

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

Visual Illustrator Sponsored by: TBD

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**
 Sponsored by: TBD
 Location: Palos Verdes 6-7

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** (9 hole, 2 hrs.)
 Sponsored by: Bio-Cat & Vitaquest
 Location: The Links, Terranea Golf Course

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

1:00 PM – 3:30 PM **Golf** (9 hole, 2 hrs.)
 Sponsored by: Bio-Cat & Vitaquest
 Location: The Links, Terranea Golf Course

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



Tuesday, July 30, 2024

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

8:30 AM – 9:30 AM	Breakfast <i>Sponsored by: TBD</i> <i>Location: Palos Verdes Terrace</i>
9:30 PM – 10:20 PM	Opening Remarks NBJ Summit Co-Chair Thomas Aarts , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i> <i>Location: Palos Verdes 1-5</i>
10:20 AM – 11:20 AM	Tuesday Keynote: Katie Goodman <i>Sponsored by: ADM</i> Keynote Speaker: Katie Goodman , Executive Coach, author, director, filmmaker, award-winning comedian
11:20: AM – 11:50 AM	Refreshment Break & Book Signing <i>Sponsored by: Glanbia</i> <i>Location: Palos Verdes Prefunction</i>
11:50 AM – 12:30 PM	State of the Industry: NBJ Data & Trends Overview Speaker: Bill Giebler , Content & Insights Director, <i>Nutrition Business Journal</i>
12:30 PM – 1:30 PM	Lunch <i>Sponsored by: K. Patel Phyto</i> <i>Location: Palos Verdes Terrace</i>
1:30 PM – 1:50 PM	State of the Industry: M&A and Financial Markets Overview Speaker: William Hood , Managing Director & Founding Partner, <i>William Hood & Company</i>
1:50 PM – 2:15 PM	State of the Industry: M&A in Women’s Health Moderator: Jill Staib , Co-Founder and Managing Director, <i>William Hood & Company</i> Panelists: Tobe Cohen , President, <i>Pharmavite</i> Mike Satow , CEO and Founder, <i>Bonafide Health</i>
2:15 PM – 2:30 PM	DSHEA 30-Year Anniversary Video Moderator: Rick Polito , Editor-in-Chief, <i>Nutrition Business Journal</i> <i>Sponsored by: TBD</i>
2:30 PM – 2:50 PM	DSHEA 30-Year Anniversary: Industry Challenges Fireside Chat Moderator: Rick Polito , Editor-in-Chief, <i>Nutrition Business Journal</i> Speakers: TBD
2:50 PM – 3:30 PM	DSHEA 30-Year Anniversary: The Next Generation Panel Moderator: Rick Polito , Editor-in-Chief, <i>Nutrition Business Journal</i> Speakers: TBD
3:30 PM – 4:15 PM	Tabletop Workshop: Industry Road Mapping
4:15 PM – 4:30 PM	Closing Remarks and Housekeeping Announcements
8:00 AM – 5:00 PM	One-on-One Business Networking Meetings <i>Sponsored by: TBD</i> <i>Location: Palos Verdes 6-7</i>
6:00 PM – 7:00 PM	Welcome Reception <i>Sponsored by: Vidya Herbs</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: FutureCeuticals</i> <i>Photobooth Sponsored by: TBD</i> <i>Location: Point Terrace</i>

7:00 PM – 9:00 PM	Welcome Dinner Featuring NBJ Awards <i>Sponsored by: TBD</i> <i>Location: Palos Verdes Meadows Lawn</i>
9:00 PM – 11:00 PM	PQAA <i>Sponsored by: TBD</i> <i>Location: Catalina Room</i>
Wednesday, July 31, 2024	
7:00 AM – 11:00 AM	Specialty Coffee Station <i>Sponsored by: Disruption Labs</i> <i>Location: Palos Verdes Prefunction</i>
7:00 AM – 8:00 AM	Breakfast <i>Sponsored by: Layn Natural Ingredients</i> <i>Location: Palos Verdes Terrace</i>
8:10AM – 6:00 PM	Catalina Island Excursion <i>Location: Bus Departure from Executive Lot (front of Terranea valet)</i> <u><i>Sponsors:</i></u> <i>Ferry Ride to Catalina: Kyowa Hakko USA</i> <i>Lunch Wednesday on Catalina: NOW Foods</i> <i>Water Sports: PLT Health Solutions</i> <i>Zipline: Gelita</i> <u>AGENDA</u> 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 3:45 PM: Ferry departs back to Harbor 5:15 PM: Return to San Pedro Port 6:00 PM: Return to Hotel
9:30 AM – 11:00 AM	Dosha Type Networking Gathering <i>Location: Channel Island Suite</i>
12:00 PM – 5:00 PM	Terranea Resort Activities <i>On-site Terranea Activities: non-motorized water sports, self-guided hike</i>
9:00 AM – 5:30 PM	One-on-One Business Networking Meetings <i>Sponsored by: TBD</i> <i>Location: Palos Verdes 6-7</i>
6:30 AM – 7:30 PM	NBJ Summit Lifetime Achievement Award Reception <i>Sponsored by: HTBA</i> <i>Wine Sponsored by: Synbiotic Health</i> <i>Mocktails Sponsored by: FutureCeuticals</i> <i>Photobooth Sponsored by: TBD</i> <i>Location: Point Terrace</i>
7:30 PM – 10:00 PM	NBJ Summit Lifetime Achievement Award Dinner <i>Sponsored by: RFI Ingredients</i> <i>Location: Palos Verdes Meadows Lawn</i>

Thursday, August 1, 2024

7:00 AM – 11:00 AM	Specialty Coffee Station <i>Sponsored by: Disruption Labs</i> <i>Location: Palos Verdes Prefunction</i>
7:00 AM – 8:00 AM	Breakfast <i>Sponsored by: TBD</i> <i>Location: Palos Verdes Terrace</i>
8:00 AM – 8:20 AM	Opening Remarks, Awards Videos NBJ Summit Co-Chair: TBD
8:20 AM – 8:30 AM	NBJ Ayurvedic Data Overview Speaker: Erika Rommel Craft, Market Research Analyst, <i>Nutrition Business Journal</i>
8:30 AM – 8:40 AM	Phi Tau Signa/NBJ Scholarships Speaker: Kantha Shelke, Ph.D., Founder & Principal, Corvus Blue, Sr. Lecturer, Johns Hopkins University
<div></div> <p>Student Scholarship: Monetary award to support a graduate student advancing the understanding of dietary supplements.</p> <p>International Travel Scholarship: Travel support for an international student (to attend the NBJ Summit) + monetary award to support research in dietary supplements.</p> <p>Professional Contributions Award: Monetary award to a researcher for scientific advances in dietary supplements</p> <p><i>Scholarships and awards to be awarded at the annual NBJ Summit, presented at scientific meetings, and published in peer-reviewed publications.</i></p>	
8:40 AM – 9:40 AM	Thursday Keynote: Marcus Buckingham <i>Sponsored by: Kemin</i> Introduced by: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Keynote Speaker: Marcus Buckingham, Researcher, NYT Best-Selling Author, and Founder of the Strengths Revolution
9:40 AM – 9:50 AM	Women's Health: NBJ Data Overview Speakers: Jessica Rubino, Vice President of Content, <i>New Hope Network</i> Erika Rommel Craft, Market Research Analyst, <i>Nutrition Business Journal</i>
9:50 AM – 10:10 AM	Women's Health: Fireside Chat with Muriel Gonzalez Moderator: Jessica Rubino, Vice President of Content, <i>New Hope Network</i> Featured Speaker: Muriel Gonzalez, President, <i>The Vitamin Shoppe</i>
10:10 AM – 10:30 AM	Women's Health: Integrative and Preventive Medicine Moderator: Jessica Rubino, Vice President of Content, <i>New Hope Network</i> Featured Speaker: Pamela Peeke, MD, Founder & CEO, Peeke Performance Center for Healthy Living
10:30 AM – 11:00 AM	Refreshment Break & Book Signing <i>Sponsored by:</i> <i>CoreFX Ingredients</i> <i>Location: Palos Verdes Prefunction</i>
11:00 AM – 11:40 AM	Women's Health Panel Moderator: Jessica Rubino, Vice President of Content, <i>New Hope Network</i> Speakers: TBD
11:40 AM – 12:00 PM	Understanding Ayurveda Moderator: TBD Speaker: Dr. Kulreet Chaudhary, Neurologist & Ayurvedic Practitioner

12:00 PM – 12:20 PM	AI and Technology Moderator: TBD Speakers: TBD
12:20 PM – 12:45 PM	Interviews & Audience Takeaways: Illuminating the Path from Foundation to Future Moderator: Rick Polito, Editor-in-Chief, <i>Nutrition Business Journal</i>
12:45 PM – 1:00 PM	Closing Remarks, Survey and Highlight Video NBJ Summit Co-Chairs: Thomas Aarts , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i> Bill Giebler , Content & Insights Director, <i>Nutrition Business Journal</i> Jessica Rubino , Vice President of Content, <i>New Hope Network</i>
1:00 PM – 2:00 PM	Closing Lunch <i>Lunch, Sponsored by: Cepharm</i> <i>Extractions Private Limited</i> <i>Location: Palos Verdes Terrace</i>
2:00 PM – 3:00 PM	Closing Celebration <i>Celebration, Sponsored by: TBD</i> <i>Extractions Private Limited</i> <i>Location: Palos Verdes Terrace</i>
9:00 AM – 4:00 PM	One-on-One Business Networking Meetings <i>Sponsored by: TBD</i> <i>Location: Palos Verdes 6-7</i>

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