

## 2024 NBJ Summit Agenda – 27<sup>th</sup> 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*

*Visual Illustrator Sponsored by: Eurofins*

*Virtual Experience Sponsored by: TBD*

*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	<p><b>Breakfast</b>  <i>Location: Palos Verdes Terrace</i>  <i>Sponsored by: Pharmavite</i></p>
8:00 AM – 8:40 AM	<p><b>Opening Remarks</b>  <i>Location: Palos Verdes 1-5</i>  <b>NBJ Summit Co-Chairs:</b>  <b>Thomas Aarts</b>, Co-Founder &amp; Principal, <i>NBA</i>, Co-Founder <i>NBJ</i>  <b>Bill Giebler</b>, Content &amp; Insights Director, <i>Nutrition Business Journal</i>  <b>Jessica Rubino</b>, Vice President of Content, <i>New Hope Network</i></p>
8:40 AM – 9:40 AM	<p><b>Tuesday Keynote: Katie Goodman</b>  <i>Sponsored by: ADM</i>  <b>Keynote Speaker: Katie Goodman</b>, Executive Coach, author, director, filmmaker, award-winning comedian</p>
9:40 AM – 10:10 AM	<p><b>Refreshment Break &amp; Book Signing</b>  <i>Location: Palos Verdes Prefunction</i>  <i>Sponsored by: Glanbia</i></p>
10:10 AM – 10:50 AM	<p><b>State of the Industry: NBJ Data &amp; Trends Overview</b>  <b>Speakers: Bill Giebler</b>, Content &amp; Insights Director, <i>Nutrition Business Journal</i>  <b>Erika Craft</b>, Market Research Analyst, <i>Nutrition Business Journal</i></p>
10:50 AM – 11:20 PM	<p><b>AI</b>  <b>Speakers: TBD</b></p>
11:20 AM – 11:45 PM	<p><b>Technology</b>  <b>Speakers: TBD</b></p>
11:45 AM – 12:15 PM	<p><b>Amazon</b>  <b>Speakers: TBD</b></p>
12:15 PM – 1:15 PM	<p><b>Lunch</b>  <i>Location: Palos Verdes Terrace</i>  <i>Sponsored by: K. Patel Phyto</i></p>
1:15 PM – 1:35 PM	<p><b>State of the Industry: M&amp;A and Financial Markets Overview</b>  <b>Speaker: William Hood</b>, Managing Director &amp; Founding Partner, <i>William Hood &amp; Company</i></p>
1:35 PM – 2:00 PM	<p><b>State of the Industry: M&amp;A in Women’s Health</b>  <b>Moderator: Jill Staib</b>, Co-Founder and Managing Director, <i>William Hood &amp; Company</i>  <b>Panelists: Tobe Cohen</b>, EVP &amp; President, Specialty Brands, <i>Pharmavite</i>  <b>Mike Satow</b>, CEO &amp; Founder, <i>Bonafide Health</i></p>
2:00 PM – 2:10 PM	<p><b>DSHEA 30-Year Anniversary Video</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <i>Sponsored by:</i>  <i>Alkemist Labs</i>  <i>Country Life</i>  <i>NOW Foods</i>  <i>Specialty Nutrition Consulting, Inc.</i></p>
2:10 PM – 2:30 PM	<p><b>DSHEA 30-Year Anniversary: Industry Challenges Fireside Chat</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <b>Speakers: Todd A. Harrison, Esq.</b>, Partner, <i>Venable, LLC</i></p>
2:30 PM – 3:15 PM	<p><b>DSHEA 30-Year Anniversary: The Next Generation</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <b>Speakers: James Schmachtenberger</b>, Co-Founder &amp; CEO, <i>Neurohacker Collective</i></p>

3:15 PM – 3:30 PM

**Phi Tau Sigma/NBJ Scholarships**

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

**Speaker:** Kantha Shelke, Ph.D., Founder & Principal, Corvus Blue, Sr. Lecturer, Johns Hopkins University



**Student Scholarship:** Monetary award to support a graduate student advancing the understanding of dietary supplements.

**International Travel Scholarship:** Travel support for an international student (to attend the NBJ Summit) + monetary award to support research in dietary supplements.

**Professional Contributions Award:** Monetary award to a researcher for scientific advances in dietary supplements  
*Scholarships and awards to be awarded at the annual NBJ Summit, presented at scientific meetings, and published in peer-reviewed publications.*

3:30 PM – 3:45 PM

**Content Remarks, Housekeeping & Event Announcements**

3:45 PM – 4:30 PM

**Tabletop Workshop: Industry Road Mapping**

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*

6:30 PM – 7:30 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*

7:30 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

### **Thursday Keynote: Marcus Buckingham**

*Sponsored by: Kemin*

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

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

9:15 AM – 9:25 AM

### **Women's Health: NBJ Data Overview**

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

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

9:25 AM – 9:50 AM

**Women’s Health: Fireside Chat with Muriel Gonzalez**

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

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

9:50 AM – 10:15 AM

**Women’s Health: Integrative and Preventive Medicine**

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

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

10:15 AM – 10:45 AM

**Refreshment Break & Book Signing**

*Location: Palos Verdes Prefunction*

*Sponsored by:*

*CoreFX Ingredients*

10:45 AM – 11:30 AM

**Women’s Health Panel**

**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*

11:30 AM – 11:40 AM

**NBJ Ayurvedic Data Overview**

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

11:40 AM – 11:55 AM

**Sound Bath**

**Facilitators:** **Joshua Barr**, Sound Medicine Practitioner

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

11:55 AM – 12:20 PM

**Understanding Ayurveda**

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

12:20 PM – 12:45 PM

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

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

12:45 PM – 1:00 PM

**Closing Remarks, Survey and Highlight Video**

**NBJ Summit Co-Chairs:**

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

**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*

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.