

SENPA SPEAKS!

NOURISHING THE HUMAN CONNECTION



EXPO

Showing Others
Healthy Options

NOV 30 - DEC 3, 2023



President's Message

HAPPY SPRING EVERYONE!

So much is going on in the association and our industry as well as SOHO EXPO is only 7 months away!

Let me start with the outstanding SOHO HealthFest we just

completed. It's always so good to see our members in the Southwest. Our turnout was great and everyone seemed to enjoy the new venue and their food! Our Speakers truly did an outstanding job and as expected, Lori Baniun kept us all moving about the room and engaged learning our DiSC personality! If you missed it, you're in luck, SOHO EXPO is right around the corner, Nov. 30 - Dec. 3, in sunny Orlando. Registration and room reservations are coming soon!

I also have great news concerning our Emerging Leaders Program. We met with a room full of upcoming young professionals that are joining us to further SENPA's reach throughout our industry. They are an enthusiastic group with great ideas and goals that I am certain will not only extend our reach but bring in new and effective strategies for the association as a whole. Many are second generations with a background of our history balanced with impressive skills this new generation embodies. I am looking forward to seeing the mighty impact they are going to bring to the association. We will be meeting at SOHO EXPO. Information will be sent out.

Your board and staff have been busy working on your behalf in Strategic Planning that met in January this year. All the committees came away with clear directives to further our mission for the association of the Independents we represent. Additionally, we have formed a new sub-committee for the Advocacy efforts we plan to work on in the upcoming year. Our efforts toward building alliances with like-minded organizations is going very well as we all are pursuing a common goal of keeping OUR industry true to its roots. Our plan engages business advocacy with programs that encourage member engagement. The overarching goals are producing events to bring you key educators that enhance participation and grow attendance with a fresh education approach. We are expanding our marketing awareness through several channels. We are looking for stronger engagement on the website as well as our social media platforms, please like and SHARE! We built SENPA on our desire to provide Education that helps enhance our businesses by providing credible knowledge to our members.

Our SENPA Tribe has been gathering for 53 years now. I know we all have seen many changes in our industry, our stores and in the way we communicate. We know there are many challenges on the horizon and we will be banding together to meet these issues with our years of experience to make our voices heard. That being said, we NEED TO HEAR YOUR VOICE. We will be sending out a few short surveys to be sure we are fully representing your wants and needs. We cannot effectively represent you without your responses. This engagement on your part is the way YOU become an active and essential part of the non-profit association that represents the Independent Retailer, Supplier, and Manufacturer. Please mark SENPA in your primary inbox so you do not miss an opportunity to contribute to the efforts of YOUR association.

We are the Natural Products Industry and together WE CAN BE THE CHANGE WE WANT TO SEE

*In Health,
Renee*

WHAT'S INSIDE:

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Lori Baniun
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SENPA Proudly Presents A Recap of SOHO Healthfest 2023



SOHO Healthfest 2023 in Dallas, TX, was another event you wouldn't want to miss! We continue to grow this event and give thanks for all the support from our retail members and their staff. We applaud the sponsors of SOHO Healthfest; your generous donations identify your support of the independent retailers in the natural products industry.

The new venue at the Hilton DFW Lakes Executive Conference Center provided a great education lecture atmosphere including the 6 sponsored meal functions for retail members and staff.

The spacious exhibit show floor kept a buzz going on Sunday with discounts, networking with peers, and meeting new friends. This event brings out the best in our retail community and we thank you for your support.

Mark your calendars for April 26-28, 2024 at the Hilton DFW Lakes Center!!!



HEALTHFEST

Showing Others Healthy Options

NOURISHING THE HUMAN CONNECTION

2023 SOHO Healthfest Exhibitors

- | | | |
|----------------------------|-----------------------------|------------------------------------|
| 1 Life Science | Just Thrive | Palko Services |
| Abena/Bambo Nature | KeHE Distributors | Positively Natural |
| Apricot Power | KOS Inc. | Pure Essence Labs |
| Aromacone II | Licata - World Organic | PURE5 |
| Arthur Andrew Medical | Life Extension | Puremedy |
| Bees & Trees Honey | LifeSeasons | Quicksilver Scientific |
| Bio Nutrition, Inc. | Lily of the Desert | Redd Remedies |
| Bionox | Lively Vitamin Co. | Regalabs, Inc. |
| BIOptimizers USA, Inc. | Lone Star Botanicals | Relax Saunas |
| Bluebonnet Nutrition | MAHO | RidgeCrest Herbls |
| Body Dynamics, Inc. | Maximum Living | Rootology Breathe Free |
| Brad Meyer & Associates | MediNatura Inc./T-Relief | Secrets Of The Tribe |
| Carmalete's Steakbeast | Michael's Health | Skeeter Screen |
| Co Fix Rx | Miracle Bands | Source Naturals & Planetary Herbls |
| CuraLife | Mountain Alternatives | Sovereign Silver |
| Daily Nutritional Products | NaturesPlus | Stevita Naturals |
| Dr. Botanical Health | Naturulz Products | Super Natural Distributors |
| Emerald Labs | Nelson Honey | SW Nutrition |
| Enzymedica | North American Herb & Spice | Taste For Life |
| Epsom-It | NuEthix Formulations | Terry Naturally |
| Essential Formulas | Nutra Health | Trace Minerals |
| Fulgent Life, Inc. | Ocean's Garden Gel | WholeSun Wellness |
| Genexa | Omne Diem | Xlear and Spry |
| Host Defense Mushrooms | Pain Drink | Youtheory |
| Innovative CBD | | |
| Irwin Naturals | | |



SENPA Proudly Presents A Recap of SOHO Healthfest 2023



NETWORKING PARTY



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MEDIA



MEAL PROGRAM



BRONZE



WELCOME



Where Do I Start When Building a Highly Functioning Team?

By **Lori Bainum**

Dealing with and managing people can be very rewarding or the exact opposite, totally draining. Why is that? Many factors play into this, the main one is you. You

decide to be all in for your people. This does not mean you will be coddling or waffling. You begin by taking extremely good care of you, then you will be balanced and ready for anything that comes your way. Plus, you will be leading by great example. We want everyone to do this.

Once you have yourself set up, you will create your People Plan. It begins with how you attract, hire, onboard, retain and develop your number one asset which is also your biggest investment.

You will define your ideal culture. Is the current culture reflecting your ideal one? If not, time to start to educate, communicate and train for culture. Do you have a culture statement? It's no more than a couple of sentences that encompass your organization's values and how the environment makes you feel. Identify behaviors and attitudes that align with your values: specific behaviors you want to encourage in your company to support core values.

Keep it simple, educate everyone on the desired culture, how you will all achieve it, and why it's important for success. Post the statement everywhere!

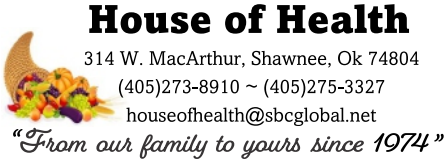
Usually, the first segment of development is to teach the team how to communicate effectively. This is where DiSC and the report it generates for each person can lift the lid of an individual's self-awareness. Each person completes an assessment which takes approximately 20 minutes. Their personalized report will allow them to discover their natural communication style and personal priorities. The next step is to have each person on the team share their styles, this is when the members of the team increase their understanding of others' styles and an appreciation for differences.

If you would like to learn more or have a question, please contact me:

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3 Stores Celebrating OVER 30 Years in Business



House of Health

314 W. MacArthur, Shawnee, Ok 74804
(405)273-8910 ~ (405)275-3327
houseofhealth@sbcglobal.net

"From our family to yours since 1974"

**49 Years
in Business**

In 1974, Patricia Ortega started the family business in less than a 700-sf building sharing healthful information with the citizens of Shawnee. The business grew to 5 stores over the years supported by the family members and the outreach to surrounding towns stretched over 40 miles. "It was a good time to be in business in the early years, we worked to share our knowledge with our customers and in return we gained their trust" said Patricia Ortega owner.

"House of Health was victim this year of the April 19 tornados that devastated most of Shawnee, including our store, but House of Health has a strong support in Shawnee OK and is recovering to serve the community to celebrate our 49th year in business" said Dawn Ortega one of the family owners, "we support the natural products industry and stand with all independent retailers to serve our customers and strongly support the reputable companies in the natural products industry."



**46 Years
in Business**

Mom, Mary Gimmey, started a tiny health food store in Cushing, Ok, knowing very little about the industry. Actually, in those days, there wasn't much of an industry. Only the 'hippies' and 'back to the basics' people were interested in health foods. She loved reading books from Euell Gibbons. She spent hours foraging for poke greens, lambsquarters and mushrooms. With a little bit of prodding from a dear friend, Mom started researching. She visited Earl's Health Food Store in Tulsa, who was, at that time, known by many as THE expert. With all his information, she chose the name Wholefoods and opened her store October 12, 1976, 4 years before the big chain. Since Mom died in 1998, I've dedicated myself to serving our customers just the way she did. I thank God every day for her foresight. A store face lift, new brands and new customer faces have kept us going for 46 years.

~ Paula Porter



**30 Years
in Business**

I have always been passionate on the hows and whys thing work like they do. I worked in the field of education when my 2 boys were small. I had problems with a few health conditions that supplementation tremendously helped. In 1993, I decided it was time to open a store that my community could have an alternative to drugs as well as healthy food options. I started with 1000.00, used furniture from my home to fill some of the space and was the only employee for the first 2 years. I read everything I could, took classes and started to understand what an amazing field the Natural Products Industry was. There were days no one came in the store, so I got my little notecard system I kept on customers and made phone calls in a follow up manner. The personal touch always makes the difference and now I am seeing the third generation of customers come to the store. My staff has been one of my greatest assets. They have been working at OMP from 19 years to a new hire we brought on just this year. We are serious about understanding the products we carry and giving credible information. The complete staff trains regularly.

1993 I became a member of NNFA as it was who represented Independent Retailers, they kept us informed on matters we needed to know. Over the years the association changed its name and for the last 10 years I have been involved in SENPA on many levels. I realized how important it was to help others early in life and volunteering for an association like SENPA that is a non-profit, showed me that I could not only help others like me but make a difference in an industry I fell in love with. I have grown as a retailer and a person in these years of service and I attribute much of the success of my store to being involved in SENPA. I loved education and led the education committee for 5 years, became executive secretary and currently, I am the President of SENPA .

I want to encourage anyone reading this to make a commitment to the things that support you, your family, 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! These past 30 years has shown me the most rewarding career I could ever have imagined!

~ Renee Southard

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You're Invited to SOHO EXPO!



Keynote Speaker: Food Babe Vani Hari

As we look forward to SOHO Expo in Orlando, FL, November 30-December 3 we encourage your consideration for another opportunity to network, meet new companies looking to make a splash in your stores, and to attend our SENPA Summit on Friday December 1st with current business education to add to your toolbox from some of the most top-notch educational speakers. FYI, our Keynote this year is the Food Babe – Vani Hari!

Be on the lookout for all speakers and topics coming up at SOHO Expo 2023.



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Nov. 30 - Dec. 3, 2023



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MEDIA



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Friday, December 1, 2023
at SOHO EXPO

EXCLUSIVE SPONSORS



Registration and Room Reservation are Coming Soon!