

**FOR IMMEDIATE RELEASE**

Contact: Katie Stevenson, 202-204-7682

**CRN NAMES CARL HYLAND DIRECTOR OF MEMBERSHIP DEVELOPMENT**

WASHINGTON, D.C., *October 18, 2011*—The Council for Responsible Nutrition (CRN), the dietary supplement industry’s leading trade association, today announced that industry veteran Carl Hyland joins the association as its director of Membership Development. Mr. Hyland brings with him over 25 years of experience in business development, sales, marketing, and operations within the dietary supplement, ingredients and natural foods industries.

Most recently, Mr. Hyland worked in media sales with NewsUSA Inc., focusing on sales and marketing of the company’s social media network. His career also includes over a decade with Weider/Schiff where he rose to corporate vice president, serving in the Corporate Development, Purchasing and Product Development departments, and helped launch the company’s *SHAPE* magazine. Mr. Hyland’s career also includes stints at Healthy Directions, Frey Enterprises, M.C. Brands Inc. and Nutravail Technologies. Earlier in his career, he was the magazine editor of *Let’s LIVE Magazine*.

“We are excited to have Carl on board. His knowledge and passion for the dietary supplement industry coupled with his sales and business development experience will greatly help CRN further build its membership,” said Steve Mister, president & CEO, CRN.

To learn more about CRN membership, please contact Carl Hyland at [chyland@crnusa.org](mailto:chyland@crnusa.org) or at 202-204-7674.

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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 75+ manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as CRN’s Code of Ethics. Visit [www.crnusa.org](http://www.crnusa.org).