

2024 NBJ Summit Agenda – 27th Annual NBJ Summit
Rancho Palos Verdes, CA – Terranea Resort



2024 Theme

Empowered Leadership: Illuminating the Path from Foundation to Future

Theme description: *Honoring the nutrition industry's past to drive responsible growth, stewardship and innovation for future generations*

Monday July 29 – Thursday August 1, 2024

Premier Title Sponsor: William Hood & Company

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Agenda Sponsored by: Verdure Sciences



2024 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder & Principal, *Nutrition Capital Network*, Co-Founder, *NBJ*
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Jessica Rubino, Vice President of Content, *New Hope Network*

Monday, July 29, 2024

8:00 AM – 5:00 PM **One-on-One Business Networking Meetings**
Location: Palos Verdes 6-7
Sponsored by: TBD

Let's network! This is the dedicated time for your pre-booked 30-minute one-on-one networking meetings. If you haven't booked meetings yet, click on the "Attendees" tab now to connect, chat and book meetings with both in-person and virtual attendees. In-person meetings will take place in Palos Verdes 6 & 7, while virtual meetings will take place on the Swapcard platform.

10:00 AM – 12:30 PM **Golf**
Location: The Links, Terranea Golf Course
Sponsored by: Bio-Cat & Vitaquest

12:00 PM – 1:30 PM **Networking and Leather Branding**
Location: The Links, Terranea Golf Course

1:00 PM – 3:30 PM **Golf**
Location: The Links, Terranea Golf Course
Sponsored by: Bio-Cat & Vitaquest

5:00 PM – 6:30 PM **Opening Reception**
Location: Point Terrace
Sponsored by: Gemini

Tuesday, July 30, 2024

7:00 AM – 11:00 AM **Specialty Coffee Station**
Location: Palos Verdes Prefunction
Sponsored by: Disruption Labs

7:00 AM – 8:00 AM **Breakfast**
Location: Palos Verdes Terrace
Sponsored by: Pharmavite

8:00 AM – 8:40 AM

Opening Remarks

Location: Palos Verdes 1-5

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Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Jessica Rubino, Vice President of Content, *New Hope Network*

8:40 AM – 9:40 AM

Katie Goodman: Adapting to Thrive in Today's Business Landscape

Sponsored by: ADM

Keynote Speaker: Katie Goodman, Executive Coach, author, director, filmmaker, award-winning comedian

What do improv and business have in common? As an executive coach, author, director, filmmaker and award-winning comedian, Katie Goodman will share unique perspectives on navigating inter-personal relationships, volatile marketplace dynamics and unexpected obstacles that every leader faces daily. Inspire yourself and your teams to rethink how you achieve your goals, while finding your authentic leadership voice.

9:40 AM – 10:10 AM

Refreshment Break & Book Signing

Location: Palos Verdes Prefunction

Sponsored by: Glanbia

10:10 AM – 10:50 AM

State of the Industry: NBJ Data & Trends Overview

Speaker: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Erika Craft, Market Research Analyst, *Nutrition Business Journal*

In this perennial favorite NBJ Summit session, view industry trends and market dynamics by the numbers with Nutrition Business Journal's renowned market-sizing data. In the session that sets the table for the rest of the Summit, NBJ Content & Insights Director Bill Giebler and NBJ Market Research Analyst Erika Craft will present the Journal's most comprehensive analysis of the year, showing sales, growth and market share, past present and future, by category, channel, condition and delivery format, and drilling into the crucial intersections of these market segments.

10:50 AM – 11:20 AM

Unlocking AI for Business Growth

Speaker: Steve Brown, Chief AI Officer, *Abundance360 and PHD Ventures*

11:20 AM – 11:50 PM

Industry Leaders Leveraging AI for Business Success

Speaker: TBD - Anand Swaroop, Founder, *Cepharm*

11:50 AM – 12:15 PM

Amazon Amplified: Creating Market Integrity in the U.S.'s largest E-Commerce Marketplace

Moderator: Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*

Speaker: TBD - Anna Dalla Val, Director, Brand Protection Strategic Partnerships, *Amazon*

Amazon is the most visible purveyor of fraudulent and counterfeit dietary supplements. But it's complicated, the e-commerce giant is also the country's largest reseller of quality supplements. While many of the challenges our industry is experiencing on Amazon are unique to dietary supplements, many are not. Ramping up in 2024, the marketplace is making changes within the supplements sector to meet industry demand and consumer safety needs. Is it enough or soon enough? Join experts from Amazon—inside and outside of dietary supplements—to discuss the opportunities and challenges with the country's largest supplements retailer.

12:15 PM – 1:15 PM

Lunch

Location: Palos Verdes Terrace

Sponsored by: K. Patel Phyto

1:15 PM – 1:35 PM

State of the Industry: M&A and Financial Markets Overview

Speaker: William Hood, Managing Director & Founding Partner, *William Hood & Company*

1:35 PM – 2:05 PM

State of the Industry: M&A in Women's Health

Moderator: Jill Staib, Co-Founder and Managing Director, *William Hood & Company*

Panelists: Tobe Cohen, EVP & President, Specialty Brands, *Pharmavite*

Mike Satow, CEO & Founder, *Bonafide Health*

2:05 PM – 2:20 PM

DSHEA 30-Year Anniversary Video

Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Sponsored by: Alkemist Labs | Country Life | NOW Foods |

Specialty Nutrition Consulting, Inc.

Hear from the people who helped make DSHEA a reality and get perspective on where it stands 30 years later. Has it stood the test of time? Has the industry lived up to its promise?

2:20 PM – 2:45 PM

DSHEA Opening up DSHEA: a Fireside Chat

Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speakers: Todd A. Harrison, Esq., Partner, *Venable, LLC*

Steven Mister, President & CEO, *Council for Responsible Nutrition*

DSHEA may be the best thing that could have happened to the industry in 1994, but 30 years later some argue it needs to evolve. In this session, we hear from two voices who believe the Act needs an update and industry resistance to change is doing a disservice to brands and manufacturers.

2:45 PM – 3:30 PM

DSHEA 30-Year Anniversary: The Next Generation

Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speakers: Rend Al-Mondhiry, Partner, *Amin Wasserman Gurnani, LLP*

Loren Israelsen, Founder & President, *United Natural Products Alliance*

James Schmachtenberger, Co-Founder & CEO, *Neurohacker Collective*

Lessons learned from the passage of DSHEA still resonate today, but whether those lessons fit the challenges of 2020s is far from clear. Expect a spirited conversation about whether the effort and ideas that led to DSHEA's can apply to what people are trying to do for Hemp CBD and psychedelics and whether the foundation built by DSHEA is strong enough for the revolutionary movements decades after it passed.

3:30 PM – 3:45 PM

Content Remarks, Housekeeping & Event Announcements

3:45 PM – 4:30 PM

Workshops: Writing the supplement industry's next chapter

This year's DSHEA milestone provides the unique opportunity to reflect on the supplement industry's progress over three decades. But our work is far from done. Join the NBJ Summit team and industry experts for a dynamic working session that will explore quality, transparency, consumer awareness and more. You'll walk away with clear action items for how you and your business can more intentionally contribute to a responsible and trusted industry well into the future. We'll leverage your action items for an industrywide roadmap that the NBJ Summit community will revisit throughout the year and at the event in 2025.

8:00 AM – 5:00 PM

One-on-One Business Networking Meetings

Location: Palos Verdes 6-7

Sponsored by: TBD

6:00 PM – 7:00 PM

Welcome Reception

Location: Point Terrace

Sponsored by: Vidya Herbs

Wine Sponsored by: TBD

Mocktails Sponsored by: FutureCeuticals

Photobooth Sponsored by: TBD

7:00 PM – 9:00 PM

Welcome Dinner Featuring NBJ Awards

Location: Palos Verdes Meadows

Lawn

Sponsored by: TBD

9:00 PM – 11:00 PM

PQAA

Location: Catalina Room

Sponsored by: TBD

Wednesday, July 31, 2024

7:00 AM – 11:00 AM

Specialty Coffee Station

Location: Palos Verdes Prefunction

Sponsored by: Disruption Labs

7:00 AM – 8:00 AM

Breakfast

Location: Palos Verdes Terrace

Sponsored by: Layn Natural Ingredients

8:10AM – 6:00 PM

Catalina Island Excursion

Location: Bus Departure from Executive Lot (front of Terranea valet)

Sponsors:

Ferry Ride to Catalina: Kyowa Hakko USA

Lunch Wednesday on Catalina: NOW Foods

Beach Party: Nuseed Nutritional

Water Sports: TBD

Water Bottle: PLT Health Solutions

Zipline: Gelita

AGENDA

8:10 AM: Depart from hotel

8:40 AM: Arrive at Ferry, Check-in

9:00 AM: Depart for Catalina Island

10:30 AM: Arrive at Catalina Island

11:00 AM – 3:00 PM: Lunch at Descanso Beach Club

12:00 PM – 3:00 PM: Enjoy selected Daytime Experiences or Explore Island at Leisure

3:15 PM: Return to dock for departure

3:30 PM: Ferry departs back to Harbor

5:00 PM: Return to San Pedro Port

5:45 PM: Return to Hotel

9:30 AM – 11:30 AM

Dosha Type Testing & Networking Gathering

Location: Channel Island Suite

Facilitator: Joshua Barr, Sound Medicine Practitioner

12:00 PM – 5:00 PM

Terranea Resort Activities

On-site Terranea Activities: non-motorized water sports, self-guided hike

9:00 AM – 5:30 PM

One-on-One Business Networking Meetings

Location: Palos Verdes 6-7

Sponsored by: TBD

6:45 PM – 7:45 PM

NBJ Summit Lifetime Achievement Award Reception

Location: Point Terrace

Sponsored by: HTBA

Wine Sponsored by: Synbiotic Health

Mocktails Sponsored by: FutureCeuticals

Photobooth Sponsored by: TBD

7:45 PM – 10:00 PM

NBJ Summit Lifetime Achievement Award Dinner

Location: Palos Verdes Meadows

Lawn

Sponsored by: RFI Ingredients

Thursday, August 1, 2024

7:00 AM – 11:00 AM

Specialty Coffee Station

Location: Palos Verdes Prefunction

Sponsored by: Disruption Labs

7:00 AM – 8:00 AM

Breakfast

Location: Palos Verdes Terrace

Sponsored by: TBD

8:00 AM – 8:15 AM

Opening Remarks, Awards Videos

NBJ Summit Co-Chairs: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Jessica Rubino, Vice President of Content, *New Hope Network*

8:15 AM – 9:15 AM

Leading with Love: Keynote with Marcus Buckingham

Sponsored by: Kemin

Introduced by: Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*

Keynote Speaker: Marcus Buckingham, Researcher, NYT Best-Selling Author, and Founder of the Strengths Revolution

Workplace satisfaction is too infrequently discussed in terms of love. We are more likely to “love” a TV show or a taco or a pair of shoes than a job—the love for which is riddled with asterisks and exceptions. Yet love plays among the greatest predictors of workplace retention, performance, engagement, resilience, and inclusion. Join renowned speaker, researcher, NYT best-selling author and Strengths Revolution founder Marcus Buckingham as he walks us through the data behind his latest book, *Love and Work*. What does love mean for leaders? How can we foster a culture of love in our companies? How do we move beyond a paradigm where work is purely transactional? And how can we, and our teams, come to love our jobs? The data is clear: it’s time to get comfortable loving love. And work.

9:15 AM – 9:25 AM

Women’s Health Data Snapshot

Speakers: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Jessica Rubino, Vice President of Content, *New Hope Network*

From hormonal health to healthy aging and sports nutrition, the women’s health category is booming. But what do today’s numbers tell us about its future? During this data-packed quickfire presentation, we provide a snapshot of growing categories and key opportunities.

9:25 AM – 9:50 AM

A Conversation with The Vitamin Shoppe President Muriel Gonzalez

Moderator: Jessica Rubino, Vice President of Content, *New Hope Network*

Featured Speaker: Muriel Gonzalez, President, *The Vitamin Shoppe*

What does one of the most influential supplement retailers in the U.S. predict for the future of nutrition? During this exclusive fireside chat with Muriel Gonzalez, you’ll glean never-before-shared insights from The Vitamin Shoppe’s consumer research, including what women really want, plus unpack what the supplement-industry can learn from the multi-billion-dollar fashion and beauty industries. Named president of The Vitamin Shoppe in May 2023, Muriel Gonzalez has also held senior leadership roles at Macy’s, Estee Lauder, Anne Taylor, Saks Fifth Avenue and Bergdorf Goodman.

9:50 AM – 10:15 AM

Insights into the women’s health revolution with Dr. Pamela Peeke

Moderator: Jessica Rubino, Vice President of Content, *New Hope Network*

Featured Speaker: Pamela Peeke, MD, Founder & CEO, Peeke Performance Center for Healthy Living

During this fast-paced discussion, one of today’s leading integrative health experts Dr. Pamela Peeke, MD will captivate the NBJ Summit community with her new perspectives on optimization. A cultural shift has cracked open the dialogue around often ignored women’s health issues; as a result, the dietary supplement industry has an opportunity to address women’s various life stages with natural solutions. How is this industry to expanding the knowledge and solutions to support women throughout these hormonal stages? Join Dr. Peeke as she digs into this question and outlines what’s next in this exploding category.

10:15 AM – 10:45 AM

Refreshment Break & Book Signing

Location: Palos Verdes Prefunction

Sponsored by:

CoreFX Ingredients

10:45 AM – 11:30 AM

The science and innovation behind today's 'She-conomy'

Moderator: *Jessica Rubino*, Vice President of Content, *New Hope Network*

Speakers: *Andrea Donsky*, Co-Founder, *Morphus*

Meeta Kratz, Global Vice President, Product Management & Marketing, *Lonza*

Jessica Mulligan, Founder, *Winged*

The boom in women's health products is supported by an increasing number of women-led marketing, science and innovation teams. During this insightful panel, we showcase three of the powerful voices behind today's top women's health and dietary supplement companies as they reveal how they're ensuring that their companies authentically connect with women with products that are backed by research supporting targeted results.

11:30 AM – 11:40 AM

NBJ Ayurvedic Data Snapshot

Speaker: *Erika Craft*, Market Research Analyst, *Nutrition Business Journal*

11:40 AM – 11:55 AM

Sound Medicine

Facilitators: *Joshua Barr*, Sound Medicine Practitioner

Dr. Kulreet Chaudhary, M.D., Neurologist & Ayurvedic Practitioner

'The medicine of the future will be frequency medicine'. — Albert Einstein

Why does a baby's cry instantly flood a mother's body with a myriad of stress hormones? How can a song on the radio stir up powerful emotions, from joy to anger, regret to desire? Why does sound itself evoke such primal and deeply felt emotions? There is a hidden power within sound that has only begun to be investigated by modern medicine. However, ancient global traditions have used sound for millennia as a key part of their medical systems. Join sound practitioner, Joshua Barr, and neurologist, Dr. Kulreet Chaudhary, as they personally guide you through a thousand-year-old sound medicine practice linked to the yogic lineage of India.

11:55 AM – 12:20 PM

Finding Connection through Ayurveda

Speaker: *Dr. Kulreet Chaudhary, M.D.*, Neurologist & Ayurvedic Practitioner

Connection: without it, newborns die; adults numb themselves; relationships dissolve; companies crumble. Mother Theresa said, "In the West there is a loneliness, which I call the leprosy of the West. In many ways, it is worse than our poor in Calcutta." How do we cure our leprosy of disconnection? In the ancient medical system of Ayurveda, connection is both the medicine and the outcome. Dr. Kulreet Chaudhary guides us through a personal journey of how to create connection, at home and work.

12:20 PM – 12:45 PM

Interviews & Audience Takeaways: Illuminating the Path from Foundation to Future

Moderators: *Rick Polito*, Editor-in-Chief, *Nutrition Business Journal*

Jessica Rubino, Vice President of Content, *New Hope Network*

12:45 PM – 1:00 PM

Closing Remarks, Survey and Highlight Video

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Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Jessica Rubino, Vice President of Content, *New Hope Network*

1:00 PM – 2:00 PM

Closing Lunch

Location: Palos Verdes Terrace

Lunch, Sponsored by: Cepharm

Extractions Private Limited

2:00 PM – 3:00 PM

Closing Celebration

Location: Palos Verdes Terrace

Sponsored by: TBD

9:00 AM – 4:00 PM

One-on-One Business Networking Meetings

Location: Palos Verdes 6-7

Sponsored by: TBD