

# CRN's Committees: Your Opportunity to Get Involved

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## CRN Committees

CRN Committees provide a platform for representatives within CRN member companies to discuss issues most relevant to their companies and to the supplement industry as a whole. Participation in a committee represents the best way for members to be active within CRN and to receive the most value from their membership. The following are standing committees which communicate on a regular basis. If you are interested in joining a committee, please contact CRN's Director of Membership Development Carl Hyland or the designated CRN staff liaison.

### Communications and Media Outreach Committee

*Chair: Ruth Winker, Jamieson Wellness Inc.*  
*Staff Liaison: Brian Wommack*

The Communications and Media Outreach Committee (CMOC) is comprised of member company in-house representatives with an expertise in communications, public relations, media relations (traditional and new/social), marketing and market research and an interest in helping shape CRN's communications and outreach programs. The CMOC addresses issues of importance to the industry, with a particular focus on the communications strategies and tactics. In addition, committee members are actively apprised of scientific studies before they are released, are involved in handling potential crisis communication situations as they unfold, and work cooperatively as colleagues to promote and defend the industry to a variety of audiences, including media and consumers. The committee typically meets by conference call quarterly and holds an annual in-person.

### Government Relations Committee

*Chair: Bethany Davis, MegaFood*  
*Staff Liaison: Julia Gustafson*

The Government Relations Committee (GRC) is composed of CRN members interested in legislative and government affairs. The committee is a must for those who have or want a lobbying presence in Washington, D.C. and the states or wish to be involved with federal and state policy and politics. The GRC's prime directive is to promote and protect DSHEA, but it is also a forum for the exchange of timely and useful legislative information, as well as discussions on coordinated efforts with external industry groups and like-minded coalitions. The group engages with elected officials, key staff, Congressional committees and other stakeholders. In addition, CRN's GRC advises the Dietary Supplement Caucus, the primary educational venue for legislators and staff on Capitol Hill, and plans CRN's annual advocacy effort – Day on the Hill. The Committee convenes regularly via conference calls.

### International Trade and Market Development Committee

*Co-Chairs: Deshanie Rai, Omniaactive & Garnet Thompson, Jamieson Wellness Inc.*  
*Staff Liaison: Jim Griffiths, PhD*

The International Trade and Market Development Committee (ITMDC) is comprised of member-company representatives with an interest in how international affairs shape the dietary supplement market. The group both initiates and directs CRN activities in the international regulatory arena, including the Codex Alimentarius Commission and its various committees, the World Health Organization (WHO), the World Trade Organization (WTO), the European Commission's (EC) directives and major international initiatives relevant to

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dietary supplements and activities of the International Alliance of Dietary/Food Supplement Associations (IADSA). The ITMDC focuses on tariffs, lists of approved ingredients, setting rational, science-based maximum limits for vitamins and minerals, and protection of the food-drug borderline issue. The Committee holds conference calls as needed and an annual in-person meeting at *The Conference: CRN's Annual Symposium on Dietary Supplements*.

## **Legal Committee**

*Chair: Tara Falsani, Nature's Way*  
*Staff Liaison: Megan Olsen*

The Legal Committee is comprised of attorneys who are either in-house counsel for CRN's voting member companies, or CRN associate members (i.e., outside counsel who are not CRN members may not participate in this committee). The Legal Committee discusses legal issues of interest to the dietary supplement and functional food industry, such as class-action lawsuits; FTC and FDA regulatory and enforcement actions; opportunities to join amicus briefs; significant legal cases impacting the industry; and, related topics raised by CRN members or CRN staff. The committee primarily meets by conference call on an as-needed basis.

## **Membership Committee (by invitation only)**

*Chair: Bruce Brown, Natreon*  
*Staff Liaison: Carl Hyland*

The Membership Committee is a small group of dedicated representatives from CRN member companies who seek to strengthen the industry by strengthening CRN. Committee members seek out other responsible company colleagues to encourage membership in CRN. By building CRN's

membership, committee members have an opportunity to make a contribution to the association, thereby positively impacting the industry as a whole. The committee meets by conference call several times a year.

## **Regulatory Affairs Committee**

*Co-Chairs: Diana Morgan, Care/Of & Joanne Lasrado, Kemin*  
*Staff Liaison: Andrea Wong, PhD*

The Regulatory Affairs Committee (RAC) includes CRN members with shared expertise in quality control, product development and regulatory knowledge, and provides input and oversight of CRN's regulatory activities, including developing comments for—and liaising with—regulatory agencies. For example, the RAC coordinated the industry's interpretation of and compliance with FDA's implementation of the Good Manufacturing Practices regulation, and response to the New Dietary Ingredient Draft Guidance. The committee accomplishes its work primarily through conference calls, subcommittee work and on-going communications.

## **Retailer Relations Forum (by invitation only)**

*Chair: Todd Johnson, i-Health*  
*Staff Liaison: Steve Mister*

CRN's Retailer Relations Forum (RRF) is open (by invitation only) to the senior sales and customer officers from CRN member companies that market finished dietary supplements and functional food to mass retailers in the chain drug, grocery, box store, and club venues. Forum members may include both marketers of branded products and contract manufacturers who manufacture store brand products for these customers. The Retailer Relations Forum provides opportunities for their

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senior sales executives of member companies to stay up-to-date on regulatory and sector developments that will impact their business, to keep abreast of retailer priorities, upcoming retailer initiatives, and requirements and expectations retailers have for the supplement and functional food categories. It also encourages these executives to become CRN brand ambassadors to the retail trade by helping to promote CRN's initiatives to retailers in the context of their own brand image and alignment with our activities.

For more information contact:

Carl Hyland

CRN Vice President, Membership Development

202-204-7674

[chyland@crnusa.org](mailto:chyland@crnusa.org)

## **Senior Scientific Advisory Council**

*Chair: Susan Mitmesser, Pharmavite*

*Vice Chair: Alex Eapen, Cargill*

*Staff Liaison: Andrea Wong, PhD*

The Senior Scientific Advisory Council (SSAC) is comprised of scientific officers in member companies who have volunteered to advise the CRN staff and the Board of Directors on major scientific issues. The main role for the SSAC is to assist with the development and implementation of CRN's scientific strategy. The SSAC also advises CRN on issues such as the program for *The Workshop: CRN's Day of Science*, proposals for other scientific meetings, ongoing staff scientific projects, and effective responses to new challenges presented by scientific publications, scientific policies and programs by government agencies. Participation is recommended for senior science executives who direct the science agenda in their companies. Conference calls are held bimonthly and the SSAC meets in person once per year in conjunction with *The Workshop: CRN's Day of Science*.