Call for Nominations

2015 Awards

Honoring outstanding achievement and advocacy in the natural products industry
Dear Natural Products Industry Members:

We welcome your participation in the Natural Products Association’s (NPA) 2015 Awards program. This year, members and industry supporters will gather to salute dedicated individuals who have contributed so much to the association and the natural products industry. Both individuals and companies are honored in various areas of achievement including science, the environment, the legislative arena and more.

Perhaps you know someone—or several people—who deserves to be nominated in one or more categories. Or, you may wish to nominate yourself. Whomever you decide to nominate, it’s an opportunity to be recognized by your peers and others connected to the natural products industry.

Nominating someone is easy. Simply review the categories included in this brochure and include the background information requested. Then, mail or fax your nominations to the Natural Products Association beginning **Feb. 26 to April 1, 2015.**

**How the nominations are judged**

The nominations selection process is overseen by NPA’s Communications Committee. Although this committee spends substantial time gathering and reviewing information about each candidate, input is also sought from other committees and experts. Once the requisite number of candidates has been selected, the names are then presented to the full association Board of Directors for final approval. Selected award winners are invited to the award ceremony, usually held in conjunction with an industry trade show.

This packet includes a description of each award, its criteria and a list of previous winners. Use the universal submission form included at the end of this brochure for each nomination you wish to submit. Please include a separate copy of the form for each submission.
President’s Award

- Given to individual or company within the natural products industry.
- Open to members and non-members of NPA.
- Open to both retailers and suppliers, if applicable.
- Recipient must have made long-time contributions to the industry (10 years or more). Nominees who have made a one-time, uniquely significant impact also will be considered.
- Communications Committee shall receive input from current association president for award recipients.
- Current NPA board directors, including the Executive Committee, are not eligible for consideration.

Previous Winners

Howard Wainer (2014)  
Scott Bass (2013)  
Michael Murray, ND (2012)  
David Seckman (2011)  
Jeffrey S. Bland, Ph.D. (2010)  
Michael S. Funk (2009)  
Rand Skolnick (2008)  
Sandy Gooch (2007)  
Frank Murray (2006)  
Robert Ullman (2005)  
Loren D. Israelsen (2003)  
Earl Mindell, Ph.D. (2002)  
Beatrice Trum Hunter (2001)  
Michael Q. Ford (2000)  
Rick Thorne (1997)  
Dr. Bernard Jensen (1996)  
David and Jean Blechman (1995)  
George Mateljan and John Robbins (1994)
Burton Kallman Scientific Award

• Given to individuals for outstanding achievement in science with relevance to the natural products industry.

• Individual should be a scientist whose knowledge has implications for public health and furthering the natural products industry’s health missions.

• Individual must have been published in scientific journals. Proper credentialing is required.

• Individual not limited to the natural products industry, although preference will be given to those within the industry.

• Communications Committee receives input from NPA’s ComPLI Committee.

Previous Winners

Rachel Carson Environmental Award

• Given to individual or company that has made significant contributions to the environmental community.

• Recipient does not have to be within the natural products industry, although preference will be given to those within the industry.

• Communications Committee receives input from the NPA ComPLI Committee for possible award recipients.

• Thorough research and documentation must be presented to the committee for consideration. Documentation must be from at least three different sources.

Previous Winners

Lifetime Achievement Award

• Broadly-based and awarded as often as deemed necessary by the NPA Board of Directors, upon consideration by the Communications Committee.

• Award is typically given to individuals outside the natural products industry who have been an ally, but in some cases the award has also been awarded to industry members who have served as pioneers, as nominated by the NPA president.

Previous Winners

Elwood Richard (2014)  
Ed Long, Ph.D.  
Jack Martin (2013)  
None selected (2012)  
None selected (2011)  
None selected (2010)  
None selected (2009)  
None selected (2008)  
None selected (2006)  
None selected (2005)  
Rep. Dan Burton (R-Ind.) (2001)  
Sen. Tom Harkin (D-Iowa) (1999)  
Industry Champion Award

- Recognizes individuals who have made notable contributions to the natural products industry above and beyond commercial success.
- Given to an individual in the natural products industry, who is either a current or past member of NPA.
- The award is open to individuals in any of the fields within the natural products industry (i.e. political/legislative, environmental, scientific, etc.).
- There is no minimum time period for recipient’s contributions, although preference will be given to those individuals whose contributions have had a lasting benefit.
- Up to four recipients will be chosen each year.

Previous Winners

(2014)
Jon Benniger
Jay Jacobowitz

(2013)
Mark Blumenthal
Pat Sardell

(2012)
Keith Kantor, Ph.D.
Patrick Rea
Drake Sadler
Curt Valva

(2011)
Frank J. Lampe
Howard B. Schiffer
Debra Short
Marc S. Ullman

(2010)
None selected

(2009)
Hall Drexler
David Taylor

(2008)
Gene Clark
Terry Lemerond
Neil E. Levin
Judy Lindberg McFarland

(2007)
Paul Bennett
Len Monheit

(2006)
Goldie Caughlan
Bill Knudsen
Suzanne Shelton
Rosemarie West

(2005)
Susan Haeger
Aubrey Hampton
Jim Hopper
Carol Simontacchi
Mark Stowe

(2004)
Marlene Beadle
Elwood Richard
Patrick Toomey

(2003)
Max Huberman
John Mackey
Joseph Pizzorno
Travis Tabor

(2002)
Randy Dennin
Cheryl Hughes
Deborah Ray
Martie Whittlekin

(2001)
Joe Basset
John and Susan Carlson
Rae Howard
Clinician Award

- Given to licensed healthcare practitioners (i.e., M.D., D.O., R.D., P.A., or other licensed practitioner or a graduate of an accredited institution recognized by NPA), whether within or outside the industry, whose work exemplifies the best standards and dedication to responsible holistic, non-invasive and integrative/complementary/alternative-medicine modalities

- Recipient does not need to be a member of NPA.

- Recipient must have:
  - Consistently taken a leadership role in promoting optimal health and preventing disease.
  - A philosophical commitment to ethical, efficacious, appropriate, and cost-effective alternative and complementary treatments.
  - Professional recognition as evidenced by: academic achievement, official awards, publications in recognized journals, or professional presentations and recognition by outside health organizations.
  - A commitment to continuing medical education focusing on improving skills outside the allopathic realm.
  - Dedication to the principles of natural/complementary/alternative medicine.

- Candidate may not receive financial compensation from nor endorse a specific brand.

- Communications Committee will seek input from the NPA ComPLI Committee.

- Up to three (3) candidates may be selected each year.

- Current NPA board members are not eligible.

Previous Winners

None selected (2014)
Joseph E. Pizzorno, Jr., ND and Leanna J. Standish, Ph.D., ND (2012)
James B. LaValle, R. Ph., C.C.N., M.S., Michael Lyon M.D. (2011)
Dr. Robert Bonakdar, Dr. Mary L. Hardy, Dr. Jan McBarron (2010)
Dr. Robert P. Heaney, Dr. Jacob Teitelbaum (2009)
Dr. Aaron E. Katz, Dr. Derrick Lonsdale, Dr. Jay Udani (2008)
Dr. Keith I. Block (2007)
Dr. Robert Ivker, Dr. David Perlmutter, Dr. Luc Chaltin, D.I., Hom., N.D. (2006)
Dr. Leo Galland, Dr. Abram Hoffer (2004)
Dr. Alan Gaby, Dr. John Lee, Dr. Shari Lieberman (2003)
Socially Responsible Retailer Award

• Given to a retail store(s) within the natural products industry.
• Nominees and winners must be members of NPA.
• Criteria within these categories may include, but are not limited to:

Volunteerism
• Community involvement
• Charitable giving within the local community
• Donation of goods and/or services
• Employ marginalized, under-employed members of the local community
• Involvement in and support of natural products industry

Education
• Educating the public about the benefits of natural products
• Educating the public about significant issues affecting their health and well-being
• Consumer education through media outreach and other vehicles
• Educating self and employees

Employee Empowerment
• Work-family flexibility
• Living wage and pay distribution
• Workplace diversity (diversity in gender, race, sexual orientation, ability, age, and class)
• Team-building
• Participatory management
• Other employee benefits

— continued —
Socially Responsible Retailer Award—continued

Environment

• Energy, water and material use conservation
• Commitment to reducing consumption of non-renewable resources
• Environmental consciousness in pollution reduction, re-use, recycling, and waste disposal
• Environmentally conscious store design
• Safe and customer-friendly environment
• Support of sustainable agriculture

Health

• Committed to wellness of customers and staff by promoting and providing products with positive effects on health and lifestyle.
• Up to three award recipients may be selected each year.
• Communications Committee will solicit input from the association’s Past President’s Committee and Retail Council regarding nominees.
• Current Natural Products Association Board of Directors, including the Executive Committee, are not eligible for consideration.

Previous Winners

(2013) Nature’s Bin, Lakewood, Ohio
(2012) Jimbo’s, ...Naturally!, San Diego, California
MOM’S Organic Market, Md.
Native Sun Natural Foods Market, Fla.

Greenacres Market, Kan.
Whole Foods Market, Tex.
LifeSource Natural Foods, Ore.
Marlene’s Market and Deli, Wash.
(2007) None awarded
The Natural Grocery Company
Superior Nutritionals, Inc.
(2005) Fruitful Yield
Rainbow Blossom, Inc.
PCC Natural Markets

Nature’s Pantry, Tenn.
New Leaf Community Market, Calif.
Full Spectrum Health, Fla.
Mustard Seed Market, Ohio

(2002)
Submission Information

In order to ensure the fair and thorough evaluation of all nominees for the Natural Products 2015 Awards Program, the following materials must be submitted in the manner described below.

Requirements
Using the form below, place a check beside the award for which you are submitting a nomination.

Enter the name of the nominee or nominees and their contact information, and your name and contact information. On a separate sheet, please address how your nominee meets the criteria listed under the description of each award. If you believe it may be helpful and will add strength to your nomination, please include background materials, such as a curriculum vitae, brochure, articles or press clippings.

If you are submitting multiple nominees for one award, please photocopy the form and submit a separate form for each nominee.

If you are nominating multiple individuals for multiple awards, please submit separate forms for each individual, indicating the award for which you are nominating the individual.

Schedule
All submissions must be postmarked to the NPA national office no later than Wednesday, April 1, 2015. NPA assumes no responsibility for the delivery of the material. It is the responsibility of the nominating individual to see that all submissions are delivered to the association’s national office by the deadline.

Nomination packets are available online at www.NPAinfo.org/awards.

Mailing Address
2015 Awards Program
Natural Products Association
Attn: Melinda Price
1773 T Street, NW
Washington, DC 20009

Questions may be addressed to:
Melinda Price (202) 223-0101, ext 114 or mprice@npainfo.org

Natural Products Association
1773 T Street, NW, Washington, DC 20009  (202) 223-0101  Fax (202) 223-0250
www.NPAinfo.org
Nomination Form

NOTE: You must submit a separate form for EACH nomination. Check one:

- Burton Kallman Scientific Award
- President’s Award
- Rachel Carson Environmental Award
- Lifetime Achievement Award
- Industry Champion Award
- Clinician Award
- Socially Responsible Retailer Award

Nominee Information (Please print or type.)

Name

Company Name

Address

City State Zip

Phone E-mail

Nominee supporting documentation attached
(i.e., description of how nominee meets criteria, background materials)

Nominator Information (Please print or type.)

Name

Company Name

Address

City State Zip

Phone E-mail

The information provided on this and the accompanying materials is a true and accurate representation of the merits and accomplishments of the nominee, to the best of my knowledge.

Signature, Nominator Date

1773 T Street, NW, Washington, DC 20009  (202) 223-0101 Fax (202) 223-0250 www.NPAinfo.org