

## 2024 NBJ Summit Agenda – 27<sup>th</sup> 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: 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**

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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**

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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: Pharmavite*

8:00 AM – 8:40 AM	<p><b>Opening Remarks</b>  <i>Location: Palos Verdes 1-5</i>  <b>NBJ Summit Co-Chairs:</b>  <b>Thomas Aarts</b>, Co-Founder &amp; Principal, <i>NBA</i>, Co-Founder <i>NBJ</i>  <b>Bill Giebler</b>, Content &amp; Insights Director, <i>Nutrition Business Journal</i>  <b>Jessica Rubino</b>, Vice President of Content, <i>New Hope Network</i></p>
8:40 AM – 9:40 AM	<p><b>Tuesday Keynote: Katie Goodman</b>  <i>Sponsored by: ADM</i>  <b>Keynote Speaker: Katie Goodman</b>, Executive Coach, author, director, filmmaker, award-winning comedian</p>
9:40 AM – 10:10 AM	<p><b>Refreshment Break &amp; Book Signing</b>  <i>Location: Palos Verdes Prefunction</i>  <i>Sponsored by: Glanbia</i></p>
10:10 AM – 10:50 AM	<p><b>State of the Industry: NBJ Data &amp; Trends Overview</b>  <b>Speaker: Bill Giebler</b>, Content &amp; Insights Director, <i>Nutrition Business Journal</i>  <b>Erika Craft</b>, Market Research Analyst, <i>Nutrition Business Journal</i></p>
10:50 AM – 11:20 AM	<p><b>Unlocking AI for Business Growth</b>  <b>Speaker: Steve Brown</b>, Chief AI Officer, <i>Abundance360 and PHD Ventures</i></p>
11:20 AM – 11:50 PM	<p><b>Industry Leaders Leveraging AI for Business Success</b>  <b>Speaker: TBD - Anand Swaroop</b>, Founder, <i>Cepharm</i></p>
11:50 AM – 12:15 PM	<p><b>Amazon Amplified: Navigating the Terrain for Nutrition &amp; Ingredient CPG Brands</b>  <b>Moderator: Thomas Aarts</b>, Co-Founder &amp; Principal, <i>NBA</i>, Co-Founder <i>NBJ</i>  <b>Speaker: TBD - Anna Dalla Val</b>, Director, Brand Protection Strategic Partnerships, <i>Amazon</i></p>
12:15 PM – 1:15 PM	<p><b>Lunch</b>  <i>Location: Palos Verdes Terrace</i>  <i>Sponsored by: K. Patel Phyto</i></p>
1:15 PM – 1:35 PM	<p><b>State of the Industry: M&amp;A and Financial Markets Overview</b>  <b>Speaker: William Hood</b>, Managing Director &amp; Founding Partner, <i>William Hood &amp; Company</i></p>
1:35 PM – 2:00 PM	<p><b>State of the Industry: M&amp;A in Women's Health</b>  <b>Moderator: Jill Staib</b>, Co-Founder and Managing Director, <i>William Hood &amp; Company</i>  <b>Panelists: Tobe Cohen</b>, EVP &amp; President, Specialty Brands, <i>Pharmavite</i>  <b>Mike Satow</b>, CEO &amp; Founder, <i>Bonafide Health</i></p>
2:00 PM – 2:10 PM	<p><b>DSHEA 30-Year Anniversary Video</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <i>Sponsored by: Alkemist Labs   Country Life   NOW Foods   Specialty Nutrition Consulting, Inc.</i></p>
2:10 PM – 2:30 PM	<p><b>DSHEA 30-Year Anniversary: Industry Challenges Fireside Chat</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <b>Speakers: Todd A. Harrison, Esq.</b>, Partner, <i>Venable, LLC</i>  <b>Steven Mister</b>, President &amp; CEO, <i>Council for Responsible Nutrition</i></p>
2:30 PM – 3:15 PM	<p><b>DSHEA 30-Year Anniversary: The Next Generation</b>  <b>Moderator: Rick Polito</b>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <b>Speakers: Rend Al-Mondhiry</b>, Partner, <i>Amin Wasserman Gurnani, LLP</i>  <b>Loren Israelsen</b>, Founder &amp; President, <i>United Natural Products Alliance</i>  <b>James Schmachtenberger</b>, Co-Founder &amp; CEO, <i>Neurohacker Collective</i></p>

3:15 PM – 3:30 PM

**Phi Tau Sigma/NBJ Scholarships**

**Introduced by:** Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

**Speaker:** Kantha Shelke, Ph.D., Founder & Principal, Corvus Blue, Sr. Lecturer, Johns Hopkins University



**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 – 3:45 PM

**Content Remarks, Housekeeping & Event Announcements**

3:45 PM – 4:30 PM

**Tabletop Workshop: Industry Road Mapping**

8:00 AM – 5:00 PM

**One-on-One Business Networking Meetings**

*Location: Palos Verdes 6-7*

*Sponsored by: TBD*

6:00 PM – 7:00 PM

**Welcome Reception**

*Location: Point Terrace*

*Sponsored by: Vidya Herbs*

*Wine Sponsored by: TBD*

*Mocktails Sponsored by: FutureCeuticals*

*Photobooth Sponsored by: TBD*

7:00 PM – 9:00 PM

**Welcome Dinner Featuring NBJ Awards**

*Location: Palos Verdes Meadows*

*Lawn*

*Sponsored by: TBD*

9:00 PM – 11:00 PM

**PQAA**

*Location: Catalina Room*

*Sponsored by: TBD*

**Wednesday, July 31, 2024**

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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: Layn Natural Ingredients*

8:10AM – 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: Nused Nutritional*

*Water Sports: TBD*

*Water Bottle: PLT Health Solutions*

*Zipline: Gelita*

## 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 – 11:30 AM

### **Dosha Type Testing & Networking Gathering**

*Location: Channel Island Suite*

**Facilitator: Joshua Barr**, Sound Medicine Practitioner

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*

6:45 PM – 7:45 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*

7:45 PM – 10:00 PM

### **NBJ Summit Lifetime Achievement Award Dinner**

*Location: Palos Verdes Meadows*

*Lawn*

*Sponsored by: RFI Ingredients*

## **Thursday, August 1, 2024**

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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 – 9:15 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

9:15 AM – 9:25 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*

9:25 AM – 9:50 AM	<p><b>Women’s Health: Fireside Chat with Muriel Gonzalez</b>  <b>Moderator:</b> <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i>  <b>Featured Speaker:</b> <i>Muriel Gonzalez</i>, President, <i>The Vitamin Shoppe</i></p>
9:50 AM – 10:15 AM	<p><b>Women’s Health: Integrative and Preventive Medicine</b>  <b>Moderator:</b> <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i>  <b>Featured Speaker:</b> <i>Pamela Peeke, MD</i>, Founder &amp; CEO, <i>Peeke Performance Center for Healthy Living</i></p>
10:15 AM – 10:45 AM	<p><b>Refreshment Break &amp; Book Signing</b>  <i>Location: Palos Verdes Prefunction</i>  <i>Sponsored by:</i>  <i>CoreFX Ingredients</i></p>
10:45 AM – 11:30 AM	<p><b>Women’s Health Panel</b>  <b>Moderator:</b> <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i>  <b>Speakers:</b> <i>Andrea Donsky</i>, Co-Founder, <i>Morphus</i>  <i>Meeta Kratz</i>, Global Vice President, Product Management &amp; Marketing, <i>Lonza</i>  <i>Jessica Mulligan</i>, Founder, <i>Winged</i></p>
11:30 AM – 11:40 AM	<p><b>NBJ Ayurvedic Data Overview</b>  <b>Speaker:</b> <i>Erika Craft</i>, Market Research Analyst, <i>Nutrition Business Journal</i></p>
11:40 AM – 11:55 AM	<p><b>Sound Bath</b>  <b>Facilitators:</b> <i>Joshua Barr</i>, Sound Medicine Practitioner  <b>Dr. Kulreet Chaudhary, M.D.</b>, Neurologist &amp; Ayurvedic Practitioner</p>
11:55 AM – 12:20 PM	<p><b>Finding Connection through Ayurveda</b>  <b>Speaker:</b> <i>Dr. Kulreet Chaudhary, M.D.</i>, Neurologist &amp; Ayurvedic Practitioner</p>
<p>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.</p>	
12:20 PM – 12:45 PM	<p><b>Interviews &amp; Audience Takeaways: Illuminating the Path from Foundation to Future</b>  <b>Moderators:</b> <i>Rick Polito</i>, Editor-in-Chief, <i>Nutrition Business Journal</i>  <i>Jessica Rubino</i>, Vice President of Content, <i>New Hope Network</i></p>
12:45 PM – 1:00 PM	<p><b>Closing Remarks, Survey and Highlight Video</b>  <b>NBJ Summit Co-Chairs:</b>  <i>Thomas Aarts</i>, Co-Founder &amp; Principal, <i>NBA</i>, Co-Founder <i>NBJ</i>  <i>Bill Giebler</i>, Content &amp; 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><b>Closing Lunch</b>  <i>Location: Palos Verdes Terrace</i>  <i>Lunch, Sponsored by: Cepharm</i>  <i>Extractions Private Limited</i></p>
2:00 PM – 3:00 PM	<p><b>Closing Celebration</b>  <i>Location: Palos Verdes Terrace</i>  <i>Sponsored by: TBD</i></p>
9:00 AM – 4:00 PM	<p><b>One-on-One Business Networking Meetings</b>  <i>Location: Palos Verdes 6-7</i>  <i>Sponsored by: TBD</i></p>

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

**Information Classification:** [General](#)

will take place in Palos Verdes 6 & 7, while virtual meetings will take place on the Swapcard platform.