

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

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

7:30 AM – 8:30 AM	<p>Breakfast <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: TBD</i></p>
8:30 AM – 9:10 AM	<p>Opening Remarks <i>Location: Palos Verdes 1-5</i> 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></p>
9:10 AM – 10:10 AM	<p>Tuesday Keynote: Katie Goodman <i>Sponsored by: ADM</i> Keynote Speaker: Katie Goodman, Executive Coach, author, director, filmmaker, award-winning comedian</p>
10:10 AM – 10:40 AM	<p>Refreshment Break & Book Signing <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Glanbia</i></p>
10:40 AM – 11:20 AM	<p>State of the Industry: NBJ Data & Trends Overview Speaker: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Erika Rommel Craft, Market Research Analyst, <i>Nutrition Business Journal</i></p>
11:20 AM – 12:15 PM	<p>AI & Technology Speakers: TBD</p>
12:15 PM – 1:15 PM	<p>Lunch <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: K. Patel Phyto</i></p>
1:15 PM – 1:35 PM	<p>State of the Industry: M&A and Financial Markets Overview Speaker: William Hood, Managing Director & Founding Partner, <i>William Hood & Company</i></p>
1:35 PM – 2:00 PM	<p>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, EVP & President, Specialty Brands, <i>Pharmavite</i> Mike Satow, CEO and Founder, <i>Bonafide Health</i></p>
2:00 PM – 2:10 PM	<p>DSHEA 30-Year Anniversary Video Moderator: Rick Polito, Editor-in-Chief, <i>Nutrition Business Journal</i> <i>Sponsored by: TBD</i></p>
2:10 PM – 2:30 PM	<p>DSHEA 30-Year Anniversary: Industry Challenges Fireside Chat Moderator: Rick Polito, Editor-in-Chief, <i>Nutrition Business Journal</i> Speakers: TBD</p>
2:30 PM – 3:15 PM	<p>DSHEA 30-Year Anniversary: The Next Generation Moderator: Rick Polito, Editor-in-Chief, <i>Nutrition Business Journal</i> Speakers: TBD</p>
3:15 PM – 3:30 PM	<p>Phi Tau Sigma/NBJ Scholarships Introduced by: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Speaker: Kantha Shelke, Ph.D., Founder & Principal, <i>Corvus Blue</i>, Sr. Lecturer, Johns Hopkins University</p>



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 – 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>Location: Palos Verdes 6-7</i> <i>Sponsored by: TBD</i>
6:00 PM – 7:00 PM	Welcome Reception <i>Location: Point Terrace</i> <i>Sponsored by: Vidya Herbs</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: FutureCeuticals</i> <i>Photobooth Sponsored by: TBD</i>
7:00 PM – 9:00 PM	Welcome Dinner Featuring NBJ Awards <i>Location: Palos Verdes Meadows Lawn</i> <i>Sponsored by: TBD</i>
9:00 PM – 11:00 PM	PQAA <i>Location: Catalina Room</i> <i>Sponsored by: TBD</i>

Wednesday, July 31, 2024

7:00 AM – 11:00 AM	Specialty Coffee Station <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Disruption Labs</i>
7:00 AM – 8:00 AM	Breakfast <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: Layn Natural Ingredients</i>
8:10AM – 6:00 PM	Catalina Island Excursion <i>Location: Bus Departure from Executive Lot (front of Terranea valet)</i> <u>Sponsors:</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>

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 – 11:00 AM

Dosha Type Testing & Networking Gathering

Location: Channel Island Suite

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 – 8:30 AM

Sound Bath

Facilitators: *Joshua Barr*, Sound Medicine Practitioner

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

8:30AM – 9:30 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

9:30 AM – 9:40 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*

9:40 AM – 10:00 AM	<p>Women’s Health: Fireside Chat with Muriel Gonzalez Moderator: <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i> Featured Speaker: <i>Muriel Gonzalez</i>, President, <i>The Vitamin Shoppe</i></p>
10:00 AM – 10:20 AM	<p>Women’s Health: Integrative and Preventive Medicine Moderator: <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i> Featured Speaker: <i>Pamela Peeke, MD</i>, Founder & CEO, <i>Peeke Performance Center for Healthy Living</i></p>
10:20 AM – 10:50 AM	<p>Refreshment Break & Book Signing <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by:</i> <i>CoreFX Ingredients</i></p>
10:50 AM – 11:30 AM	<p>Women’s Health Panel Moderator: <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i> Speakers: <i>Andrea Donsky</i>, Co-Founder, <i>Morphus</i> <i>Meeta Kratz</i>, Global Vice President, Product Management & Marketing, <i>Lonza</i> <i>Jessica Mulligan</i>, Founder, <i>Winged</i></p>
11:30 AM – 11:40 AM	<p>NBJ Ayurvedic Data Overview Speaker: <i>Erika Rommel Craft</i>, Market Research Analyst, <i>Nutrition Business Journal</i></p>
11:40 AM – 12:00 PM	<p>Understanding Ayurveda Speaker: <i>Dr. Kulreet Chaudhary, M.D.</i>, Neurologist & Ayurvedic Practitioner</p>
12:00 PM – 12:25 PM	<p>Amazon Speakers: TBD</p>
12:25 PM – 12:45 PM	<p>Interviews & Audience Takeaways: Illuminating the Path from Foundation to Future Moderator: <i>Rick Polito</i>, Editor-in-Chief, <i>Nutrition Business Journal</i></p>
12:45 PM – 1:00 PM	<p>Closing Remarks, Survey and Highlight Video NBJ Summit Co-Chairs: <i>Thomas Aarts</i>, Co-Founder & Principal, <i>NBA</i>, Co-Founder <i>NBJ</i> <i>Bill Giebler</i>, Content & Insights Director, <i>Nutrition Business Journal</i> <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i></p>
1:00 PM – 2:00 PM	<p>Closing Lunch <i>Location: Palos Verdes Terrace</i> <i>Lunch, Sponsored by: Cephram</i> <i>Extractions Private Limited</i></p>
2:00 PM – 3:00 PM	<p>Closing Celebration <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: TBD</i></p>
9:00 AM – 4:00 PM	<p>One-on-One Business Networking Meetings <i>Location: Palos Verdes 6-7</i> <i>Sponsored by: TBD</i></p>

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