



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: Eurofins

Virtual Experience Sponsored by: Luminize Marketing

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: Kerry

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.

10:30 AM – 1:00 PM

NBJ Summit Open Golf Tournament

Location: The Links, Terranea Golf Course

Sponsored by: Bio-Cat & Vitaquest

12:00 PM – 2:00 PM

Networking and Leather Branding

Location: The Links, Terranea Golf Course

1:30 PM – 4:00 PM

NBJ Summit Open Golf Tournament

Location: The Links, Terranea Golf Course

Sponsored by: Bio-Cat & Vitaquest

5:00 PM – 6:30 PM

Opening Reception

Location: Catalina Lawn & Terrace

Sponsored by: Gemini

Tuesday, July 30, 2024

7:00 AM – 11:00 AM

Specialty Coffee Station

Location: Palos Verdes Prefunction

Sponsored by: Beyond Brands

7:00 AM – 8:00 AM

Breakfast

Location: Palos Verdes Terrace

Sponsored by: Pharmavite

8:00 AM – 4:30 PM

Transforming Ideas into Art: Live Illustration with Annie Herzig

Sponsored by: Eurofins

Join illustrator Annie Herzig as she transforms presentations into vibrant visuals in real time, capturing key points and quotes from the back of the audience. Her illustrated notes, shown on the projection screen, enhance engagement, simplify complex information, and boost memory retention. Visual content is processed 60,000 times faster than text, making it highly effective and memorable. Experience how Annie's live illustration can elevate your conference, making it more engaging and impactful.

8:00 AM – 8:40 AM

Opening Remarks

Location: Palos Verdes 1-5

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*

8:40 AM – 9:40 AM

Katie Goodman: Using the Tools of Improv to Thrive in the Unknown

Sponsored by: ADM

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

Join us for a fun and interactive session led by improv expert Katie Goodman, who will unveil her transformative "8 Tools of Improv" that can be applied to everyday life. Drawing from her extensive experience in improvisational comedy, Katie will illuminate how the principles of improv can revolutionize leadership practices, and foster agility, resilience, and effective collaboration within the nutrition and supplement industry. Through exercises and games, Katie will equip participants with practical strategies to harness the power of improv for enhanced communication, problem-solving, and team cohesion. This session will break down barriers, ignite creativity, and cultivate a culture of fearless leadership that thrives on the unexpected.

9:40 AM – 10:10 AM

Refreshment Break & Book Signing with Katie Goodman

Location: Palos Verdes Prefunction

Sponsored by: Glanbia

10:10 AM – 10:50 AM

State of the Industry: NBJ Data & Trends Overview

Speakers: 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 stage 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.

Related Content in our NBJ Store: [Supplement Business Report](#)

10:50 AM – 11:00 AM

Ancient Information through Artificial Intelligence

Speakers: **Thomas Aarts**, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*
Anand Swaroop, Founder, *Cepharm*

Using large language models to crack open the poetics of ancient ayurvedic texts demonstrates fresh, yet ancient, uses for AI. Cepharm has done just this and crossed the findings with modern knowledge of molecular actives to identify opportunities in botanical ingredients. Join Cepharm founder Anand Swaroop for a discussion of these possibilities—specifically, and as inspiration for what’s possible with AI.

11:00 AM – 11:35 AM

Unlocking AI for Business Growth

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

Bringing an outside perspective, tech expert Steve Brown will discuss the good, bad and ugly of AI for the dietary supplement industry. Few hold a better understanding of present and future AI opportunities than Brown, who holds a Chief AI Officer title with futurist Peter Diamandis’ PHD Ventures, is a partner and board member of pioneering full stack AI platform SignalPop and has a diverse background in filmmaking and software development.

11:35 AM – 11:50 PM

Leadership Reflections and AI in Action

Moderator: **Thomas Aarts**, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*
Speaker: **Steve Brown**, Chief AI Officer, *Abundance360 and PHD Ventures*

Hear reflections on Steve Brown's Unlocking AI session from industry leaders who are diving into AI opportunities in their companies, from large language models deciphering the poetics of ancient texts to ingredient discovery and formulation.

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*
Speakers: **Katharine Lister**, Director, Customer Trust External Relations, *Amazon*
Chloe Kontos, Head of External Relations, Trustworthy Shopping, *Amazon*
Tuan Tran, Head of 3P Consumables Recruitment & Development, *Amazon*

Amazon is one of the most visible purveyor of supplements. Ramping up in 2024, Amazon is making changes within the supplements sector to meet industry demand and consumer safety needs. Amazon is interested in working with the industry to continue to develop these efforts and collaborate to find additional opportunities to ensure safety and authenticity of dietary supplements across the industry. Join us for this opportunity to discuss how Amazon approaches safety and authenticity across the shopping journey and hear about some of the key policy changes we are making and where we can partner together going forward.

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: Financial Markets and M&A Overview

Speaker: **William Hood**, Co-Founder & Partner, *William Hood & Company*

After two years of higher interest rates and lower capital markets and M&A activity, are we ready to get back to the business of deals? Well-known nutrition industry investment banker William Hood breaks down the historic activity and the current state of play, sharing his perspectives on where we are going in the future.

1:35 PM – 2:05 PM

State of the Industry: M&A Case Study in Women’s Health: Bonafide Health

Moderator: **Jill Staib**, Co-Founder & Partner, *William Hood & Company*
Panelists: **Tobe Cohen**, EVP & President, Specialty Brands, *Pharmavite*
Mike Satow, CEO & Founder, *Bonafide Health*

Pharmavite’s acquisition of Bonafide Health was one of the most notable transactions of 2023. Investment banker, Jill Staib hosts a dynamic panel with the key decision makers on both sides of the transaction to explore the founding and history of Bonafide Health, Pharmavite’s interest and activity in women’s health and how the deal came together.

2:05 PM – 2:20 PM

DSHEA 30-Year Anniversary Documentary

Introduced by: **Bill Giebler**, Content & Insights Director, *Nutrition Business Journal*
Jessica Rubino, Vice President of Content, *New Hope Network*

*Sponsored by: Alkemist Labs | Country Life | NOW Foods |
Specialty Nutrition Consulting, Inc. | Ingredion*

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*

Steve 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: Bob Durkin, Partner and Co-Chair of the Regulatory Group, *Amin Wasserman Gurnani, LLP*

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

James Schmachtenberger, Co-Founder & CEO, *Qualia Life Sciences*

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

4:00 PM – 4:45 PM

Mind Share: 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.

Key Topics:

Combating Counterfeits: Protecting Brand Integrity in the E-Commerce Era

Focus on the strategies and technologies that can enable us to identify and tackle counterfeit products on e-commerce platforms.

Facilitated by: Rick Polito, Editor-in-Chief, Nutrition Business Journal (Whiteboard Lead: Jon Benninger, Quote Taker & Sticky Note Collector: Kenna Garber)

Botanicals in Focus: Trends, Challenges, and Opportunities in the Herbal Supplement Market

Dig into the current state of the botanical supplement market to address challenges related to sourcing, quality control and sustainability of botanical ingredients.

Facilitated by: Bill Giebler, Content & Insights Director, Nutrition Business Journal (Whiteboard Lead: Fran Schoenwetter, Quote Taker & Sticky Note Collector: Cindy Van Schouwen, Back-up: Jen Taylor)

Innovative Education Strategies: Harnessing Social Media and Addressing Misinformation

Explore how to develop effective consumer education campaigns that will help combat misinformation, while elevating high-quality companies.

Facilitated by: Jessica Rubino, Vice President of Content, New Hope Network (Whiteboard Lead: Erika Craft, Quote Taker & Sticky Note Collector: Ashley Brand)

Practical AI Applications and Solutions

Identify how suppliers, brands and retailers can navigate AI, synthetic biology, data, personalization and other innovations to best steward a responsible industry amidst the technology revolution.

Facilitated by: Thomas Aarts, Co-Founder & Principal, Nutrition Capital Network, Co-Founder, NBJ (Whiteboard Leads: Carlotta Mast & Dove Weissman-Shtein, Quote Taker & Sticky Note Collector: Molly Pop Elkington)

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

6:00 PM – 7:00 PM **Welcome Reception**
Location: Palos Verdes Meadows Lawn
Sponsored by: Vidya Herbs
Wine Sponsored by: Synbiotic Health
Mocktails Sponsored by: FutureCeuticals

7:00 PM – 9:00 PM **Welcome Dinner Featuring NBJ Awards**
Location: Palos Verdes Meadows Lawn
Sponsored by: Force Factor

9:00 PM – 11:00 PM **PQAA**
Location: Catalina Room
Sponsored by: Maypro & AWG

Wednesday, July 31, 2024

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

6:45 AM – 8:00 AM **Breakfast**
Location: Palos Verdes Terrace
Sponsored by: Layn Natural Ingredients

7:45 AM – 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
Zipline: Gelita

AGENDA

7:45 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 – 2:30 PM **What Is My Dosha?**
Location: Palos Verdes 6-7
Moderated by: Jessica Rubino, Vice President of Content, *New Hope Network*
Speaker: Joshua Barr, Sound Medicine and Ayurvedic Practitioner

Ever wonder why you can't stick to a regular routine? Why spicy foods make you irritable? Or why new habits feel overwhelming and scary? The answer is in your dosha type. The doshas—Vata, Pitta, and Kapha—are the foundation of Ayurveda. They are our individual mind-body types and they govern our needs for optimal health. Knowing your dosha is the key to knowing yourself; it allows you to make deliberate, informed decisions about creating a healthy and productive life.

It can be challenging sorting out your dosha type on your own, and as an NBJ S Summit participant, you don't have to. Discover your unique mind-body blueprint through a personal dosha analysis with Joshua. Leave out the guesswork and let Joshua's expertise in Ayurveda illuminate the hidden knowledge within that will unlock your physical, mental and professional success.

- 12:00 PM – 5:00 PM **Terranea Resort Activities**
On-site Terranea Activities: non-motorized water sports (12-2pm), self-guided hike
- 8:00 AM – 5:00 PM **One-on-One Business Networking Meetings**
Location: Palos Verdes 6-7
Sponsored by: Kerry
- 6:45 PM – 7:45 PM **NBJ Summit Lifetime Achievement Award Reception**
Location: Palos Verdes Meadows Lawn
Sponsored by: HTBA
Wine Sponsored by: Synbiotic Health
Mocktails Sponsored by: FutureCeuticals
- 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: Beyond Brands
- 7:00 AM – 8:00 AM **Breakfast**
Location: Palos Verdes Terrace
Sponsored by: Lonza
- 8:00 AM – 1:00 PM **Transforming Ideas into Art: Live Illustration with Annie Herzig**
Sponsored by: Eurofins

Join illustrator Annie Herzig as she transforms presentations into vibrant visuals in real time, capturing key points and quotes from the back of the audience. Her illustrated notes, shown on the projection screen, enhance engagement, simplify complex information, and boost memory retention. Visual content is processed 60,000 times faster than text, making it highly effective and memorable. Experience how Annie's live illustration can elevate your conference, making it more engaging and impactful.

- 8:00 AM – 8:15 AM **Opening Remarks, Awards Videos**
NBJ Summit Co-Chairs: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
- 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, Founder of the Strengths Revolution, Founder of The Marcus Buckingham Company

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 NBJ 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 with Marcus Buckingham

Location: Palos Verdes Prefunction
Sponsored by: CoreFX Ingredients

10:45 AM – 11:30 AM

The Science and Innovation Behind the Booming Women's Health Market

Moderator: **Jessica Rubino**, Vice President of Content, *New Hope Network*
Speakers: **Andrea Donsky**, Co-Founder, *Morphus*
Jessica Mulligan, Founder, *Winged*
Ben Bristol, Executive Director of Supplements, *Whole Foods Market*
Meeta Kratz, Global Vice President of Strategic Growth & Revenue Management, Lonza, Capsules and Health Ingredients (CHI) Division

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 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*

Ayurveda, a system of traditional medicine native to India, has various uses and treatments but is rooted in the natural and holistic approach to healing the physical and mental bodies. Within the last decade, ayurvedic herbs such as turmeric and ashwagandha have grown more popular in the dietary supplement market with consumers placing a higher importance on natural remedies when it comes to solving their health concerns. In this session, setting up the Finding Connection through Ayurveda session, Nutrition Business Journal Market Research Analyst Erika Craft will dive into some key insights for understanding the current state of Ayurvedic herbs within the supplement industry, as well as forward-looking growth opportunities.

11:40 AM – 11:55 AM

Sound Medicine

Facilitators: **Joshua Barr**, Sound Medicine & Ayurvedic Practitioner
Dr. Kulreet Chaudhary, M.D., Neurologist & Ayurvedic Practitioner

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

[Information Classification: General](#)

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 – 12:25 PM

Finding Connection through Ayurveda

Introduced by: Amy Summers, Founder & President, *Pitch Publicity & INICIVOX*

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.

12:25 PM – 12:45 PM

Takeaways and Talking Points: Summit 2024

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

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

Summit exists as conversations that may begin with panels and keynotes sessions but continue in the hallways, over dinner and, yes, at the bar. This is a chance to share those conversations and speaking directly to your colleagues and the Summit team about the issues, the highlights and what you want to see on stage next year. We want to hear from you!

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

2:00 PM – 3:00 PM

Closing Celebration

Location: Palos Verdes Terrace

Sponsored by: Pitch Publicity

8:00 AM – 4:00 PM

One-on-One Business Networking Meetings

Location: Palos Verdes 6-7

Sponsored by: Kerry