

**FOR IMMEDIATE RELEASE**

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**BUSINESS CONSULTANT, BEST-SELLING AUTHOR
TO KEYNOTE THE CONFERENCE**

WASHINGTON, D.C., *July 8, 2010* — The Council for Responsible Nutrition (CRN), the dietary supplement industry's leading trade association, today announced that business consultant and *New York Times* best-selling author Keith McFarland will keynote *The Conference*, CRN's annual symposium for the dietary supplement industry. *The Conference* takes place September 29 – October 2, 2010 outside Austin, Texas at the Hyatt Regency Lost Pines Resort & Spa.

Mr. McFarland is the founder of McFarland Strategy Partners, a business consultancy which provides strategic advisory services to companies such as Microsoft, Morgan Stanley, House of Blues and Motorola. In addition, he writes a monthly online column for *BusinessWeek*.

In addition to debuting as number one on the *Wall Street Journal* list, Mr. McFarland's first book, *The Breakthrough Company: How Everyday Companies Become Extraordinary Performers*, was also listed on the national best seller lists of the *New York Times*, *BusinessWeek*, the *Los Angeles Times*, and *USA Today*. He is also the author of the popular *Bounce: The Art of Turning Tough Times into Triumph*.

“We are delighted to add Keith McFarland to our sterling lineup of featured speakers at *The Conference*. Keith has been successful in every endeavor he has undertaken. From serving as CEO to authoring bestselling books, Keith is an innovative leader who understands the challenges businesses face in these uncertain economic times. His presentation will offer timely and useful information to attendees and is sure to be a highlight of *The Conference*,” said Bill Van Dyke, chair, *The Conference* and chairman/CEO, B&D Nutritionals, Inc.

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Registration for *The Conference* is now open, and the event will be held directly following *The Workshop: CRN's Day of Science*, taking place on September 29, 2010. *The Conference* is open to both CRN member companies and non-members and potential attendees are encouraged to take advantage of flexible registration options, [available online](#). Visit [CRN's website](#) for more information.

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Note to Editor: The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement manufacturers and ingredient suppliers. In addition to complying with a host of federal and state regulations governing dietary supplements in the areas of manufacturing, marketing, quality control and safety, our 70+ manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as CRN's Code of Ethics. Visit www.crnusa.org.