

CRN: Chair Address

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Good morning everyone. I'm delighted to be at The Conference this year and it's my pleasure to serve as the Chair of CRN.

I have really been thinking a lot this week and the last several weeks about the strides that CRN has made over the last three plus decades of its existence. It's clear to me that we now represent a collection of some of the finest thoughts, people, organizations in any industry, anywhere in the world. But, we are a collective sum of our parts; and the reason I am here is because of the adroit work and adept management of my predecessors: Byron Johnson, former Chair, currently in Indonesia, discussing issues of regulatory concerns to our industry; Bill Van Dyke, working on a new career, in television production; Chuck Brice, another predecessor of mine, who has been a pioneer in looking for new and natural substances out of our food chain that can benefit human health; Marjorie Fine, a magnificent lady, counsel, wise, knowledgeable, and compassionate; and other leaders of the industry that I have had the privilege of serving with, including: Dr. Dickinson, Dr. Hathcock, Dr. Shao, Dr. MacKay. This is an extraordinary organization. We stand today, as a collection of thoughts and ideas and goals and aspirations that is really unique.

What CRN, I think, historically has provided is a fabric of scientific credibility to allow us to engage in our diverse industries and our diverse healths, but in a very interesting way. One where we can pull together to challenge the status quo: healthcare, medicine, and self-care. These are all buzz words right now in the news, but we have been doing this for over thirty years. Think about that. What kind of profession can you engage in, whether it is in the practice of law to substantiate and help foster our claims and our work, whether you are involved in new product development, in the primary sciences, or in clinical research, or in branding and marketing, and looking for ways to communicate benefits to people all over the world? This is a very unique place, but we have to do better because the world is changing. We've had change in Washington, we've had change internationally, and this change can work to our benefit or our detriment, depending upon which course of action we take from this moment on. If we agree to collaborate, small companies, large companies, with institutions around the world, including our own government, and work side by side in the spirit of transparency and cooperation to achieve the end point, which is to enrich the world to invest in nutrition, I would say our future is very bright.

If we look at what CRN has been engaged in these past several years, it's no secret that we have now retained, and assumed and retained, the leadership role when it comes to issues of concern in the media. When there is an article that

comes out, Steve Mister or Judy Blatman are generally called, and our voice is the voice that is often seen and heard in issues and matters of concern to each of us. We need to make what we do more than just a job.

A few years ago, my wife and children and I had the opportunity to drive through New England, and to follow the Freedom Trail, like the pioneers of America, from Boston to Sturbridge, to even the fields of Gettysburg in Pennsylvania, Washington, D.C., New Amsterdam, New York, Philadelphia ...all these beautiful places of our nation's past. We saw the fruits of the handiwork of the pioneers of America. Many of the pioneers of our industry are no longer with us, but we stand here on their good effort, collectively, to reach out yet again. Where are we going, what can we learn from them? One thing we were admiring in the handiwork of the early pioneers was their ability to weave. In fact, we bought a loom from somewhere and my children learned to do weaving. Have any of you ever tried to weave anything? You can screw that up so fast! And I thought it was instructive, as I was preparing to address you this morning. When you weave, you have to set up a template; you set boundaries where you are going to have to weave, bringing cloth. You have to select the colors of the cloth. You have to come up with a pattern, and it's mathematical. You have to bob. You have to run a course. You have to pull the levers, too, in order to firmly set that string in place. We have the opportunity to weave something very special: a legacy to our lives and those of our forbearers.

CRN is a place where we have a colorful tapestry underway. We are building the future of health. You saw, yesterday, some attributes of that new tapestry. Very bright regulators, whose real concern is the safety and welfare of their fellow citizens. You heard from young people, engaged in selling to practitioners, who really understand the Hippocratic Oath of let your food be your medicine. A whole new side, a whole new embroidery in that grand tapestry that we call our industry. When I think about the quality of a weave, I think about the richness of the color and the texture of the fabric. People are not drawn to it if it is ugly or if there are holes in it. So we are only as strong as our weakest link. The concerns that were raised about our supply chain are real concerns. We have an opportunity to address those. We need to reach out, we need to partner with people around the world, and companies, and entities engaged in the science, but we need to always remember that we very carefully pull the loom to us as we set yet another piece of the wool.

It is a fascinating opportunity that sits before us. We have members here who have participated with CRN for many, many years—decades—and we have some here who have just come to see what is this all about. Maybe you were drawn here for the opportunity to meet the Commissioner or the Deputy Commissioner of the FDA; maybe you are here to meet a potential colleague or a client; maybe you came to generate some business relationships; or basically to show yourself as a participating member of an organization that has grand ideals. Whatever the reason that brought you here, I don't want you to leave until you

really think about it—your contribution to the fabric of CRN. What you do, no matter how large, no matter how small, lends credibility and respect to an organization whose founding principles rests on the theory that science will be our argument, that truth will be our guide in making strategic advances to address the health needs of people not only here, but all over the world.

So what are the tactical things that we are doing? Well, first of all, we're looking outward. We speak to the FTC, we speak to the FDA, we speak to the Codex Commission, we speak to people all over the world, whether it be Ministers of Health in the ASEAN community or in South America or in Russia or in South Africa. We need them to know that we are serious about what we do. We want to enhance the health of everyone in the world. We have a better way. We don't need to cut and paste if we can prevent, in the first place a disease that may give rise to expensive healthcare. The secret of our future lies in the judicious use of the science that is entrusted to us.

We created CRN International. You will learn more about that very soon. It will allow us to marshal disparate voices around the globe, to share our vision, to interface with agencies, with regulators, with industry members around the world.

CRN has a leadership role. It is fulfilling that destiny in a very, very powerful way. But in order to do even more, we need your continued help. I am reminded since I have small children, and not so small children, of the wonderful movie *The Incredibles*. Remember that movie? Remember how funny that was, the elastic girl and Robert, the superhero, and kids that could run and the girl that could disappear. I remember the scene where there was bedlam at dinner, and mom has reached out and is holding one kid and the other kid over here and it's kind of like my house, but she calls out to her husband, who is not paying attention, "Engage, Robert, engage!" We have to engage people. We can't sit on the sidelines anymore; the risks are too high, the opportunities too great. We want you to add your voice to that of ours. We want you to consider whatever level you can participate. There are myriad of opportunities to engage with CRN. It doesn't matter how big your company is, how small your company is, whether you are a sole practitioner, it doesn't matter. We need your credibility and your voice to join ours as we continue to build the fabric and the tapestry that is CRN. The future of CRN is wonderful. Are there risks? Absolutely. Are there perils and pitfalls? Absolutely. But are there opportunities to succeed? Unquestionably.

So as you begin the process of thinking over the next year: what can I do to make my business better; or what can I do to make my life more enjoyable in my professional career, think about the friends that you have made here and think about the opportunities to continue this dialogue in a meaningful way. Or, think about these things as you press your case, whether it be in Ottawa or Washington or Belgium or Tokyo or Beijing or Cambria or Mexico City. Those opportunities are real, ladies and gentlemen, and what CRN provides is the capacity to have a cogent discussion with thought makers, and thought leaders,

and regulators that will make a difference in the welfare of the lives of millions. So we are called to be leaders, not just participants and we are called to hold each other accountable. That accountability comes with a price. CRN has stepped up and engaged the process of self-regulation in such a meaningful way that it has literally drawn accolades from the Federal Trade Commission. That, ladies and gentlemen, is a fairly unusual situation. Furthermore, from the Commissioner to the Deputy Commissioner to other Commissioners within the FDA, they applaud what we are doing. We have called upon them to issue regulations to assure quality of our products. It was not something that gestated from some thought within Rockville, Maryland. We have been asking for fourteen years under the tutelage of Marjorie, Bill, Byron, Chuck, and myself. We have asked and they have delivered. Now we must resolve to work collectively to make sure that what we do really does enrich the world through the best leadership.

There are lots of opportunities, there are lots of challenges, but collectively we can do more than we ever thought we could do individually. It's funny, I remind myself of the American Express commercial, "Don't leave home without it" and "Membership has its privileges." Well, membership has its privileges, and it also has its responsibilities. I call upon each one of you to renew, with vigor, your commitment to excellence, your commitment to shared vision that's embodied in our code of ethics and the Council for Responsible Nutrition.

In the year ahead, I pledge you my continued and unmitigated support for your efforts to make our industry the shining, shining city on the Hill. Thank you all very much.