



**5th Annual Conference
January 29-31, 2020**

The Constant of Change... *Become a Student of Change. It is the only thing that will remain Constant*

The dietary supplement industry finds itself at a crossroads. Technology, environmental degradation, political deadlock will force change, regardless if we want it. And, consumers drive that change.

Our keynoters are experts in the trends, science and nutritional and agricultural changes needed to support a broad array of consumer concerns regarding their own health, that of the planet and the toxins we are constantly bombarded with. Join us in learning the science that is changing the role dietary supplement will play in diets that thwart disease and improve quality of life for the individual not the 'mass'.

Wednesday, January 29

4PM Welcome Reception and Dinner on the Beach

Thursday, January 30

7:30AM to 1PM

7:30 – 9:00 – Breakfast/Keynote What consumers want....



Keynote Speaker Meridan Zerner, MS, RDN, LD, CSSD
The Cooper Institute

9:00 – 9:15

**Ingredients for Change – 15 minute presentations on the what herbs are hot and why
David Foreman, The Herbal Pharmacist**

9:30-10:30 Politics Panel

“The price of doing the same old thing is far higher than the price of change.” —Bill Clinton

The Future of DSHEA, CBD, and Presidential Politics....

Todd Harrison, President O&N, Partner, Venable Law Firm

Charlie Brown, Former Attorney General West Virginia, O&N Secretary, Founder, Mercury Free Dentistry

Ronnie Cummins, Executive Director, Organic Consumers Association

Moderator: Karen Howard

10:30-11:30

Tools of the Trade – Consumer Oriented Strategies

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

Data – The Interfacing of Practitioner and Patient, Fran Towey, President, Natural Partners
Distribution - Strategic Solutions that Work, Lester Burks, President SENPA, CEO Life Line Foods LLC
Standards and certifications, What’s New and Hot, and Why , Alan Lewis Natural Grocers

11:45-12:00 Break

12:00 – 1:00 – Lunch/Keynote Nutrient Science Meets Consumer Demand and Need



Keynote Speaker: James DiNicolantonio Pharm.D
Cardiovascular Research Scientist
Saint Luke’s Mid America Heart Institute

1:00-4:00 Outside activities

6:00-10:00 Reception Dinner

Friday, January 31

7:30AM - 12:30PM

7:30 – 9:00 Breakfast/Keynote The Connection of Health, Culture and Agriculture



Keynote Speaker: Rodney Dietert, PhD
Cornell University Emeritus
Health Scientist and Author

9:00 – 9:15

**Ingredients for Change – 15 minute presentations on the what herbs are hot and why
David Foreman, The Herbal Pharmacist**

9:30-11:30

The Dietary Supplement Supply Chain

“Change Before You Have To” – Jack Welch

Climate Change – Science says the supply chain may be at risk/ Regenerative Ag/Pesticides, Ben Dobson, Stone House Farm

Bioengineering – Can there be differentiation between BE and natural, Melody Harwood, Neptune Wellness Solutions

The Legal Landscape, Kim Richmond, Richmond Law Group

11:30-12:00 Closing Comments