

SENPA SPEAKS!

NOURISHING THE HUMAN CONNECTION



EXPO

Showing Others
Healthy Options

NOV 30 - DEC 3, 2023



President's Message

Who's ready for fall? I have lots of information to share with you for the upcoming months.

Our elections for the Board of Directors are coming up, ballots will go out October 1, so be sure to

vote on your upcoming leadership. The retailers running are Marie Montemurro, Jackie Davis and Amanda Ballard. Your supply side candidates are Christi Bandy-Willard, Andrew Flemming, Scott Cloud and Gillian Christie.

It's time to register for SOHO EXPO! Be sure to get your retail registration in as well as your rooms at the Gaylord. Be sure to ask for the room block when speaking with the hotel and retailers remember to send us your hotel receipt for your \$65.00 a night rebate!!!

New this year! SOHO Cafe & Lounge! We've taken your feedback and we have created a convenient place to purchase food and drinks and to network. The Cafe is located on the show floor and pre-orders are being taken (at a discount) for coffee, grab&go meals and drinks. You will save time and money taking advantage of this convenience. We will have vouchers for you to give your staff based on what you choose. We are open Saturday and Sunday 8:30-10:30 for breakfast and 11:30-1:30 for lunch. The menu and order form is on the website. To place your orders please email the office or call.

Here's a little taste of what to expect at SOHO EXPO this year to help you start making your plans. Thursday we play "the Golf" grab a team of 4 and join us. Dressing up is an extra bonus! It's always a great time to enjoy the Florida sunshine. I am excited to announce that ECRS will be hosting a 4 hour retailer clinic this year. If you're in the market for a POS system or just need some refreshing this is a must do for you! There is a separate registration for this special event.

As you have come to know, SENPA SUMMIT, our Friday education program is back and we have an outstanding line up for you! Or Keynote this year, Vani Hari, many may know her as the "Food Babe" will kick off the Summit breakfast She has a motivating message How Your Voice Can Change the World. Following that will be Ed Jones giving

us insight as to how to Outwit the Big Box Stores and Kelly Clonts giving one of her excellent trainings in Aromatherapy educating you on the benefits and safe practices of essential oils. Lunch will be accompanied by Derek Halpern discussing a topic of interest to all; The Future of Retail. Back by popular demand is our Industry Panel Discussion, featuring Andrew Fleming, Lee Coe, Scott Cloud and Jeff Shackelford all key leaders in our industry. They will address Creating Profitable and Impactful Supply Partners. And to wrap it all up is our own marketing strategist Ryan Sensenbrenner. He will present on Unleashing Growth Potential: Marketing Tactics in the Changing Landscape of Natural Retail, a subject that will benefit us all.

Dont forget my Party Saturday night 7:30-10:30. Wear your favorite NFL teamwear! We will have a great time! Please attend the 4:00 Annual Business Meeting and Industry Awards session, it's in the ballroom behind the dinner ballroom.

I can't wait to see everyone at the show this year, until then stay safe and keep helping one another.

In Health,
Renee

WHAT'S INSIDE:

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Announcing the Candidates for the 2024-25 SENPA Board of Directors

Elections are by mail-in ballots only.

Results will be announced during
SENPA's Annual Business Meeting
Friday, December 1, at 4pm
at SOHO EXPO,
Gaylord Palms Convention Center.



Voting will be for a 3 Retail Directors and 3 Supply Directors

Retail Board Open Positions – 3 Positions Open



Amanda Ballard
Retail Director
Detwiler's Farm Market
Sarasota, FL

Amanda Ballard has been in the natural products industry since 2016. She is incredibly passionate about helping independent retailers thrive in their businesses. Currently, she works as the Director of Marketing at Detwiler's Farm Market in the Sarasota, FL

area. She also co-hosts the Natural Products Marketer Podcast, a podcast designed to help natural products businesses reach more people so they can change more lives. Amanda is happily married to her husband, Chase, and they have 4 beautiful daughters.

Does this sound like you or someone you know?

"Write In's" are available for position on ballot



Jackie Davis
Retail Director
Columbia Health Foods
Columbia, TN

Jackie Davis has been in the health industry since 1982 when her mother Ruth Tracy, opened Columbia Health Foods. She managed the store for her mom until she took over the store in 2013, moving it and making it a larger store. The new store now offers a raw juice and smoothie

bar along with a cafe and health spa. Jackie is the homeschooling mother of seven children, and grandmother to 11 grandchildren. She is also a Biofeedback Practitioner and Light Therapist. She loves the health industry and has a passion to make people feel better. She participates in several health events in her community, in hopes to educate them about their health, so that their quality of life is better. She feels that she can bring insight from a store that has seen many trend changes in the industry. She also has a passion to help suppliers recognize the needs of independently owned stores.



Marie Montemurro
Retail Director
Lovey's Natural Foods & Cafe
Wilmington, NC

Marie has been working in the natural products industry, prior to moving to North Carolina, as a business owner in a gourmet specialty foods store, restaurant bakery, and wholesaler in New York for more than seventeen years. In her current business, Levey's Natural Foods and Cafe in Wilmington NC, Marie began managing the deli and

cafe for the original owner. With a second ownership Marie was asked to assume the position as general manager and to date she is currently a co-owner of the Levey's Natural Foods and Cafe. Levey's is located in a community with some of the world's most amazing customers and brings strong support of the non-GMO movement and provides the community with the best quality organic and non-GMO foods, supplements, and household needs. Marie has served on the SENPA Board of Directors for 4 years and serves on several committees to bring a strong voice for the Independent Retailer to continue to build a firm foundation for the association's future.

More info about SENPA Board of Directors can be found on SENPA.org website under Board Tab.

Candidate Qualifications for SENPA Leaders

1. Ability to create a vision
2. Problem-solving skills
3. Ability to effectively address conflict
4. Previous board or committee experience
5. Commitment to volunteerism
6. Willingness to contribute (either financially, in-kind, or both) to SENPA
7. Ability to understand, accept, commit to, and apply the applicable SENPA Bylaws and Policies and Procedures.

Supplier Board Open Positions - 3 Positions Open



Christi Bandy-Willard
Supplier Director
Mountain Alternatives
Blue Ridge, GA

Christi Bandy-Willard continues to be a dynamic force in the natural products industry with a passion for wellness, partnership, and authentic connections. With over 15 years of experience, she's the owner of Mountain Alternatives, a trailblazing company that hand-pours and private labels over 300 organic essential oils for independent retailers nationwide. Beyond the boardroom, you'll find her cheering fervently for her favorite college football team (GO DAWGS! Sick'em!), embodying the same determination and energy she brings to her business.

Christi's journey in the industry began with a deep desire to bridge the gap between retailers and suppliers. Specializing as an expert in private label supplements, she's dedicated to crafting tailored experiences that empower retailers and uplift their offerings. Her commitment to supporting independent natural products retailers is unwavering; she believes in fostering thriving partnerships that benefit local businesses and communities, steering clear of the impersonal web or big box store approach. An advocate for authenticity and quality, Christi thrives on making a positive impact in the lives of those she serves. Her vision extends beyond business transactions; it's about creating a holistic and harmonious ecosystem where wellness and meaningful connections flourish. As the driving force behind Mountain Alternatives, she continues to inspire, uplift, and pave the way for a brighter, more connected future in the natural products industry.



Scott Cloud
Supplier Director
Scott Cloud & Associates
Sarasota, FL

Scott Cloud has worked in the Natural Products Industry since 1987 and has supported select Companies as a consultant helping clients develop sales, marketing, and education programs to support business growth. During his 36+ year industry history, Scott has worked in roles ranging from Territory Sales Representative through Executive Vice President of Sales and Marketing with several companies to include Nature's Way, Enzymatic Therapy, Enzymedica and others. He has a solid background in business development strategies as well as strong

education and training expertise and has hosted hundreds of National and International sales and educational events during the span of his career. In his current role he is serving as President of Maximum Living, LLC managing day to day business activities for this brand. Scott has a passion for mentoring the next generation of Natural Product Industry leaders, assisting them as they maneuver and grow in their careers, and has also been a member of SENPA's Board since 2017. Scott and his wife Rose, who also has decades of natural products industry experience reside in Lakewood Ranch, Florida.



Gillian Christie
Supplier Director
Santa Barbara, CA

Gillian Christie has been helping ethical companies grow for more than 30 years. With a background in international finance as well as hosting a nationally syndicated green radio talk show, Gillian provides fresh, experienced, and dynamic insight and strategies to build companies into Iconic Brands based in value, meaning, and ethics. With extensive experience in a wide variety of industries, Gillian has successfully marketed numerous

companies, technologies, and products through innovative, integrated campaigns. Gillian's greatest passion is to help ethical companies succeed in their efforts to make the world a better place. From hiking the Alcan alone to running amazing trails the world over, Gillian's passion for life and living is contagious and inspires all those she meets.



Andrew Fleming
Supplier Director
Impact Group
Westmont, IL

Andrew began his career in 1992 working retail for Dierbergs Markets in St. Louis. After holding varying positions over his 8-year tenure he elected to join KeHE Distributors in 2000. His career with KeHE lasted over 16 years and in that time, he held positions ranging across all retail formats. Many of those positions allowed him to work with varying industry groups such as SENPA. In his last position at KeHE he served as VP of Natural Sales collaborating with many independent natural retailers and retail entities such as INFRA, NCG and Fresh Thyme Farmers Market. In 2016 he joined Impact Group, where he served as the

President of the Natural Division, leading a team of 150 individuals across all natural retailer formats nationally. In 2021 Impact Group was acquired by Acosta and Andrew now leads the newly combined 300+ associate Natural Retailer Team. He currently still holds that position successfully managing the strongest natural sales team in the industry with the most comprehensive coverage supporting natural retailers. He is recognized in the industry and regularly contributes to many publications such as Vitamin Retailer and Natural Foods Merchandiser as well as speaking at trade shows.

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can be found on SENPA.org website under Board Tab.**

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.



SENPA Retailers Energy in Progress

Our SENPA Retail stores grow, expand and persist as they help their communities live longer, healthier lives.



LOCATION

Earth Origins Market
2000 Tamiami Trail #220
Port Charlotte, FL 33948

LOCATION

Peggy's Natural Foods
10471 SE Federal Highway
Hobe Sound, FL 33455

Earth Origins in Port Charlotte, post hurricane Ian last year, has been completely remodeled to how it looked prior to the hurricane destruction.

Peggy's Natural Foods moved to a new location and updated their look.



Chuck's Natural Fields Market has proudly served the Temple Terrace area for over 31 years, supplying fresh

organic produce, quality supplements, and healthy groceries. We are excited to announce that we have moved. Come visit us at our new location in the Shoppes of Victorian Village The new location is only 1.3 miles away from our old one, and only one mile off of Interstate 75 for easy access.

LOCATION

Shoppes of Victorian Village
6870 East Fowler Ave
Temple Terrace, FL 33617

SENPAs MEMBERS

RETAILERS

<p>A to Zinc Nutrition Shoppe Abby's Health & Nutrition Abner's Nutrition Center Absolute Wellness Act Natural Health Foods Advanced Rx LLC 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</p>	<p>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 Fit By Rose 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 Nutrition Norcross Good Stuff Goodness Grocery</p>	<p>Grassroots Natural Market Green Garden Organics Grubb's Grocery Gulf Coast Nutrition Harmony Farms Harvest Moon Natural Foods 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 Health's Natural Foods Herb Mart Mesquite Herb Mart Plano Herbal Blessings LLC Herbal Connection Herbs & More Highlands Organic Market - Main Store Hill Country Health Store Hill's Health Hut, Inc. Honey Bee Natural Foods HoneyBee 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</p>	<p>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 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's Apothecary Nature's Essentials Nature's Food Patch, Inc. Nature's Garden Natural Health Foods, Inc. Nature's Own Herb Shop North Nature's Pantry Nature's Pick Market Nature's Presence Nature's Remedy Nature's Storehouse Health Foods Nature's Storehouse NetRush NewLight Health Next Generation Health Foods</p>	<p>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 Reid's Nutrition Center, Inc. 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 Say-A-Lot Nutrition Centers Shirlyn's Natural Foods Simply Nutrition St. Cloud Health Foods Stewart Analysis Sunflower Health Food Store Sunshine Discount Vitamin Sunshine Health Foods SunSplash International, Inc. Super Value Nutrition Center</p>	<p>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 Todays 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</p>
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SUPPLIERS

<p>1 Life Science AAA Beverages Abena North America Inc. Abis 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 Edenz Plant Based Products LLC Badia Spices (SFB) Balanced Tiger Barrier Island Organics BeEBranded Beekeeper's Naturals Bees and Trees Manuka Honey Beila Sante LLC Belmark Inc. BH Products Bio Nutrition, Inc. Bioitalia SRL BioOptimizers USA, Inc. Bitez of Love Blessed Bananas 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 Chakalaka Brands Charlie's Soap ChildLife Essentials</p>	<p>Christie & Co. Citibank, N.A. Clean It Up Foods, Inc. Clean Simple Eats Clearly Balanced Days, LLC Cogent Solutions Group, LLC - A Biozyme Company Colavita USA 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 Eden Foods eleven TLC, A Wellness Co Emerald Labs Enzymedica, Inc. Epsom-It Essential Formulas Incorporated Essiac from Canada International Europharma Eventide Ventures LLC Fair Trade USA Feel Good Forever LLC Fidelis Ad Salutis, Meridianam, Inc. Florida Toiletory Company LLC Florida Naturals Fountain of Health Supplements, LLC Frik and Frak Front Page Retail Fulgent Life, Inc. Garden of Life, LLC Genexa Inc. Genius Central</p>	<p>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) Highland Laboratories Inc. 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 Jennies Macaroons (MS) Just Made Foods Kama Med Global KCK Industries, Inc. KeHE Distributors Keyview Labs KMG Marketing / ABCO Graphics & Printing, Inc. Knotty Pretzels Korea Ginseng Corp. KOS Inc. Kudzu Natural Resources Labeling Advantage</p>	<p>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 Maximium 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.</p>	<p>Natural Path Silver Wings Natural Renewals Natural Stacks Naturally Innovative Brands, Inc. Nature's Answer Nature's Way Brands Nature's Yoke Naturvitz, 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 Nox Nutrients LLC NRG Foods, Inc. NuEthix Formulations NuLeaf Naturals Nupasta (MAX) Nutraceutical Corp Nutraceuticals Group USA Nutrwise Health and Beauty NutriGold Nutty Girl by Molly Oakhurst Company Of The Earth Naturals Sales OKAYPure Naturals Olds Products Company (SFB) Om Mushrooms Omega Blu by Sancilio Omne 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</p>	<p>Pranarom Presence Marketing Probi USA Probulin 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 RedTree Nutraceuticals, Inc. Regalabs, Inc. Relax Saunas of Momentum98 Inc. Reliance Private Label Supplements RidgeCrest Herbs Roar Beverage, Inc. Root Down Naturals, Inc. Roots and Leaves, LLC Rootz 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 SilverCeuticals, Inc Sivolution Skinworks Bath & Beauty, LLC 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</p>	<p>Strangely Warmed Coffee Co. Sun Chlorella USA (MAX) Sundance Marketing Solutions Sunwarrior Super Natural Distributors Supexr LLC Talya Herbal, LLC Teelahvit, 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 VegaJelly Vibrant Metabolism Vida Lifescience Vital Planet (DNS) Vitanica (RDN) Vytalogy Wellness Wakunaga of America Water Pure Wellmore Holdings Wellness Natural Sales & Marketing Wellspring Sales and Marketing, Inc. Wholesale Nutritionals WholeSun Wellness Winged Wish Farms WishGarden Herbs World Finer Foods (SFB) Wyndmere Naturals, Inc. Xlear Yerba Prima (MAX)</p>
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NUTRITIONAL PROFESSIONALS

Hank Barreto Geraldine Clover Omar De Jesus	Leon Shelly Gonyo Robert P. Guzell Judy E. Harms	Health & Body Solutions Corporation Nature Works LLC Pilates Yoga Loft	Joan Readding Douglas Seba Jeff Starkman Wellness
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Introducing Our New Team Member

Kailey Sidders joined the SENPA team in 2022 as Social Media Manager. She has been working with various companies in the natural products/health and wellness industry since 2019. She loves partnering with companies in this industry because of her own health values and experience as a former Team USA athlete.

Kailey's Blog

If you haven't heard, there is a new social media platform, which was officially released on July 5th, 2023. Within mere hours, 10 million people signed up for this new app; It is the fastest-growing app in history!

Threads is Instagram's text-based app, created by Mark Zuckerberg and Adam Mosseri. Here is what Threads is and isn't, compared to Twitter:

- Only accessible on the mobile app
- NO direct messaging (DM), hashtags, ads, editing, or customized alt text
- ONE feed for people you follow and trending posts that are NOT in any chronological order
- 500 character limit + links, photos, and videos up to 5 minutes



Threads was designed to be a companion app to Instagram, with a particular emphasis on facilitating communication and sharing between a user's existing following/follower list on Instagram. Why do we emphasize this?

While social media platforms provide a powerful way to connect with others and share aspects of your company, there are several factors that can make it difficult to maintain authenticity:

The algorithms play a significant role in shaping the content that users see on social media platforms. They are designed to prioritize content that they believe will engage users the most and keep them on the platform longer. This often means that popular or viral content gets more visibility, while less engaging but potentially more authentic content may be pushed down in users' feeds. As a result, authentic content may struggle to gain the same level of visibility and reach.

Echo chambers and filter bubbles are used by algorithms to personalize content based on a user's past behavior and interests. This means that users are exposed to content that aligns with their existing beliefs and preferences. This can make it challenging for authentic content that challenges the status quo or presents alternative viewpoints to reach a broader audience.

Influencer Dominance: Social media algorithms often prioritize content from influencers or high-profile accounts with a large following. This can make it difficult for smaller creators or individuals to gain visibility, even if their content is more authentic and meaningful.

Lack of Context: Algorithms may not fully understand the context of certain content, leading to misunderstandings and potential misrepresentation. This can be problematic for businesses or individuals trying to communicate nuanced or authentic messages. This is certainly not meant to discourage you from using social media for your company, however, we do encourage you to analyze your current efforts and be open to new possibilities...

Can Threads empower businesses in the Natural Products Industry to thrive?

1. We have a great opportunity to be an early adopter of a new app. The early stage of Threads' adoption provides an advantageous window for smaller businesses to gain organic reach, as their posts may be promoted to a wider audience before larger brands dominate the platform.
2. The heart of our industry is independent retailers and natural grocers who are supported by manufacturers, suppliers, and associations. By sharing regular updates on products, services, and company news, all of these parties can effectively reach their target audience and foster relationships within the industry.
3. There are no ads! This app allows companies and individuals alike to reach their audience 100% organically. (Seems fitting for our industry!)

Threads may be the opportunity you've been waiting for to cater to the authentic social media experience your following has been CRAVING.

We hope to see you on the platform, be sure to say hello to us if you do decide it is the next step for your company!

Kailey Sidders
Freelance Social Media Manager
Kaileymorgansocials@gmail.com

Gaylord Palms Room Reservation Now Open!



Keynote Speaker: Vani Hari

How Your Voice Can Change the World

Vani Hari shares how the typical processed-food American diet landed her in the hospital and how this propelled her into food activism. After years of influencing multi-billion dollar companies to change, she decided it was time to start her own organic brand. Vani will discuss how she transitioned from being sick, to being a food activist, to being the co-founder of Truveni.

You're Invited to SOHO EXPO!



EXPO Showing Others
Healthy Options

Nov. 30 - Dec. 3, 2023

GAYLORD PALMS®
RESORT & CONVENTION CENTER
Jessamine, Florida

ONLINE
REGISTRATION
www.SOHOexpo.net
NOW
OPEN!

SOHO Expo Speaker Line-Up

Derek Halpern	Phillip Wilson
Dr. Lexi Loch	Ed Jones
Carl Germano	Kelly Conts
Kristina Hall	Jeff Shackelford
Brian Hall	Stacey Littlefield
Sandy Syburg	Andrew Fleming
Crystal Gossard	Lee Coe
Kira Barrett	Scott Cloud
Ryan Sensenbrenner	



FRIDAY, DECEMBER 1

HELPING YOUR BUSINESS SURVIVE
AND THRIVE IN MODERN RETAIL

SOHO EXPO 2023 CURRENT EXHIBITORS

As of 9/15/23

1 Life Science
Acosta
Amazing Herbs
Ancient Nutrition
Arthur Andrew Medical
AST Enzymes
Badia Spices Inc.
Bahama Burger
Beekeeper's Naturals
Bionox
BIOptimizers
Bitez of Love
Blessed Bananas
Bluebonnet Nutrition
Boiron
Buried Treasure
Carlson
Clean Simple Eats
Colavita USA
Cornbread Hemp
CuraLife
Daybreak Natural Sales
Doctor Blended Nutrition
Doctor's Blend
Dr Riggs Rhelief
ECRS
Eden Foods
Emerald Labs
Enzymedica

Essential Formulas
Essiac from Canada Intl
Garden of Life
Genexa
Global Healing
Heart Tone Botanicals
Host Defense Mushrooms
Impact Products
INFRA
IP-6 International, Inc.
Irwin Naturals
Jarrow Formulas and Natrol
KeHE Distributors
Koops Mustard
Kudzu-Green Earth-Houston
La Preferida
Lakanto
Life Extension
LifeSeasons
Lightbody
Lily of the Desert
Lipari Foods
Living Alchemy
MaryRuth's
Maximum Living
Maximum Marketing
MaxzorbCeuticals Skindrink
Michaels Health
Mushroom Wisdom, Inc.

Natural Factors Nutritional
Natural Health Partners
Natural Path Silver Wings
Natural Renewals
Nature's Answer
Natures Plus
Nature's Way
New Hope Network
New You Miracle Band
Newton Laboratories
Nordic Naturals
NOW Foods
Ollois/Ollopets
OM Botanical Organic Skin
Omne Diem
Pacific Resources International Inc.
Palko Services
PlusCBD by CV Sciences
ProVen Probiotics
Provida Health
Pure Essence Labs
Redd Remedies
Regalabs
Relax Saunas
Reliance Private Label
Supplements
RidgeCrest Herbs
Root Down Naturals
Rootology

Seidman Food Brokerage
Seitenbacher
SilverCeuticals
Snap Supplements
Source Naturals & Planetary
Herbals
Sovereign Silver
Stevita Naturals
Sweet Logic
Taste for Life
Terry Naturally
The Food Movement Co.
Thyme Out
Trace Minerals
True Grace Health
Truveni
UNFI Produce
Utzy Naturals
Vando Naturals
VegaJelly
Vital Planet
Vitamin Retailer
Wakunaga
WholeFoods Magazine
Wish Farms Pixie Snax
WishGarden Herbs
Wyndmere Naturals
Xlear and Spry
Youtheory



Introducing the SOHO Cafe & Lounge!



You asked and we listened! We understand that you need convenient and quick choices for food and drinks while you are on the exhibit floor at SOHO Expo and that the crowds and size of the Gaylord Palms can make that a challenge. To help you maximize your productivity during open Exhibit Hours, SENPA is proud to introduce the SOHO Cafe & Lounge!

Conveniently located on the show floor as a place to get food and drinks, it is also a place where you can network or meet without taking you off the show floor.

Click here for the order form or call the office to purchase your vouchers:
727-846-0320

Save money and pre-order your vouchers for meals (\$20), Drinks & Grab and Go Snacks (\$5), or you can purchase vouchers (Meals - \$25/Drinks & Grab and Go Snacks \$5) on site at the SOHO Expo Registration Desk. Order as many as you need for your attendees and staff, and we will have them for you when you arrive on site.

We look forward to seeing you at the SOHO Cafe & Lounge at SOHO Expo 2023!



EXPO Showing Others Healthy Options

2023 SPONSORS

As of 9/8/23

INVESTMENT, PLATINUM & PRESIDENT'S PARTY



PLATINUM



GOLD



SILVER



PATRON



BAG



FOOD



MEAL PROGRAM SPONSORS



Meal Sponsors make it possible to offer you COMPLIMENTARY meals to pre-registered retailers and their staff with full-access badges. Wow!



MEDIA



SENPA SUMMIT EXCLUSIVE SPONSORS





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. Multiple 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
www.SOHOexpo.net

FAX completed form to
800.828.7250

OR EMAIL completed form to
info@SOHOexpo.net

