



2013 Awards

Honoring outstanding achievement and advocacy in the natural products industry.

Call for Nominations

Dear Natural Products Association Members:

We welcome your participation in the Natural Products Association's 2013 Awards program. Each year at the Natural MarketPlace trade show and convention, members and industry supporters 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 **February 1 to April 2, 2012**.

How the nominations are judged

The nominations selection process is overseen by the Natural Products Association'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 association's annual trade show and convention held each summer. Because award winners are often prominent individuals, the association selects winners nearly a year in advance, to better accommodate their schedules.

Following you will find a listing 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, a separate copy of the form for each submission.

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 the Natural Products Association's Science Committee.

Previous Winners

James E. Simon, Ph.D. (2012)

Anthony L. Almada (2011)

Connie M. Weaver, Ph.D. (2010)

Koji Nakanishi, Ph.D. (2009)

Harry H.S. Fong, Ph.D (2008)

Tieraona Low Dog, M.D. (2007)

Alfred Sommer, M.D., M.H.S. (2006)

Richard Anderson, Ph.D. (2005)

T. Colin Campbell, Ph.D. (2004)

Walter Willett, M.D., Dr.P.H. (2003)

Jeffrey Blumberg, Ph.D. (2002)

Lester Packer, Ph.D. (2001)

Norman R. Farnsworth, Ph.D. (2000)

Kilmer S. McCulley, Ph.D. (1999)

Denham Harman, M.D. (1998)

Burton Kallman, Ph.D. (1997)

President's Award

- Given to individual or company within the natural products industry.
- Open to members and non-members of the Natural Products Association.
- 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 Natural Products Association Board of Directors members, including the Executive Committee, are not eligible for consideration.

Previous Winners

Michael Murray, ND (2012)

David Seckman (2011)

Jeffery Bland (2010)

Michael S. Funk (2009)

Rand Skolnick (2008)

Sandy Gooch (2007)

Frank Murray (2006)

Robert Ullman (2005)

Arthur Rudolph (2004)

Loren D. Israelsen (2003)

Earl Mindell, Ph.D. (2002)

Beatrice Trum Hunter (2001)

Michael Q. Ford (2000)

Richard A. Passwater, Ph.D. (1999)

Jack LaLanne (1998)

Rick Thorne (1997)

Dr. Bernard Jensen (1996)

David and Jean Blechman (1995)

George Mateljan and John Robbins (1994)



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 association's Natural Foods 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

Will Allen (2012)

Paul Anastas, Ph.D. (2011)

Denis Hayes (2010)

Peter H. Raven, Ph. D. (2009)

Robert F. Fox, Jr., AIA (2008)

Michael Balick, Ph.D (2007)

Carl Barnes (2006)

Philip J. Landrigan, M.D., M.Sc. (2005)

Lynda LeMole (2004)

Frances Moore Lappé (2003)

Alice Waters (2002)

Katherine DiMatteo (2001)

Lester R. Brown (2000)

Paul Alan Cox, Ph.D. (1999)

James Duke, Ph.D. (1998)

Paul Hawken (1997)

Fred Kirschenmann (1996)



Statesman or Stateswoman Award

- Broadly-based and awarded as often as deemed necessary by the Natural Products Association Board of Directors, upon consideration by the Communications Committee.
- Award is given to individuals outside the natural products industry who have been an ally to the natural products industry in the political and legislative arena.

Previous Winners

None selected (2012)

None selected (2011)

None selected (2010)

None selected (2009)

None selected (2008)

Rep. Chris Cannon (R-Utah) (2007)

None selected (2006)

None selected (2005)

Rep. Frank Pallone, Jr. (D-N.J.) (2004)

None selected (2003)

Rep. Dennis Kucinich (D-Ohio) (2002)

Rep. Dan Burton (R-Ind.) (2001)

Milton Bass, Esq. (2000)

Sen. Tom Harkin (D-Iowa) (1999)

Sen. Orrin Hatch (R-Utah) (1998)

Natural Products Association Industry Champion Award

The Natural Products Association 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 the Natural Products Association.
- The award is open to individuals in any of the fields within the natural products industry (i.e. political/legislative, environmental, scientific, etc.)
- Recipient must have made notable individual contributions above and beyond commercial success.
- 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

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

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

None selected (2010)

(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 Whittekin

(2001)
Joe Bassett
John and Susan Carlson
Rae Howard



Natural Products Association 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 Natural Products Association), 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 the Natural Products Association.
- 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 association's Science Committee.
- Up to three (3) candidates may be selected each year.
- Current Natural Products Association board members are not eligible.

Previous Winners

Joseph E. Pizzorno, Jr., ND and Leanna J. Standish, Ph.D., ND (2012)
James B. LaValle, R. Ph., C.C.N., M.S and Michael Lyon M.D. (2011)
Drs. Robert Bonakdar, Mary L. Hardy, and Jan McBarron (2010)
Drs. Robert P. Heaney and Jacob Teitelbaum (2009)
Drs. Aaron E. Katz, Derrick Lonsdale, and Jay Udani (2008)
Dr. Keith I. Block (2007)
Drs. Robert Ivker, David Perlmutter and Luc Chaltin, D.I., Hom., N.D. (2006)
Dr. Sidney Baker, and Christopher Hobbs, L.Ac., A.H.G. (2005)
Drs. Leo Galland and Abram Hoffer (2004)
Drs. Alan Gaby, John Lee, and Shari Lieberman (2003)



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Socially Responsible Retailer Award

- Given to a retail store(s) within the natural products industry.
- Nominees and winners must be members of the Natural Products Association.
- 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

(2012)
Jimbo's, ...Naturally!, San Diego, California

(2011)
Community Foods Coop, Bellingham, Washington

(2010)
Central's Co-op, Madison Market Natural Foods, Seattle, Washington
MOM's Organic Market, Rockville, Maryland
Native Sun Natural Foods, Jacksonville, Florida

(2009)
Ashland Community Coop, Oregon
Greenacres Market, Kansas
Wholes Foods Market, Texas

(2008)
Good Foods Grocery, Virginia
LifeSource Natural Foods, Oregon
Marlene's Market and Deli, Washington

(2007)
None awarded

(2006)
First Alternative Foods Co-op
The Natural Grocery Company
Superior Nutritionals, Inc.

(2005)
Fruitful Yield
Rainbow Blossom, Inc.
PCC Natural Markets

(2004)
Nature's Food Patch, Florida
Nature's Pantry, Tennessee
New Leaf Community Market, California

(2003)
Betsy's Health Foods, Inc., Texas
Full Spectrum Health, Florida
Mustard Seed Market, Ohio



Submission Information

In order to ensure the fair and thorough evaluation of all nominees for the Natural Products 2013 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 Natural Products Association national office no later than **Monday, April 2, 2012**. The Natural Products Association 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 available online at www.NPAinfo.org/awardnominations, or by mail

Mailing Address

2013 Awards Program
Natural Products Association
Attn: Sandra Jackson
1773 T Street, NW
Washington, DC 20009

Questions may be addressed to:
Sandra Jackson (sjackson@NPAinfo.org)
or (202) 223-0101, ext. 104



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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**
- Statesman or Stateswoman Award**
- Natural Products Association Industry Champion Award**
- Natural Products Association 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



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