

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*  
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Virtual Experience Sponsored by: *TBD*  
Agenda Sponsored by: *TBD*

**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**

7:00 AM – 11:00 AM	<b>Specialty Coffee Station</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
7:30 AM – 8:30 AM	<b>Networking and Leather Branding</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
8:00 AM – 5:00 PM	<b>One-on-One Business Networking Meetings</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
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.	
11:00 AM – 1:00 PM – <i>time TBD</i>	<b>Golf</b> (9 hole, 2-2.5 hrs.) – 45 people <i>Sponsored by: TBD</i> <i>Location: TBD</i>
1:00 PM – 3:00 PM – <i>time TBD</i>	<b>Golf</b> (9 hole, 2-2.5 hrs.) – 45 people <i>Sponsored by: TBD</i> <i>Location: TBD</i>
5:00 PM – 6:30 PM	<b>Opening Reception</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>

Tuesday, July 30, 2024

7:00 AM – 11:00 AM	<b>Specialty Coffee Station</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
8:30 AM – 9:30 AM	<b>Breakfast</b> <i>Sponsored by: TBD</i>
9:30 PM – 10:20 PM	<b>Opening Remarks</b> <b>NBJ Summit Co-Chair</b> <b>Thomas Aarts</b> , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i> <i>Location: TBD</i>
10:20 AM – 11:20 AM	<b>Tuesday Keynote: Katie Goodman</b> <i>Sponsored by: TBD</i> <b>Keynote Speaker: Katie Goodman</b> , Executive Coach, author, director, filmmaker, award-winning comedian
11:20: AM – 11:50 AM	<b>Refreshment Break &amp; Book Signing</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
11:50 AM – 12:30 PM	<b>State of the Industry: NBJ Data &amp; Trends Overview</b> <b>Speaker: Bill Giebler</b> , Content & Insights Director, <i>Nutrition Business Journal</i>
12:30 PM – 1:30 PM	<b>Lunch</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
1:30 PM – 2:15 PM	<b>State of the Industry: M&amp;A Overview ( + Panel TBD)</b> <b>Speaker: William Hood</b> , Managing Director & Founding Partner, <i>William Hood &amp; Company</i> <b>Panelists:</b> TBD
2:15 PM – 3:00 PM	<b>Working Groups/Fishbowl/Interactive</b>
3:00 PM – 4:00 PM	<b>DSHEA 30-Year Anniversary: The Next Generation</b> <b>Moderator: Rick Polito</b> , Editor-in-Chief, <i>Nutrition Business Journal</i> <b>Speakers:</b> TBD
4:00 PM – 4:15 PM	<b>Closing Remarks and Housekeeping Announcements</b>
8:00 AM – 5:00 PM	<b>One-on-One Business Networking Meetings</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
6:00 PM – 7:00 PM	<b>Welcome Reception</b> <i>Sponsored by: TBD</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: TBD</i> <i>Photobooth Sponsored by: TBD</i> <i>Location: TBD</i>
7:00 PM – 9:00 PM	<b>Welcome Dinner Featuring NBJ Awards</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
9:00 PM – 11:00 PM	<b>PQAA</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>

Wednesday, July 31, 2024

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7:00 AM – 11:00 AM	<b>Specialty Coffee Station</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
7:00 AM – 8:00 AM	<b>Breakfast</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
8:10 AM – 8:15 AM	<b>Depart for Catalina Island</b>
8:15 AM – 6:45 PM	<b>Catalina Island Activities Schedule</b> (250 people) 8:10 AM: Depart from hotel 8:40 AM: Arrive at Ferry, Check-in 9:00 AM: Depart for Catalina Island 10:30am 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 3:45 PM: Ferry departs back to Harbor 5:15pm: Return to San Pedro Port 6:35 PM: Return to Hotel
10:00 AM – 5:00 PM	<b>Terranea Resort Activities</b> <i>On-site Terranea Activities: non-motorized water sports, self-guided hike</i>
12:00 PM – 1:00 PM	<b>Terranea On-Site Lunch</b>
6:30 AM – 7:30 PM	<b>NBJ Summit Lifetime Achievement Award Reception</b> <i>Sponsored by: TBD</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: TBD</i> <i>Photobooth Sponsored by: TBD</i> <i>Location: TBD</i>
7:30 PM – 10:00 PM	<b>NBJ Summit Lifetime Achievement Award Dinner</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>

Thursday, August 1, 2024

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7:00 AM – 11:00 AM	<b>Specialty Coffee Station</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
7:00 AM – 8:00 AM	<b>Breakfast</b> <i>Sponsored by: TBD</i> <i>Location: TBD</i>
8:00 AM – 8:30 AM	<b>Opening Remarks, Awards Videos</b> <b>NBJ Summit Co-Chair:</b> TBD
8:30 AM – 8:40 AM	<b>Phi Tau Signa/NBJ Scholarships</b> <b>Speaker:</b> 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*

8:40 AM – 9:40 AM

**Thursday Keynote**

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

**Keynote Speaker:** TBD

*Sponsored by: TBD*

9:40 AM – 10:30 AM

**State of the Industry: Regulatory Update**

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

**Speakers:** TBD

10:30 AM – 11:00 AM

**Refreshment Break & Book Signing**

*Sponsored by: TBD*

*Location: TBD*

11:00 AM – 12:10 PM

**Women's Health**

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

**Featured Speaker:** TBD

**Panelists:** TBD

12:10 PM – 12:45 PM

**Empowered Leadership: Illuminating the Path from Foundation to Future**

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

**Speakers:** TBD

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*

12:45 PM – 1:45 PM

**Closing Lunch**

*Sponsored by: TBD*

*Location: TBD*

2:00 PM – 4:00 PM

**Closing Celebration**

*Sponsored by: TBD*

*Location: TBD*

9:00 AM – 4:00 PM

**One-on-One Business Networking Meetings**

*Sponsored by: TBD*

*Location: TBD*

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