



## PRESIDENT'S Message

Summer is upon us; most schools are out, and families are planning and going on vacation. This means your retail health food businesses are slowing down for the summer. We had a stretch of several years with very modest summer declines; however, beginning in 2017 and continuing through the current year, the declines have been and are expected to be more substantial due to the fact that most vacationing people do not frequent natural product retail stores. But, those of you who have been in the business 20+ years recognize that this is only a normal temporary summer slump. Your customers will be showing up at your door and visiting your aisles in late August and early September on a more frequent basis. So, take this opportunity to freshen up your stores, making needed changes that we all like to put off. It's also a good time to expand natural product knowledge for you and your staff.



Lester Burks

One easy way to do this is by attending a SENPA Road Show near you. Dates and locations for our upcoming SENPA Road Shows are July 14, 2019 in Fayetteville, Arkansas and August 4, 2019 in Austin, Texas.

Our Road Show in Atlanta on May 5, 2019 and in Norfolk, Virginia on June 2, 2019 were great successes. In Atlanta we had over 20 attendees representing 14 natural product retail stores, and in Norfolk we had 6 natural product retail stores supporting SENPA from North Carolina, New Jersey and Virginia. In addition to learning valuable information and receiving lunch provided by SENPA, we had 11 Sponsors who offered deep discounts for the retail attendees, and door prizes with values over \$800 were raffled off.

SENPA's annual Continuing Education Program was held on May 19, 2019 in Orlando, Florida. There were 28 attendees representing Nutritional Counselors, Dietitians, and guests. I announced that our annual continuing education program will be moved and offered at our SOHO Expo trade show beginning in December of 2019.

Our first-ever SOHO Healthfest was held in Dallas, Texas on April 5-7, 2019 and had 115 attendees representing 54 independent natural product retail stores from 10 states in the Southwest, Midwest, and Southeast areas. Our Healthfest had 78 exhibitors. Judging by these numbers and by the positive comments we heard from the attendees, our SOHO Healthfest was a resounding success. We are excited to announce that we have 2020's SOHO Healthfest scheduled for May 29-31, 2020 at the Omni Mandalay at Las Colinas in Dallas, Texas. Our SENPA staff is working hard to make our next Healthfest even better!

As you can tell, your SENPA organization has had a very full schedule so far in 2019. Our staff has done an excellent job in putting together these events. We should all be very proud of SENPA's growth and the quality of the events that SENPA is producing. There is no better time than now to be a member of SENPA!

*-Lester*

## STRATEGIES FOR SUCCESS



ATLANTA, GA



Fayetteville, AR July 14  
Austin, TX August 4

NEXT STOPS

**Your Association Is Coming to Visit YOU!**  
All Retailers and Staff invited Free of Charge  
Join us for Lunch at our next stop:  
**Fayetteville, AR July 14th**  
Visit [SENPA.org](http://SENPA.org) for Registration & Sponsorship Opportunities



May 19, 2019

# Healthfest Success!

# SOHO Healthfest

Showing Others Healthy Options

APRIL 5-7, 2019



## Sponsored By

GOLD



SILVER



BRONZE



MEAL



Join us next year

# SOHO Healthfest

Showing Others Healthy Options

MAY 29-31, 2020

Omni Mandalay at Las Colinas  
221 E. Las Colinas Blvd., Irving, TX 75039

2 SENPA SPEAKS!

www.SOHOHealthfest.net

# CALL FOR SENPA BOARD MEMBER NOMINATIONS!

SENPA will hold its annual election by mail-in ballots in October. Nominations are now open. The SENPA Board consists of suppliers and retailers (a minimum of 51% retailers) and each board member will serve a 2-year term; we are currently looking for board members to hold terms from December 2019 to December 2021.

## DETAILS:

SENPA holds about 10 board meetings a year that are convened via conference call and two in-person meetings (one on Thursday before SOHO Expo in December and one Long Term Planning meeting held in the Spring). Additional meetings may be called as needed.

## Candidate Qualifications

A candidate must be the designated representative or otherwise designated owner, officer, director, or employee of a voting member in good standing.

## Leader Profile

The following list of essential qualities shall be considered in the development, recruitment, and nomination of candidates for the Board of Directors:

- (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's Association Bylaws and Policies and Procedures

## Supplement Facts Labels

Supplement Facts label panels are changing over the next two years. The changes are intended to better



provide consumers of dietary supplements the information they need to help them make more informed choices about their health. These labels have not been updated in over two decades, and in that time, nutrition science as well as the American diet have changed.

For instance, some nutrients will have new daily values. Some nutrients will now be measured in different units. And if sugar is added to a product, it will be specifically called out. As a retailer, you need to know about these changes to be able to answer your consumers' questions, as they may find them confusing. Fortunately, there is an educational campaign designed to help.

Check out all the free resources at [www.belabelwise.org](http://www.belabelwise.org) to help you learn about these changes and communicate them clearly. There is a fact sheet, an infographic, social media content, a short explainer video and other educational materials that you may use with your customers. Print them out and use them in store, on your website, or in your social media campaigns.

We are all partners in helping consumers make smart choices.  
Be #LabelWise today!

## Nomination and Election Procedures

If you are interested in running for a position, please submit your information to Debra Short, Executive Director before 8/6/2019 ([dshort@senpa.org](mailto:dshort@senpa.org)). The Executive Director will forward all candidates to the nominating committee. The Nominating Committee shall review all nominations to assure they meet the applicable requirements. The Nominating Committee Chairperson with the Executive Director shall contact each nominee and review:

- (a) Policies and Procedures: Leader Profile (Section 6.d) and Board member roles and responsibilities (Section 6.e)
- (b) Previous Annual Report
- (c) Overview of Committees
- (d) Time commitments required of Board members
- (e) Schedule of upcoming events and Board meetings and attendance
- (f) Conflict of Interest Policy

Nomination Committee Chairperson or Executive Director shall then secure a written statement from each candidate confirming they will serve if elected.

## Elections by Mail Ballot Only - Important Dates to Remember

- 8/6 – Deadline to submit nominations to SENPA office
- 10/6 – Ballots mailed to voting members
  - Contain at least one nomination per position
  - Ballot will allow for up to 150 word candidate statements
  - Write in available for each candidate position
- 11/8 – Ballots must be returned to SENPA office
- 12/6 – Election results announced at Annual Business Meeting

## The following positions are open for election:

- President Elect - must have served on SENPA Board for one year
- Executive Secretary
- 2 Retail Directors
- 3 Supplier Directors

"There's room at the table for you. Your SENPA board needs talented, dedicated, passionate people to serve the membership and continue to support and adapt to the needs of the association. Please consider volunteering your time and talents and work with an exciting team of people. We've got room for YOU!! Submit your bio by August 6, 2019."



Michelle DuFresne  
Nomination Chair  
Immediate Past President

## 2019 Officers and Board of Directors

### PRESIDENT

Lester Burks  
Life Line Foods LLC  
Pikeville, TN  
(423) 881-3231

### PAST PRESIDENT

Michelle DuFresne  
KeHE Distributors  
Elkton, FL  
(904) 823-3846

### EXECUTIVE SECRETARY

Renee Southard  
Organic Marketplace  
Gastonia, NC  
(704) 864-0605

### TREASURER

Ryan Sensenbrenner  
Enzymedica  
Venice, FL  
(941) 505-5565

### RETAILER DIRECTORS

- Debbie Cerankowski • Debbie's Health Foods • Orange City, FL • (386) 775-5333
- Jackie Davis • Columbia Health Foods • Columbia, TN • (931) 388-1148
- Karen Greenway • Get Healthy • Brooksville, FL • (352) 796-9798
- Marie Montemurro • Lovey's Natural Foods & Café • Wilmington, NC • (910) 509-0331
- Angie O'Pry Blades • Fiesta Nutrition • Monroe, LA • (318) 387-8446
- Paula Porter • Wholefoods • Cushing, OH • (918) 225-2622

### SUPPLIER DIRECTORS

- Jerilyn Bristow • Nordic Naturals • Bowling Green, KY
- Scott Cloud • Natural Immunogenics Corp. • Sarasota, FL • (941) 702-6100
- Andrew Fleming • Impact Group • Westmont, IL • (630) 654-2100
- Steve Palko • Palko Services • Michigan City, IN • (800) 759-4931

- EXECUTIVE DIRECTOR SENPA, Debra Short • [dshort@SENPA.org](mailto:dshort@SENPA.org)
- EXECUTIVE FINANCIAL ASSISTANT • Zeljka Travoric • [zeljka@SENPA.org](mailto:zeljka@SENPA.org)
- SOHO TRADE SHOW COORDINATOR • Stacey Lett • [stacey@SOHOexpo.net](mailto:stacey@SOHOexpo.net)

# WHAT YOU WILL LEARN

Thursday, December 5<sup>th</sup>

**"Food and Fuel For Thought"**  
OPEN Forum: Retailer Roundtable  
Moderator: SENPA



Friday, December 6<sup>th</sup>

## Getting Intimate with Supplements – How Nutrition Is Redefining Sexual Health & Fertility

**Carl Germano, CNS, CDN**  
Sponsored By Bluebonnet

One in ten couples suffer from infertility issues. Even though nutrition plays a critical role in reproductive and sexual health, it is often overlooked. Issues surrounding sex for recreation are just as prevalent as those for procreation with up to a third of women and men losing their libido; only to worsen with age. This presentation will focus on the latest research regarding key nutrients for naturally stimulating physiological and psychological processes related to sexual drive and performance, as well as improving fertility outcomes.



## Hemp: The Supplement of The Now, The Instrument of The Future

**Tim Gordon**  
Provided By Functional Remedies

If your experience is anything like the norm, educating yourself on hemp oil products -- and how they're different from CBD - can be challenging due to confusing and conflicting information in the marketplace. With the recent passing of the 2018 Farm Bill, consumer interest has grown substantially. It is Functional Remedies mission to change the decades-old stigma against hemp, and instead assert how it is poised to become instrumental in shaping the future.



## Spices: Their Role in Supporting a Healthy Body Response for Inflammation

**Dr. Cass Ingram, B.S., D.O.**  
Provided By North American Herb & Spice

Learn about the most powerful full-spectrum, whole food spice extracts that have been demonstrated to help reverse inflammation and assist in modulating inflammatory disorders of all areas of the body, including the joints, muscles, digestive tract, and also autoimmune disorders—wild oregano, turmeric resin, ginger resin, wild sage, wild rosemary, and more. Plus, with whole extracts the issue of curcumin absorption is resolved.



## Marketing Toolkit for Independent Retailers

**Ryan Sensenbrenner**  
Provided By Enzymedica

Are you looking to grow your sales? Increase store traffic? Boost basket size? For independent retailers, the answer to these common questions is often yes, yes, and YES! Discover how to create a simple, actionable marketing plan for your store. From social media, to your website, to old school merchandising, you'll have a framework to bring home and develop with your staff. This lecture is tailored for all marketing skill levels, from beginner to advanced.



## Drug-Herb Interactions: Safely Guiding Your Customer in Today's World

**Jason DuBois**  
Provided By Hybrid Remedies

Today's health conscious consumer is using both natural and pharmaceutical medications to treat what ails them. With more and more pharmaceutical drugs and supplement combinations coming to market every year, questions often arise about safely combining drugs and herbs. These questions invariably arise during the point of purchase at the health food store. Join Dr. Jason DuBois, clinical pharmacist and Founder of Hybrid Remedies for an engaging educational lecture about the most common and significant drug-herb interactions. Participants at this lecture will learn:



- Different types of drug interactions
- Key drug-herb interactions
- How to avoid or mitigate certain interactions
- Resources for identifying potential drug-herb interactions

## From Ancient Remedies to Natural Medicine: Optimal Health Depends on Quality, Science, and Dosage

**Terry Lemerond**  
Sponsored By New Hope Media

Stopping inflammation and oxidative stress the two keys to preventing and reversing disease, yet conventional practice is only starting to recognize this. Join health expert Terry Lemerond as he discusses the newest, exciting research that validates what people have known for centuries: botanicals and other nutrients are essential to a vibrant life and optimal health – but only when they are properly prepared, effectively absorbed, and recommended at the correct dosage.



## Restoring Health of At-Risk Populations Using an Integrative, Multi-Tiered Strategy with a Silver Based Approach

**Decker Weiss, NMD, FASA**  
Provided By Natural Immunogenics Corp.

Anti-Microbial Resistance (AMR) is now a concern across domestic and international health organizations, and a critical catalyst for the use of innovative, silver-based protocols and multi-tiered approaches that are being implemented in global, at-risk, impoverished communities, to include refugee camps and war-torn communities. Peace Possible™, founded by Dr. Decker Weiss, NMD has developed a 5-Tier certification program to support the recovery of the lives of impoverished, nutritionally malnourished and disease-stricken children with the use of silver and other integrative therapeutics.



## Mitochondria: The Benefits of L-Carnitine and D-Ribose

**Lorri Franckle, PA**  
Provided By Laser Health

Carnitine is named from Latin for 'flesh,' and was discovered in muscle tissue one hundred years ago (Gulewitsch & Krimberg, 1905).

- L-carnitine is naturally occurring in all foods especially in dark meats such as lamb and beef.
- Studies suggest that L-carnitine increases the burning of fat as a fuel source by transporting fat into the mitochondria of the cell to be converted into energy.
- L-carnitine has also been shown to promote increased energy and can contribute to healthful dieting when looking for support in suppressing appetite.
- L-carnitine supports your muscles by helping to increase your lean muscle mass and strength.
- D-Ribose is essential for adenosine triphosphate (ATP) production, the primary source of energy used by all cells in the body.
- ATP production is accelerated during exercise.
- D-Ribose helps optimize athletic performance.
- D-Ribose helps provide the energy boost your body needs keeping your muscles, heart and brain energized.



## Nutrients for Our Aging Brains

**Neil E. Levin, CCN, DANLA**  
Provided By NOW Foods

Brains must remain healthy to perform essential functions like maintenance, repairs, and sensory perceptions, while managing mood, cognition, and memory. Insults to the brain from inflammation, oxidation, chemicals, or nutrient deficits have negative health effects. The brain is literally under attack on a daily basis, requiring a constant infusion of protective substances to detoxify and maintain itself. Certain amino acids, botanicals, nutritional oils, vitamins, and minerals play important roles in preserving brain composition and functionality. Learn how specific supplements protect proper brain structures and support their functions to prolong our ability to remember, think clearly, and maintain positive moods.



## The State of Natural Retail and What Today's Customer Wants from You

**Christine Kapperman**  
Provided By New Hope Media

Want to know how to talk to today's customers? New Hope Network has been studying how they view health and supplementation. Join this session to understand how they define wellness and the motivations you can tap to serve them. It's a view you need to understand along with how you measure up today, where the industry is headed and how you can remain an integral part of the story.



## KEYNOTE SPEAKER

### A Deep Dive Into the Endocannabinoid System

#### Dr. Jeffrey Bland

Provided By Garden of Life

In this seminar, Dr. Jeffrey Bland will take us beyond the surface of the Endocannabinoid System (ECS) so that we can learn of the deeper intricacies of this system and how it influence's human performance and functionality. As a founder and pioneer of the field of Functional Medicine, Dr. Bland is acutely aware of the science and research on the ECS--from its first discovery to its most recent revelations. So join us for this immersive experience into the world of the ECS to discover how you can leverage this system for optimal health.



#### About Dr. Jeffrey Bland

- Known as the "Father of Functional Medicine."
- Involved with CBD research since 1972
- University biochemistry professor
- Research Director at the Linus Pauling Institute of Science and Medicine
- Co-founder of the Institute for Functional Medicine in 1991
- Founder/President of the Personalized Lifestyle Medicine Institute
- Has authored more than 100 scientific publications and 11 books for the health professionals

### Discover the Power of Fermentation!

#### Kate Rhéaume, ND

Sponsored By Natural Factors

There is a buzz around fermentation – for good reason! Whether keto, paleo, vegan – or somewhere in between – now more than ever your customers are seeking convenient ways to boost their nutrition. Join Kate Rhéaume, ND, to learn why fermentation is so hot, how fermentation unlocks a plant's full nutritional power, and easy ideas to include fermented products into daily life for a more active, healthy, and sustainable lifestyle!



### Your Supplement Beyond the Certificate of Analysis - Where Trust Is Earned

#### Nick Labinsky

Sponsored By Quantum Nutrition Labs

The biggest deterrent to clients purchasing the practitioners' recommendations is a lack of confidence in the dietary supplement being able to support their health needs. Consumer trust of the supplement industry is falling like a rock.



With a greater demand in the supplement industry, rising prices and limited availability of ingredients and raw materials, substandard quality is becoming more common and harder to detect by the provisions of a typical Certificate of Analysis (CoA). Regulations for dietary supplement GMPs in the US do not require absolute verification and validation. Now more than ever, the dietary supplement industry needs to strengthen their quality control systems and test beyond the CoA parameters and identify raw materials moving through the supply chain that are at risk for contamination, adulteration or poor quality.

Microbiologist, Nick Labinsky, will examine the most sophisticated and scientifically accepted methods in the industry today. This lecture will go beyond the confines of GMP in the industry and standardized new quality assurance metrics for the practitioner to not only ensure safety and efficacy to their patients but proof of purity, integrity and potency in their dietary supplement line of choice. You will be empowered with an in depth comprehension of the product beyond the label revealing some of most innovative analytical techniques that are being used in the industry so the highest standard of quality can be obtained in your practice.

### Understanding Progesterone & Other Bio-Identical Hormones How they affect your Health and Wellbeing

#### Rudy Dragone, R. Ph

Sponsored By Signature Formulas, Inc.

Bio-identical hormones are more appealing to the masses when dealing with menopause and andropause because they are derived naturally, and our bodies can metabolize them properly. Come and find out more about Progesterone and Other Bio-identical Hormones, how the body accepts them and how they get your results naturally.



### Diversity – The Next Generation of Probiotics

#### Brenda Watson

Sponsored By Vital Planet

Many common health issues including weight gain, leaky gut, IBS, skin issues and even mood disorders have been linked to the health of our gut bacteria. For years now, taking a high potency probiotic has been a focus of many health advocates. Equipped with the latest microbial research, we now know that high potency is only part of what makes a great probiotic, and that the diversity of the strains are just as critical to our health. The science is showing that as we evolve as humans we are losing not only the overall amount of bacteria in the gut but also the diversity of the different strains present. This is big news and has a huge impact on our health. Join Brenda Watson as she discusses this newest research and brings you the latest, most innovative probiotic formulations to the natural products industry.



### Oxylate and Dietary Recommendations for Kidney Stone Management: A Human Clinical Trial with New Innovative Enzyme

#### Helena Cowley, MS, MBA

Sponsored By Entring, LLC

First-to-market enzyme Nephure is allowing more freedom in food choices for those recommended a low-oxalate diet for kidney health. This talk will discuss how the Nephure enzyme works and present the exciting data from a recent clinical trial. In a randomized, double-blind, placebo-controlled study in healthy volunteers Nephure demonstrated a statistically significant reduction in urinary oxalate as compared to placebo. We will also share upcoming studies and research plans.



## Saturday, December 7<sup>th</sup>

### Sound Out Sambucus - A Berry Paradox

#### Dean Morris

Sponsored By Nature's Way

Cultivated for over 4,000 years yet only placed in the right family 10 years ago, Sambucus Elderberry is one of the most popular and still puzzling of dietary supplements. Which variety is most beneficial? Which part of the plant is best? Where is it best grown? How is it best prepared? Should I worry about the witch switch hitch? Enjoy a berry good breakfast with Nature's Way and learn how to harvest the best of benefits this magical plant offers.



### New Innovations in Digestive Health

#### Michael T. Murray, ND

Sponsored By Enzymedica

Dr. Murray, the world's leading authority in natural medicine, is dedicated to providing you with the latest science based on truth and not hype. Hear the latest information that every retailer should know.



## Sunday, December 8<sup>th</sup>

### Omega-3s & CBD - A Closer Look at their Unique and Complementary Properties

#### TBD

Sponsored by Nordic Naturals

Consumers are seeking natural solutions for their health now more than ever, but many still find the supplement aisles a confusing landscape. With a huge variety of options, how can we best assist them in their choices for a balanced approach that supports total body health? Join us for an informative presentation and lively question and answer session from a panel of the Nordic Naturals Education Team. We'll explore how Omega-3 EPA & DHA works synergistically with Curcumin, CoQ10, Vitamin D3 and other essential nutrients while assessing the critical role these nutrients play in promoting our healthiest state.

# Thank YOU Sponsors of SOHO EXPO!

## INVESTMENT, PLATINUM HOTEL & PRESIDENT'S PARTY



## PLATINUM HOTEL



## GOLD HOTEL



## SILVER HOTEL

## MEAL PROGRAM SPONSORS



## BRONZE



## PATRONS

## OPEN FORUM

## BADGE



## BAKERY



## FOOD



## MIRROR



## MEDIA



SOHO



SO Right.  
Since 1971

# SOHO Expo Current Exhibitors

Listing as of 6/4/19

|                               |                            |                               |                            |                             |
|-------------------------------|----------------------------|-------------------------------|----------------------------|-----------------------------|
| Ablis Hemp CBD Supplements    | EuroPharma                 | LifeSeasons                   | Old Croc Cheddar           | Solgar Vitamin and Herb     |
| Albert's Fresh Produce        | Fat To Energy Lemonaid     | Lily of the Desert            | Oregon's Wild Harvest      | Source Naturals / Planetary |
| Amazing Herbs                 | Focus Marketing            | Lone Star Botanicals          | Organic Treo               | Southeastern Oils           |
| Ancient Nutrition             | Functional Remedies        | Luke's Organic                | Pacific Resources Int Inc  | Sovereign Silver            |
| Apricot Power                 | Garden of Life             | Lumineux                      | Palko Services             | Split Nutrition             |
| Aromatic and Allied Chemicals | Genexa LLC                 | Main Street Marketing         | Performance Science        | Stevita Naturals            |
| Arthur Andrew Medical         | Genius Central             | Maximum Marketing             | Pharm-Aloe                 | Sunflower Family VeganMeals |
| Aunt Fannie's                 | George's Aloe              | Medi Air Purifier             | Plant Therapy              | Terrasoul Superfoods        |
| Badia Spices                  | Grab The Gold              | Medical Mary                  | PlusCBD Oil™               | The Gluten Free Guys        |
| Bees & Trees Manuka Honey     | Greenair, Inc.             | Michael's Naturopathics       | Presence Marketing         | Thousand Hills              |
| Bio-Kult                      | Healthy Chocolate          | Mill Creek Botanicals         | Probulin                   | Timeline Global Promotions  |
| Bionox Nutrients              | HempFusion                 | Montana Emu Ranch             | Provida Health             | Trace Minerals              |
| Bluebonnet Nutrition          | Herbalist & Alchemist      | Mushroom Wisdom, Inc.         | Quantum Nutrition Labs     | Transfer Point, Inc.        |
| Boiron                        | Hero Nutritionals          | My Chelle / Crystal Deodorant | QuickLabel                 | Treat Yourself Shoppe       |
| Briannas Salad Dressing       | Himalaya Herbal Healthcare | My Magic Mud                  | Redd Remedies              | TRUE CBD                    |
| Bulldog Skincare For Men      | Host Defense Mushrooms     | Natural By Nature             | Relax Saunas               | True Lyes Handcrafted Soap  |
| Buried Treasure               | Hybrid Remedies            | Natural Factors               | Reliance Vitamin Company   | TWCORP                      |
| Charlotte's Web               | Innovative CBD             | Natural Path/Silver Wings     | Renew Life                 | Ultima Replenisher          |
| ChildLife Essentials          | IP-6 International, Inc.   | NaturaNectar                  | Retail Insights            | Vegetable Kingdom           |
| Clean Remedies                | Irwin Naturals             | Natures Plus                  | RidgeCrest Herbals         | Vital Planet                |
| Colorado Hemp Honey           | Jamaica Promotions         | Nature's Way                  | Root Down Naturals         | Vitamin Retailer            |
| Country Life                  | Corporation                | Nature's Yoke Eggs            | Rootology                  | Vitanica                    |
| Daily Manufacturing Products  | Jarrow Formulas, Inc.      | Naturulz-No Junk Products     | SEBO                       | White Egret Personal Care   |
| Daybreak Natural Sales        | Just Thrive Probiotic      | Nephure                       | Seidman Food Brokerage     | WholeFoods Magazine         |
| ECRS                          | Jyoti Natural Foods        | New Hope Network              | Seitenbacher Natural Foods | Wyndmere Naturals, Inc.     |
| Ella's Flats™                 | KeHE Distributors          | Nordic Naturals               | Sigform                    | Zero Gravity                |
| Emerald Health Bioceuticals   | Keto Zone                  | Norm's Farms                  | Silver Biotics             |                             |
| Essential Formulas            | Koops Mustard              | North American Herb & Spice   | Simply Silver Mouthwash    |                             |
|                               | Kyolic                     | NOW Foods                     | Skin Drink Liver Medic     |                             |

Visit [SOHOexpo.net](http://SOHOexpo.net) for the most current exhibitor list

## ONLINE Registration is NOW OPEN

Visit **SOHOexpo.net** to register for  
Education, Meals and Exhibits

### SHOW-AT-A-GLANCE

 **Golf Tournament**  
Thursday, December 5th

**Education Sessions**  
Thurs., beginning at 5pm, Dec. 5th  
Friday all day, Dec. 6th

**Exhibits Open**  
Sat., Dec. 7th - 10:30am-5pm  
Sun., Dec. 8th - 9:30am-3pm

**President's Party**  
Saturday 7:30pm-11pm

# SOHO

Showing Others Healthy Options

# EXPO

2019  
 SOHOexpo.net

## Dec 5-8, 2019

### Housing Now Open!

RESERVE then STAY & PLAY!

 **GAYLORD PALMS®**  
RESORT & CONVENTION CENTER  
Kissimmee, Florida  
a Marriott property

Book your reservation at  
**SOHOexpo.net**  
and get the best rate  
for your trip to  
Orlando in December.

[www.SENPA.org](http://www.SENPA.org)

SENPA SPEAKS!

7

## CURRENT EVENTS

**SENPA Road Shows:**  
**Norfolk, VA June 2**  
**Fayetteville, AR July 14**  
**Austin, TX August 4**

### MAHO EXPO

**July 19-21**

Columbus, OH

[www.maho4health.org](http://www.maho4health.org)

### EXPO EAST

**September 11-14**

Baltimore, MD

[www.expoeast.org](http://www.expoeast.org)

### Positively Natural

**October 17-18**

Portland, Oregon

[www.positivelynatural.org](http://www.positivelynatural.org)

### SOHO Expo

**December 5-8**

Orlando, FL

[www.sohoexpo.net](http://www.sohoexpo.net)



**SENPA®**  
5946 Main Street  
New Port Richey, FL 34652  
[www.SENPA.org](http://www.SENPA.org)

First Class Mail  
Presorted  
US POSTAGE PAID  
TAMPA, FL  
PERMIT NO. 6600

**Alan Kristowski Memorial  
Golf Tournament**  
Thurs, Dec. 5<sup>th</sup>  
9:30am  
Disney's Magnolia  
Disney's Magnolia Golf Course

A photograph of Alan Kristowski, a man in a white cap and a light-colored polo shirt, smiling on a golf course.

## This Issue's Guest Contributor

### Maximum Marketing Expands to The Southwest

Established in 1991, Maximum Marketing continues regional sales support to the independent retailers in the East Coast, Caribbean, and Central Region. Maximum's Central region now includes Sales Representative coverage in Texas, Oklahoma, Arkansas, Mississippi, and Louisiana. The sales team, East of the Rocky Mountains, visiting independent retailers are part of a team of ninety employees with a passion for excellence and a shared vision with natural retailers and their core beliefs. Maximum Marketing is a family owned business and their outsourced sales force represents brands found throughout grocery stores including health and beauty care, supplements, dry grocery, frozen, perishables, and household goods. Maximum Marketing also offers Nationwide coverage through their national division options. Come visit the local sales team at the SOHO Expo. Maximum returns to the 100 and 200 aisles this year. Booths 131, 133, 135, 137, 230, 231, 232, 233, 234, 235, 236, 237. For more information please email [sales@maximummarketing.com](mailto:sales@maximummarketing.com).



**SENPA SPEAKS!**

[www.SENPA.org](http://www.SENPA.org)