFB)  
Rummo USA, Inc. (SFB)  
Saint James Brands, LLC  
Sapha Water Vending, LLC  
Save Naturally Inc.  
Savor Street Foods, Inc.  
Scent Fill  
ScentSational Technologies  
Scott Cloud and Associates  
Seidman Food Brokerage  
Seitenbacher America LLC  
Sevene USA  
Silvolution  
Slow Foods Kitchen Inc.  
Smart For Life Inc.  
Smartbrokers Inc.  
SNAP Supplements  
Solgar Inc.  
Source Naturals Planetary Herbs  
South Florida Distributors Group LLC  
Stevita Naturals  
Strangely Warm Coffee Co.  
Sun Chlorella USA (MAX)

Sundance Marketing Solutions  
Sunwarrior  
Super Natural Distributors  
SuperX LLC  
Talya Herbal, LLC  
Teelavhit, LLC  
Tender and True Pet Nutrition (SFB)  
The Gluten Free Guys  
The Green Cowgirl Team  
The New You Miracle Band  
The Smuthe Company, LLC  
Threshold Enterprises LTD  
Thyme Out LLC  
Trace Minerals  
Trans India  
Treadwell Farms LLC  
Tropicel Products Inc.  
True Grace Health  
U.S. Shilajit  
UCARI  
Uckele Health & Nutrition  
Unison Foods MFG Corp  
Vando Naturals  
Vibrant Metabolism  
Vida Lifescience  
Vital Planet (DNS)  
Vitanica (RDN)  
Wakunaga of America  
Water Pure  
Wellmore Holdings  
Wellness Natural Sales & Marketing  
Wellspring Sales and Marketing, Inc.  
Wholesale Nutritionals  
WholeSun Wellness  
Winged  
World Finer Foods (SFB)  
Wyndmere Naturals, Inc.  
Xlear  
Yerba Prima (MAX)

## NUTRITIONAL PROFESSIONALS

Hank Barreto  
Geraldine Clover  
Omar De Jesus

Leon Shelly Gonyo  
Robert P. Guzell  
Judy E. Harms

Health & Body Solutions Corporation  
Pilates Yoga Loft  
Joan Readding

Douglas Seba  
Jeff Starkman Wellness



2023 RETAILER PRE-REGISTRATION FORM

Return by 11/17/2023 to AVOID additional fees of \$15 each



RETAIL BUSINESS INFORMATION Proof of business license may be requested.

Store Name: \_\_\_\_\_
Address: \_\_\_\_\_
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_
Phone: (\_\_\_\_) (\_\_\_\_) (\_\_\_\_) Fax: (\_\_\_\_) (\_\_\_\_)
\*Email: \_\_\_\_\_

\*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow up in a way that saves time, money and paper.

Check your preferred means of communication from SENPA:

[ ] Mail [ ] Email

Your registration confirmation will be sent via your preferred method checked above. PLEASE review confirmation upon receipt.

ATTENDEE INFORMATION

After 11/17/2023 add \$15 to every attendee listed below.

Check appropriate box:

- [ ] Yes, my business is a SENPA MEMBER - FREE entrance to all functions. (FULL-ACCESS)
[ ] I am paying dues with this registration for SENPA membership. (FULL-ACCESS)
[ ] I am attending exhibits and seminars as a non-member for \$50 per person. (FULL-ACCESS)
[ ] Check here to attend EXHIBITS ONLY at NO CHARGE (Registration must be received by 11/17/2023).
[ ] Saturday [ ] Sunday [ ] Enter the name(s) of each attendee and indicate if buyer.
[ ] Check here if this is your first time attending SOHO EXPO.

Fill in name of each staff member and check each function attending for Full Access Badges

Table with columns: Buyer, Staying@Gaylord, Friday Breakfast, Friday Lunch, Friday Dinner, Saturday Breakfast, Saturday Party, Sunday Breakfast. Rows for staff members.

NOTE: Duplicate form for additional names. List and indicate children under 16 on separate form.

RETAIL MEMBERS GET UNLIMITED STAFF BADGES

PAYMENT METHOD

- [ ] PAY BY CHECK - make payable to SENPA Inc.
[ ] PAY BY CREDIT CARD - Visa, MasterCard and American Express Accepted.

NOTE: Invoice will be sent with payment instructions. Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net

REQUIRED: Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

TOTAL DUE

Registration Fees \_\_\_ @\$50 (if applicable) ..... \$ \_\_\_\_\_

Membership Dues Payment Options ..... \$ \_\_\_\_\_

- [ ] \$95 Yearly Dues 1 Location
[ ] \$140 Yearly Dues 2-3 Locations
[ ] \$160 Yearly Dues 4-5 Locations
[ ] \$220 Yearly Dues 6-7 Locations
[ ] \$320 Yearly Dues 8-11 Locations
[ ] \$420 Yearly Dues 12+ Locations

Check the box above to indicate how many stores you represent
\*Please provide names and addresses for all additional stores on a separate sheet.

Add \$15 X \_\_\_ # of attendees registered after 11/17/2023 ..... \$ \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees

A confirmation will be sent via your preferred method checked above. Please review confirmation upon receipt, badges to be picked up at show.

SPECIAL SERVICES

[ ] Check here if an attendee requires special accommodations to fully participate. Attach a written description of their needs and their name.



Everyone is required to wear a SOHO Expo badge at ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a reservation for that event. Cancellations and requests for refunds must be received in writing by 11/17/2023. NO REFUNDS will be made after 11/17/2023 or for no-shows.

RETURN COMPLETED FORM TO ONE OF THE FOLLOWING or USE OUR CONVENIENT ONLINE REGISTRATION AT WWW.SOHOEXPO.NET:



5946 Main Street
New Port Richey, FL 34652

727.846.0320
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