



**SENPA**  
NATURAL INDUSTRY  
ALLIANCE

# Announcing the Candidates for the SENPA Board of Directors



Elections are by mail-in ballots only.

Results will be announced during SENPA's Annual Business Meeting Friday, September 5, at SOHO EXPO, Gaylord Palms Convention Center.

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

## Supplier Board Open Positions - 3 Positions Open



**Amanda Ballard**  
Supplier Director  
Natural Products Marketer  
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.



**Melinda J Hannah**  
Supplier Director  
Dragon Herbs

With over 25 years of experience in the Natural Products Industry, I bring a comprehensive understanding of the entire product lifecycle—from manufacturing and operations to branding, administration, and national sales leadership. My career has spanned every facet of the industry, equipping me with a unique 360-degree perspective on what it takes to create successful, sustainable, and impactful natural product businesses. Currently serving as Director of Sales, I've spent my career deeply committed to fostering the success of independent retailers and strategic partners. I advocate for the growth of values-driven brands and have built long-standing relationships across the industry grounded in trust, transparency, and a shared passion for natural health and wellness. As a prospective member of SENPA's Board of Directors, I am eager to contribute my strategic insight, collaborative spirit, and unwavering support of independent natural retailers to help further SENPA's mission and expand its influence within our evolving industry.



**Paul Infusino**  
Supplier Director  
Acosta Group  
Natural Channel

Paul Infusino is a results-driven CPG professional with over 10 years of experience in the natural and specialty products space. As Business Manager, Natural Channel – East at Acosta Group/Impact Natural, he oversees a diverse portfolio of 25+ brands, managing UNFI headquarter calls, promotional planning, and retail execution across the Eastern U.S. Previously, Paul served as Customer Manager for Florida and the Caribbean, where he led growth for brands like Bragg, Poppi, Kettle Chips, and Late July, built e-commerce partnerships with Vitacost, and earned Acosta's "Above & Beyond the Call of Duty" award. Earlier, he was Director of Retail at Amalgamated Food Brokerage, managing Sprouts HQ business and driving retail execution across the Southwest. Paul specializes in natural product strategy, account management, and trade planning—making him a trusted resource in today's competitive natural grocery landscape.



**Ryan Sensenbrenner**  
Supplier Director  
Enzymedica

Ryan Sensenbrenner leads marketing at Enzymedica, Inc. With extensive expertise in various marketing fields, he places a special emphasis on branding and customer centricity.

Sensenbrenner has collaborated with retailers nationwide, enhancing their marketing strategies to boost revenue and brand recognition in their communities. He served a 10-year tenure on SENPA's Board of Directors, holds a bachelor's degree in journalism from Grand Valley State University, and is an Executive Scholar and Certified Chief Marketing Officer from Northwestern University's Kellogg School of Business.



**Freddie Sanchez**  
Supplier Director  
Precision Sales & Marketing

With nearly two decades of experience in the natural products industry, I bring a deep commitment to supporting independent retailers and driving meaningful growth across the channel. As Partner and Senior Vice President of Brand Development at Precision Sales & Marketing, I currently lead a portfolio of 40+ brands and manage over \$1M in annual commissions. My career has spanned leadership roles in brand development, sales strategy, procurement, vendor relations, and analytics—across companies such as Pauling Labs (Ener-C), Threshold Enterprises, UNFI, and NBTY. From spearheading category management and digital strategy to building partnerships with distributors like UNFI, KeHE, and Threshold, I've consistently focused on delivering results through collaboration, transparency, and innovation. I have a proven record of growing brand presence in both natural and conventional retail, with a strong foundation in analytics, supply chain management, and e-commerce. Throughout my career, I've remained passionate about advancing the natural industry—from the supply side to the shelf—and I am eager to contribute my experience, voice, and energy to SENPA's mission. I believe in the power of this community, and I am committed to working alongside fellow board members to protect, evolve, and strengthen our shared future.



**Retail Board Open Positions – 3 Positions Open**



**Jeremy Dixon**  
Retailer Director  
Break N Bread  
Jacksonville, TX

Jeremy Dixon began his journey in the natural products industry in 2011 as a web designer for DrAxe.com, where he quickly discovered a passion for health and wellness. After running his own Web Design/Marketing company for a few years, he held key leadership roles, including

General Manager at Apricot Power, where he helped drive company growth. Currently, Jeremy serves as Vice President of Operations at Lonestar Botanicals, a Texas-based manufacturer of natural health products. In addition to manufacturing, Lonestar operates two retail stores—Lonestar Botanicals in Tyler, TX, and Break N Bread in Jacksonville, TX—giving Jeremy a unique perspective as both a producer and a retailer in the industry. This dual role allows him to understand the needs of independent stores firsthand while also managing supply-side challenges. A regular attendee of SOHO and SOHO Healthfest, Jeremy is passionate about helping people make better health choices and is eager to support SENPA's continued growth as a vital resource for independent natural health businesses.



**Lance Lira**  
Retailer Director  
Nature's Presence  
Boerne, TX

Lance Lira is a graduate of the University of Texas at San Antonio with a BS in Biology. He lives in Boerne, Texas, where he and his wife, Mary, own Nature's Presence Supplements and Natural Market. Lance has owned the store for 3 years and their

store has seen very aggressive growth in those 3 years. He believes strongly in creating win-win situations for each customer while also establishing strong relationships. He has come up with innovative ideas for staff retention and has an amazing team working with him. Lance serves on multiple boards in his community and has a high focus on always giving back. He has attended multiple SENPA shows since purchasing Nature's Presence, and even came to his first show just one month after becoming a store owner. Lance wants to make a difference in the industry and help others grow their businesses to in turn make their communities healthier.



**Yogesh Patel**  
Retailer Director  
Nature's Pick Market  
Marietta, GA

I am Yogesh Patel, owner at Nature's Pick Market in Marietta, GA since its creation in 2017. From personal health journey, I became passionate about Health Food and natural remedies which brought us to launch Nature's Pick Market. Started as "outsider" to this

industry, but the passion, care, and knowledge we brought to the customers helped us grow. Mostly, thinking outside of the box and demand-driven strategies, while maintaining product standards that we support, brought us business success. I have served as board of trustee in a non-profit private school for 3 years in India and actively participated in the growth/expansion from 1000 students to 2500 in 3 years. Strong knowledge of natural food, supplements, and lifestyle. Passion, and care for quality conscious, like minded industry partners and desire to help others is encouraging me to participate on the SENPA board.

**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.**

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

