



**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](mailto:director@positivelynatural.org)

Name: Rob Seeman Title: Principal and Founder

Business Name: Whole Earth Marketing and The Food Movement Company

Mailing Address: 1223 Knottingham Ct, Apt 2B, Schaumburg, IL 60193

Phone: 773 505 5939 Fax: \_\_\_\_\_

Email address: rob@wholeearthmktg.com Website: www.wholeearthmktg.com www.thefoodmovement.com

1. How long have you been involved with the natural products industry? 27 years

2. In what capacities have you worked with the natural products industry and in what capacity are you now working?  
Store Clerk, Customer Service Manager, Buyer, Sales Representative, Broker, Store Owner, Product Formulator, Brand Founder

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

Only within my own companies

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

The ability to cooperate and bring people together  
Product and industry knowledge  
A commitment to the future of independent retail

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

I'd like to help independent retailers, and others, work together to navigate the changing landscape of natural retail

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

I'd like to meet new people with different background and ideas and work together with them to make positive changes for the industry

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

1. Continued success of indie brick and mortar in the face of increased competition from the omnichannel

2. To maintain its integrity and identity in the face of a growing move towards Consumer Packaged Goods as a philosophy

3. To continue to educate consumers about the value of nutritional supplements and natural approaches to health

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 think there are lots of potential ways to keep members engaged. In general, I think they need to see value in the network beyond just an annual trade show. I think there are many different approaches, from couponing programs to new digital apps, that could potentially add value for members while keeping them more engaged.

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

I am fine either way. I realize it is some times necessary to communicate to a group, although individual conversations may be able to go deeper and cover more specifics than a broader discussion

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

I have dedicated my entire adult life to the natural products industry, because I know that health food stores can change peoples' lives. I know that from personal experience on a number of levels. It is personally important to me that these stores continue to thrive and be able to provide consumers with choices and information.

11. Board Directors are required to participate in monthly conference calls (1-2 hours), an annual Board 2-day retreat and help with the Nautral 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?

Yes.

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

Yes

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: Rob Seeman, electronically

Date: 10-1-22