



Press Release

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## **IASC Celebrates Gene Hale on his Retirement; Welcomes Devon Powell as New Executive Director**

SILVER SPRING, MD *May 13, 2008* – The International Aloe Science Council (IASC) today announced that Devon Powell will be joining the organization as the new Executive Director.

Powell has served as Chief Operations Officer for the American Herbal Products Association (AHPA) since 2005. He brings with him over 20 years of managerial, marketing and sales experience.

“The insight Devon has into the management and promotion of trade associations and his understanding of our mission set the stage for IASC’s strong growth in the future,” said Walt Jones, Chairman of the organization’s Board of Trustees. “The board is excited about this transition and looks forward to working together with Devon to continue to forward the mission of IASC.”

Powell joins the organization following the retirement of Gene Hale, who has served as IASC’s Executive Director since 1993. “Gene has been the face of the aloe industry and a great supporter of the products and programs that have evolved under his tenure,” said Jones. “We ask the membership to please join the Board of Trustees in thanking and congratulating Gene for the excellent work he has done with and for the IASC for the past 15 years.”

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*The International Aloe Science Council (IASC) is a non-profit trade organization for the international Aloe vera industry. Its membership includes Aloe growers, processors, finished goods manufacturers, marketing companies, insurance companies, equipment suppliers, printers, sales organizations, physicians, scientists and researchers. The common bond between this diverse group of individuals and companies is an interest in promoting Aloe vera and its use in skin products, beverages, pharmaceuticals, and a wide variety of other products. Website: [www.iasc.org](http://www.iasc.org)*