

## Media Relations Contact

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## For Immediate Release

### Standard Process Inc.® Goes Above and Beyond in Support of Chiropractic Care

**CARMICHAEL, California** — In 2009, Standard Process Inc.® ([www.standardprocess.com](http://www.standardprocess.com)), a Wisconsin-based manufacturer of nutritional whole food supplements, made a five-year \$500,000 pledge to the Foundation for Chiropractic Progress ([www.f4cp.com](http://www.f4cp.com)), becoming the fourth company included in the Founders Circle - a level requiring a minimum of \$100,000 in donations per year. In addition to the company's financial support, Charles DuBois, Standard Process president and Foundation board member, has encouraged most Standard Process sales representatives to become monthly contributors to the Foundation and join in the not-for-profit's positive press campaign.

"I am very proud of the overwhelming support from our sales representatives, who work daily with the doctors providing technical support and education to the chiropractic profession," states DuBois. "Their individual support, in addition to Standard Process' corporate support, sets an example for the entire chiropractic profession on the importance of increasing public awareness of the many benefits associated with chiropractic care."

Prior to the recent pledges by Standard Process sales representatives and the company's five-year commitment, Standard Process had already contributed \$367,264 dollars in support of the Foundation, helping fuel media campaigns that have generated over 320 million positive impressions.

"Over the past couple years, Standard Process has gone above and beyond for the Foundation, giving our organization the support needed to properly promote the chiropractic profession," adds Kent S. Greenawalt, Foundation chairman. "The company's latest effort to promote our mission internally is the next big step for the Foundation's growth, and we encourage other supportive vendors to follow Standard Process's lead."

While the Foundation relies strongly on vendor donations, it is imperative that individual doctors, students, and others who support chiropractic join the Foundation at whatever monetary level they are comfortable giving.

"As an increasing number of generous people back the Foundation in its mission, the positive exposure chiropractic receives will grow exponentially," DuBois says. "Ultimately, this is about changing people's lives. And, that's why it feels so good to contribute to the Foundation's mission."

### Foundation for Chiropractic Progress – Standard Process Sales Representative Pledges to Date

Bill Bahan - Standard Process Southeast, Inc.  
Tim Bahan - Standard Process of Ohio

James Conell-Cordes - Standard Process of North Florida, Inc  
Adam Davis - WNYNS Inc.  
Rob DesMarais - Therapeutic Nutritional Services, Inc.  
Tracey Foley – Standard Process Nutrition of Minnesota, Inc.  
Curt Hamilton - Standard Process of North Texas, Inc.  
John Hess - Mid-Atlantic SP Nutritional Resources, Inc.  
Glenn Kikel - Standard Process of Central Texas, Inc.  
Jerry Linnenkohl - Standard Process NW, Inc.  
Jim Marecic - Standard Process of North Carolina, Inc.  
Jerry McFarland –Standard Process of Kansas, Western Missouri, Inc.  
Jerry Morrison - Standard Process South Inc.  
Lewis Ruffner - New England Nutritional Services, Inc.  
Dan Schwerdtfeger - Standard Process Southwest Nutrition, Inc.  
Walter Scott - Standard Process of Oklahoma, Inc.  
Phillip Steinberg - Comprehensive Nutrition, Inc.  
Hugh St. Onge - Nutritional Services, Inc.  
Ben Viola - Standard Process Nutrition Northeast, Inc.  
Benton Wigton - Standard Process of Pennsylvania, Inc.  
Thomas Wisniewski - Mid-West Nutritional Services, Inc.  
Bill Wright - Standard Process Resources, Inc.

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#### **About Standard Process Inc.®**

For more than 80 years, Standard Process, headquartered in Palmyra, Wis., has provided health care professionals with high-quality, nutritional whole food supplements. The company grows crops on company-owned, organically certified farmland, utilizes state-of-the-art manufacturing processes, and employs the highest quality control standards. Standard Process strictly adheres to the Food and Drug Administration's good manufacturing practice requirements. More than 300 products are offered through three product lines: Standard Process whole food supplements, Standard Process Veterinary Formulas™, and MediHerb® herbal supplements. The products are available only through health care professionals.

#### **About F4CP**

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at [www.foundation4cp.com](http://www.foundation4cp.com) or call 866-901-F4CP (3427).