

NEWS Release

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CANI Marches Into 13th Year

(CLOVIS, CA) April 16, 2004 – Under the continued leadership of Karena Dillon, president of The Consultants Association for the Natural Products Industry (CANI), a non-profit group committed to enhancing the growth and integrity of the nutraceutical industry, the organization has entered its 13th year with a new telephone number, postal and email address.

Dillon, who is also president of the Baker Dillon Group, a full-service marketing firm, has been CANI president for four years. She will continue to lend her marketing expertise to the well-known industry consulting group.

CANI consists of experts with answers to help build natural products industry businesses for manufacturers, distributors and retailers. CANI offers many areas of specialized professional expertise including marketing, advertising, public relations/publicity, business strategy and development, event management, broker and distributor management, copywriting, executive coaching, food service, government regulations, GMP, media training, publishing, strategic planning, trademark, intellectual property, tradeshow exhibit design, promotional events, scientific substantiation, production plant design, executive and technical recruiting, import/export, industry analysis, insurance, legal, media buying, merchandise planning, organic private label and store brands, organizational development, package design, product development, regulatory affairs, relocation and expansion,

research and development, risk management, sales and project management, product sourcing, store design, training and education, video production, Internet marketing and web site design.

The 2004 CANI member directory with information about the leading international nutraceutical industry business consulting association, its services and members is available by contacting CANI. The new CANI mailing address is P.O. Box 4014, Clovis, CA 93613. Telephone is (559) 283-1119. Email is info@cani-consultants.org. The new website address is www.cani-consultants.org. Contact Karena Dillon for consultant business referrals or membership information.

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