



**Positively Natural Network™ Board Member Application**

Supply or Retail Members and/or their Team Members May Apply - All Members in any State Can Apply

Please return this completed questionnaire (and any other documents you would like to share) to:

email: [director@positivelynatural.org](mailto:director@positivelynatural.org)

Name: William Jones Title: CEO

Business Name: SaveNaturally Inc.

Mailing Address: 2241 South Agnes Lane, Gilbert, AZ 85295

Phone: (480)847-8189 Fax: \_\_\_\_\_

Email address: b.jones@savenaturally.com Website: www.savenaturally.com

1. How long have you been involved with the natural products industry? 13 Years

2. In what capacities have you worked with the natural products industry and in what capacity are you now working?  
I was on the product manufacturer/brand side (in marketing) first, then I founded a demonstration company specific for the industry. Now, I have developed a digital coupon software solution for natural products only.

3. Have you previously held any leadership positions within the industry, or within other industries? If yes, please explain:  
I founded two companies in the industry.

4. What are the three main skills/talents you would bring to the Positively Natural™ Board of Directors?  
1) Relationships/contacts  
2) Vision (more specifically, my vision for the success of natural products)  
3) Innovation (I'm committed to coming up with ideas and then executing what needs to happen to make them come alive.)

5. What impact would you like to have on the industry?  
The goal has always been to help get more natural products into customers hands. If I can help do that, we are helping people live and maintain a healthier lifestyle.

6. What impact would you like to have on the Positively Natural™ members?  
I want those members to feel safe and protected knowing people want to help them thrive. The reason they are members is to belong to a group that helps them execute on their vision.

7. What do you consider to be the three top priorities for the industry?

1) Authenticity and Quality

2) Continued Growth

3) Innovation so the legacy retailers can effectively help the industry grow.

8. How do you think the Board can keep members active to assure quality within the industry, lead or join grassroots advocacy, support Positively Natural Network™ events, or be involved with the association best?

Members stay active by seeing results for themselves and positive growth of the organization they are involved in. The board is responsible for the direction of the organization and having the stakeholders interest at the forefront.

9. Do you feel confident to share thoughts and ideas with a group or do you work better one-on-one?

I thrive in an environment of collaboration. Ideas are best fleshed in brainstorming sessions.

10. If you were being considered among a number of applicants for a particular board position, why should the nominating committee select you?

As a supplier to retailers and product manufacturers, I bring a unique perspective/lens.

11. Board Directors are required to participate in monthly conference calls (1-2 hours), an annual Board 2-day retreat and help with the Neutral Products Pacific in August. Can you commit to this amount time? Would you have additional time to commit to an additional committee or other, smaller events throughout the year?

I can commit to the above. I need some time to see if an additional committee makes sense for my schedule after I settle into this board role.

12. Do you feel your business reflects a standard of quality that would withstand outside scrutiny?

Yes! We thrive on transparency and are actively working to do good for others, not ourselves.

STATEMENT OF ACCEPTANCE:

If I were to be elected to the Positively Natural Network™ Board of Directors, I agree to serve as a director as outlined in the Positively Natural™ materials and as a member I affirm my acceptance of the Positively Natural Network™ Code of Ethics.

Signed: 

Date: 9/8/2022