

# SENPA SPEAKS!

NOURISHING THE HUMAN CONNECTION



EXPO

Showing Others  
Healthy Options

DECEMBER 2-5, 2021



## President's Message

GREETINGS  
EVERYONE!

It looks like the summer has rolled in and YOUR association is rolling out the SENPA Roadshows.

We started with the Atlanta Roadshow held at Nuts 'n Berries. We had a great turn out with 3 impressive keynote speakers. Our highly requested Retail Roundtable was led by Mari Geier and John Hoffman - Bluebonnet Nutrition; the information they gave and the feedback from the participants made for a successful event. The second Roadshow was just held in Asheville, NC with an outstanding attendance and a

most engaged crowd. The vendor floor was filled and many door prizes were given. Try to join us for the final Roadshow of the season in San Antonio, TX on August 8th. This grassroots effort has benefited so many that were able to attend over the 6 years we have been producing it. Hope to see you in Texas!

Serving on the SENPA Board of Directors and engaging like-minded people who work together to establish your organization's future has personal rewards. Each year we have positions available on our retail and supply directors positions. This year we have 3 retail director positions and 4 supply positions available. Please contact the SENPA

office or Debra Short – dshort@SENPA.org for more information.

As this year zooms past, SOHO EXPO and our first SENPA SUMMIT will be here before you know it. I truly want to encourage you and your staff members to not miss this event on Friday December 3rd. This business school would cost your companies hundreds of dollars, but your Board of Directors have come together to bring you cutting edge information as their commitment to further your knowledge and give you workable ideas for your stores!

What's new at SENPA is our job board we will be launching at the beginning of August! Be on the lookout!

I hope you all are well and continuing to be the difference. See you soon!

~ Renee Southard

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## Follow Us on Social Media



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# ROADSHOW

## Showing Others Healthy Options

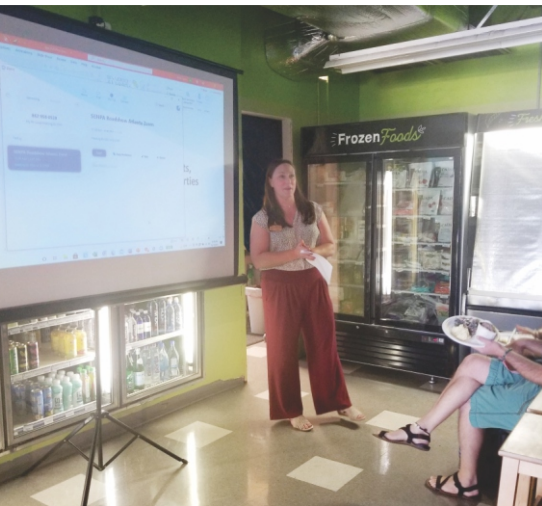
"WE HAD  
A GREAT  
TIME!"  
-ATTENDEE

### FIRST STOP

**ATLANTA, GA**  
**JUNE 2021**

Hosted by Mari Geier of Nuts N' Berries Healthy Market

We're almost done with our SOHO Roadshows for 2021! It has been so nice to be back on the road seeing our members in their own territory. We certainly missed connecting in 2020, so getting back on the road has been a much needed sense of normalcy for the association. So far we have visited Atlanta, GA and Asheville, NC. We will be heading to San Antonio, TX on August 8th.



## THANK YOU

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# SOHO ROADSHOW 2021 Overview

The events we've had so far have been so well received. Our retailers have gained valuable product knowledge from trusted vendors that support our industry. Not only that, but we've had a retail roundtable at each show and have been focusing on how to keep new COVID customers coming back to your store. We will have a retail roundtable in San Antonio as well.

Thank you to everyone who has come out to the Roadshows so far and we can't wait for the next one!



"WHAT A BLESSING TO BE ABLE TO MEET IN PERSON AGAIN." -ATTENDEE



**FREE EVENT**  
for retailers & staff  
REGISTER AT  
[SENPA.ORG](https://senpa.org)

## NEXT STOP

**SAN ANTONIO, TX**  
**AUGUST 8, 2021**  
**12PM – 5PM**



Renee Southard



Christi Bandy-Willard



Kelly Clonts



Dr. Cass Ingram

## SOHO ROAD SHOW SPONSORS



## Succession Planning: Where do I start?

Gary Pittsford, CFP®

Partner / Director of Business Valuations

Castle Valuation – a Division of Creative Planning

**Business Tip  
CORNER**

Developing a succession or exit plan for your company so you can transition to a new chapter in your life is a complicated process, and brings up new questions for all business owners.

I speak at an average of 20 or more conventions each year, and talk with hundreds of business owners. The most common question that they ask me about the succession/exit planning process is “where do I start?”.

It is important to understand that in order to design a blueprint that allows business owners to successfully retire from their business, protect their future income and their net worth, and protect their employees, customers and their community, they need to assemble a special team of advisors to help them.

There are at least three advisors that are specifically important:

First is a corporate attorney who specializes in buying and selling businesses. This attorney should know asset purchase agreements and letters of intent, inside and out. He or she needs to understand corporate law in the state where you live and operate your business and also know how to protect the seller when designing or reviewing all the legal documents necessary to sell a business.

Second is an accountant who thoroughly understands your corporate tax bracket, your personal tax bracket, and can provide advice on how to minimize taxes when it is time to sell your business either to someone inside the family, or outside the family. Minimizing income taxes is a very important part of the exit planning process.

Third is a business financial advisor who understands all the aspects of selling the company. They should work with your accountant and your attorney to come up with the best plan to get the highest price for selling your company while paying the least amount of taxes. They should understand your industry and know how to calculate a fair valuation for your business. Your financial advisor should also be able to help you estimate future retirement income and build a plan to protect your net worth by designing conservative investment allocation options. They should also have the ability to work with your accountant to minimize taxes in the future, work with your attorney to update wills, trusts, beneficiary designations, and make sure all of the plans for the future fit the goals that you have established for you and your family. Once your exit planning team is assembled, you should meet with all of them for a minimum of two hours every year, for three to four years before you sell the company. During these last few years your advisors should give you ideas on how to improve the value of the company, develop a strategy for saving income taxes

over the last few years before you sell the company, make sure that all your tax records and legal documents are up to date, and most importantly, help you prepare for the day when you transition the company to the next owner.

Developing a future plan for the company goes hand in hand with developing a future plan for the business owner. When business owners sell their business, they go from having a company that provides them with cash flow every year to having a lot of different assets in their net worth that will provide for them and their family in the future. This is a big change for every business owner and it needs to be thoroughly reviewed as part of the exit planning process. An experienced fee-only, fiduciary financial advisor is the best person to help set you up for success in retirement and beyond. This exit planning process can be a daunting, but not impossible task. Castle Wealth Advisors works with clients nationwide every day to help come up with the right blueprint that will help business owners be successful as they combine new and creative ideas to protect you, your business, and your family.



For over 45 years, Gary Pittsford has worked with hundreds of family business owners in all 50 states, helping them with retirement income, estate planning and business valuations to protect their businesses and their net worth. Over the years Gary has worked with dozens of co-op organizations and he continues to help them by providing convention speeches, monthly newsletters, webinars, educational videos, and a book titled *Your Family Business, Your Family Net Worth* available on Amazon.com. Gary recently merged his firm, Castle Wealth Advisors, with Creative Planning, based in Kansas City, to be able to provide his clients with more comprehensive services under one roof.

**"Want to learn more from Gary?  
Come to the SENPA Summit!"**



EXPO

Showing Others  
Healthy Options

December 2-5, 2021



## HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL

Friday, December 3, 2021 at SOHO EXPO



**Keynote Speaker:**  
**HAROLD LLOYD**

Being a retailer is a huge challenge. You don't have to walk this journey alone. We're bringing you the tools you need to help your business survive and thrive in modern retail.

We have education tracks designed to cater to your business needs. Bring your staff and take advantage of all of the education sessions we have to offer.



### OWNERS

#### Succession Planning - How to Retire Healthy

Gary Pittsford, Director of Evaluations, Castle Valuation  
Catherine Hoffman, Private Wealth Manager, Creative Planning  
Renee Southard, Owner, Organic Marketplace

#### Building a Team to Carry on Your Legacy

Jeff Shackelford, VP Of Purchasing, The Healthy Edge Group  
Tom Sokoloff, President, IP-6 International  
Lindy Bannister, CEO, Food Matters Market  
Laura DeWitt, Co-Owner, Get Healthy Vitamins & Natural Foods



### MANAGEMENT

#### How to Increase Sales Without Saying a Word

Chase Ballard, Director of Wellness, Detwiler's Farm Market  
Mari Geier, Owner, Nuts N' Berries  
Scott Cloud, Owner, Scott Cloud & Associates

#### Creating Profitable and Impactful Supplier Partnerships

Karen Greenway, Co-Owner, Get Healthy Vitamins & Natural Foods  
Andrew Fleming, VP of Natural Sales, Impact Group  
Ryan Kruse, VP of Sales, Garden of Life  
Lee Coe, President, Health Navigation, Inc.



### MARKETING

#### Supercharge Your Sales with Online Content in Just 30 Minutes a Day

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

#### 5 Mistakes Retailers Make on Their Websites and How to Fix Them

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

**Register at [SENPA.org](https://senpa.org)**

NOURISHING THE HUMAN CONNECTION





## Fitness in a Post Pandemic World

By Trisha Sugarek MacDonald, BS, MS  
Sr. Director of Research & Development/National Educator  
Bluebonnet Nutrition Corporation

The pandemic has changed and shaped the lives of the world's citizens in more ways than one.

As we have emerged from restrictions, the opportunities to participate in group activities, fitness groups, sports, and going to the gym have been met with open arms. Presently, there is a major boom in the sports nutrition supplement category because individuals will be excited to get back in their routine or start a new routine, and they will be looking for supplements to support their healthier lifestyles.

Consumers are seeking 'cleaner' products. At Bluebonnet, product safety and purity are a top priority for all categories, including sports nutrition. We want the consumer to rest at ease knowing that none of our products are contaminated with a substance that could cause negative health effects. Our sports nutrition line, Extreme Edge®, is free of excess protein and stimulants, artificial flavors, sweeteners, or colors. We focus on clean, unadulterated, and effective sports nutrition supplements for anyone from bodybuilders to weekend warriors that addresses their individual

nutritional needs for before, during, and after training. The daily core regimen consists of Pre and Post Workout formulas – available in multiple sizes and flavors, along with auxiliary products (Whey Protein Isolate, Nitro, BCAA + Glutamine) that are all free of unnatural excipients, binders, hormones, antibiotics, artificially-derived sweeteners, flavors or colors. Therefore, they are safe for professional and amateur athletes and health enthusiasts alike to take while providing all of the necessary nutrients they need for optimal muscle recharging, refueling, and recovery.

The purity of Extreme Edge® allows it to stand out in an overcrowded sports nutrition category, but the scientific basis upon which they were formulated makes them shine. For example, the branch chain amino acids (BCAAs) in the Post Workout are in a 4:1:1 ratio to support a healthy ratio of leucine, isoleucine, and valine to tryptophan (i.e., the BCAA to tryptophan ratio – the higher the BCAA content, the less chance for fatigue to set in). It also contains bromelain from pineapple to inhibit COX-2, an enzyme involved in pain, swelling, redness and inflammation. These ingredients can help reduce muscle fatigue, swelling, and soreness, demonstrating how combining clean formulas with high-quality ingredients in scientifically substantiated amounts helps Extreme Edge®, Bluebonnet's sports nutrition line, stand out amongst the crowd.



# EXPO

Showing Others  
Healthy Options

DECEMBER 2-5, 2021

## Housing Now Open! Reserve then STAY & PLAY

Visit [SOHOExpo.net](https://SOHOExpo.net) to register  
for Education, Meals and Exhibits



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We're on a mission to give you the **BEST SHOW** possible  
& keep you **SENPA Safe**

SENPA **SPEAKS!**

# ONLINE Registration NOW OPEN



Friday, December 3, 2021 at SOHO EXPO

**HELPING YOUR BUSINESS  
SURVIVE AND THRIVE  
IN MODERN RETAIL**

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

# SENPA MEMBERS

## RETAILERS

|  |  |   |   |   |
|--|--|---|---|---|
| 14 Carrot Whole Foods, Inc.<br>A Gift of Health<br>Abby's Health & Nutrition<br>Abner's Nutrition Center<br>Act Natural Health Foods<br>Agape Holistic Center<br>All Total Health Foods<br>Alternative Health Food Store<br>Anthony's Health Hut Inc.<br>Basic Foods<br>Bay Naturals<br>Beehive Natural Foods<br>Betsy's Health Foods, Inc.<br>Better Health & Nutrition<br>Black Mountain Natural Foods<br>Break N Bread<br>Center Health & Harmony<br>Chuck's Natural Food Market<br>Coastal Community Market<br>Columbia Health Foods<br>Corn Crib Health Food Store<br>Country Corner Health Foods<br>Country Health Store<br>Debbie's Health Foods<br>Debbie's Health Foods, Inc.<br>Deland Bakery Natural Market & Deli<br>Descubra Health Foods<br>Daita Health<br>Discount Health Foods No. 1<br>Discount Vitamins<br>Dodson's Nutritional Food Center<br>Dr. Fitt Intelligent Designs Store<br>Dr. Herb's Natural Food Store, LLC<br>Earth Harvest Health Foods<br>Easy Point<br>Elevation Apothecary<br>Energy Vitality Life | Everman Natural Foods Coop<br>Family Nutrition<br>Family Nutrition Center<br>Farmacia Sagrado Corazon Express<br>Fegers Health Foods<br>Fiesta Nutrition Center, Inc.<br>Food For Thought<br>Food Matters Market Inc.<br>Food Matters Market-Morganton<br>Fountain City Health Foods Inc<br>Fountain of Health Inc.<br>Full Spectrum Health<br>Garden of Eat'n<br>Garden Ville Natural Food<br>Garner's Natural Foods<br>Garner's Natural Life - Woodruff<br>Garner's Natural Life of Columbia<br>Garner's Natural Life<br>Get Healthy Brooksville<br>Get Healthy Spring Hill<br>God's Green Acre<br>Good Foods Grocery<br>Good Measure Market<br>Good Stuff<br>Goodness Grocery<br>Grassroots Natural Market<br>Green Garden Organics<br>Harmony Farms<br>Harvest Moon Natural Foods<br>Health 2 U<br>Health Basket of Mount Dora<br>Health Essentials Inc.<br>Health Essentials Wellness Center<br>Health Food Center of Winter Haven<br>Health Products<br>Healthabit Natural Foods<br>Healthway of Vero Inc. | Healthy By Nature, Inc.<br>Healthy Habits of WH LLC<br>Healthy Lisa's<br>Healthy Self Natural Market<br>Herb Mart Mesquite<br>Herb Mart Plano<br>Herbs & More<br>Highlands Organic Market<br>Hill's Health Hut, Inc.<br>Honey Bee Natural Foods<br>House of Health<br>Hsu And Company<br>I Am Wonderful<br>Island Health Hut Inc.<br>Jamaica Herbal<br>Jeff's Health & Nutrition<br>Lake Nutrition Center<br>Live Naturally<br>Living Well Down East<br>Love Whole Foods Café and Market LLC<br>Lovey's Natural Foods<br>Manna Grocery & Deli*<br>Martha's Health Food & Herbs<br>Momentum 98<br>Morganton Natural Foods<br>Mother Earth Foods<br>Mother Earth Foods & Spirits, Inc.<br>Mother Earth Natural Foods<br>Mother Nature's Eden, Inc.<br>Mr. Natural<br>Nassau Health Foods<br>Natucentro<br>Natural and Organic Foods<br>Natural Food Product Shoppe<br>Natural Foods Market<br>Natural Rewards LLC<br>Natural State Nutrition Center | Natural Therapies<br>Natural View Market<br>Natural Wellness Center<br>Nature's Essentials<br>Nature's Food Patch, Inc.<br>Nature's Garden Natural Health Foods, Inc.<br>Nature's Market Fitness<br>Nature's Pick Market<br>Nature's Presence<br>Nature's Remedy<br>Nature's Storehouse Health Foods<br>Nature's Way Nutrition Center<br>New Way Health Store<br>NewLight Health<br>Next Generation Health Foods<br>Northern Nutrition, Inc.<br>Nutrition Cottage of Boynton Beach<br>Nutrition Direct<br>Nutrition S'Mart<br>Nutrition Smart<br>Nutrition World<br>Nutrition World, Inc.<br>Nuts 'N Berries Healthy Market<br>Old Paths Natural Market<br>ONEderful LIFE Health & Vitamins<br>Organic Marketplace<br>Our Daily Bread<br>Palma Ceia Village Health Market & Café<br>Peggy's Natural Foods<br>Pensacola Natural Foods*<br>Perfect Solutions Nutrition and Weight Loss<br>Piggly Wiggly<br>Pill Box Wellness Store<br>Poteau Family Health Foods<br>Reeser's Nutrition Center<br>Reid's Nutrition Center, Inc.<br>Rhonda's Nature's Way | Rollin' Oats Market #2<br>Rollin' Oats Market and Café<br>Ron's Health Foods<br>Ruth's Nutrition<br>Sav-A-Lot Nutrition Centers<br>Simply Natural of Sunrise, Inc.<br>Simply Nutrition<br>Special Nutrition<br>St. Cloud Health Foods<br>Stewart Analysis<br>Sunflower Health Food Store<br>Sunshine Discount Vitamin<br>Sunshine Health Foods<br>SunSplash International, Inc.<br>Super Value Nutrition Center<br>The Grainery<br>The Granary Whole Foods<br>The Green Apple Health Foods<br>The Green Grocer<br>The Health Hut<br>The Healthy Edge Retail Group<br>The Healthy Food Herb and Vitamin Store<br>The Herb Shop<br>The Wellness Ctr of Ellenton<br>Todays Health & Nutrition Health Food Centers<br>Tri-Health Food Store<br>True Health and Fitness<br>Village Nutrition, Inc.<br>Vitality Health Foods<br>Vitamin Outlet, Inc.<br>Vitamin Plus Health Foods<br>Vitamins Plus<br>Ward's Supermarket<br>Whole Health Store<br>Wholefoods<br>Wildflowers Health Foods<br>World Spirit Health<br>Zoolie's Natural Food Market |
|--|--|---|---|---|

## SUPPLIERS

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| 3volution Organics<br>Abena North America Inc.<br>Acai Exotic, LLC<br>Amazing Organics LLC<br>American Biotech Labs<br>Ample Medical<br>Ancient Nutrition<br>Apricot Power<br>Arteao<br>Arthur Andrew Medical<br>AstroNova<br>Badia Spices<br>Beez Honey Tower<br>Bettys Naturals<br>Bio Minerals<br>Bio Nutrition, Inc.<br>Biomic Sciences<br>Biozeal, LLC<br>Bluebonnet Nutrition<br>Body Dynamics, Inc.<br>Boiron<br>Brainjuice<br>Carlson Laboratories, Inc.<br>Carylene Means Business<br>Century Printing & Packaging<br>Christie & Co.<br>Columbia Nutritional, LLC<br>Country Life LLC<br>Creative LLC<br>Crisp, Inc.<br>CV Sciences<br>Daily Manufacturing, Inc.<br>Daybreak Natural Sales<br>Dejavi Innovation | Del Sol Foods Company, Inc.<br>Dieffenbachs<br>DL Distribution LLC<br>Doctor's Blend<br>Earth's Creation USA<br>eBars LLC<br>ECRS<br>Enzymedica, Inc.<br>Essential Formulas Incorporated<br>Essiac From Canada Intl.<br>Fernando Garcia<br>Fidelis Ad Salutis, Meridianam, Inc.<br>Floris Naturals<br>Garden of Life, LLC<br>Genexa Inc.<br>Genius Central<br>Globan Organics, LLC<br>Good Mood Health LLC<br>Green Earth Medicinals<br>Greenair, Inc.<br>Hawaiian Moon Inc.<br>Heal, LLC<br>Health and Beauty Connections LLC<br>Healthy Chocolate Florida, LLC<br>Hello Health<br>HempFusion Inc.<br>Herbalist & Alchemist<br>Hoppy & Company, Inc.<br>Host Defense Mushrooms by Fungi<br>Perfecti, LLC<br>Hustle & Flow Luck LLC<br>Hybrid Remedies<br>Impact Group<br>IP-6 International, Inc. | Irwin Naturals<br>Jarrow Formulas, Inc.<br>Kalifornia Keto<br>KeHE Distributors<br>KMG Marketing / ABCO Graphics & Printing, Inc.<br>Lekithos<br>Life Extension<br>Life Line Foods LLC<br>Life Shield Nutritionals<br>LifeSeasons<br>Lively Vitamin Co.<br>Maximum Living LLC<br>Maximum Marketing, Inc.<br>Medi Air Purifier<br>MediNatura<br>Michael's Naturopathic Programs<br>MiloRod Import & Export<br>Mission Freedom LLC<br>Montana Emu Ranch Company<br>Motembo Fine Foods LLC<br>Mountain Alternatives<br>Mushroom Wisdom, Inc.<br>MyBreweryEvents, LLC<br>Naked Earth, Inc.<br>Natural Dairy Products Corp.<br>Natural Dynamics<br>Natural Factors<br>Natural Immunogenics<br>Natural Organics, Inc.<br>Natural Path/Silver Wings<br>Natural Stacks<br>Naturally Innovative Brands, Inc.<br>Nature's Way Brands<br>Nature's Yoke | Newton Laboratories<br>Nina's Olivar LLC<br>Nordic Naturals<br>Norm's Farms<br>NOW Foods<br>Nox Nutrients LLC<br>Nutrawise Health and Beauty<br>NutriGold<br>Olds Products Company<br>Omaha Industries<br>Once Again Nut Butter, Inc.<br>Ora Organic<br>Organic Health Labs<br>P K Kinder Co Inc.<br>Pacific Resources International Inc.<br>Pain Drink, Inc.<br>Paiko Services<br>Peaceful Mountain / Liddell Laboratories<br>Pharm-Aloe, Inc.<br>Probulin<br>Profunda Inc.<br>Provida Health<br>Pure Essence Labs<br>PurWell<br>Quantum Nutrition Labs<br>Rafael Torres<br>Rainbow Natural Group<br>Redd Remedies<br>RedTree Nutraceuticals, Inc.<br>Relax Saunas of Momentum98 Inc.<br>Reliance Private Label Supplements<br>Renew Life<br>Retail Insights LLC<br>RidgeCrest Herbs | Root Down Naturals, Inc.<br>Roots and Leaves, LLC<br>Rootz of Nature<br>Rummo USA, Inc.<br>Sapha Water Vending, LLC<br>Saraya USA<br>Scott Cloud and Associates<br>Seidman Food Brokerage<br>Seitenbacher America LLC<br>Silvolution<br>Snap Enterprises LLC<br>Solgar Vitamin and Herb<br>Source Naturals Planetary Herbal<br>Spectrum Packaging Corp.<br>Stevita Co., Inc.<br>Sunwarrior<br>Tender and True Pet Nutrition<br>Terry Naturally<br>The Gluten Free Guys<br>The Magnolia Company<br>Threshold Enterprises LTD<br>Trace Minerals Research<br>Trans India<br>Treat Yourself Shoppe<br>Tropicel Products Inc.<br>Vibrant Metabolism<br>Vital Planet<br>Vitanica<br>Wakunaga of America<br>Warren Laboratories, LLC<br>Water Vending Machines<br>World Finer Foods |
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Health & Body Solutions Corporation

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Online Registration Now Open: [SOHOexpo.net](http://SOHOexpo.net)

## 2021 CALENDAR OF EVENTS

### MAHO

July 23-25, 2021  
Columbus, OH



### EXPO EAST

Sept. 23-25, 2021  
Philadelphia, PA



### Positively Natural

Oct 21-22, 2021  
Las Vegas, NV



### Palko Show

Nov 6-7, 2021  
Michigan City, IN



### SOHO Expo

Dec 2-5, 2021  
Orlando, FL



**ROADSHOW**  
Showing Others Healthy Options

## LAST STOP

**SAN ANTONIO, TX**

**AUGUST 8, 2021 • 12PM-5PM**

**Marriott Plaza San Antonio**

555 South Alamo St., San Antonio, TX 78205

Retail Roundtable Hosted by Renee Southard, SENPA President  
Speakers: Christi Bandy-Willard, Kelly Clonts, Dr. Cass Ingram

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