



# SENPA SPEAKS!

NATURAL INDUSTRY ALLIANCE

NOURISHING THE HUMAN CONNECTION

January 2024  
e-news monthly edition



**Renee Southard**

## President's Message

Happy 2024! I trust the holidays were a great time with friends and family and we are all ready to tackle this new year!

Here at SENPA we have finalized another great SOHO Expo and have

some exciting news to share with you!!! Your Board of Directors has taken a long hard look at the 53 years we have produced the December trade show and decided it was time to take a fresh approach. We understand the challenge the December time frame presents for retailers and suppliers, so I am happy to announce that our staff has secured the Gaylord in Orlando FL. for the following dates:



**EXPO** Showing Others Healthy Options

**2024 – September 12-15**

**2025 – September 4-7**

**2026 – September 10-13**

We feel this is a more effective time of year for attendees and exhibitors. We expect increased Retailers' attendance with this new scheduling being outside the holiday season.

This will also be a less crowded time of year at the hotel venue as well as the great Florida weather we are known for. Retailers can still count on the 6 free meals, top-of-the-line keynote

presenters, the SENPA Summit business education, new and trending topics for retail members to engage in, innovative companies to freshen our inventories, and the time we all look forward to re-connecting and networking with one another. Start making your plans now!

SOHO Healthfest is right around the corner in Dallas Texas, on April 26-28, 2024, at the Hilton DFW Lakes Center. Registration is open at [www.senpa.org](http://www.senpa.org). Looking forward to seeing you there!

What an exciting way to usher in 2024! I wish you all continued success in your businesses, great joy in your daily lives, and abundant health. Looking forward to connecting in the months to come!

In Health,  
*Renee*

## WHAT'S INSIDE:

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## SENPA Retail Store Spotlights

### Meet Columbia Health Foods



**COLUMBIA  
HEALTH FOODS**  
Columbia, TN

Ruth Tracy opened Columbia Health Foods in 1982. She wanted to fill the need for a health food store in the community. She opened the store with the

help of her daughter, Jackie. For the first few years she struggled to keep the store open, but she just kept going! We are so glad she did! Jackie managed the store for her mom until she sold the store to her in 2012. In the fall of that year Jackie moved the store across the street to our current location, which is much larger than our 900 square foot store. We have so much more room here to stretch our legs, all 6000 square feet. We have enjoyed adding so many new products and services to the store including a cafe that has an organic juice and smoothie bar.

**Celebrating 42 years in the Natural Products Industry!**

# EMERGING LEADERS IN NATURAL



As a trade association of 65+ years SENPA has seen the ebb and flow of the natural products industry. Through those years we have represented our core membership, the independent retailer, and that continues today.

Our members are the key to building this industry and the gatekeepers to new products/companies who want to join our industry. Why? Because they have the staff in the aisle who understand the products they represent, and they prove it every day!

## What are the most pressing issues the natural products industry will face in 2024?

We are in a generational transition; many family-owned businesses with legacy retail owners are looking to retire without a succession plan in place.

These family-owned businesses, where the determination through the years was to make a difference in their community and the passion to back that up, will be weighing out the options to close their business or offer an opportunity for family

members/employees, or 3rd parties to embrace a new vision, to navigate transitions to profitability, monitor the evolving market trends, and to set themselves and their business up to be unique and profitable.

## What steps would you like to see industry members to help ensure our collective success?

SENPA embraced this generational transition to better understand what the current needs of our membership are. We surveyed independent retailers, brokers, sales in the field, and companies at our SOHO Events and found a touch point to consider.

SENPA engaged a group we call Emerging Leaders in Natural to look at the footprint of our independent retailers, understanding the trends and how their association can support the future of our retail membership.

At the 2023 SOHO Expo we hosted our first meeting for 14 Emerging Leaders from retailers, brokers, and educators to begin the creative discussions and bring a fresh and dynamic energy to the association.

This group has their finger on the pulse of current trends and how to retain the passion from our legacy industry retail owners and supply companies who support them. They are empowered to transform the natural products industry

into something better than what we see today.

Combining their passion and efforts will help more retailers reach their full potential to be sustainable and empower all to recommit to the values that started this industry.

*It should go without saying, independent retailers are essential to the natural products industry.*

They are the source of knowledge, passion, and customer service to their communities.

Our members bind together by keeping strong relationships and establishing new ones. They support the companies that support their business.

It should be well noted, partnership is and always will be the key element to build this industry, SENPA and our members prove it every day!

As a non-profit trade association, we will engage our members on all levels in education, advocacy and understand business needs to support the longevity of the natural products industry.



**Debra Short**  
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**SENPA SPEAKS!**



# HEALTHFEST

Showing Others Healthy Options

## SOUTHWEST

**Friday–Sunday, April 26-28, 2024**

**Education & Events**  
April 26-28, 2024

**Tabletop Exhibits**  
April 28, 2024

# SHOW-AT-A-GLANCE

## FRIDAY, April 26

**10:00am-5:30pm**  
Registration Open  
Val Verde Foyer

**11:30am-2:30pm**

**Meal Sponsor: Europharma**  
Cancer Answers  
Cheryl Myers, RN, BA  
Val Verde Room



**2:45pm-3:45pm**

How Innovative CBD Will Help You Regain Ownership of the Hemp Market in Your Community  
David Hargett  
Val Verde Room



**4:00pm-5:00pm**

Private Label Supplements - Make Your Brand, Your BEST Brand!  
Jamin Busick  
Val Verde Room



**5:15pm-6:15pm**

Content Creation Made Easy  
Amanda Ballard  
Val Verde Room



**6:30pm-8:00pm**

Sponsored by SENPA  
SOHO Healthfest Welcome Reception



Produced by



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## SATURDAY, April 27

**7:00am-5:00pm**  
Registration Open  
Val Verde Foyer

**7:30am-9:30am**

**Meal Sponsor: SENPA**  
State of the Industry  
SENPA's Emerging Leaders  
Val Verde Room



**9:40am-10:40am**

What's Your Stress Type? What It Means & How to Break Through  
Dan Chapman  
Val Verde Room



**10:50am-11:50am**

Not All Mushrooms Are Equal:  
How to Identify Quality Medicinal  
Mushroom Supplements  
Jme Bonfiglio  
Val Verde Room



**12:00pm-2:00pm**

**Meal Sponsor: Arthur Andrew Medical**  
Cardiovascular Health, Blood Cleansing,  
Immune Malfunction & Systematic  
Enzymes  
Dan Curtin  
Val Verde Room



**2:15pm-3:15pm**

Unraveling the Power of Pre, Pro, Post  
& Parabiotics  
Brenda Watson  
Val Verde Room



**3:30pm-4:30pm**

Health Benefits of Carbon-60  
Bob Greska  
Val Verde Room



**5:00pm-7:00pm**

**Meal Sponsor: Enzymedica**  
Modern Retail Mastery  
Julia Craven & Ryan Sensenbrenner  
Val Verde Room



## SUNDAY, April 28

**7:00am-3:30pm**

Registration Open  
Val Verde Foyer & Texas Grande Foyer

**7:30am-9:30am**

**Meal Sponsor: Bluebonnet**  
The Plant Based Advantage to Peak  
Performance  
Carl Germano  
Val Verde Room



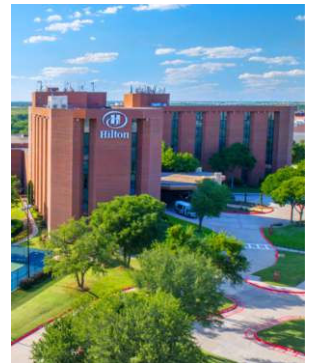
**9:45am-10:00am**

President's Message/Ribbon Cutting  
Texas Grande Foyer

**10:00am-4:00pm**

**Exhibits Open**  
**Texas Grande Ballroom**

Education Program Track Key



**HILTON DFW LAKES  
GRAPEVINE, TX**

MUST be registered and have a show badge to attend programs & events. Programs are subject to change.

For more info visit  
SOHOHealthfest.net

NOURISHING THE HUMAN CONNECTION