



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: Melanie Skelton Title: Owner
 Business Name: Melanie's Health + Nutrition.
 Mailing Address: 768 N. Main St.
 Phone: 435-830-8883 Fax: _____
 Email address: meiskel@gmail.com Website: melanieshealth.com

1. How long have you been involved with the natural products industry? 5 years

2. In what capacities have you worked with the natural products industry and in what capacity are you now working?
Opened a health food store 5 years ago and have been focused on growing that since. Involved with all aspects of operation.

3. Have you previously held any leadership positions within the industry, or within other industries? If yes, please explain:
In other industries - ~~lead~~ Organizing Writing + Illustrating for Young Readers (WIFYR) conference for 10 years, Church leadership, ~~lead~~ led in the homeschool community in various capacities.

4. What are the three main skills/talents you would bring to the Positively Natural™ Board of Directors?
 ① Marketing strengths.
 ② Have helped organize many conferences
 ③ Store owner - understand the challenges

5. What impact would you like to have on the industry?
My favorite thing is helping empower people to know they can educate themselves about health options.

6. What impact would you like to have on the Positively Natural™ members?
The last conference gave me a much needed boost. I would love to see more retailers take advantage of this opportunity. This will also keep vendors enthused about coming.

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

- ① Empowering independent retailers to keep the doors open
- ② Support vendors who focus on quality.
- ③ Education !!!

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?

The focus on quality education at the last conference is great motivation for retailers to be involved. I believe we need to help other retailers know what is going on so they will know they don't want to miss the opportunity.

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

Either is fine, as long as I'm confident about the topic.

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

Being fairly new in the industry gives me an understanding of what I've had to quickly learn to survive.

11. Board Directors are required to participate in monthly conference calls (1-2 hours), an annual Board 2-day retreat and help with the Natural 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 meetings and to attend the conference. I'm not able to commit to additional committee work at this time.

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

We are definitely focused on quality with the products we bring in, those we manufacture and the education offered in the store.

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: Melanie J. Shelton

Date: Oct 5, 2022