



# Take your seat at the table.

## Which would you choose?

To look in from outside,  
or take a seat at the table?

To watch as an industry agenda unfolds, or be  
among those companies that drive an industry  
agenda forward?

To keep your company sidelined or decide to  
team up for a greater purpose?

To let others tackle the tough issues or choose  
to be a part of a trade association and tackle  
those issues together?

The decision is up to you.

You may ask:  
“What’s in it for my company?”

The answer:  
**A seat at the table—and more.**

 **Council for Responsible Nutrition**  
*The Science Behind the Supplements*

[www.crnusa.org](http://www.crnusa.org)

# Your seat at the table puts you on the “A” list.

## *Agenda* Agenda

By joining CRN, you provide your company with opportunities to define the future of the dietary supplement industry and the knowledge that you are actively involved in shaping and moving forward an industry agenda. Through participation in our various committees, working groups, and task forces, your company has a say in determining the issues most important to the industry and in developing ways to address those issues, solve potential problems, and help promote a forward-thinking plan. CRN prides itself on a membership that includes the industry’s leaders—savvy business executives, innovative thinkers, and responsible companies. It’s an association you’ll want for your own company.

## *Access* Access

It’s all about who you know—and being a CRN member helps you get to know the key players. Whether it’s like-minded companies or potential customers, or a key legislator or government official about to make a decision that will affect your company’s livelihood, CRN can help. It might be about reaching a reporter who’s covering the latest scientific study, or having the opportunity to meet with an important regulator. If it involves knowing the right people, be assured that as a CRN member, your company is in a prime position to make the connection.

## *Advocacy* Advocacy

CRN is passionate about protecting its members’ interests in the scientific community, legislative and regulatory arenas and in the press. From Capitol Hill to the state legislatures, from the nation’s regulatory agencies to regulatory bodies abroad, CRN is vigilant in these venues in ensuring that laws and policies follow science-based paths. And, in national newspapers to the network nightly news, the association is no less vigilant in giving a public voice to those issues. CRN aggressively champions a science-based, data-driven approach that builds a positive climate in which responsible companies can do business and consumers can be confident in the safety of dietary supplements.

## *Advice* Advice

How would you like to have access to some of Washington, D.C.’s top talent when it comes to areas that matter to you? Whether it’s a question about a scientific study, clinical trial design, labeling, permissibility of claims, or a DSHEA or CODEX-related issue, CRN’s science and regulatory staff are knowledgeable and responsive. If you’re looking for advice on working with a particular reporter or asking for help in answering a press call, our communications department is insightful and responsive. Concerned about pending legislation in your company’s home state, or interested in having an impact with federal legislators? CRN’s government relations experts combine a strong in-house presence with outside lobbyists. Your membership allows you to rely on CRN when you need to gain perspective, seek advice, learn insights or test assumptions. Consider CRN an extension of your own company’s resources.

## *Action* Action

It’s more than just talking a good game. CRN makes things happen. Whether it’s providing a public voice in the media or through testimony on Capitol Hill, at a science symposium or in a meeting with regulators and legislators, CRN is front and center, representing your company’s concerns. It’s true that your company could sit back and let other companies take responsibility. But don’t you owe it to your employees and your investors to be actively supportive of a trade association that can help improve the environment for responsibly making and marketing safe, beneficial and high quality dietary supplements for consumers?

*A seat at the table and more—  
CRN members enjoy the following  
additional benefits:*

- A twice-monthly web-based newsletter—**The Report**—for reliable information and updates on CRN activities and industry news
- Members Only website with regularly-updated information and valuable compilations of industry data
- Advance notice and analysis of major breaking scientific research—often provided pre-embargo
- **Research Watch**—a digest-style summary of new scientific research
- Legislative briefings and confidential issue bulletins on a federal level and for key states
- Up-to-date information on FDA's **Federal Register** notices
- Personal access to a staff with expertise in science, regulatory affairs, public relations, government relations, and international issues
- Washington, D.C., Executive Legislative Day on Capitol Hill
- Discounted rates on **The Conference: CRN's Annual Symposium for the Dietary Supplement Industry**; **The Workshop: CRN's Day of Science**; and educational webinars
- Legal and policy analysis on important issues affecting the industry
- Participation in committees and working groups that provide an opportunity to share ideas and develop solutions with CRN staff and other member company colleagues
- Affiliation with the industry's leading companies



**Join the Council for Responsible Nutrition  
and take your seat at the table.**

**Make our mission your own.**

CRN's mission is to sustain and enhance a climate for our member companies to responsibly develop, manufacture and market dietary supplements and nutritional ingredients.

**For more information about becoming  
a member of CRN, contact:**

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The Council for Responsible Nutrition (CRN), founded in 1973 and based in Washington, D.C., is the leading trade association representing dietary supplement manufacturers and ingredient suppliers. CRN members voluntarily adhere to a strong code of ethics and manufacture dietary supplements to high quality standards under good manufacturing practices.

**Great minds think alike. Great companies join CRN.**