



**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: Phillip H Snyder **Title:** Domestic Sales Manager **Business Name:** Quicksilver Scientific

Mailing Address: 3158 W 134th Place/ Broomfield, CO. 80020 **Phone:** 303.210.1505 **Fax:** n/a

Email address: phillip.snyder303@gmail.com **Website:** www.quicksilverscientific.com ; www.aprico.life

1. How long have you been involved with the natural products industry? 15 years
2. In what capacities have you worked with the natural products industry and in what capacity are you now working?

I started as a supplement department clerk and worked my way quickly up the ladder to the position of Senior Store Manager at Natural Grocers by Vitamin Cottage. I know my way around a Health Food Store very well! I was also the Rocky Mtn. Territory Manager and then Western Regional Sales Manager for Bio-K+ International Inc. I was the National Key Accounts Manager for Soothing Touch LLC, did contract sales for several Brands including: Green Gorilla CBD, and Slumber CBN. I am currently a part-time operations consultant for Dr. Theresa Dale's Wellness Center. My main position is as Domestic Sales Manager for Quicksilver Scientific. This role includes National Sales Manager for the Retail Channel as well as Supervisor of the Practitioner Sales Team and Customer Experience Call Center.

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

As you can see above, leadership roles are where I am meant to be. I am a very positive and inspirational leader. I am proud that people under my supervision have consistently demonstrated improvement and advancement in the organizations and have a good record of staff retention. I feel that because I have worked my way up from the aisle staff role through each level of management, I can relate and empathize with people while using my experience to challenge rationales and push people to get a little bit better everyday.

4. What are the three main skills/talents you would bring to the Positively Natural™ Board of Directors?
I will bring a wealth of industry contacts, particularly strong west of the Mississippi. This includes the Natural Products Industry and also what I call "emerging channels", places like the Clean Market, Earthbar, Pause Studios, etc. that tap into our industry but resonate with younger demographics (millennials & gen z). A track record of experience and learnings of what works and what does not work. I am an "ideas guy" who is naturally pragmatic and rational but also persistent, driving, and able to think laterally while on course for future growth. I understand this industry and am good at inspiring

people towards living their best lives and achieving their health goals without having to rely solely on conventional medicine.

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

I do genuinely care about promoting/ selling products that are effective towards health goals. That being said, nothing excites me more than blowing away sales and growth expectations. I think that if I have a legacy at the end of my career it is to be the most politely aggressive person that people enjoyed working with. I love health food store staff and know how to speak their language because I have been there for a good chunk of my career.

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

As Jim Morrison said, "The West is the Best!". I believe Positively Natural/ Natural Products Pacific is uniquely positioned to represent the Western US health food stores and Natural Products Industry in a more genuine way than the corporate monster that is Informa/New Hope. At your show I see real people who are in it for the right reasons and understand Natural Health in truly deep levels. I wish to share my unique abilities, ideas, and drive with your team to help establish the show as the one you do not want to miss.

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

I believe in supporting small businesses. Positively Natural is a place where natural products and retailers can meet to discuss ways of driving success that helps not only people, but the world. Specifically, sustainability and eco-friendly practices, less processed and low quality foods that make us sick, and knowledge of natural health that reduces reliance on the corporate medical "sick care" system. I wish that independent natural retailers can still compete against the large corporations by leveraging great products that support these values and drive education to customers.

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?

I can tell there is a ton of knowledge in each of your current board members. I think bringing all of these people to one conversation will rely on clear and positive communication in a collaborative manner during meetings. Truly supporting each others businesses and representing the Show in a manner that gives good energy and naturally makes people want to work with us. Positively Natural! A willingness to share and drive to success. Also being willing to go above and beyond or having a sense of ownership of the show's success.

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

I think I am balanced and confident in either of these settings. Also, I am not a person who talks just to hear himself talk.

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

I am a genuine person who has spent my career in this industry. I have built many positive relationships and learned so much but realize there is much more to learn and always a higher mountain. I am excited to learn from the current board members as well as contribute to success. I have a good business sense,

attention to detail, and never afraid to work hard.

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?

Absolutely. You can count on me and I am excited to participate.

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


This level of quality is consistent in every Brand our company I have worked for.

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: _____



Phillip Snyder