

1 HR155
2 150653-1
3 By Representatives McCutcheon, Poole, Sanderford, Hall,
4 Johnson (W) and Patterson
5 RFD:
6 First Read: 20-MAR-13

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8 HONORING JAY MARTIN FOR CONTRIBUTIONS TO MANKIND AND
9 FOR THE SUCCESS OF NSA, LLC.
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11 WHEREAS, highest commendation is herein conveyed to
12 Jay Martin in recognition of his outstanding achievements and
13 contributions to mankind; and

14 WHEREAS, Jay Martin has been changing people's lives
15 for more than 40 years; his warm personal style, bold
16 leadership, and strategic vision have made a long-term success
17 story of NSA, LLC, the company he founded in 1970 and
18 continues to serve as President and CEO; and

19 WHEREAS, he continues to be inspired by the words
20 that motivated him and have become his Vision Statement: "To
21 build a stable and lasting company that will help as many
22 people as possible realize their dreams"; and

23 WHEREAS, during its 42-year history, NSA, LLC has
24 accumulated nearly \$10 billion in sales, building success by
25 combining two of the fastest growing industries in America,

1 Health/Wellness and a unique Virtual Franchise Market Model;
2 and

3 WHEREAS, the company also contributes substantially
4 to worthy causes, including donating monetarily and in
5 man-hours to: St. Jude Children's Research Hospital, Boys and
6 Girls Club of Greater Memphis, Church Health Center,
7 Volunteers of America, and the Juice Plus+ Children's Health
8 Study, which has positively affected the health of more than
9 500,000 children worldwide; and

10 WHEREAS, the research on Juice Plus+ is unparalleled
11 and is considered irrefutable: there are 29 Clinical Studies
12 with most being double-blind, crossover, and
13 placebo-controlled; the nutrition of Juice Plus+ helps bodies
14 in countless ways, while the income from a home-based Juice
15 Plus+ business helps individual and family finances; and

16 WHEREAS, there are a million Juice Plus+ customers
17 and thousands of distributors in 23 countries as well as each
18 of the United States of America, where many have kept their
19 homes from foreclosure with their Juice Plus+ paychecks; and

20 WHEREAS, in these times, there is much talk about
21 the new connection economy; gone are the days of mass
22 communication and mass advertising; the new economy is about
23 relationships, respect, and dignity, a combination that Jay
24 Martin has always understood; he knows the farmers who grow
25 the components and he knows every employee at company
26 headquarters; he has a great relationship based on trust with

1 his field leaders; he believes that to have friends, you must
2 first be a good friend with integrity; these values continue
3 to be emphasized in the company's capsules, in the marketing
4 plan, and at conferences; and

5 WHEREAS, Jay Martin has done so much for so many
6 people around the world, and he is truly deserving of special
7 recognition; now therefore,

8 BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF
9 THE LEGISLATURE OF ALABAMA, That it is a pleasure to commend
10 Jay Martin for his many contributions to mankind and
11 congratulate him for the success of NSA, LLC, the maker of
12 Juice Plus+, and it is directed that a copy of this resolution
13 be provided to him with best wishes in future endeavors.