

2017 NBJ Summit Agenda ~ 20th Annual NBJ Summit
Rancho Palos Verdes, CA ~ Terranea Resort



"Building Consumer Confidence through Disruption, Trust & Transparency"

Monday July 17 – Thursday July 20, 2017

Premier Title Sponsor: *Houlihan Lokey*
Premier Program Sponsor: *DSM Nutritional Products*
Premier Platinum Sponsors: *KGK Science & Marine Ingredients/KD-Pharma*

2017 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*
Carlotta Mast, SVP of Content & Insights, *New Hope Network*

Agenda Sponsored by: *Sirio Nutrition*

Visual Synthesis & Insight Mapping:

Sponsored by: 3i Solutions and Trust Transparency Solutions

Nusa Maal co-authored *Mapping Inner Space*, where she developed breakthrough mapping applications for individuals and groups. Visual maps overcome the limitations of business language and facilitate deeper understanding. Nusa captures the moment and clarifies the connections and perspectives needed for business planning.

You will see her mapping throughout the conference, and she is here to share the insights her maps reveal. **These visuals will help you understand the meaning of patterns that appear amid the complex thoughts in the presentations to develop the creative space needed for new ideas and designs.** The work will be available to all participants during and at the end of the conference.

Monday, July 17, 2017

12:00 PM – 5:30 PM **NBJ Summit Open at The Links at Terranea Par-3 Golf Course**
Sponsored by: Marine Ingredients/KD Pharma, Vitaquest

6:00 PM – 7:30 PM **Welcome Reception: Hosted by American Botanical Council**
Location: Cielo Point
Sponsored by: KGK Science *Wine sponsored by: Polyphenolics*

Tuesday, July 18, 2017

9:00 AM – 11:30 AM **Think Wrong Blitz: Rethinking the Future of Nutrition (Invitation Only)**
Location: Palos Verdes Ballroom 8
Sponsored by: FoodState
Facilitators: **Greg Galle**, Co-Founder, *Future Partners LLC*
Mike Burn, Co-Founder, *Future Partners LLC*

Change is never easy. Even harder is breaking through the status quo to create new opportunities and solutions to challenges that have been hiding in plain sight all along. The NBJ Summit is partnering with Future Partners, an innovation accelerator and consulting firm, to enable a select group of Summit attendees to work together to come up with solutions and ideas that they could never have conceived of on their own. We will do this by hosting a Think Wrong Blitz focused on rethinking the future of nutrition and the dietary supplement industry. A Think Wrong Blitz is an intense, hands-on, minds-open session designed to produce a portfolio of status-quo busting solutions to the challenges facing individual organizations and the industry at large.

Participants will walk away from the experience with an entirely new framework for addressing challenges and spurring innovation, access to Blitz tools and resources, a custom-built report detailing the ideas and thinking born out of the Think Wrong Blitz, and the start of deeper relationships with people they have known and just met.

11:30 AM – 1:00 PM **Women's Leadership Luncheon: Curve Balls, Courage and Creativity**
Location: Palos Verdes Ballroom 6&7
Speaker: **Robyn O'Brien**, Founder & Executive Director, *AllergyKids Foundation*
Sponsored by: TwinLab Consolidation Corporation

From Joan of Arc to Erin Brockovich, women have helped shape and define so much of the world that we live in today. Women are responsible for 85% of household purchases and lead so many galvanizing conversations on social media - about food, our families and fixing our broken systems. The most successful consumer facing companies recognize that women can be a compass. These companies create successful partnerships with her, in order to catalyze innovation, sales and profitability. Others, like Uber, have marginalized women with catastrophic results. As we move into the 21st century, how can companies leverage the unique talents of women, their relationships and conversations, in order to build better systems - from food to health care?

1:00 PM – 1:20 PM

Chairman's Welcome Opening Remarks – Thomas Aarts, Co-Founder & Principal – NCN, Co-Founder – NBJ
Location: Palos Verdes Ballrooms 4&5

1:20 PM – 1:50 PM

Tuesday Opening Keynote: The Art of Disruptive Innovation

Speaker: Tom Chi, Founder of *Prototype Thinking LLC*, Co-Founder of *GoogleX*

Tom Chi believes meetings are a horrible way to solve problems. “Most corporate meetings are guess-a-thons. They’re just a long series of guesses. The problem with guesses is they aren’t based on anything real.” The “guesses” that get rewarded in meetings are usually those that have been watered down by compromise or those made by the person with the highest title in the room.

In this keynote presentation, Chi will explain the method used at GoogleX, the lab where the self-driving car, Google Glass and other game-changing products were created. He will show how the method of rapid prototyping results in true break-throughs. Contrary to the notion that corporations should “fail fast”, he’ll explain the real focus is on learning as quickly as possible. Through the example of Google Glass, you can see how a new idea became a real, working, functional product in a short time frame.

1:50 PM – 3:05 PM

NBJ State of the Industry

Moderator: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder; *NBJ*

Speakers: Carlotta Mast, SVP of Content & Insights, *New Hope Network*

Ivan Wasserman, Partner, *Amin Talati & Upadhye*

Julie Hussey, Partner, *Perkins Coie*

William Hood, Managing Director, *Houlihan Lokey*

The dietary supplement industry is facing a confluence of forces that is creating new challenges as well as a host of new opportunities for manufacturers and brand holders, retailers, ingredient suppliers and investors. In this session, New Hope Network’s Nutrition Business Journal will share proprietary market data to show where the nutrition industry is expanding, where it is experiencing slower or even negative growth, and what is forecasted for tomorrow. This deep data dive will be followed by industry leaders discussing how industry is uniquely responding to recent regulatory and enforcement challenges, the financial future of the industry, the consumer trends that are impacting nutrition industry sales.

3:05 PM – 3:20 PM

The Changing Nutrition Marketplace and Its Implications for Brands and Marketing

Speaker: Eric Pierce, Director of Business Insights, *New Hope Network*

Markets are being disrupted and so are consumer purchasing habits. Join us for review of proprietary NBJ research on changing consumer perceptions of and engagement in the nutrition marketplace. Together we will explore the marketplace shift between Boomers, Gen Xers and Millennials as we work to identify implications for the industry, brand positioning and relevant marketing in an evolving marketplace.

3:20 PM – 3:45 PM

Networking & Refreshment Break

Sponsored by: Arizona Nutritional Supplements

3:45 PM – 4:00 PM

The China Opportunity: The Why Behind Chinese Consumer Demand for U.S. Nutrition Products

Interviewer: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder; *NBJ*

Interviewee: Dachao Zhang, Vice Deputy Secretary-General, *China Health Care Association*

China is the biggest market on the planet and the biggest headache for the industry, and knowing the players and the game isn’t always enough. Sales in China are most lucrative for companies ready to maneuver on a constantly shifting landscape. It’s not news that moving sales online is a workaround for complex health and import regulations, but staying abreast of the rules and conditions requires insider knowledge of a business culture often closed to outsiders. As Executive Director and Vice Secretary General of the China Health Care Association, Dachao Zhang has his eye on a collection of moving targets and will share his uniquely keen view of where the rapidly evolving market is likely to go next.

4:00 PM – 4:15 PM

Who is the Chinese Millennial Consumer?

Speaker: **Shirley Huang**, Founder & CEO, *Vision Avenue Consulting*

No culture in history has seen the kind of demographic change and mass migration that has transformed China in the past 30 years. Now a new generation raised in that churn of the new norms and new expectations is taking the reins of the world's second biggest economy. The American millennial is still a mystery to many U.S. companies, but sizing up that generation in China may be even more complicated. Using actual consumer examples and voices, Shirley Huang will share her insights on not just what Chinese millennial consumers are buying, but how they're buying, where they're buying and how they are talking to each other in a generation larger than the entire U.S. population.

4:15 PM – 4:30 PM

Forging New Roads in China: Lessons on What Works Today

Speaker: **Naomi Whittel**, CEO, *Twinlab Consolidation Corporation*

China's health foods market is estimated to be \$144.2 billion in US dollars. The rapidly evolving regulatory environment in China means that what "used to work" doesn't necessary still work today. Last year, the China Food and Drug Administration (CFDA) approved over 16,000 health food products, mostly domestic items, but including 751 imported products. There are a dozen important changes to health food regulation in the last 2 years and additional oversight on labelling and advertising. In 2017 alone, the CFDA has also made a final release of ancillary regulations related to health food filing (May), the first batch of the Health Food/ Nutrition Supplement Raw Material Directory (January). The major consumer market trends are converging with these landmark legislative changes. Naomi will look at where legislative impact is creating opportunities verses where it is limiting key category development.

4:30 PM – 5:00 PM

Following the Money: A Case Study in Chinese Investment in the U.S. Nutrition Industry

Speakers: **William Hood**, Managing Director, *Houlihan Lokey*

Jill Staib, VP Strategic Initiatives, *The Nature's Bounty Co.*

Michael Liu, Chief Investment Officer, *Xiwang/Iovate Health Sciences International Inc.*

For the supplement industry, the relationship between China and the United States is built on a back-and-forth trade dynamic that used to be ingredients-out/product-in. Now it's the money coming out of China and into global investment deals that could lead to the biggest changes. Chinese customers may be hungry for U.S. branded supplements, but Chinese investors are equally hungry for U.S. supplement companies. William Hood, managing director at Houlihan Lokey will talk about what that means for the supplement industry.

5:00 PM – 5:20 PM

Tuesday Closing Keynote: Manoj Bhargava, Founder & CEO, *Innovations Ventures LLC and 5-Hour Energy*
Sponsored by: Ingredientsonline.com

During this keynote session, Mr. Bhargava will share his experiences within the Dietary Supplement industry, including tips for success and pitfalls to avoid. Mr. Bhargava will discuss his current projects, including his "Billions in Change" movement designed to address global issues such as health & nutrition, agriculture, water, and energy. The session will also include a 20 minute Q&A segment hosted by Dr. Kantha Shelke, Food Science Expert, and Principal at Corvus Blue, LLC.

5:20 PM – 5:40 PM

Interview with Manoj Bhargava, Founder & CEO, *Innovation Ventures LLC and 5-Hour Energy*

Interviewer: **Kantha Shelke**, Food Science Expert, Principal of *Corvus Blue LLC*

5:40 PM – 5:50 PM

Tuesday Closing Remarks

Speakers: **Thomas Aarts**, Co-Founder & Principal, *NCN*, Co-Founder; *NBJ*

Carlotta Mast, SVP of Content & Insights, *New Hope Network*

6:30 PM – 7:30 PM

NBJ Summit Cocktail Reception

Location: Palos Verdes Meadows

Sponsored by: UL

7:30 PM – 10:30 PM

NBJ Summit Welcome Dinner

Location: Palos Verdes Meadows

Sponsored by: Venable LLP

Wine sponsored by: Polyphenolics

7:00 AM – 7:30 AM

Guided Meditation for the Executive Leader

Location: Palos Verdes Ballroom 6

Speaker: *Sylva Dvorak, Ph.D., Psychoneurologist & Chief Inspiration Officer, I AM Foundation*

In these sessions you will learn the “secret formula” of many of the most successful people including the world’s top business men and women. You will also learn how to use the most powerful part of your mind to help you manage stress better, feel more connected, confident, aligned and focused throughout the day. Tools shared will include a breathing technique to instantly stop your “monkey mind.”

7:00 AM – 8:00 AM

NBJ Summit Breakfast

Location: Palos Verdes Terrace

Sponsored by: KGK Science

8:00 AM – 8:10 AM

Chairman's Opening Remarks – Thomas Aarts, Co-Founder & Principal – NCN, Co-Founder - NBJ

Location: Palos Verdes Ballrooms 4&5

8:10 AM – 8:30 AM

Think Wrong Blitz: What We Learned and Created

Sponsored by: FoodState

Speakers: *Greg Galle, Co-Founder, Future Partners LLC*

Carlotta Mast, SVP of Content & Insights, New Hope Network

Robert Craven, CEO FoodState

Join New Hope Executive Director Carlotta Mast, FoodState CEO Robert Craven, and Think Wrong Co-founder Greg Galle as they recap the most compelling solutions and small bets to emerge from Tuesday's Think Wrong Blitz Challenge:

How might we reposition the dietary supplement industry in ways that make Americans more confident in the integrity and effectiveness of supplements so that twice as many consumers use our products because they trust them and know they will work?

8:30 AM – 8:50 AM

Wednesday Opening Keynote: Doug Rauch, Founder of Daily Table, Co-CEO of Conscious Capitalism, Inc. and former President of Trader Joes

Sponsored by: Global Health Industries

For the millions of shoppers who can't drive by a Trader Joe's without stopping for that one house brand treat they can't live without, Doug Rauch, Trader Joe's former CEO and the visionary behind many of the retailer's most beloved products and practices, is the name they never knew but the man they should thank. For the followers of the Conscious Capitalism movement, Rauch is a thought leader and a pioneer. In this session, Rauch will talk about what he learned in 31 years at Trader Joe's and how he is taking that experience to transform America's corporate culture. He will also talk about his latest Daily Table, a non-profit retail project that combats food waste while feeding shoppers on a budget, with perfectly edible food that would otherwise end up in the landfill.

8: 50 AM – 9:10 AM

Interview with Doug Rauch, Founder & President of Daily Table, Co-CEO of Conscious Capitalism, Inc. and former President of Trader Joes

Interviewer: *Carlotta Mast, SVP of Content & Insights, New Hope Network*

9:10 AM – 9:35 AM

The Essence of Story

Speaker: *Mary Kincaid, Strategic Story Consultant*

Behind every great brand is a great story, but that great story isn't always told well, or told at all. Mary Kincaid has mastered the art of not only telling those stories, but teaching business leaders how to build a narrative and master the delivery to create a moment where the story is not just heard but felt. In this session, Mary will talk about the power of storytelling in business and its ability to build trust, connection and confidence among employees, vendors, investors and customers.

9:35 AM – 10:00 AM

Networking & Refreshment Break

Sponsored by: Glanbia Nutritionals

10:00 AM – 10:50 AM

Storytelling: Applying What We Learned to Crafting a New Industry Story

Speaker: *Mary Kincaid, Strategic Story Consultant*

Mary Kincaid will demonstrate the power of storytelling by leading an interactive workshop focused on revealing the dietary supplement industry's storytelling archetype, enemy and hero journey story, based on pre-conference work conducted with industry leaders.

10:50 AM – 11:10 AM

Harness the Power of Influencer Marketing to Build Brand Recognition & Raving Fans

Speaker: JJ Virgin CNS, CHFS, Founder & CEO, *Mindshare Summit and JJ Virgin & Associates*

As a television veteran & 4x New York Times bestselling author, JJ Virgin used the power of traditional media for years to help build her personal brand business. Over the past several years, Virgin has seen a significant shift from traditional media to social media where influencers are the new celebrities. Learn how to work with these influencers to create brand recognition and target your marketing for better reach and ROI.

11:10 AM – 11:25 AM

How to Market to Millennials, by a Millennial

Speaker: Annalea Krebs, Founder & CEO, *Social Nature*

Getting inside the mind of the millennials is on the must-do list for every nutrition company. This new generation brings a different kind of curiosity, one that's tech-enabled and community connected. Annalea Krebs, founder & CEO of Social Nature, will share insights gleaned from a decade of marketing natural brands to Millennials - sharing best practices and business intelligence, and providing a unique perspective that only a Millennial can.

11:25 AM – 12:05 PM

Wednesday Closing Keynote: Chris McChesney, Global Execution Practice Leader, *Franklin Covey Client Sales, Inc.*

Sponsored by: UAS Labs

Author of the Wall Street Journal best seller *The 4 Disciplines of Execution*, Chris McChesney doesn't stop at writing about the best practices for businesses, he dives into the corporate clockwork of companies such as Coca-Cola, Lockheed Martin and Marriott International to transform how huge projects are approached and completed. Chris will share what he has learned in those high-altitude boardrooms and talk about the simplicity of bringing the 4 Disciplines into companies large and small, teaching the practical steps of how to get things done, on time and on target.

12:05 PM – 12:25 PM

Interview and Q&A with Chris McChesney, Global Execution Practice Leader, *Franklin Covey Client Sales, Inc.*

Interviewer: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder; *NBJ*

12:25 PM – 12:40 PM

Wednesday Closing Remarks

Speakers: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder; *NBJ*

Carlotta Mast, SVP of Content & Insights, *New Hope Network*

12:40 PM – 1:00 PM

Book Signing with Chris McChesney Global Execution Practice Leader, *Franklin Covey Client Sales, Inc.*

1:00 PM – 2:00 PM

Lunch

Location: Palos Verdes Terrace

Sponsored by: Cephem

2:00 PM - 2:00 PM

Shuttle Departure for Regatta and Whale Watching Boats

Pick-up Location: Out the front door of the lobby and walk to the left side of the driveway, around Sea Beans Café. The buses will be just outside the Pointe Discovery Store.

2:00 PM – 5:30 PM

20th Annual NBJ Summit Regatta and Whale Watch Expedition

Sponsors: Alkemist Labs, Watson Inc, Goodwin, Sabinsa, Polyphenolics, NBJ, Climate Collaborative

6:30 PM – 7:30 PM

NBJ Summit Cocktail Reception

Location: Palos Verdes Meadows

Sponsored by: Renew Life

Wine sponsored by: Polyphenolics

7:30 PM - 10:00 PM

NBJ Summit Awards Dinner & Regatta Results Presentation

Location: Palos Verdes Meadows

Sponsored by: RFI Ingredients

Wine sponsored by: Polyphenolics

10:00 PM – 11:59 PM

PQAA (Port Tasting Party)

Location: Channel Islands Suite (6th level)

Sponsored by: Nebraska Cultures and Maypro

Thursday, July 20, 2017

7:30 AM – 8:00 AM

Guided Meditation for the Executive Leader

Location: Palos Verdes Ballroom 6

Speaker: **Sylva Dvorak, Ph.D.**, Psychoneurologist & Chief Inspiration Officer, *I AM Foundation*

In these sessions you will learn the “secret formula” of many of the most successful people including the world’s top business men and women. You will also learn how to use the most powerful part of your mind to help you manage stress better, feel more connected, confident, aligned and focused throughout the day. Tools shared will include a breathing technique to instantly stop your “monkey mind.”

8:00 AM - 9:00 AM

NBJ Summit Breakfast

Location: Palos Verdes Terrace

Sponsored by: Watson Inc.

9:00 AM - 9:15 AM

Chairman's Opening Remarks - Thomas Aarts, Co-Founder & Principal, *NCN*; Co-Founder, *NBJ*

Location: Palos Verdes Ballrooms 4&5

9:15 AM – 9:35 AM

Thursday Keynote, Neil Grimmer: You Are What You Eat

Speaker: **Neil Grimmer**, Founder & CEO, *Habit*

Sponsored by: Prenexus Health

Neil Grimmer will agree with the adage “You are what you eat,” but he wants you to know what you are first. With Habit, a personalized meal delivery and health coaching service, Grimmer wants his customers to learn the obvious truth that different bodies require different nutrients and then fine tune their diets by their genetic codes. Neil will share what he has learned about the intricacies of diet and genetics and how that comes together in a business plan. Learn what it takes to bring money, technology and vision into an entirely new way of approaching diet and nutrition.

9:35 AM – 9:45 AM

Interview with Neil Grimmer, Founder & CEO, *Habit*

Interviewer: **Rick Polito**, Editor-in-chief, *Nutrition Business Journal*

9:45 AM – 10:00 AM

Personalized Nutrition: Innovation in Nutrition Customization

Speaker: **Sergio Radovcic**, Founder, *STYR Labs Inc.*

There are millions of FitBits in millions of dresser drawers and millions of people who counted their steps and then added it up as a waste of money. Sergio Radovcic wants to change the paradigm on fitness monitors and connected devices with a system that tracks activity and habits and turns them into a daily plan that includes customized supplementation by mail. Radovcic will share what the technology can do right now and where he sees it going next.

10:00 AM – 10:15 AM

Personalized Nutrition: Biotechnology and Consumer-Focused Product Platforms

Speaker: **Ashley Dombkowski, Ph.D.**, CEO and Co-Founder, *BEFORE Brands Inc.*

NIH guidelines released this year recommending parents feed peanuts to their infants inspired countless headlines and Facebook debates, but the science of preventing allergies is set to transform a wide range of parenting habits. Ashley Dombkowski’s BEFORE Brands Inc. aims to lead that transformation with a science-backed plan for parents to reduce the risk of a broad range of food allergies before they ever develop in the first place. Using carefully tailored strategies based on the latest research on allergen exposure and intellectual property exclusively licensed from the Sean N. Parker Center for Allergy and Asthma Research at Stanford, Before Brands is creating products for parents ready to raise a generation of children who don't want to worry that someone might bring a PB&J in their lunchbox to school.

10:15 AM – 10:30 AM

Genome Sequencing Data: Its Impact on Nutrition & Supplement Companies

Speaker: **Brandon Colby, M.D.**, Founder, *Sequencing.com*

10:30 AM – 10:45 AM

Mining Microbial Dark Matter

Speakers: **Martha Carlin**, Chief Executive Revolutionary, *The BioCollective*

Martha Carlin, Citizen Scientist, CEO and Co-Founder of the BioCollective will discuss her journey to founding The BioCollective. Ms. Carlin will discuss the promise and the perils of the nascent Microbiome market for the probiotics/nutraceuticals industry and the future impact on personalized health and nutrition. The trillions of microbes that live in and on our bodies is called the microbiome. The microbiome is our internal pharmacy. You are more microbial than human and the food you eat is one of the most significant influences on your microbial ecosystem. Modern life, sterile food, overuse of antibiotics and exposure to chemicals

have depleted and altered our internal pharmacy in ways we are just beginning to understand. The BioCollective is connecting consumers and researchers to enable deeper understanding of the connections to health and disease, the isolation and culture of new strains of bacteria and rapid produce development and testing. The microbial “dark matter” of our guts offers tremendous potential for the future, understanding how your products can impact the microbiome will be a key component of the nutrition business in the future.

10:45 AM – 11:00 AM

Networking & Refreshment Break

11:00 AM – 11:15 AM

Big and Getting Bigger: Data and Insights on the Cannabis Market

Speaker: Roy Bingham, Co-Founder & CEO, *BDS Analytics, Inc.*

With medical marijuana already accepted in most of the country and a wave of states opting to legalize recreational use, cannabis is no longer creeping in from the fringes. It’s stomping into the mainstream. CBD oil and other products from the much-maligned plant are set to create opportunities for smart companies, but weighing those opportunities against risks means knowing the numbers. BDS Analytics has those numbers and Roy Bingham will share where BDS is seeing the growth and where the next field of white space could crop up.

11:15 AM – 11:30 AM

The CBD Opportunity: How One Company is Navigating Complex Terrain

Speakers: Debbie Wildrick, Chief Strategy Officer, *MetaBrand*

The regulatory and consumer acceptance roads for CBD remain rocky, and this is creating more questions than answers for emerging CBD brands. Debbie Wildrick will address this rocky terrain and shed light on how her company is navigating the changing regulatory and consumer complexities that will make or break a CBD brand.

11:30 AM – 11:45 AM

Cannabis and CBD Q&A

11:45 PM – 12:15 PM

Comedian: Beth Stelling, stand-up comedian, writer, actress

From a Netflix special to the Jimmy Kimmel show and top billing at comedy festivals, Beth Stelling is gaining attention as a comic in tune with the times and engaged with her audience. Sharp witted and unsparing, Stelling spares few targets and keeps no secrets.

12:15 PM – 1:15 PM

Lunch

Location: Palos Verdes Terrace

Sponsored by: Ingredients by Nature

1:15 PM – 1:30 PM

State of the Retail Industry: A 30,000 Foot View

Retail Emcee: Linda Shein, Managing Director at *Jay H. Baker Retailing Center, Wharton School of Business*

E-commerce and Main Street commerce are colliding in the aisles at every retailer on the planet, as shoppers peruse the shelves and online deals simultaneously from their smartphones. Linda Shein isn’t just watching that collision; she’s devising strategies for retailers to take advantage of online shopping mentality to create an experience in the store that makes brick and mortar a first choice for consumers. She will share the insights she presents to worldclass retailers in this NBJ Summit talk.

1:30 PM – 1:45 PM

Inside the World of Amazon: What’s Coming and How Your Brand Can Thrive in This Brave New World

Speakers: Brian Gonsalves, CEO, *NetRush*

Amazon gives consumers an overwhelming selection of choices; but for brands, the choice is either climb on board or get run over. NetRush helps companies put their hands on the steering wheel and control how their brands is marketed and sold in the sprawling universe of Amazon. NetRush CEO Brian Gonsalves will explain the best ways for brands to rein in third-party sellers and construct a marketing and messaging experience that keeps their brands strong and gives them control over every sale.

1:45 PM – 2:00 PM

Amazon: Leading the Way in Building Future Technology

Interviewer: Brian Gonsalves, CEO, *NetRush*

Interviewee: Don Kaufman, Former Software Development Director, *Amazon.com*

2:00 PM – 2:15 PM

WTF is a DNVB, LOL

Speaker: **Craig Elbert**, Co-Founder & CEO, *Care/Of*

Warby Parker, Dollar Shave Club and Glossier have used eCommerce and social media to build digitally-native vertical brands (DNVBs) in glasses, razors and skincare, respectively. They have taken on goliaths and disintermediated entire industries with a maniacal focus on the consumer experience and an instinct for authenticity. Now companies like Care/of, Ritual and Elysium have raised venture capital with an eye on something similar in the supplement space. Craig Elbert, Co-Founder of Care/of will share his perspective on why digitally-native vertical brands are thriving.

2:15 PM – 2:30 PM

Supplements & the Natural Channel: Why This Partnership is Important

Speaker: **Alan Lewis**, Director of Special Projects, *Natural Grocers by Vitamin Cottage*

The relationship between the natural retailer and the supplement maker is what builds a brand and connects consumers to healthier options. But maintaining that relationship in the age of the big box retailer and the Amazon invasion is getting complicated. Alan Lewis has watched that relationship develop and has ideas on how to keep it healthy. Alan will talk about what Natural Grocers is doing to bring education into the aisles and how brands can help support efforts to build community around the natural channel.

2:30 PM – 2:40 PM

Retailers and the Registry: An Update on the Supplement OWL

Speaker: **Duffy MacKay, N.D.**, SVP of Scientific and Regulatory Affairs at *CRN*

The word “product registry” used to draw cringes across the supplement industry; but faced with an onslaught of negative media attention and the threat of politically motivated enforcement actions, sentiments changed quickly and the result is the Council for Responsible Nutrition’s Online Wellness Library (OWL). Designed for regulators and retailers, but eventually destined for public access, OWL provides a place where supplement brands can upload their label information and be part of a database that provides a much-needed statement of legitimacy. CRN’s Duffy MacKay provide an update on where OWL stands now and how and why companies need to get involved.

2:40 PM – 3:00 PM

Retail Panel Q&A

Speakers: **Linda Shein**, Managing Director at *Jay H. Baker Retailing Center, Wharton School of Business*

Brian Gonsalves, CEO, *NetRush*

Don Kaufman, Former Software Development Director, *Amazon.com*

Craig Elbert, Co-Founder & CEO, *Care/Of*

Alan Lewis, Director of Special Projects, *Natural Grocers by Vitamin Cottage*

Duffy MacKay, SVP of Scientific and Regulatory Affairs at *CRN*

3:00 PM – 3:20 PM

Networking & Refreshment Break

Sponsored by: Capstone Nutrition

3:20 PM – 3:35 PM

Radical Transparency in the Ingredient Supply Chain

Interviewer: **Heather Granato**, VP, Content, Informa Exhibitions’ Global Health & Nutrition Network

Interviewees: **Sherry Wang**, CEO, *IngredientsOnline.com*

Peggy Jackson, VP Sales & Marketing, *IngredientsOnline.com*

Consumers have been pushing for “clean label” and transparency in the products they buy; their interest dovetails with regulatory guidance on supply chain traceability and technological changes that are opening new avenues for connection. Join the discussion around disruption in the supply chain and how technology, traceability and regulatory compliance are changing business in the nutrition industry.

3:35 PM – 3:50 PM

The Evolution of Transparency

Speaker: **Kat Schneider**, Founder & CEO, *Ritual Vitamins*

As ubiquitous connectivity and mobile technology have brought information to our finger tips, consumers more than ever, expect detailed information about the products they consume. Unfortunately, legacy brands have not managed to keep up the pace. We'll examine what it means to be truly transparent in today's evolving digital landscape and how to build transparency into your brand's DNA.

3:50 PM – 4:00 PM

Meet the Supplement Leadership of Tomorrow

Speaker: **Andrew Pittz**, Farmer-in-chief, *Sawmill Hollow Family Farm*

Andrew Pittz is being welcomed on stage at agriculture conferences and events such as the NBJ Summit, while also connecting with politicians across state and party lines. Still, he calls himself a “farm kid” who never really left the farm. In his presentation, Pittz will talk about how he connected a network of Iowan

farms to produce aronia berries as a functional ingredient and how supplement makers can be a part of an emerging form of rural economic development.

4:00 PM – 4:15 PM

Chairman's Closing Remarks

Thomas Aarts, Co-Chair, *NBJ Summit* **Carlotta Mast**, Co-Chair, *NBJ Summit*

4:30 PM – 6:30 PM

Chairman's Cocktail Reception and Featured Entertainment

Location: Point Terrace

Sponsored by: Pitch Publicity