



SENPA SPEAKS!

NATURAL INDUSTRY ALLIANCE

NOURISHING THE HUMAN CONNECTION

June 2024



President's Message

INSIGHTS ON TRADE SHOWS

Speaking from the perspective of a retailer on Trade shows I hope will not only encourage my fellow retailers to be re-invigorated but also gain insight on the WHY the gathering of your peers is imperative to growing, maintaining, and excelling in your markets. Many of us go

back to when "the show" was something we not only looked forward to for the discounts we could bring back to the store(s), but we also had the opportunity to hear industry leaders teach the current information we needed to know in person! It was also where you were able to meet many of our vendor owners and principal decision-makers. Now, the pictures you take could populate your social media for some time! Simply put, it was "Our Time", with our people. Shows have changed over the years and being on this side of the table, we (SENPA) produce SOHO EXPO as well as other SOHO events. I understand how much work our incredible staff puts into getting these events together and how much work the board of directors is involved in choosing and keeping the shows produced for retailers something they do not want to miss! Your participation however is KEY to the growth and future of Independents. Show Up!!! How many times have you listened to a presenter and tried to convey it back to your staff? Much of the information gets lost in translation. There is no better way to get your staff on board or excited than for them to hear the presentation directly! We all have challenges in getting to the shows with staffing, expense, and time. However, planning your experience will greatly expand your ROI. It is important for you to get the most out of where you put your time and money so

remember to keep your company contact information current. Many times because the person who NEEDS to get the information is not who's contacted, crucial information for your company is missed. Keep the organizations you attend and support informed of any company changes. That goes for Vendors/Manufacturers too! When a retailer walks the floor of a show and your show staff is not knowledgeable of your company or products or discounts, the retailer will pass. So many times we (show staff) are informed that the information their company needed was not received, and again the contact person on your file needs constant updating. Jobs shift and you will not experience the benefits that were designed for you if the people handling and attending the show are un-informed. Cell phones are a necessary part of our lives but when I visit a booth and the phone call is more important than having a conversation with me or acknowledging I'm there to speak to you, you cannot expect a good show when you've shown the buyers walking by you'd rather be on the phone. Logically, the vendor-to-vendor exchange is important at these shows but you are there to sell, educate, and be attentive to the retailer, make another time to "chat" and catch up. You get what you put into a show and the show staff is one of the most important contacts to keep you in the know about your opportunities or any other questions and concerns you may have. Look for our next VRM article from Amanda Ballard, the chair of our Marketing Committee. You're in for a treat as she expands on her vast marketing knowledge

In Health,
Renee

WHAT'S INSIDE:

- 2 SENPA Board Positions Available
- 3 HEMP Article / Social Media
- 4 SOHO Expo Keynote Speaker
- 5 SENPA Members

SENPA BOARD OF DIRECTORS

POSITIONS AVAILABLE:

President Position

Retail Board Open Positions – 2 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 July 13, 2024:
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, September 13, 2024, Gaylord Palms, Orlando, FL, during the SOHO EXPO. You need to attend this meeting.

CONTACT: Debra Short, Executive Director, dshort@senpa.org

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

OFFICE: 727.846.0320





Next Steps After Veto of State of Florida Hemp Bill

By Jammie Treadwell

Governor Ron DeSantis recently vetoed SB 1698, which proposed significant changes to Florida's hemp regulations for farmers, manufacturers, and retailers. His memo cited "debilitating regulatory burdens on small businesses" and urged the Legislature to develop a comprehensive regulatory framework for hemp products in the 2025 session. While the veto is positive, those benefiting from Full-Spectrum CBD and other hemp products must remain vigilant.

Over the last two legislative sessions in Tallahassee, Treadwell Farms has communicated to legislators that Fresh from Florida producers and retailers support child-safe protections, standard labeling, third-party testing, and age limits for certain products. The industry and responsible retailers accepted these changes in 2023. As we approach the next legislative session, we need your help to ensure that natural product retailers' voices are heard.



Here's how you can help

1. Speak to legislators about the issue and its impact. Show them how responsible retailers comply with the law and do not sell products attractive to children. This issue affects more than just smoke shops, convenience stores, and CBD shops.
2. Engage with candidates running for office about the importance of hemp products. Ensure they are aware of the upcoming legislation and know they can rely on you for input.
3. Educate consumers and the community about safe and effective CBD and hemp-based products. Encourage them to communicate with legislators when appropriate.
4. Attend and speak out at legislative sessions when the bill is proposed. The next session runs from March 4, 2025, to May 2, 2025.

Stay tuned for updates from SENPA. If Treadwell Farms can assist with information, legislator tours, or collaborations to protect hemp, please reach out.

SENPA Social Media Manager, Kailey Sidders

In this digital age, a well-crafted social media presence is crucial for any organization. SENPA, a pivotal player in the natural products industry, understands the importance of a robust and dynamic social media strategy to engage with our audience, promote our mission, and drive our initiatives forward.

My role involves creating engaging content, managing our social media platforms, and developing strategies that align with our goals. I am committed to showcasing the best of what SENPA has to offer, from highlighting member achievements to sharing industry insights and updates, and more.

Beyond my work with SENPA, I am excited to extend my social media expertise to other companies within the natural products industry. Whether you are looking to increase your brand's visibility, engage with your audience more effectively, or stay ahead of

industry trends, I am here to help. My services include content creation, platform management, strategic planning, and coaching calls - all tailored to meet your specific needs.

By leveraging the power of social media, I aim to help businesses in the natural products industry thrive in a competitive market. Together, we can build an online community that reflects the values and innovations of our industry.

For more information on how I can assist your company, please feel free to reach out. Let's work together to make your social media presence as impactful as possible.

Kailey Sidders
kaileymorgansocials@gmail.com



You're Invited to SOHO EXPO!



EXPO Showing Others
Healthy Options
SEPTEMBER 12-15, 2024



Keynote Speaker **MIKE MADDOCK**



Bruce Lee once said, "A wise man can learn more from a foolish question than a fool can learn from a wise answer."

Business Disruptors are often celebrated for their courage and vision, but Mike Maddock thinks that much of their success is rooted in the questions they ask themselves; questions that reveal new opportunities that the rest of us often miss.

This keynote presentation is based on Mike's best-selling book Plan D. It is a highly entertaining talk that focuses on the unexpected, replicable, and generative questions enlightened leaders learn to ask themselves and their teams.

The Questions Disruptors Ask Themselves

Key takeaways include:

- How to ensure your leadership team is balanced
- How to grow outside of your core business
- How and why David consistently beats Goliath
- How to build a team that can create even in the most difficult circumstances



YOUR RETAIL REGISTRATION BROCHURE IS IN THE MAIL!

**SOHO Expo 2024 enhances your
education sessions to include 4
presentations on the show floor
Saturday and Sunday!
REGISTER TODAY!**

All retail stores must be SENPA members to attend.

SENPA MEMBERS

RETAILERS

A to Zinc Nutrition Shoppe
Abby's Health & Nutrition
Abner's Nutrition Center
Act Natural Health Foods
Aiken Wellness Spa & Boutique
Akins Natural Foods
Alche Pharma Naturals
Alive Publishing, Inc.
Alternative Health Food Store
Apple A Day
Apple Crate Naturals
Apple-A Day Health World
Ask Nutrition
Back To Nature
Balanced You Natural Emporium
BB's Health Foods, LLC
Beehive Natural Foods
Bells and Whistles Nutrition
Belue Farms Natural Market
Better Health International
Bette's Health and Wellness
Beyond Your Home
B-Healthy
Black Mountain Natural Foods
Break N Bread
Brighter Day Natural Foods*
Burlington Health Foods LLC
Center Health & Harmony
Chamberlin's
Chuck's Natural Food Market
Columbia Health Foods

Corn Crib Health Store
Country Corner Health Foods
Country Health Store
Dave's Enterprises
Debbie's Health Foods
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 #6
Detwiler's Farm Market Offices & General Distribution
Diaita Health
Diane's Natural Market
Dodson's Nutritional Food Center
Dr. Herb's Natural Food Store, LLC
Earth Origins Market
Earth Origins Market
Eazy Point
Emerald Coast Holistic Health
Family Nutrition Center
Farmacia Sagrado Corazon
Express
Fegers Health Foods
Fit By Rose
Florida Health Foods

Food For Thought
Fountain of Health Inc.
Garden Ville Natural Food
Garner's Natural Life - Woodruff
Garner's Natural Life of Columbia
Garner's Natural Life*
Get Healthy Brooksville
Get Healthy Spring Hill
Good Foods Grocery
Good Life Health Foods Store, Inc.
Good Nutrition Norcross
Good Stuff
Granary
Grassroots Natural Market
Grassroots Natural Market II
Green Garden Organics
Grubb's Grocery
Harmony Farms
Harvest Moon Natural Foods
Health & Weight Management Center
Health 2 U
Health Hut
Healthabit Natural Foods
Healthway of Vero Inc.
Healthy Habits of WH LLC
Healthy Me Health Foods
Herb Mart Mesquite*
Herb Mart Plano
Herbal Blessings LLC
Herbal Connection

Herbs & More
Hill Country Health Store
Hill's Health Hut, Inc.
Honey Bee Natural Foods
House of Health
Hsu & Co. Health Store #1
Hsu & Co. Health Store #2
Institute For Plant Based Nutrition
Island Health Hut Inc.
Lake Nutrition Center
Las Monjitas Health Foods
Liahona Capital, LLC
Livell Organic Market
Livin on the Veg
Living Well Down East
Lovey's Natural Foods
Manna Grocery & Deli*
Martha's Health Food & Herbs
Mastel's Health Foods
Momentum 98 Natural Health Store
Morgantown Natural Foods
Mother Earth Foods & Spirits, Inc.
Mother Nature's Pantry
Mr. Natural Inc.
Mt. Man Nutrition
Natural and Organic Foods
Natural Health Center
Natural Rewards Health Food Store
Natural Therapies
Nature Works LLC
Nature's Essentials

Nature's Food Patch, Inc.
Nature's Healthy Harvest
Nature's Nook
Nature's Outlet
Nature's Own Herb Shop North
Nature's Pick Market
Nature's Presence
Nature's Storehouse
Natures Way
Northern Nutrition, Inc.
Nutrition Direct
Nutrition World
Old Paths Natural Market
Organic Food Depot
Organic Marketplace
Our Daily Bread
Paraiso de la Salud
R & R Health Store Inc.
Reid's Health Foods LLC
Rhonda's Nature's Way
RoadTechie LLC
Rockwall Nutrition Center
Ron's Health Foods
Rutabagas, Etc., Inc.
Sav-A-Lot Nutrition Centers
St. Cloud Health Foods
Stewart Analysis
Sunflower Health Foods
Sunflower Health Foods
Sunshine Discount Vitamins
Super Value Nutrition Center

Sweet Basils Health Food & Wellness Center
The Good Book Nutrition Nook
The Grainery
The Green Grocer
The Health Basket
The Health Fix
The Health Hut
The Healthy Edge Retail Group
The Herb Shop
The Herbal Gardens, Inc.
Tiger Farms Market
Treadwell Farms
True Health and Fitness
Tulsi at The Market
Village Beach Market
Village Nutrition, Inc.
Vita Natura
Vitality Health Foods
Vitamin Plus Health Foods
Vitamins Plus
Wolefoods
Woodlands Health Market
World Spirit Health
WorldWide Nutrition LLC
Wright's Natural Market
Zoolie's Natural Food Market

SUPPLIERS

1 Life Science
Abena North America Inc.
AC Grace Company
Acosta
Advanced Marketing
AIDP
Almond Brothers LLC
Amazing Organics LLC
Ancient Nutrition
APFD LLC
Apricot Power
Arthur Andrew Medical
Avaria Health and Beauty Corp
AyurSome Foods LLC
Ayush Herbs Inc.
Bad-Adz Digital
Badia Spices
Beekeeper's Naturals
Better Being Co
Bio Nutrition, Inc.
BIOoptimizers USA, Inc.
Bitez of Love
Blessed Bananas
Bluebonnet Nutrition
Bob's Natural Foods, Inc.
Body Dynamics, Inc.
Boiron
BOOM Chaga, LLC
Brand Elevation Partners LLC
Brightfish Label
Bucklebury
Buried Treasure, Lifestyle Foods, LLC
Cammus Comercio LTDA
Canadian Pine Pollen Co.
Carlson Laboratories, Inc.
Century Printing & Packaging

Chakalaka Brands
Choice All Natural
Clean Simple Eats
Colavita USA
Cornbread Hemp
Creative LLC
Culturi Holdings Inc.
CuraLife LTD
CV Sciences
Daily Manufacturing, Inc.
Daybreak Natural Sales
DMS Natural Health, LLC
Doctor's Blend
Earth's Creation USA
Eastern Caribbean Bulk Seamoss Inc.
Eden Foods
eleven TLC, A Wellness Co
Emerald Labs
Enzymedica, Inc.
Epsom-It
Essential Formulas Incorporated
Essiac from Canada International
EZ Nutrition Supply
Focus Marketing
Foodstate
Fulgent Life, Inc.
Garden of Life, LLC
Genexa Inc.
Global Healing Center, LLC
Gluvana Gluten Free Foods
Good Things Health LLC
Grab The Gold
Great Naturally LLC
Greska's Carbon-60
Heart Tone Botanicals
Hemp Emu

Herbal Creations USA
Highland Laboratories Inc.
Hoppy & Company, Inc.
Host Defense Mushrooms
Impact Group/NS
Impact Products, LLC
IP-6 International, Inc.
Irwin Naturals
Jamieson Wellness/Youtheory
KeHE Distributors
Kerwell
Kombucha 221 B.C.
Kudzu Natural Resources
Lakanto
Lattini, Inc.
Life Extension
Life Extensions
LifeSeasons
Lightbody
Lily of the Desert
Living Alchemy
Lori Bainum & Co.
M.D. Blend
Manuka Health New Zealand Limited
Marin Food USA
Master Industries
Maximum Living LLC
Maximum Marketing, Inc.
MD Formula LLC
Michaels Health
Modern Products, Inc.
Moonstone Nutrition
Morini Brands, Inc.
Mountain Alternatives
MRO MaryRuth, LLC
Mushroom Wisdom, Inc.
Natural Brand Works

Natural Factors
Natural Health Partners
Natural Immunogenics
Natural Organics, Inc.
Natural Path Silver Wings
Natural Products Marketer
Natural Renewals Sea Moss
Naturally Delicious
Nature's Answer
Nature's Vision Inc.
Nature's Way Brands
Nature's Yoke
NDO H2O Premium Waters
New You Miracle Band
Newton Laboratories
Nikioni Pharmaceuticals LLC
Nomolotus LLC DBA Truvani
Nordic Naturals
North American Herb & Spice
North Bend Consulting
NOW Foods
Nox Nutritions LLC
NuEthix Formulations
Nutty Girl
Oakhurst Corp
OceanBlue, LLC
Of The Earth Naturals Sales
Olds Products Company
Omne Diem
Organic & Natural Health Association
Organic 3, Inc.
Pab Books
Pacific Resources International Inc.
Pain Drink, Inc.
Palko Services
Peepers by PeeperSpecs

PlantFusion
Plush Organics LLC
Precision Payments Inc.
ProLiant Health and Biologicals
ProVen Probiotics
Provida Health
Pure Essence Labs
Pure Mitti LLC
Quality Of Life
Queen of the Thrones
Redd Remedies
RedTree Nutraceuticals, Inc.
Regalabs, Inc.
Relax Saunas of Momentum98 Inc.
Reliance Private Label Supplements
RidgeCrest Herbs
Rise Yaupon, Inc.
Root Down Naturals, Inc.
Roots and Leaves, LLC
Saint James Brands, LLC
Sapha Water Vending, LLC
Savaged Performance LLC
SaveNaturally Inc.
Scott Cloud and Associates
Seashine Labs Organic Skincare
Seidman Food Brokerage
Seitenbacher America LLC
Sevene USA
SilverCeuticals, Inc.
Skinworks Bath & Beauty, LLC
SNAP Supplements
SohGood Inc.
Source Naturals Planetary Herbs
Spectrum Rice Inc.
Spectrum Packaging Corp.
Sproutamo Corporation
Stevita Naturals

Sudz Cauldron
Sunwarrior
Teelahvit, LLC
Terry Naturally
The Data Council
The Food Movement Co.
The Herb Shop
THEO's Plant-Based
Thyme Out LLC
Tiaga Inc.
Trace Minerals
Treadwell Farms LLC
TRIIBE, Inc.
Trilus LLC
True Grace
Uniwersum Krzysztof Szeniak
Vando Naturals
VegaJelly
Veriditas Botanicals LLC
Vida Lifescience
Vital Planet
Vitality Works, Inc.
Vorg Supershake
Vytalogy Wellness
Wakunaga of America
Wellspring Sales and Marketing, Inc.
Wholesome Nutritionals
Wholesome Nutritionals
WholeSun Wellness
Wish Farms
WishGarden Herbs
Wyndmere Naturals, Inc.
Xlear/Spry
Xymogen
Zahler & Natures Trading

NUTRITIONAL PROFESSIONALS

Florida Health Care Plans
Leon Shelly Gonyo
Robert P. Guzell

Judy E. Harms
Health & Body Solutions Corporation
Nutritional Services Consultant

Joan Readding
Chris Terrell