



SENPA SPEAKS!

NATURAL INDUSTRY ALLIANCE

NOURISHING THE HUMAN CONNECTION

Nov 2024



Jeff Shackelford

President's Message

It is with great enthusiasm and a deep sense of responsibility I get the opportunity to lead this incredible organization as your new President

of SENPA and I would like to take a moment to express my gratitude to each of you for your continued support and dedication to our organization and the natural products industry.

As we move forward, our primary focus will be on fostering growth. The natural products industry is thriving and there are countless opportunities ahead of us to expand our membership, advocacy and advance our collective goals. Whether you are a small mom and pop retailer or an international brand, we all share a commitment to sustainability, innovation and providing the end user the best possible products every day. We will look to build our collective voices to drive change and establish ourselves as the source of trustworthy information and products.

SENPA's focus has always been on supporting its membership and one of my key priorities will be to enhance how SENPA serves all its members. We will work to provide you with the tools, resources, education, and advocacy necessary to navigate an ever-increasing

complex marketplace. From regulatory updates to emerging trends, we are here to ensure that your business remains not only well informed but competitive in your market.

We have exciting events planned for the coming year. First, we will hold our SOHO Healthfest show in Dallas, TX April 11th-13th, 2025, this is always a great tabletop show to reconnect and educate. This will be followed by our annual SOHO Expo show held in Orlando, September 4th-7th, 2025. We are already preparing for another exceptional gathering of thought leaders, innovators, and advocates. This event is a fantastic opportunity to connect with your peers, learn from industry experts, and find great new products for your shelves, not to mention it is the perfect time of the year to kickoff planning for the next calendar year. Please mark your calendars—you do not want to miss these events!

Finally, I want to emphasize that the SENPA staff and my 'door' is always open. Whether you have questions, ideas, or concerns, I encourage you to reach out. We are here to serve you and ensure that you have the support needed to thrive in this dynamic and ever-evolving industry. I truly believe we have some of the best retailers and brands in the industry and look forward to meeting those of you that I haven't had the opportunity to meet and reconnecting with those of you that I have had the privilege to work with for years or even decades.