

**2022 NBJ Summit Agenda – 25th Annual NBJ Summit Hybrid Event
Carlsbad, CA – Omni La Costa Resort & Spa**



2022 Theme

Future Proofed: Resilient Leadership through the Age of Disruption

Monday July 25 – Thursday July 28, 2022

Premier Title Sponsor: William Hood & Company

Agenda Sponsored by: Verdure Sciences

Visual Illustrator Sponsored by: Kappa Bioscience

2022 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder & Principal, *Nutrition Capital Network*, Co-Founder, *NBJ*
 Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*

2022 NBJ Summit Theme-Chairs:

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

Supply Chain Chairperson: Claire Morton Reynolds, Senior Industry Analyst, *Nutrition Business Journal*

Diversity, Equity, Inclusion & Access | Advances in Technology Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Content Themes:

- **The State of the U.S. and Global Nutrition Industry:** Valuable data and insights for our industry leaders are highlighted in our esteemed State of the Industry programming. We'll have expanded sessions on market data, market sizing, consumer research, M&As, and regulatory updates to inform you as a leader, and as a business, in the year ahead.
- **Solving the Supply Chain:** Supply chain challenges are at the forefront of global and industry concerns. Confronting labor, logistics, staffing, shipping, pricing, access, and an undeniably growing list of disruption here, needs great attention. We will hear from leaders about their supply chain obstacles, and what they are doing to meet these challenges and solve for the future.
- **Climate Action & Regenerative Agriculture:** How do we future proof the planet by implementing and supporting regenerative agriculture into business models? How do we prepare ourselves to future proof our businesses from climate disaster? The future is now. Consumers are demanding a significant shift in how the global economy works, and the power is in our hands to steer substantive changes with mission, integrity, and vision.
- **Diversity, Equity, Inclusion and Access within the Nutrition Industry:** Connecting as an industry to bring more health to more people depends on diversity, equity, inclusion, and access. Industry progress in aligning CPG brands with the diversity of the US population is key to growing successful businesses and communities. Gain strategic insight into how leaders are building and implementing DEI&A for business betterment and growth within our industry. Don't get left behind on this mission-critical social and business shift.
- **Advances in Technology:** Technology is changing the way we do business. Brands are connecting with retailers directly, elevating personalized science, and customizing the consumer experience. Retailers are partnering up with technology brands to build innovative shopping experiences and distribution strategies. We will explore the brand, retail and technology approaches that business leaders have been implementing in this evolving world of technology.

Monday, July 25, 2022

8:00 AM – 5:00 PM **One-on-One Business Networking Meetings**

Sponsored by: Natreon, Inc.

Location: Costa del Sol Salon A&B

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 Costa Del Sol Ballroom A, while virtual meetings will take place on the Swapcard platform.

8:00 AM – 1:00 PM **NBJ Summit Open Golf Tournament**

Sponsored by: Santa Cruz Nutritionals | Vitaquest

Location: Champions Course

Network with fellow attendees during the NBJ Summit Open Golf Tournament on oceanfront greens basked in the warm Pacific sun.

2:00 PM – 4:00 PM **Pickleball**

Sponsored by: Gelita

Location: Cliff Drysdale Tennis Center, Court numbers TBD

Come join our Pickleball round-robin tournament which is a sport that combines elements of tennis and badminton that is a fun for all skill levels! Also enjoy some networking with food and beverages as you take a break from play.

5:00 PM – 6:30 PM

Opening Reception

Sponsored by: Lodaat

Wine Sponsored by: Orgenetics

Mocktails Sponsored by: Ritual Zero Proof

Location: Valley Promenade & Legends Lawn

Join us Monday night at the Opening Reception to network with your peers and top leaders in the industry as we kickoff NBJ Summit.

Tuesday, July 26, 2022

7:00 AM – 8:00 AM

Breakfast

Sponsored by: ADM

Location: Costa del Sol Lawn

8:00 AM – 8:30 AM

Opening Remarks

NBJ Summit Co-Chair: Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder, *NBJ*

Location: Costa del Sol Salon D&E

8:30 AM – 9:15 AM

State of the Industry: Market Data, Market Sizing and Consumer Data

Speaker: Claire Morton Reynolds, Senior Industry Analyst, *Nutrition Business Journal*

The supplement market saw continued strong growth of 7.5% in 2020, furthering the industry's boost over pre-COVID sales projections and bringing sales near \$60 billion. Learn what trends are furthering the higher-than-forecasted growth coming out of a record 2020, including the acceleration of e-commerce, shifting health conditions and categories with staying power. What are the key areas to focus on through 2025?

9:15 AM – 9:45 AM

State of the Industry: M&A and Financial Markets Overview

Speaker: William Hood, Managing Director and Founding Partner, *William Hood & Company*

The VMS industry has experienced record levels of venture investment and mergers and acquisitions over the past five years. However, with inflationary pressures, financial markets turbulence and geopolitical instability will this unprecedented level of activity continue? William Hood, well-known nutrition industry Investment Banker and Investor breaks down the historic activity and the current state of play, and shares his perspectives on where we are going in the future.

9:45 AM – 10:15 AM

NBJ State of the Industry: Regulatory Update

Speaker: *Cara Welch, Ph.D.*, Director of Office of Dietary Supplement Programs, *FDA*

Moderator: *Holly Bayne*, Principal, *Bayne & Associates*

Hear directly from the FDA about the latest news, both legislative and regulatory. How could mandatory product listing change the forecast and, outside of the legislative area, what regulatory advances and FDA priorities mean for your business.

10:15 AM – 10:45 AM

Refreshment Break

Sponsored by: Kerry Foodservice

Location: Costa del Sol Foyer

10:45 AM – 10:50 AM

Diversity, Equity, Inclusion & Access: NBJ Introduction and Data

Diversity & Inclusion Theme Chair: *Rick Polito*, Editor-in-Chief, *Nutrition Business Journal*

10:50 AM – 11:15 AM

Actionable Changes to Reach, Serve and Understand Our Diverse Markets

Diversity & Inclusion Theme Chair: *Rick Polito*, Editor-in-Chief, *Nutrition Business Journal*

Speakers: *Sharon Leite*, CEO, *The Vitamin Shoppe*

Yasmeen Nkrumah-Elie, Ph.D., Global Director of R&D for External Research, *ChromaDex*

Harper Hall (they/them), Global Flavor Applications and Technical Service Leader, *Ingredion*

Much has been said about the challenges facing companies in the nutrition industry about the challenges of attracting and serving a more diverse consumer population, but not enough has been said about how companies can best tackle those challenges. In this panel discussion, we will look beyond the “what” and get into the “how” with strategies and solutions to help executives create a concrete to-do list on helping adapt to an increasingly diverse marketplace.

11:15 AM – 11:35 AM

Diversity, Equity, Inclusion & Access: Legacy Brand Fireside Chat

Moderator: *Gil Asakawa*, Associate Editor, *Nutrition Business Journal*

Speaker: *Jeff Boutelle*, CEO, *Pharmavite*

Legacy company Pharmavite’s CEO Jeff Boutelle was inspired by our DEI&A programming at Digital Davos 2020. Learn what he took back to his company, what’s changed since, and how it’s working. And learn how you can implement DEI&A at your company.

11:35 AM – 11:50 AM

Financing BIPOC Professionals and Building Future Nutrition Industry Leaders

Diversity & Inclusion Theme Chair: *Rick Polito*, Editor-in-Chief, *Nutrition Business Journal*

Speakers: *LaShelle Franklin, Esq.*, Executive Director, *Williams-Franklin Foundation*

Dwight Franklin, Board Chair, *Williams-Franklin Foundation*

Recruiting BIPOC professionals and creating inclusive environments in the nutrition industry has emerged as a primary path to meeting the needs of an increasingly diverse consumer base. Williams-Franklin Foundation provides a launching point to reach that goal by providing academic scholarships, business/career networking and mentoring opportunities to HBCU students with extreme financial need. Hear statistics, action items and insights from Williams-Franklin Foundation Co-Founders and learn the ins and outs of building a team matched to the changing consumer market.

11:50 AM – 11:55 AM

Startup Spotlight Series

Speaker: *Greg Horn*, Managing Director and Partner, *William Hood & Company*

The Startup Spotlight series shines a light on innovators in the nutrition industry, and how they make it happen. Growth company CEOs tell bring their stories to life with an engaging 14-minute TED-style talk highlighting what they are doing, how they are doing it, and interesting challenges that they face along the way.

11:55 AM – 12:10 PM

Startup Spotlight

Moderator: *Greg Horn*, Managing Director and Partner, *William Hood & Company*

Speaker: *Sofia Elizondo*, Co-Founder and COO, *Brightseed*

12:10 PM – 12:40 PM

Becoming the Equitable Leader that the Future Demands

Sponsored by: ChromaDex

Diversity & Inclusion Theme Chair: *Rick Polito*, Editor-in-Chief, *Nutrition Business Journal*

Keynote Speaker: *LaTonya Wilkins*, Founder, *The Change Coaches, LLC*

Diversity and inclusion are no longer a choice -- they are key components to the future of leadership. Hear from a leading change coach who works with executive teams to create real cultures of belonging. In this session, LaTonya will discuss important workplace trends facing organizations and how the three prongs of below the surface leadership are a must to prepare you for the future of work. LaTonya will also share relatable client successes and challenges that she has seen throughout the years. Be prepared to leave inspired and ready to take actionable towards making long-term change in your organizations.

12:45 PM - 2:00 PM

Next Generation Leadership Lunch

NBJ Summit Co-Chair: Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network*

Featured Speaker: Angie Tebbe, Co-Founder & CEO, *Rae Wellness*

Sponsored by: FutureCeuticals

Location: Costa de la Luna Lawn

Share a meal and be inspired as we learn from our next generation of leadership. Angie Tebbe, Co-Founder and CEO of Rae Wellness believes that reaching your consumers where they are is a crucial part of any successful business journey. We will discuss how culture, accessibility, inclusivity, and the focus on humans are important tools in creating an impactful business in today's nutrition industry.

2:00 PM – 5:30 PM

One-on-One Business Networking Meetings

Sponsored by: Natreon, Inc.

Location: Costa del Sol Salon A&B

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 Costa Del Sol Ballroom A, while virtual meetings will take place on the Swapcard platform.

5:30 PM – 6:30 PM

Welcome Reception

Sponsored by: Vidya Herbs, Inc.

Wine Sponsored by: Orgenetics

Mocktails Sponsored by: Ritual Zero Proof

Location: Lower Terrace Lawn

6:30 PM – 9:00 PM

Welcome Dinner & Golf Awards

Sponsored by: Kappa Bioscience

Location: Upper Terrace Lawn

9:00 PM – 11:00 PM

PQAA

Sponsored by: Maypro

Location: Veranda Room

Wednesday, July 27, 2022

7:00 AM – 8:00 AM

Breakfast

Sponsored by: Sabinsa

Location: Costa del Sol Lawn

8:00 AM – 8:10 AM

Opening Remarks

8:10 AM – 9:10 AM

Competing in the New World of Work

Keynote Introduction: Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder, *NBJ*

Keynote Speaker: Keith Ferrazzi, American author and entrepreneur, CEO of *Ferrazzi Greenlight*

Sponsored by: Gnosis by Lesaffre

The pandemic forced us to shed antiquated ways of doing business and make bold leaps into the future of work. In this keynote, Keith uncovers the emerging best practices of thousands of C-suite executives on how to remain competitive and impactful in a post-pandemic world. You'll leave inspired and ready to catapult your organization forward, embrace new realities, and discover new frontiers.

9:10 AM – 9:15 AM

Supply Chain: NBJ Intro and Data

Theme Chairperson: **Claire Morton Reynolds**, Senior Industry Analyst, *Nutrition Business Journal*

9:15 AM – 9:30 AM

Startup Spotlight

Chairperson Introduction: **Claire Morton Reynolds**, Senior Industry Analyst, *Nutrition Business Journal*

Speaker: **Mark Walsh**, CEO, *MeriCal, LLC*

Hear nutrition supply chain veteran and CEO of MeriCal talk about the role of the contract manufacturer in enabling innovation. In a category where most marketing companies don't own their own production, the manufacturer is where it all comes together to get a physical product conceived, created and made. Hear Mark talk about the capabilities and capital investments it really takes to enable entrepreneurship and how MeriCal supports a wide range of startups and startup initiatives within the nutrition industry.

9:30 AM – 10:10 AM

Solving the Supply Chain: Conversations with Industry Leaders Tackling Supply Challenges

Chairperson Introduction: **Claire Morton Reynolds**, Senior Industry Analyst, *Nutrition Business Journal*

Moderator: **Sandy Almendarez**, Senior Content Director, *Informa*

Speakers: **Josh Burris**, CEO, *GNC*

Tracey Halama, CEO, *Vital Proteins*

Jose Rocca, R.Ph., Ph.D., CEO & President, *Solara Labs*

Tammi Higgins, VP Product and Applications, *Lycored*

War on top of pandemic disruptions on top of climate change impacts are creating unprecedented challenges up and down the value chain. Obstacles range from labor to logistics, inflation in shipping and ingredient costs, even access to ingredients, and now the war in Ukraine causing domino effects including true famine calamities across the world due to an inability to ship fertilizer and wheat and other grains from Europe's breadbasket. We have assembled front-line experts navigating these issues and offering real-world advice if not solutions from their positions as a consumer brand, contract manufacturer, ingredient supplier and retailer.

10:10 AM – 10:35 AM

Solving the Supply Chain: Fireside Chat on Lab and Brand Partnership

Chairperson Introduction: **Claire Morton Reynolds**, Senior Industry Analyst, *Nutrition Business Journal*

Moderator: **Elan Sudberg**, CEO, *Alkemist Labs*

Speakers: **Jessica Mulligan**, Founder, *Winged Nutrition*

Charlotte Traas, Director of Education & Content, *New Chapter, Inc.*

The quest for quality is a relentless pursuit in the acquisition and maintenance of consumer trust. Indeed, the key to sustainable growth for brands—and the supplements industry writ large—is consumer trust. The new gatekeepers to quality are analytical labs, which can help clients to qualify new vendors and sources in order to keep up with consumer demand. Labs provide evidence of transparency, which is the foundation of trust. And if you're allocating tens of thousands of dollars to labs in order to vouchsafe quality products, why not market that? This fireside chat with a lab and two brands provides case studies in raising the bar to making quality relevant to consumers.

10:35 AM – 11:05 AM

Refreshment Break

Sponsored by: K. Patel Phyto Extractions Private Limited

Location: Costa del Sol Foyer

11:05 AM – 11:10 AM

Climate Change and Regenerative Agriculture: NBJ Introduction and Data

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

11:10 AM – 11:30 AM

Heal the Planet, Feed the World and Transform Health

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

Speaker: **Jordan Rubin**, Co-Founder & CEO, *Ancient Nutrition*

Regenerative Agriculture is in our roots! Ancient Nutrition founders Jordan Rubin and Dr. Josh Axe both believe in the power of regeneration and operate two farms spanning 4,000+ Certified Regenerative Organic acres. Ancient Nutrition relies on organic farms for many ingredients used in their products, including many superfoods grown on its own farms, and now the company is making strides towards creating supplements that can be fully regenerative organic certified. Ancient Nutrition's mission is to transform the health of every individual on the planet with history's most powerful superfoods, and that's why Ancient Nutrition dedicates 1% of all revenue to the R.A.N.C.H Project, their commitment to Regenerative Agriculture, Nutrition and Climate Health. Partnering with the Rodale Institute to further efforts to heal the planet, their goal is simple: give back to the soil, instead of just taking from it.

11:30 AM – 12:05 PM

Future Proofing the Planet: Applying Regenerative Agriculture to Your Business Model
Climate Chairperson: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Speakers: Annie Brown, Director of Development, *The Rodale Institute*
Kristina Hall, Founder & CMO, *True Grace Nutrition*
Jordan Rubin, Co-Founder & CEO, *Ancient Nutrition*

Often global- and future-focused goals are difficult to prioritize, yet there is known work to be done to future proof the planet we depend on as suppliers, brands and consumers. Join Kristina Hall of True Grace Nutrition and Jordan Rubin of Ancient Nutrition, founders and leaders of supplement brands putting climate and regeneration at the top of their goals by stacking benefits and meeting consumer demands. Each brand is partnering with the Rodale Institute, and Rodale's Annie Brown will be joining the two as we discuss the programs they've implemented and stewardship beyond the charitable.

12:05 PM – 12:30 PM

Future Proofing Your Business from Climate Disaster
Climate Chairperson: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Speakers: Blair Kellison, Former CEO, *Traditional Medicinals*
Danielle Kruse, West Farm Manager, *Trout Lake Farms*

The disastrous effects of our changing climate are no longer just concerns for an unknown future: they are real and happening today in the form of increased flood, fire, drought and more. This impacts the growers at the top of the botanical supply chain as well as the offices and facilities of the suppliers, manufacturers and distributors that form the supply web. In this session, we will hear from farmer Danielle Hawkins of Trout Lake Farms, contract grower for Amway's Nutrilite brand, the leading purchaser of organic botanicals in the world, and Blair Kellison, celebrated former CEO of Traditional Medicinals as they discuss the increasing challenges of doing business on a warming planet.

12:30 PM – 1:30 PM

Lunch and Book Signing with Keith Ferrazzi
Sponsored by: Cepham Inc.
Location: Costa del Sol Lawn

1:45 PM – 6:00 PM

Land & Sea Activities
Catamaran – Co-Sponsored by: Alkemist Labs | Nutrasource
Jet Boat – Sponsored by: Lonza
Kayaking – Sponsored by: Givaudan
Guided Hike – Sponsored by: Bionap
Culinary Throwdown – Sponsored by: Healthy Lifestyle Brands

2:00 PM – 6:00 PM

One-on-One Business Networking Meetings
Sponsored by: Natreon, Inc.
Location: Costa del Sol Salon A&B

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 Costa Del Sol Ballroom A, while virtual meetings will take place on the Swapcard platform.

6:30 PM – 7:30 PM

NBJ Awards Reception
Sponsored by: Prenexus Health
Wine Sponsored by: Orgenetics
Mocktails Sponsored by: Ritual Zero Proof
Location: Lower Terrace Lawn

7:30 PM – 10:00 PM

NBJ Awards Dinner
Sponsored by: RFI Ingredients
Location: Upper Terrance Lawn

Thursday, July 28, 2022

7:00 AM - 8:05 AM

Breakfast

Sponsored by: AIDP

Location: Costa del Sol Lawn

8:05 AM – 8:30 AM

San Diego Taiko Performance

NBJ Summit Co-Chair Introduction: Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

San Diego Taiko is a close-knit, open-hearted group of individuals who are passionate about learning Japanese drumming or taiko. They find joy in sharing it through performance, practice, and community building. Based out of the World Beat Center in Balboa Park, The group embraces the diversity of its hometown and draws inspiration from the intercultural background and musical influences of its members. San Diego Taiko's repertoire includes traditional as well as modern styles of taiko, a musical tradition that traces its roots from ancient Japanese folk arts and continues to evolve today.

8:30 AM – 8:45 AM

Opening Remarks and Awards Videos: NBJ Awards and Lifetime Achievement Award

NBJ Summit Co-Chair: Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

8:45 AM – 9:45 AM

The Future is Faster than We Think: How Converging Technologies are Transforming Industries, Organizations, and Our Lives

Keynote Introduction: Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder, *NBJ*

Keynote Speaker: Peter H. Diamandis, M.D., Founder and Executive Chairman, *XPRIZE Foundation*

Sponsored by: FxChocolate

We're in a period of time where biological sciences and technologies are growing exponentially. Cutting-edge entrepreneur, engineer and M.D. Dr. Peter Diamandis believes in the power of technology and peoples' ability to solve any problem they face. This is a huge opportunity for nutrition and precision-medicine companies looking to disrupt healthcare. Diamandis was recently named by Fortune as one of the "World's 50 Greatest Leaders." His mission here is to help attendees understand the pace and implications of exponential technology, and how to drive innovation within their organizations. The future is better—and faster—than you think.

9:45 AM – 10:05 AM

Q&A with Dr. Peter Diamandis

Keynote Speaker: Peter H. Diamandis, M.D., Founder and Executive Chairman, *XPRIZE Foundation*

10:05 AM – 10:10 AM

Advances in Retail and Technology: NBJ Introduction and Data

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

10:10 AM – 10:25 AM

Startup Spotlight

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

Speaker: TBD

10:25 AM – 10:55 AM

Refreshment Break

Sponsored by: Better Being Co. Wellness Brands

Location: Costa del Sol Foyer

10:55 AM – 11:30 AM

Advances in Technology

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

Speakers: Brandon Hill, Co-Founder & CEO, *Vori*

Ian Brady, CEO, *Hologram Sciences*

The first step in keeping up with rapid changes in technology is knowing what to keep up with. In this session we will hear from a pair of speakers who work on the front lines of technological change and are ready to explain how to avoid the rabbit holes and set your sites on the emerging tech that really matters and understand why it matters.

11:30 AM – 12:15 PM

Retail Strategies

NBJ Summit Co-Chair: Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

Speakers: Walter Robb, Principal, *Stonewall Robb Advisors*, and Former CEO, *Whole Foods Market*

Jostein Solheim, CEO of Health and Wellbeing, *Unilever*

Retail has never been a place that stands still, but with new tech converging on new habits and needs created by the pandemic, change has accelerated in every aspect of commerce. The two names in the panel don't just have a front-row seat to that acceleration, they've got their hand on the throttle. Former Whole Foods co-CEO Walter Robb and Jostein Solheim, the CEO for Health & Wellbeing at Unilever will sit down with the New Hope Network's Carlotta Mast to reflect on key topics raised throughout our 2022 NBJ Summit programming and talk about what the nutrition industry can expect from that acceleration as the market evolves to meet new consumer needs and expectations.

12:15 PM – 12:30 PM

Closing Remarks & Highlight Video

NBJ Summit Co-Chairs: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

12:30 PM – 2:00 PM

Closing Lunch Celebration & Book Signing with Dr. Peter Diamandis

Sponsored by: CHPA

Location: Costa del Sol Lawn

2:00 PM – 5:00 PM

One-on-One Business Networking Meetings

Sponsored by: Natreon, Inc.

Location: Costa del Sol Salon A&B

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 Costa Del Sol Ballroom A, while virtual meetings will take place on the Swapcard platform.

3:00 PM – 7:00 PM

What's up with Supps Event

Location: Valley Promenade/Legends Lawn