



Announcing the Candidates for the 2025-2026 SENPA Board of Directors

SENPA
NATURAL INDUSTRY
ALLIANCE

Elections are by mail-in ballots only.

Results will be announced during
SENPA's Annual Business Meeting
Friday, September 13, at 4pm at
SOHO EXPO, Gaylord Palms Convention Center.



Voting will be for a President, 3 Supply Directors and 2 Retail Directors

President Open Position



Jeff Shackelford
The Healthy Edge Retail Group
Tulsa, OK

Jeff started in the natural products industry back in 1998, when he took what he thought was going to be a college summer job working for Akin's Natural Foods. At the time the chain was owned by the Hinkéfent family and had 5 locations which allowed him to learn the business from the inside. After a few years he became the store manager at the headquarters location in Tulsa, OK. When the chain was sold to Food for Health Distributing, he had the opportunity to move to Florida to run another banner they had also recently acquired, Chamberlin's Market & Café as the operations manager. He returned to Tulsa when he had the opportunity to become the Director of Purchasing for the company. In 2020, Jeff was promoted to Vice President of Purchasing for The Healthy Edge Retail Group which now operates 3 banners of health food stores, Akin's Natural Foods, Chamberlin's Natural Foods, and Earth Origins Market. Jeff resides in Oklahoma with his wife, Emily, and kids, Lauren, Jaedon and Rhett.

Supplier Board Open Positions - 3 Positions Open



Steve Palko
Supplier Director
Palko Services
Michigan City, IN

Steve grew up in the Natural Products industry. Palko Services began in 1984 when Steve's father, Jim Palko, entered an agreement to distribute Pep Products in a seven-state territory. Steve was just 14 years old at the time and his first "job" at Palko Services was answering incoming phone calls and packing shipments after school. He attended Purdue University and worked packing orders during summer breaks. In the years that followed college,

Steve worked as a Sales Rep, Director of Marketing, Sales Manager, and CFO, eventually moving into his current position as President. Steve and his sister, Sally Jo, are now 2nd generation co-owners of Palko Services.

Steve enjoys the great outdoors and is very competitive. He plays golf every week when Indiana weather cooperates. Steve is a huge Chicago Blackhawks fan and cheers for the Bears and White Sox as well. He is not a Vegan, loves his occasional steak, and enjoys an adult beverage from time to time, but takes his supplements faithfully and considers himself to be relatively healthy. Steve's passion is on the marketing & artwork side of the business but enjoys the numbers and seeing the business grow. He learned much from his father about running a family business. Steve is proud to lead a growing company that provides jobs to more than 70 people through the support of this wonderful Natural Products Community.



Anita Aribia
Supplier Director
Better Being Co.

Anita Arabia started in the natural industry 30 years ago. Her career began at the iconic Tunies Nutrition, working her way up through every role to eventually becoming the general manager. Learning from the very best in the industry, she decided to expand her career and become a broker for Mojo Naturals. She was instrumental in launching brands throughout the state that still thrive today. Moving over to work directly for Solgar, Anita was repeatedly recognized as top sales rep in the company. Determined to work for a company that truly supports the natural products industry, Anita made the move to her new home at Better Being (Nutraceutical) as East Florida Territory Manager.



Brandon Babers
Supplier Director
AIDP, Inc.
Tampa, FL

My name is Brandon Babers. I currently work for AIDP. We are a raw material distributor that imports from 30 different countries around the world and distributes over 300 raw materials. I have been involved in the Nutraceutical products industry since 1998. I previously worked in the retail side of the business working for Bluebonnet, Jarrow Formulas, and Metagenics. I later transitioned to the raw material side of the business working for Lonza, Omni Active Health Technologies, and now AIDP. I previously served on the SENPA board from 2008-2011 and would embrace the chance to join the board again representing the Independent Retailers and the Natural Products Industry.

Retail Board Open Positions – 2 Positions Open



Brian Mosser
Retailer Director
Get Healthy Stores
Brooksville, FL

Brian Mosser began working at Get Healthy in 2006 and immediately became enthralled with the natural industry. Since then, he has been promoted to Senior Sales Associate, Store Manager and, in 2017, assumed the role of General Manager – responsible for store operations.

Brian has also become the host of Get Healthy's radio show "The Natural Way," where he has had the pleasure of interviewing industry legends such as: Terry Lemerond, Jordan Rubin, Dr. Jacob Teitelbaum, and many others.

Throughout his career, Brian has volunteered to help the SENPA organization at trade shows and other events. As of 2023, Brian was asked to be part of the Emerging Leaders of the Natural Industry.

Brian is well known throughout the Natural Industry for his in-depth knowledge, education, and represents Get Healthy at many events and conferences, both regionally and nationally.



Ryan Costello
Retailer Director
Peggy's Natural Foods
Hobe Sound, FL

Ryan is the General Manager for Peggy's Natural Foods. Peggy's has been serving the community for 42 years and Peggy was a past SENPA President. Ryan continues to follow in Peggy's footsteps and would love to be a SENPA board member with over 30 years of grocery retail experience, 27 in management, & 16 as a Store/General manager. Ryan has managed very high-volume stores operating at a high level in customer service, sales, & net profits. He has also

been a regional training manager for all managers going through the management training program multiple times in my career. The last 2 ½ years Ryan has been responsible for the total operations of Peggy's Natural Foods.

"I was very blessed to meet Peggy, and I'm honored to continue her legacy. I'm passionate about positivity, helping people, and living life to its fullest!"

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.

Does this sound like you or someone you know?
"Write In's" are available for position on ballot.

Ballots will be mailed July 13, 2024. Must be POSTMARKED before 8/13/2024

For information contact: Debra Short, Executive Director
Phone: 727.846.0320
Email: dshort@SENPA.org

