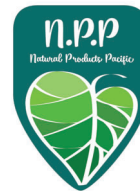




**POSITIVELY
NATURAL**
NETWORK



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

Name: Dawn Schmidt Title: Founder and CEO

Business Name: The Other You

Mailing Address: 2197 E. View Dr., South Weber, UT 84405

Phone: 801-822-4756 Fax: _____

Email address: DawnS@TheOtherYou.net Website: N/A

1. How long have you been involved with the natural products industry? Almost 11 years

2. In what capacities have you worked with the natural products industry and in what capacity are you now working?

I have held the following positions with NPI brands: Educator, Western Regional Sales Manager, Eastern Regional Sales Manager, and National Sales Manager. In June of 2021, I launched my own NPI contract boutique agency where I act as the Director of Sales for Michael's Naturopathic Programs, and broker in UT and NV for several brands.

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

N/A

4. What are the three main skills/talents you would bring to the Positively Natural™ Board of Directors?

Ability to network - I think there is a tremendous amount of growth potential for the organization, but networking will be key!
Admin Skills - Prior to getting into sales, I was an Executive Assistant. I'm pretty handy with MS Office, and event organization.
A positive attitude/trust worthy reputation - Given the name of the organization, I believe you all know how important this is to the overall image.

5. What impact would you like to have on the industry?

I would like to raise awareness of PNN and grow the organization to rival that of it's Sister groups.

6. What impact would you like to have on the Positively Natural™ members?

Right now, people I speak with feel the group could fold. That the show isn't heavily attended. I want to change that perception.
To make this a serious contender when vendors and retailers are considering which shows they will be attending in 2023.
Once at the show, we need to engage attendees by including new and exciting education and fun activities. Make others want to be a part of what we are doing! Get them engaged in what is happening in the industry.

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

Legislature

Independents keeping their doors open and competing with the big guys.

Efficacious products / ingredients - I have heard from numerous industry folks that they don't always trust what they are told.

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?

Everyone is so busy because they are short staffed or just trying to keep the doors open to their business. Create a quarterly educational series. Get an industry leader in each of our respective member categories to lead a session. Have a Q&A at the end, led by an administrator.

Involve members a little more. Create sub committees for each of the member categories. If they met mid-year virtually and again at the show, it would give others a platform and a voice in their respective group (retailer, vendor, broker, misc). It can also

help create more excitement around the annual trade show.

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

I definitely don't have any difficulties sharing my ideas in either setting, or receiving input from others.

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

A large network and great relationships would be key to my success, if elected. I have moved with my family from one coast to the other and several areas in-between. This has helped me create a unique network calling on retailers in almost every state in the country. It's also beneficial to have worked for several NP brands and with a large number of brokers/brokerages.

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?

The time commitment is not a problem for me.

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

Absolutely!!!

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: Dawn Schmidt

Date: 09/12/22