



For Immediate Release

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Nourish America Welcomes New President, Secretary and Board Members

(Ojai, CA) - [Nourish America](http://www.nourishamerica.org), an award-winning national charity that provides vital nutrition to those in need in America, is proud to announce the election of five new board members: Andrew Jacobson, Gillian Christie, Eric Schnell, Laura Setzfand and Rakesh Amin. Their impressive successes in business coupled with their vast experience and industry impact will greatly assist Nourish America in strengthening and expanding its much-needed nutrition programs for those in need throughout America.

In addition to his new role as a Board Member, Andrew Jacobson, Founder of Ep!phany! has also been elected President of Nourish America. With over 25 years in the natural products industry, Jacobson is no stranger to taking the helm of leadership. He started his career working at his parents' health food store, then took his hands-on experience and created impressive results first as Director of Sales for Tree of Life, then as President of Westbrae Natural Foods, also as the President of natural products group and then personal care at The Hain Celestial Group, and most recently President and CEO of Cyanotech. Jacobson has also served as Director of the National Natural Foods Association.

"We've seen first-hand Andy's leadership in action. During a critical time for Nourish America, he generously shared his personal resources as well as recruited important supporters for Nourish America. We deeply thank him and are very pleased to have him in a lead role in the organization," said Michael Morton, Nourish America's Executive Director.

Further expanding Nourish America's Board, Gillian Christie has been elected Secretary/Treasurer. Christie has been an extremely valued, passionate supporter of Nourish America for the past four years and brings to Nourish America her extensive 30 years experience in marketing and public relations and her commitment to global

betterment. As CEO of [Christie Communications](#), Christie and her teams of brand-building experts across the country have helped start-ups to global brands create success while building reputations for ethical business and philanthropy. Christie has earned several awards for her personal social work including the Top 100 Women Taking the Lead to Save our Planet. In addition, Christie has advanced her company's social mission by creating a Global Betterment Sector providing innovative programs in Africa, South East Asia and the U.S.

Eric Schnell has nearly 20 years experience in sales, marketing and operations with diverse experience managing startup companies, turnaround brands and launching innovative new products with such companies as Long Life Tea and Country Life Vitamins. After founding The Healthy Beverage Company in 2002, Schnell launched Steaz, the first carbonated green tea and the first USDA certified organic soda in the U.S, then drove the company to a leading position in the market, with over \$10 million in retail sales last year. Concurrently, Schnell established a triple bottom-line business philosophy of people, planet and ethical products. In 2007, Schnell received Penton Media's Socially Responsible Business of the Year award. Schnell is co-founder of [LAM enlightened nutrition](#), the first line of all natural liquid dietary supplements in a single dose strength in the U.S. Schnell is also an Operating Partner for [6Pacific Capital](#) in Los Angeles and serves as an advisor to [Teawolf](#).

Laura Setzfand, who comes to Nourish America from the beauty and personal care industry, is an award-winning expert in sales and marketing management and product development with over 12 years of experience. She currently serves as Vice President of Sales for [Wisdom Natural Brands](#) and has served as Vice President of Sales & Marketing at Nature's Gate, a leading natural beauty brand, with complete responsibility for branded P & L, global sales, distribution, retail expansion, marketing, product development and education. Prior, she worked with the Hain Marketing Group, and Jason Natural Products as Director of Marketing, also she was the Director of International and Trade Marketing for TIGI Linea, and Product Manager of Matrix Essentials division of Bristol Meyer Squibb as well as Director of Marketing for Berlin Packaging. Laura is fluent in three languages, holds a BA in International Relations from Tufts University and a MA in International Economics from Johns Hopkins School of Advanced International Studies.

Rakesh M. Amin is both a registered pharmacist and an attorney and serves as Managing Member at [Amin Talati](#). For the past 16 years, Rakesh has practiced Food and Drug Administration (FDA), Federal Trade Commission (FTC), U.S. Customs, Drug Enforcement Act (DEA), U.S. Department of Agriculture (USDA) and related Federal and State regulatory, advertising and litigation matters. Amin regularly provides legal counsel regarding food, dietary supplement, drug, cosmetic, medical device and biotechnology laws, including various product approval and pre/post marketing requirements, good manufacturing practices, advertising, labeling, health claims, import/detention issues, inspections, regulatory enforcement and complaint matters. Amin also practices patent, trademark, copyright, trade secret, maintenance and licensing of intellectual property, as well as intellectual property and false advertising

litigation. Lastly, Amin helps companies with licensing, business contracts and commercial litigation.

These five new board members partnering with existing Nourish America board members create a strong platform for Nourish America's on-going success. Current board members include:

James Gormley is an award-winning journalist, who has been in the forefront of the natural products industry since 1995, having served as Editor-in-Chief of *Better Nutrition Magazine* (1995-2002), trade relations and regulatory affairs officer for Nutrition 21 (2002-2006), Editorial Director of the Vitamin Retailer Magazine Group (2006-2008) and currently as editor of an anti-aging journal in dermatology. He has always espoused the importance of building bridges between industry and consumers: to wit, he has served as an AOAC working group chair (2006), as a longtime member of the Natural Products Association communications committee, and as a Council for Responsible Nutrition delegate to Codex Alimentarius (Paris and Rome, 2005). He also serves as Director on the boards of [Citizens for Health](#) and the [Natural Health Research Institute](#).

Gary Tomchuck, Nourish America's former president, has 24 years of experience in innovative marketing, business development, sales, technology and management. As CEO of [Ethical Markets Media](#) he led the launch of the first national weekly television series reporting on issues of redefining success in terms of sustainability and social consciousness and in 1995, founded Awareness Marketing, a consulting firm specializing in integrated health, personal growth and natural products. Tomchuck has served as Director of CSRwire, a corporate social responsibility newswire service. In addition, he was a cofounder of BroadcastHealth.com; a leader in producing video for webstreaming and broadcast and was responsible for their production, content and business development. He served as COO of Passionate Living Media, a television, print, radio and internet media company. Tomchuck has also organized, produced and promoted major events such as the Healthy Living Expo.

"The addition of these new board members to our existing board team marks a new chapter for Nourish America, one that will be enhanced by the vision and great hearts of these extremely accomplished professionals. We are very excited to work with each one of them along with our dedicated returning board members as we at Nourish America tackle the escalating crisis of hunger and malnutrition in America," said Morton.

About Nourish America

[Nourish America](#) is an award-winning 501 (c) 3 organization that provides nutritional supplements and nourishing foods (including naturals and organics) to those in need in America. Last year alone, Nourish America provided almost \$3.5 million worth of nutritional products to almost 200,000 Americans in need including over 30,000 children, 1,200 pregnant mothers, 32,000 seniors and 100,000 disaster victims.

It costs only ten cents a day to provide nourishment to someone in need through Nourish America. For four years in a row, Nourish America has received high ratings for its fiscal management from Charity Navigator, the nation's leading charity watchdog organization. Independent audits of Nourish America's finances show that over 94% of all donations go directly to programs and those served. Donations can be made online at <http://www.nourishamerica.org/donate.html>. Get our latest news: become Nourish America's friend on [Facebook](#). Come follow Nourish America on [Twitter](#).