



## **NEWS Release**

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### ***Meet the Experts Tallies Up its Success at Natural Products Expo West/Supply Expo***

(Anaheim, CA) March 22, 2007 – *Meet the Experts*, a new business venue held during the three-day Natural Products Expo West/SupplyExpo at the Anaheim Convention Center and co-sponsored by the Consultants Association for the Natural Products Industry and New Hope Natural Media, was deemed a huge success by Karena Dillon, Consultants Association president.

During the three days, 25 Consultants Association members provided professional expertise to trade show attendees and exhibitors to help grow their companies and generate new revenue opportunities, as well as provide a platform for attendees to actively engage in discussing new business ideas.

“This was the first time *Meet the Experts* was offered at Natural Products Expo West/SupplyExpo,” said Dillon. “We hope to include the venue at Expo East and expand *Meet the Experts* with an additional educational format again next March at Expo West 2008.”

“We distributed over 300 consultant service directories and have now totaled more than 100 business leads for our organization,” Dillon added. According to Dillon, the directory includes a complete roster of members and areas of business expertise



attendees are seeking. Advertising, legal services, business development, retail store technology and product development were major areas of interest for attendees.

The Consultants Association is a non-profit organization founded in 1991 by consultants committed to enhancing the growth and integrity of the industry by promoting the education and improvement of manufacturing, distribution, technology, advertising and ethical standards that will help the industry provide safe and beneficial products to the trade and consumer marketplace. The Association makes every effort to match the needs of each inquiry with the most appropriate consultant companies.

For more information about referrals or membership the Consultants Association contact Karena Dillon at 559.325.7192 or email at [info@cani-consultants.org](mailto:info@cani-consultants.org). The web site is [www.cani-consultants.org](http://www.cani-consultants.org).

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