



**Council for Responsible Nutrition**

*The Science Behind the Supplements*

**FOR IMMEDIATE RELEASE**

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**CRN ANNOUNCES NEW CHAIRMAN AND BOARD OFFICERS**

WASHINGTON, D.C., *January 3, 2005* – E. Charles “Chuck” Brice, senior vice president, sales and business development, Kemin, has been elected chairman of the Council for Responsible Nutrition (CRN), one of the dietary supplement industry’s leading trade associations. Mr. Brice, who will hold the office through December 2006, succeeds Byron Johnson, industry relations director, Access Business Group/Nutrilite, who will continue to serve on the Executive Committee as immediate past chair.

Mr. Brice is an active leader in the dietary supplement industry and was first elected as an officer of the CRN Board as treasurer in 2000. Most recently he served as the Association’s chair-elect (2002-2004).

Mr. Brice has worked at Kemin for over a decade, serving in various sales/marketing and senior business management positions. Currently, he is responsible for overseeing sales and new business development and serves on the executive team responsible for strategic planning, budgeting, pricing and margin contribution for current and future products for Kemin Consumer Care, a Kemin company. He also manages industry relationships and serves as liaison to several industry trade associations of which Kemin is a member. Prior to joining Kemin in 1991, Mr. Brice held a number

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of management positions in sales, marketing and business development while at Pioneer Hi-Bred International, Inc., a leading developer and supplier of advanced plant genetics.

Working with Mr. Brice on CRN's Board of Directors will be 24 other member company representatives, including the following newly-elected officers: chair-elect, Mike Doyle of BASF Corporation; treasurer, Marjorie Fine of Shaklee Corporation; secretary, Mark LeDoux of Natural Alternatives International, Inc.; immediate past chair, Byron Johnson of Access Business Group/Nutrilite; and Annette Dickinson, Ph.D., (CRN), who will remain on the Board as CRN president until her planned retirement in the spring.

According to Dr. Dickinson, "During my tenure at CRN, I have worked closely with Chuck Brice and the other Board officers and I am confident that our association is in good hands. I trust this Board will work cooperatively and with great dedication in supporting and ensuring execution of an agenda that responsibly moves our industry's goals forward."

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**Note to Editor:** To receive a complete list of CRN's Board of Directors, and/or a photo of CRN Chairman Chuck Brice, please contact Judy Blatman at 202-204-7962.