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Vitamin Retailer[®]

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication

May 2014



Delivering **Joint Health** *Options*

**Product diversity grows for
natural joint health care.**

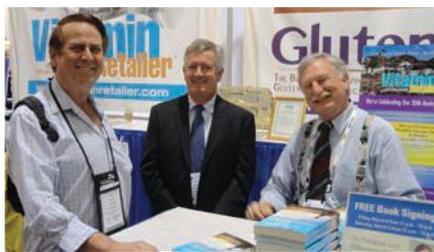
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VR 20th Anniversary Celebration a Success

Vitamin Retailer (VR) magazine celebrated its 20th anniversary at the recent Natural Products Expo West trade show, held March 6-9 at the Anaheim Convention Center in Anaheim, CA, with a number of special events at its booth throughout the show week.

As part of the festivities, VR invited show attendees to join the editors and other staff members to partake in 20th anniversary cake as well as a special champagne toast. Related events at the show included a book signing at the booth by **Dr. Jacob Teitelbaum**, who signed copies of his bestselling *The Fatigue and Fibromyalgia Solution*.



Dr. Teitelbaum (far right) book signing



VRM staff and friends toast to 20 years

The highlight of the weekend was VR's special "20-20 Exhibitor Scavenger Hunt" contest, in which retailers visited 20 participating exhibitor booths on the show floor for a chance to win one of 20 great prizes.

Steven Wasserbach of Mother's Market & Kitchen in Santa Ana, CA won the contest grand prize – a five-night luxury villa vacation at La Quinta Resort & Club in La Quinta, CA. Sean Eagan, owner of Half Pint Nutrition in Brentwood, CA, took home an Apple iPad 2, while Melodie McDaniell of Rainbow's End Natural Foods in Las Vegas, NV, won a Sony Playstation 3.

Other contest winners were: Elizabeth McDaniell, also of Rainbow's End Natural Foods, who received a \$100 gift card to Spafinder Wellness; Sam Lerner, COO of Healthy Surprise in Los Angeles, CA, who won a \$100 gift card to Morton's Steak House; Shopan Entesari of ShoHealth Now in Arcadia, CA, who won a \$100 Saks Fifth Avenue gift card; and George Tan of Rx Plus Pharmacy in Anaheim, CA who



VRM Staff Celebrates 20 years



Melodie McDaniell with VR's Dan McSweeney



Gift card winners



Winners Jeff Sherman and Soheila Sharif

received a \$100 gift card to Ruth's Chris Steakhouse (see "And the Winners Are..." sidebar for a list of all 20 contest winners).

The goal of VR's 20th anniversary celebration at Expo West, according to VRM Media president Daniel McSweeney, was for everyone who visited VR's booth to have fun while enjoying some time with the editors and other staff members of VR who were attending the show. "We also wanted to take the opportunity to thank our dedicated readers and advertisers from the past 20 years for helping make *Vitamin Retailer* such a tremendous success," McSweeney added.

And the Winners Are...

- 1. Grand Prize – La Quinta Resort Vacation** – Steven Wasserbach, Mother's Market & Kitchen, Santa Ana, CA
- 2. Apple iPad 2** – Sean Eagan, Half Pint Nutrition, Brentwood, CA
- 3. Sony Playstation 3** – Melodie McDaniell, Rainbow's End Health Foods, Las Vegas, NV
- 4. Spafinder Wellness \$100 gift card** – Elizabeth McDaniell, Rainbow's End Health Foods, Las Vegas, NV
- 5. Saks Fifth Ave. \$100 gift card** – Shopan Entesari, ShoHealth Now, Arcadia, CA
- 6. Neiman Marcus \$100 gift card** – Cheryl Larimer, Abundant Health, Oceanside, CA
- 7. Morton's Steak House \$100 gift card** – Sam Lerner, Healthy Surprise, Los Angeles, CA
- 8. Ruth's Chris Steak House \$100 gift card** – George Tan, Rx Plus Pharmacy, Anaheim CA
- 9. Pottery Barn \$50 gift card** – Leonard McCormick, Healing Hands, Los Angeles, CA
- 10. Barnes & Noble \$50 gift card** – Jeff Becker, Naturway, Anaheim, CA
- 11. Williams-Sonoma \$50 gift card** – Jenny Grindel, Harvest Moon Natural Foods, Olathe, KS
- 12. Restoration Hardware \$50 gift card** – Jerry Cady, IMS Naturally, North Hollywood, CA
- 13. P.F. Chang's \$25 gift card** – Rafi Gardee, Big Bear Natural Foods, Lambertville, NJ
- 14. Cheesecake Factory \$25 gift card** – Soheila Sharif, Family Well Being, Westlake Village, CA
- 15. Home Depot \$25 gift card** – Ron and Connie Dudley, A to Zinc Health Foods, Hudson, FL
- 16. Nike Store \$25 gift card** – Janet Chung, Norton Nutrition, Hemet, CA
- 17. Home Depot \$25 gift card** – Jonathon Larios, Naturway, Anaheim CA
- 18. Groupon \$25 gift card** – Moises Aceves, Naturway #2, Downey, CA
- 19. Victoria's Secret \$25 gift card** – Joy Heffner, Harvest Moon Natural Foods, Olathe, KS
- 20. Bath & Body Works \$25 gift card** – Cherie Morante, GNC, San Diego, CA