

# SENPA SPEAKS!

## NOURISHING THE HUMAN CONNECTION



EXPO

Showing Others  
Healthy Options

DECEMBER 2-5, 2021



### President's Message

I'm pleased to inform you that we have completed our 6th Road Show season. We started in Atlanta, then to Asheville, and finished up in San

Antonio. It was so good to see all your friendly faces and catch up on what's been going on in your businesses. The Retail Roundtable offered us all great networking on how we're doing business in this Covid-19 environment. I feel we left with many ideas to take back to our stores.

There are so many things to tell you about. SENPA now has launched our new SENPA Job Board for our members.

You will find it on SENPA.org. We are bringing you another resource to assist in the search for people to be a part of your business or for you to find a new opportunity in the natural health business. Check it out!

As you all know its getting time to make those reservations and plans to attend SOHO EXPO! We have another NEW offering for you in education: the SENPA SUMMIT. This is a day designed specifically for YOU and it's all about business. We have been sending out lots of information through our social media, blogs by some

of the presenters and our marketing director and on the website. This is an opportunity to bring your staff to an education event that will motivate them in their jobs as well as help them see how to be a part of creating the best store and work environment ever! We cannot wait to see you grow from this unique experience.

Also, while you're at SOHO Expo, make sure to attend our annual business meeting on Friday, December 3rd, to help keep you informed on important updates in the industry and the association.

I can hardly believe the remarkable work our staff and Board of Directors have accomplished this year and we still have more in the works. I want to thank them for their tireless commitment to our association.

In Health,  
**Renee Southard**

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### Follow Us on Social Media



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# Are you ready for SOHO Expo 2021?



**EXPO** Showing Others  
Healthy Options

December 2-5, 2021

Visit **SENPA.org** to register  
for Education, Meals and Exhibits



**GAYLORD PALMS®**

RESORT & CONVENTION CENTER

*Hissimnee, Florida*

## SHOW-AT-A-GLANCE

**Golf Tournament**

Thursday, Dec. 2nd



HAWK'S LANDING  
GOLF CLUB

**Education Sessions**

Friday, Dec. 3rd All Day

**Exhibits Open**

Saturday, Dec. 4th, 10:30AM-5PM

Sunday, Dec. 5th, 9:30AM-3PM

**President's Party**

Saturday, Dec. 4th, 7:00PM-10:00PM



The Official Way  
to Book Your Hotel is at  
[www.SOHOexpo.net](http://www.SOHOexpo.net)

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



## BOOK YOUR RESERVATION NOW!

**877.382.7299** When booking your room by phone  
be sure to mention SOHO Expo to save!

**\$65** Hotel Rebate Program for retailers\*\*  
for each night Gaylord Stay during SOHO EXPO!

**STAY** at the Gaylord Palms Resort during SOHO EXPO 2021 (\$204 room rate,  
availability not guaranteed after 11/9/21)

**SUBMIT REBATE** form along with hotel receipt\* and

**RECEIVE** \$65 rebate per room/per night used by your qualified retail business!

\*\*Submit form by January 12, 2022. Once rebate form and proper documentation have been received and validated, checks will be made out to business,  
unless otherwise noted below, and mailed within 6-8 weeks.



REBATES made possible for qualified retailers by our SPONSORS:



SENPA SPEAKS!

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



**EXPO**  
Showing Others  
Healthy Options

December 2-5, 2021



Friday, December 3, 2021 at SOHO EXPO



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

Here Comes the Future! Are You Prepared  
for an Apocalypse or a Renaissance?

Lowest Prices? Easiest to Shop?  
Most Experiential? Pick One and Own It!

Over \$1,000 worth of business education for as many staff  
as you want included for free with your membership!

## SENPA SUMMIT SPEAKERS

### 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

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

### 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

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

### MARKETING

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

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

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

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



Register at  
[SENPA.org](http://SENPA.org)

### SENPA SUMMIT EXCLUSIVE SPONSORS



NOURISHING THE HUMAN CONNECTION



**NEW!**

**The Job Board for Natural Products  
Retailers and Manufacturers**  
Where You Can Find the Natural Fit

**ALL NATURAL PRODUCTS. ALL IN ONE PLACE.**

\*Must be a SENPA® member to post a job.

**BRONZE**

1 Job Posting Length: 30 Days

Post your job where natural products people are looking! Employers can post a job each month and have it run for 30 days.

Review candidates easily. Access our employer dashboard to track listings and connect with candidates. Responsive mobile listings.

**\$150.00**

**SILVER**

1 Job Posting Length: 60 Days

Post your job where the natural products people are looking!

Post a job each month and have it run for 60 days. Review candidates easily. Access our employer dashboard to track listings and connect with candidates.

**\$200.00**

**GOLD**

1 Job Posting Length: 60 Days

**Get Featured**

Have your job show up at the top of the list.

Post a job each month and have it run for 60 days. Review candidates easily. Track listings on the dashboard and connect with candidates.

**\$350.00**



**POST A JOB**



**SEARCH RESUMES**



**CONNECT WITH CANDIDATES**

727.846.0320

**JOBS.SENPA.ORG**

info@SENPA.org

Get 40% off your listings using promo code.

**40%  
off**

**40OFF**

Valid until 11/1/21.

SENPA **SPEAKS!**

www.SENPA.org





## Announcing the Nominess for Retail and Supply Directors for 2022-23 SENPA Board of Directors

Voting will be for a President Elect, Executive Secretary, 2 Retail Directors and 4 Supply Directors

### PRESIDENT ELECT

**POSITION OPEN**

### Executive Secretary

**Mari Geier**

Nuts 'n Berries Healthy Market  
Atlanta, GA

### Retail Board Positions

**Marie Montemurro**

Lovey's Natural Foods & Café  
Wilmington, NC

**Jackie Davis**

Columbia Health Foods  
Columbia, TN

**Complete bios of candidates on web site:**

**SENPA.org**

### Supplier Board Positions

**Christi Bandy-Willard**

Mountain Alternatives  
Blue Ridge, GA

**Scott Cloud**

Scott Cloud and Associates  
Sarasota, FL

**Andrew Fleming**

Impact Group/NS  
Westmont, IL

**Pablo Matos**

KeHE Distributors  
St. Augustine, FL

SENPA Members will receive a ballot in the mail. Please take the time to vote! Thank you!

## Understanding the Elderberry

By Vani Chopra

Elderberry is a dark purple berry of the European or black elder tree that has been traditionally used for immune support for centuries. \* The berries prefer mid-cool to slightly warm temperatures (~ between 39°F and 68 °F) and grow across Europe, North America, Asia, and Africa.

It is important to note that elderberries when raw can be toxic. Cooking or processing eliminate this toxin and they are commonly boiled down into syrups, cordials, or liqueurs. Elderberry extract from the elderberry fruit (*Sambucus nigra*) is also used in nutritional supplements.

The elderberry fruit contains naturally occurring anthocyanins for antioxidant support.\*



*Vani Chopra is a health expert, passionate about building a health community. She has her Masters and PhD in Nutrition, and is also a Registered Dietitian Nutritionist (RDN). For the past 10 years, her experiences have focused on helping people live healthier lifestyles through community outreach and education. In the process, she has worked with different populations in clinical and community settings. She currently works as an*

*Education Content manager as part of the Consumer Strategy, Insights and Analytics team at Nature's Way.*

Anthocyanins are a common natural pigment, that gives elderberries their intense, dark purple color. These anthocyanins are a type of a flavonoid and belong to a large family of phytonutrients that have antioxidant properties and may play a role in scavenging harmful molecules in the body.\*<sup>1</sup>

Furthermore, mechanistic studies suggest that the elderberry extract may be associated with immune modulation and support immune function in the body.\*<sup>2</sup> Thereby, while foraging ways to traditionally support immune health, it may be a good idea to consider elderberry extract supplementation that is available in different forms in the market including gummies, syrups, and lozenges.\*



### References:

1. Li D, Wang P, Luo Y, Zhao M, Chen F.. Crit Rev Food Sci Nutr. 2017 May 24.
2. Barak V, Halperin T, Kalickman I. Eur Cytokine Netw. 2001;12(2):290-296.

\* This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Proper Succession Planning Increases Value For the Owner

Gary Pittsford, CFP®

Partner / Director of Business Valuations

Castle Valuation – a Division of Creative Planning

Business Tip  
CORNER

Many business owners do not realize that spending time on different succession planning topics will usually improve the company and the sales price. The following are some of the ideas that increase the value of the company and put more money in your pocket.

We suggest that business owners start thinking about selling the company three to five years ahead of time. You need this amount of time to get your company ready for the highest price.

I know that your emphasis the last 30 to 40 years has been increasing sales and profits, working with employees, helping customers, and putting out all of the daily fires. For the next 36 months try to remember that you're going to work "on" the company for a couple of hours each month rather than "in" the company. For practical "how to" steps on this, check out the SENPA blog.

If you're going to sell your house, you spend time fixing it up. If you're going to sell your car, you're going to spend time washing the outside and cleaning the inside. Now that you're thinking about selling one of your largest assets you need to spend a little bit of time washing the outside and cleaning up the inside.

In the last 36 months try to increase your gross margins 1% per year. Also, try to decrease your expenses 2% per year. This will make the company look much better, and you will get a higher sales price.

Next, clean up all of your financial statements. Any potential buyer is going to ask for your last two or three years tax returns and financial statements. Make sure that if there are any entries on your financial statement that are not needed, have them removed. Every year we see financial statements from business owners and it will show a loan "from stockholder" or a loan "to

stockholder". When we talk to the owner we find out that those entries are old and those types of loans were paid off years ago, but just never removed from the financial statement. Clean up the balance sheet and the profit and loss statement. Don't leave anything on your financial statement that is not appropriate that will cause the buyer to ask more questions.

Early on, pick your team of advisors that will help you design a blueprint that best fits your corporate sale. On that team you should have a corporate attorney who has worked with many family businesses over the years. Add to your team of advisors an accountant that can help you with minimizing both your corporate tax and personal tax when selling the company. There are many ways to minimize the taxes when selling a company and all of those ideas need to be discussed. The third member of your team should be a financial advisor that can help you with: negotiating the sale of the business, analyzing your net worth, preparing retirement income projections, and helping to protect your net worth in the future.

When you sell your company you will no longer receive a salary and you will stop adding to your net worth. Now your team of advisors needs to help you protect your net worth for the future, estimate annual income and assist you with making financial

decisions to protect what you have accumulated. The attorney that you choose charges fees. The accountant that you choose charges fees. And, the financial advisor you choose should also charge fees and not receive commissions. You want to make sure that your team of advisors are independent fiduciaries that only work for you.

During the last three years, you should meet with your team at least two hours a year. Once you have found a qualified buyer, you will start meeting with your team more often. These three individuals will cost money, but the value that they add to you and your business will be far greater.

After 3 years of working with your team, the results that you should experience will be higher profits in the company during the last 1 or 2 years. Your financial statements will be clean and the buyer will be impressed. Both you and the company will be ready for the typical due diligence process that any buyer would require. You will get a higher selling price and the taxes on the sale will be minimized. You will also have a clear understanding of your retirement income and what your net worth will look like in future years.

These ideas will help you prepare for the sale of your business and give you comfort in knowing that you are ready to start the next chapter.



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!"

### RETAILERS

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

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

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# EXPO

Showing Others  
Healthy Options

December 2-5, 2021



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



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

**Education and Events**  
Dec. 2 - 5, 2021 (Thurs-Sun)

**Tradeshow Exhibits**  
Dec. 4 & 5, 2021 (Sat & Sun)

## SHOW-AT-A-GLANCE

**Golf Tournament**  
Thursday, Dec. 2nd



**Education Sessions**  
Friday, Dec. 3rd All Day

**Exhibits Open**  
Saturday, Dec. 4th, 10:30AM-5PM  
Sunday, Dec. 5th, 9:30AM-3PM

**President's Party**  
Saturday, Dec. 4th, 7:00PM-10:00PM

## 2021 CALENDAR OF EVENTS

**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



### 2021 Officers and Board of Directors

#### PRESIDENT

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

#### PAST PRESIDENT

Lester Burks  
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Pikeville, TN  
(423) 881-3231

#### EXECUTIVE SECRETARY

Mari Geier  
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#### TREASURER

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