

**Announcing ALL NEW Thursday Line Up!**



**Come early and enjoy  
Food and Fuel for Thought  
& Outstanding Programs**

**Alan Kristowski Memorial Golf Tournament**

**NEW START TIME**  
**Thurs, Nov 30th**  
**9:30AM**

**NEW LOCATION**  
**CELEBRATION GOLF CLUB**  
701 Golfpark Dr, Kissimmee, FL 34747



Sponsored By  
**Jarrow**  
FORMULAS

**Time: Thursday 5:30pm**

**Track: Business**

**Food For Thought:** A moderator will lead attendees through discussions on best business practices. Sample employee manuals will be discussed, profit margins, turnovers, advertising ideas and much more.

**Bring your thoughts and ideas.**

**Fuel for the Body** will be provided so attendees can continue enjoying the evening presentations.

# VENDOR PROGRAM

Time: Thursday 7:30pm

Track: Wellness



Jim Daily III, Ph.D.  
Derik Screen, MBA  
Jonathan Edwards

Presented By  
Daily Manufacturing

## Protecting the Aging Brain with Optimal Nutrition and Lifestyles

**DESCRIPTION:** Cognitive loss and dementia are common afflictions of aging. However, many factors are involved in age associated cognitive impairments and most can be prevented, and possibly reversed, by healthy nutrition and lifestyle choices. This session will describe the reasons for cognitive loss in people as they age and will provide specific information on nutritional supplements that can protect the brain throughout the lifespan as well as describe how other lifestyle habits can help or hurt brain health. This presentation will take a team approach to providing a holistic strategy for designing a diet, supplement, brain exercise and physical exercise program to create the ideal environment for maintaining optimal brain health well into old age.

### About:

Dr. Jim Daily III joined the company in 1996, and is in charge of new product development and quality control. Daily earned his PhD in Nutritional Biochemistry at the University of Tennessee and actively participates in numerous scientific organizations, collaborates in original research and edits two scientific journals.

Derik Screen, MBA has worked in the fitness and wellness industry for 10 years. Originally from Lynchburg, VA, he graduated from the Virginia Military Institute with a B.S. in psychology and a minor in Japanese and holds an MBA from the University of Phoenix. While attending VMI Derik was an All American football player and All Conference track and field athlete. After college Derik obtained a Certified Strength and Conditioning Specialist certification with the National Strength and Conditioning Association and over the last 8 years he has worked with hundreds of clients amassing thousands of hours of experience in his field. Derik is a local advocate for the fitness and wellness community building and education and works with numerous key local organizations to help reduce chronic disease rates. Derik joined the Daily Manufacturing Team in 2014 and serves as the Sales Director overseeing outside sales and marketing.

Jonathan Edwards joined Daily Manufacturing in 2010 and has worked as head of marketing and IT since then. Jonathan Graduated from Southern Adventist University with a degree in Graphic Design and illustration, and currently acts as the Vice President for Daily Manufacturing.

# VENDOR PROGRAM

Time: Thursday 7:30pm

Track: Wellness



Brendan Gaughran

Presented By  
Liver Medic

**Metabolic Syndrome: The Little Known Link to Today's Most Common Ailments with Easy to Implement Solutions**

**DESCRIPTION:** A very large and quickly increasing segment of Americans suffer from leaky gut giving way to chronic inflammation and fatty liver. This is just the beginning of a cascade of health issues that can easily be addressed once identified. Proper diet and supplementation is key and will be discussed along with this common pathology.

**ABOUT:** Brendan Gaughran received his degree in Molecular Biology from the University of Connecticut and his MBA from Bentley University.

He conducts health lectures to both physicians and the general public. His research focuses primarily on gut health, liver health, endocrine system, adrenal fatigue and optimum diets. He conducts 10-15 radio appearances per month discussing various health trends in the US.

# VENDOR PROGRAM

Time: Thursday, 7:30pm

Track: Wellness



Brenda Swartz

Presented By  
Body Dynamics, Inc.

**Wrinkles, Scars, breakouts and dark spots, what really works?**

**DESCRIPTION:** We will discuss how important it is to combine internal treatment with topical treatment to get results that the customers are looking for.

How important is internal cleansing to your skin?

How do toxins in your system affect weight loss?

What are free radicals? What are anti-oxidants, and exactly what is the mechanism by which they protect your body from the ravages of free radical damage?

How do certain vitamins help to lengthen telomers?

All information provided is backed up by scientists, including Nobel prize winning authors on these subjects.

**ABOUT:**

It was 1973 in Houston, Texas, when I began working for a major ladies' health-spa chain and getting interested in exercise, herbs, and vitamins. I opened an aerobics studio in Hobbs N.M. in Late 1983. Over the years, I had studied herbs and vitamins and had been my own virtual guinea pig, experimenting with different herbal and vitamin combinations. I found that the right combination of herbs and vitamins could provide optimum health and energy. None of the products at the time combined all the ingredients that worked best for me. I began to purchase individual herbs and mix my own formulas! The results were staggering! Finally, after many years of indigestion and bowel problems, I no longer had them, and I lost seven pounds without changing my diet. I considered the results nothing short of a miracle! Mega Wellness Cleanse was born in 1984.

This formula of herbs and vitamins cleanses the organs of detoxification. i.e. liver, bowel, lymph system, kidneys, lungs, skin and blood. The results? Beautiful skin, leaner body and better immune system. I relocated my business to Dallas in 1986, and sold the Mega Wellness Cleanse Internal Cleansing Complex to every new client. From 1986 until I closed the studio in 2000. Since then, I have developed 30 health and beauty products that have top grade ingredients and really do what they say they will.

During the time I had my aerobic studio, I accumulate thousands of retail customers. After I closed the studio, other retail stores desired to sell these products. These include med spas, estheticians, chiropractors, health food stores, and massage therapists, They too are experiencing wonderful results for their clients!

Skin Drink Phytochemicals has also been very successful! It contains peptide blends, hyaluronic acid, Alpha Lipoic Acid, natural retinoids, antioxidants and other well researched actives. Dark spots, wrinkles and acne disappear!

Time: FRIDAY 8:00am

Track: Wellness



Carl Germano, CNS, CDN

Breakfast & Speaker Program Presented By  
Bluebonnet Nutrition Corp.

### **The Detox Connection**

**DESCRIPTION:** The liver, known as the body's detoxifier, has well over 500 functions including controlling blood pressure and blood sugar levels. Dysfunctional liver activity is now strongly linked to an increased incidence of type 2 diabetes and hypertension, which are core components of Metabolic Syndrome. Furthermore, ***evidence from studies in humans suggests that uncontrolled blood sugar is related to and can increase blood pressure, inflammation and increased risk of developing associated diseases...it's all connected!***

With 75 million people diagnosed with hypertension and close to 30 million with type 2 diabetes in the U.S., this presentation is timely and aims to showcase the reported evidence between liver dysfunction, diabetes and cardiovascular disease. In addition, it will provide a comprehensive and progressive nutritional protocol for maintaining optimal hepatic (liver) function in efforts to address the epidemic tied to uncontrolled blood pressure and blood sugar.

**ABOUT:** Carl Germano, CNS, CDN is a registered, board-certified clinical nutritionist, registered yoga teacher, and prolific author with several best-selling books. He holds a master's degree in clinical nutrition using innovative, complementary nutritional therapies in private practice. As head of product development for several large dietary supplement companies - and now an executive consultant - he has over 35 years' experience developing revolutionary formulas for the dietary supplement, food and beverage industries. ([www.carlgermano.com](http://www.carlgermano.com))

Time: Friday 10:15am

Track: Food



Jerry Angelini, MS

### **Mushrooms for the Body, Mind & Heart**

**DESCRIPTION:** Beginning with a review of how mushrooms support immune functioning, Host Defense Education Director Jerry Angelini will discuss the various body systems that respond well to mushroom supplementation.\* We'll focus on Cordyceps and its impact on lung functioning and athletic performance, how Lion's Mane supports the brain and nervous system, the impact of Chaga as an antioxidant and support for epithelial tissue, and Reishi's tonifying effects on the cardiovascular system and whole body.\*

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**ABOUT:** Jerry Angelini, MS, is the Education Director for Host Defense Mushrooms and has been in the Natural Products Industry for over 15 years. His educational opportunities focus on the benefits that various mushrooms and herbs can have on our immune functioning as well as our overall health and wellness. Jerry has taught classes and given informational lectures for over twenty years and is a delightful and engaging speaker, whose warm and generous demeanor captures any level of learner's attention and respect.

Thank you to Host Defense for sponsoring this speaker.

Time: Friday 10:15am

Track: Business



Jay Jacobowitz  
TJ Miller

**Take a Stand 2! The Workshop**  
**Hands-on how to *grow* your business on your *purpose*!**

**DESCRIPTION:** Building on the success of last year's Take a Stand seminar, you will now build your own USER MANUAL in this real-time workshop as we help you distill the essence and purpose of your business. Find out why *Fast Company*, *Inc. Magazine*, *Financial Times* and *Green Biz* all say purpose-driven companies are more successful than those that focus only on the bottomline.

People by nature want to buy products from and do business with other people in companies that share their beliefs and values. When you know *and communicate* your purpose, those who share your beliefs and values will flock to you.

As a member of the natural products industry, everything you do has your higher purpose of healing behind it.

In our workshop, we'll help you build—and take home—your USER MANUAL to serve as a guide for you, your customers, and your employees, so that everyone knows what you stand for and why they want to be a part of your business for a long, long time!

**ABOUT:**

Jay Jacobowitz is president of Retail Insights<sup>®</sup>, natural products industry consultant, and creator of Natural Insights for Well Being<sup>®</sup>, a consumer marketing service exclusively for independent natural products retailers. With 39 years of industry experience, Jay has helped develop over 1,000 successful natural products retail stores in the U.S. and abroad. Jay is a popular educator, speaker, and columnist for *Whole Foods Magazine* and serves the Natural Products Association in several capacities.

TJ helps Natural Products companies find the story in their brand, then design it into their products and services so they can matter more to the people they want to reach. TJ is uniquely qualified to design for the Natural Products industry. Formally trained in architecture, he has been an independent retailer, a leading store design consultant, and since founding Graphic Jam in 1996, has helped create or redesign dozens of brands for industry manufacturers, retailers, service companies and organizations. His 30 years of experience combine his deep understanding of what makes products sell with creative talents rewarded by over two dozen local, regional & national awards. Now living in Lakewood Ranch, Florida, with his wife and daughter, TJ is an avid runner and loves to spend his spare time in his tropical surroundings.

Thank you to Retail Insights & Graphic Jam for sponsoring their presentations.

Time: Friday 10:15am

Track: Business



Christine Kapperman

**How to Bring Content to Life in Your Store:  
Print to Digital Workshop**

**DESCRIPTION:** Learn how to repackage content in smart and effective ways to get the most bang for your buck. Using free and low-cost resources, an experienced editor will walk you through hands-activities so you can feel confident about turning any piece of print education into quality digital assets you can use in all of your customer outreach, from in-store sessions to blog posts and social media. Session attendees will walk away with the knowledge and experience to create five digital assets using content from the Delicious Living Content Library, a digital education resource for retailers.

**ABOUT:** Christine Kapperman serves as New Hope Network's content director, retail and digital. In this role, she is the editor-in-chief of Natural Foods Merchandiser magazine and newhope.com. Having grown up in family-run businesses and later serving local business organizations and chambers, the entrepreneurial spirit runs deep in her. She spent two decades in community newspapers before bringing that business and community spirit to the B-to-B world.

Thank you to New Hope Networks as a sponsor of Ms. Kapperman.

Time: Friday 10:15am

Track: Wellness



Robert MacCuspie, Ph.D.  
Robert Scott Bell, D.A., Hom.

**Silver: History, Science and Practical Uses**

**DESCRIPTION:** Dr. Rob MacCuspie, Ph.D. will provide an in depth exploration into the history and science of Silver and research supporting Silver as a safe and effective dietary supplement. Robert Scott Bell, D.A. Hom will give you general and practical uses that you can take back to your staff and customers.

**ABOUT:**

Dr. MacCuspie holds a Ph.D. in Nanotechnology and Materials Chemistry and has over 17 years of experience in Nanotechnology, including nearly 10 years specifically in silver nanotechnology. He has worked for several US National Labs including the US FDA, Air Force Research Laboratory, and the National Institute of Standards and Technology (NIST), where he developed their silver nanoparticle reference materials and was an international leader in nanomaterial environmental health and safety (nanoEHS) research. He was the First Faculty and Director of Nanotechnology & Multifunctional Materials programs at Florida Polytechnic University, and served on their Board of Trustees. Dr. MacCuspie holds 1 US Patent, has written 2 book chapters and 42 peer-reviewed manuscripts which have been cited over 2,000 times with an *h*-index of 24.

Robert Scott Bell, D.A., Hom. is a homeopathic practitioner and an expert in silver therapeutics. Mr. Bell overcame 24 years of chronic illness by learning and applying previously hidden natural healing methods. He has since dedicated his life to revealing the healing power within us all, through his passion for health, unmatched by anybody else on radio. His show is heard on radio affiliates through the USA, and can be previewed on [www.robertscottbell.com](http://www.robertscottbell.com).

Sovereign Silver sponsored these speakers.

Time: Friday 12:30pm

Track: Wellness



Terry Lemerond

Lunch & Speaker Program Presented By  
EuroPharma

**DESCRIPTION:** Presentation Topic and Description To Be Announced

**ABOUT:** With over 40 years of experience, Terry Lemerond a Natural Health Expert, has owned health food stores, founded dietary supplement companies, and formulated over 400 products. He is currently founder and president of EuroPharma, Inc. Terry is a published author and frequent guest speaker. This energy & zeal are simply part of Terry's mission – improve the health of America.

Time: Friday 10:15am

Track: Wellness



Derrick M. DeSilva, Jr. M.D.

### **Integrated Therapies for Heart Disease**

**DESCRIPTON:** Presentation Topic Description To Be Announced

**ABOUT:**

Derrick DeSilva Jr., M.D. is a practicing Internist at the Raritan Bay Medical Center in Perth Amboy, NJ.

He is on the teaching faculty at JFK Medical Center in Edison, NJ, Derrick DeSilva Jr., M.D. has lectured on various topics in medicine, nationally and internationally, and is a member of the following associations:

- The American Medical Association
- The Society of Internal Medicine
- Past President of the American Nutraceutical Association
- Chairman of Age Management Medicine Conference

Derrick DeSilva Jr., M.D. has his own radio talk show called "Ask the Doctor", which airs on WCTC Radio in New Jersey (1450 AM), as well as his own television show, "To Your Health", which airs on News 12 New Jersey. He has also authored and published the following books: Coping with Lyme Disease – published by Henry Holt, 1993 and Ask the Doctor – published by Interweave Press, 1997.

Time: Friday 2:45pm

Track: Wellness



Gary Kleinman

### **Nitric Oxide and Men's Health**

**DESCRIPTON:** Nitric Oxide is one of the most important molecules produced in the human body that is crucial for optimum health. I will discuss why it's so important and ways to increase its production naturally. Other men's issued will be discussed including ways to naturally increase testosterone levels and ways to support prostate health.

**ABOUT:** Gary Kleinman's lifelong passion for health and nutrition goes back over 35 years to when he started his career in the Natural Products Industry. He has worked in health food stores, for a major supplement manufacturer, has been the Midwest Sales Manager for Irwin Naturals for 6 1/2 years and has been Irwin Naturals Southwest Sales Manager for the last 2 1/2 years. Gary currently resides in Dallas, TX.

Thank you to Irwin Naturals for sponsoring this speaker.

Time: Friday 10:15am

Track: Business



Joy McCarthy

**"How to use Social Media Marketing to Establish a Loyal Customer Base"**

**DESCRIPTION:** A successful business requires a strong online presence whether you retail online or not. The tools you use to create a loyal following are rapidly changing. Cutting through the clutter and standing out amongst the competition requires a presence in social media. Creating informative, inspiring and engaging content in an authentic way is one of the most effective ways to grow a loyal and engaged community which results in customers coming through the door and talking about you online.

Joy will discuss:

- The importance of social media marketing to cut through the clutter, establish yourself as an "influencer" in the industry and grow a community
- The social channels you should be using daily
- Best practices on Facebook, Instagram and Twitter
- How to do a Facebook LIVE and Instagram Stories
- The importance of contests and giveaways through social media to grow your brand

**ABOUT:** Joy McCarthy is the Founder and Creator of Joyous Health, a blog to inspire others to live a healthy, whole and joyous life. She is a Certified Holistic Nutritionist and Clinical Detoxification Specialist. She is also the best-selling author of two cookbooks: Joyous Health and Joyous Detox. A trusted nutrition expert, Joy has been featured in hundreds of publications both online and in print; and is a regular health expert on TV.

Thank you to New Chapter for sponsoring this speaker.

Time: Friday 2:45PM

Track: Business



Ryan Sensenbrenner

**Millennial Marketing – Innovative Marketing Techniques to Grow Your Business**

**DESCRIPTION:**

Independent health food stores are evolving to serve the needs of new generations of consumers. Learn about cutting-edge marketing techniques to reach untapped audiences, grow store traffic, and increase basket size.

- Leverage digital marketing and social media
- The future of supplements on Amazon.com
- Get the most out of your advertising campaigns
- Understand what millennials “really” want out of their shopping experience
- Discover new categories that will rapidly become profit centers for your business

**ABOUT:** Ryan Sensenbrenner leads retail marketing at Enzymedica, Inc. He is focused on developing programs to support independent health food stores and small chains across the nation.

Passionate about the natural products industry, he has worked with retailers across the country to help them better market the strengths of their businesses, driving increased revenue and brand recognition within their communities. He was a featured speaker for SENPA's three 2016 roadshows, as well as at SOHO 2016.

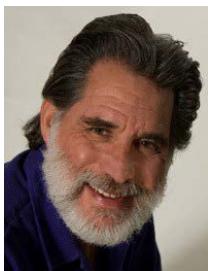
In addition to his role at Enzymedica, Sensenbrenner serves at the will of natural products retailers as a current member of the board of directors of SENPA. Through this role, he is a champion of corporate responsibility and education programs to support the needs of independent retailers.

Thank you to Enzymedica for sponsoring this speaker.

# KEYNOTE SPEAKER

Friday: 4:00pm

Track: Business & Wellness



Mark Blumenthal

## **Systematic Reviews & Meta-Analyses of Controlled Clinical Trials that Show Positive Trends & Results for Herbs & Phytomedicines**

Sponsored by Solgar

**DESCRIPTION:** Humankind has historically relied on various plants and plant preparations for food, fiber, shelter, fragrance, ritual, and medicine. Herbs and medicinal plant preparations – and the various chemical compounds they contain—are the sources of numerous modern nutritional and pharmaceutical products. In the past four decades consumers in the United States and worldwide have demonstrated a significant level of interest in the use of herbal teas, herbal dietary supplements, and phytomedicines for their perceived and demonstrated health benefits. Some high-profile clinical trials – in the United States particularly -- have resulted in negative outcomes for some popular herbal dietary supplements (e.g., echinacea [*Echinacea* spp.] and St. John's wort [*Hypericum perforatum*]), and these trials are frequently cited as sole examples by some prominent critics of herbal dietary supplements as reasons why consumers and healthcare professionals should abandon and ignore these products, and even that government-funded research should be discontinued. However, a review of the entire scope of published clinical trials on these herbs, as well as numerous others, reveals that from an evidence-based medicine perspective, there are a growing body of data showing a significant and reasonable level of clinical evidence supporting their safety and benefits in a variety of clinical endpoints. Such herbal supplements for which such clinical documentation exists include, but are not limited to, the following: aloe (*Aloe vera*) and cinnamon (*Cinnamomum* spp.) for moderating blood glucose levels, garlic (*Allium sativum*) and hibiscus (*Hibiscus sabdariffa*) tea for mildly elevated blood pressure, butterbur (*Petasites hybridus*) root extract for migraines, ginkgo (*Ginkgo biloba*) leaf standardized extract for various dementia-related conditions, hawthorn (*Crataegus monogyna*) leaf with flower extract as an adjunct in early states of congestive heart disease, Asian ginseng (*Panax ginseng*) root for erectile dysfunction, South African pelargonium (*Pelargonium sidoides*) root extract for bronchitis, a proprietary combination of andrographis (*Andrographis paniculata*) and eleuthero (*Eleutherococcus senticosus*) root for symptoms of upper respiratory tract infections, among numerous others examples. This presentation briefly reviews various systematic reviews and meta-analyses on these and other herbs and phytomedicinal dietary supplement preparations and their conclusions, as well as their potential roles as safe, beneficial, low-cost supplements which can be used by consumers for various self-care purposes, and which, can be considered by conventional and integrative healthcare practitioners for inclusion in clinical practice.

**ABOUT:** Mark Blumenthal is the Founder and Executive Director of the American Botanical Council (ABC), an independent, nonprofit research and education organization dedicated to science-based education for the responsible use of herbal medicine and beneficial plants. He is the Editor-in-Chief of *HerbalGram*, a peer-reviewed journal, and four other ABC publications. He is also the Founder and Director of the ABC-AHP-NCNPR Botanical Adulterants Program, an international consortium of nonprofit research organizations, analytical laboratories, botanical research centers, trade organizations et al. that are researching and educating on authenticity of botanical raw materials, extracts, and essential oils in the global market in order to reduce mislabeling and fraud in the botanical market.

Mr. Blumenthal is the senior editor of *The Complete German Commission E Monographs* and other books for health professionals and researchers and has been active in the medicinal plant community for over 40 years.

Friday: 5:15pm

Track: Wellness

Dinner & Speaker Program Presented By Natural Factors

**DESCRIPTION:** Presentation Topic and Description To Be Announced

# VENDOR PROGRAM

Time: Friday: 7:30pm

Track: Wellness



Christophe Merville

Presented By  
Boiron

## **Homeopathic Medicines: myths and realities**

**DESCRIPTION:** Homeopathic medicines, regulated as drugs since 1938 in the United States, have seen a remarkable resurgence in the retail and pharmacy business. Consumers perceive them as more “natural” and safer than conventional medicines. During the program, we will attempt to clarify what we know about their characteristics, their safety and the outcome of current research. The objective is to provide better understanding to retailers.

**ABOUT:** Christophe Merville joined Boiron, the world’s leading manufacturer of homeopathic medicines, in 1990, after 4 years as a hospital pharmacist in France. Since 2005, he has served as Director of Education and Pharmacy Development at Boiron’s headquarters in Newtown Square, Pa. In this role, Christophe Merville has created educational training programs (live and web-based) for pharmacists and retailers on homeopathy and Boiron’s medicines. He is the author of the Boiron Medicine Finder App, which has been downloaded more than 325,000 times.

# VENDOR PROGRAM

Friday: 7:30pm

Track: Wellness



Tim Mount

Presented By  
NeoCell

## **Nutricosmetics: Capturing the Hottest Trends in Natural Beauty**

**DESCRIPTION:** Nutricosmetics are the hottest trend in supplements right now. Recent studies highlighting the beautifying benefits of several ingredients have consumers taking an inside-out approach to their beauty routine. Innovative new delivery systems like flavored powders and soft chews are changing the way people think about supplements; they're not just good for you, they can also taste good. Cutting-edge nutricosmetic formulas generally follow the Three Pillars of Beauty from Within - *Build, Hydrate and Protect*. Each pillar will be explained and the most popular Beauty from within ingredients will be reviewed. Practical sales tips and easy to understand metaphors will be emphasized during the lecture so salespeople can feel comfortable speaking with customers and help drive sales in this exploding category.

**ABOUT:** Timothy Mount is a Certified Clinical Nutritionist and Certified Clinical Master Herbalist that has presented at many of the leading natural health conventions and has been a featured wellness expert on the top natural health radio shows nationwide. Tim works as the Director of Education for NeoCell, a premium anti-aging company that focuses collagen supplements to promote "Beauty from Within" for skin, hair and nails, as well as joint and bone health for full body vitality and wellness.

# VENDOR PROGRAM

Time: Friday 7:30pm

Track: Wellness



Stuart Tomc  
Josh Hendrix

Presented By  
CV Sciences

**The Cannabis Disruption: Bringing Hemp Back**

**DESCRIPTON:** Presenters Stuart Tomc and Josh Hendrix will cover the state of hemp-derived CBD in the United States marketplace, the importance of proper research steps in order to impact the future of hemp agriculture, and how CV Sciences demonstrates Full Traceability - From Seed to Shelf™.

## **ABOUT:**

Stuart Tomc - Mr. Tomc is a recognized authority on dietary supplements, with twenty years of experience in the nutritional health industry. Formerly the Vice President of North American Herb and Spice, where he served for 10 years, in addition to his service as Global Educator for omega-3 market leader, Nordic Naturals, Mr. Tomc is known for his extensive print interviews and contributions to noted books on integrative medicine, as well as his 4000 radio appearances. A renowned educator, Mr. Tomc recognizes CBD and its multiple mechanisms of action to support human health, and envisions a new category of dietary supplements derived from agricultural hemp.

Josh Hendrix - Since 2014 Mr. Hendrix has been on a mission to help rebuild the US hemp industry. Seeing a need to bring farmers, processors, manufacturers and supporters of the industry together, Mr. Hendrix founded the Kentucky Hemp Industries Association and serves on the Board of Directors. He also serves as Treasurer on the Board of Directors for the Kentucky Hemp Industries Council. In 2015 he created and became President of Hendrix Hemp, a licensed hemp producer that manages hemp cultivation. In early 2016 Mr. Hendrix was appointed to the Technical Advisory Board for the National Hemp Association and is on the Senior Advisory Board of the institutional trading platform for hemp, Seed CX. Currently Mr. Hendrix serves as the Director of Business Development – Domestic Production for CV Sciences, Inc. where he works with numerous universities, farmers, businesses, and organizations to help facilitate the infrastructure necessary to establish a modern domestic supply chain for hemp in the US.

# VENDOR PROGRAM

Friday: 7:30pm

Track: Wellness



Malwina Naghibi, PhD, MSc

Presented By  
Bio-Kult

**DESCRIPTON:** Presentation Topic and Description To Be Announced

**ABOUT:** Malwina Naghibi is a trained nutritionist with Ph.D. in Nutrition in Respiratory Medicine and B.Sc. degree in Human Nutrition. She worked as a university lecturer in Human Nutrition at Warsaw University of Life Sciences, Poland, and subsequently, as a medical researcher in the National Institute for Health Research Biomedical Research Centre (NIHR BRC) for the Human Nutrition office in Southampton, UK. For 5 years, she was supporting local and national research projects, she has delivered a study of her own, and she was working towards improving nutritional awareness in the local NHS.

Malwina has been actively involved in medical research for over 10 years, focusing on human nutrition and relationship between nutritional status and human health. Her primary interest is patients' wellbeing and how this can be improved by optimizing nutritional status. Malwina joined Protexin Human Healthcare team in 2017 as a Medical Science Liaison, where she is responsible for providing medical and scientific support to the clinical community in the UK, particularly in the NHS.

Saturday: 8:15am

Track: Wellness



Dean Morris

Breakfast & Speaker Program Presented By  
Nature's Way

**DESCRIPTON:** Presentation Topic and Description To Be Announced

**ABOUT:** As a fifth-generation herbalist, Dean grew up on herbs and has diverse experience in organic horticulture, the natural foods industry and healthcare. He attended Brigham Young University, served as dean of admissions at John R. Christopher's School of Natural Healing. After his practice at Columbia Hospital in Miami, FL, in 1997, he was recruited by Nature's Way to be their senior educator, formulator, and director of technical services. He is now an independent consultant.

Time: Saturday 5:30pm

Track: Wellness



Michael Murray, ND

Dinner & Speaker Program Presented By  
Enzymedica

**New Innovations in Digestive Care**

**DESCRIPTION:** Presentation Topic Description To Be Announced

**ABOUT:** Michael Murray, ND is widely regarded as one of the world's leading authorities in the field of natural medicine. Author of over 30 books including co-author of the best-selling, *How to Prevent and Treat Diabetes with Natural Medicine*, *Hunger Free Forever* and his latest book, *The Complete Book of Juicing*. Dr. Murray is the Director of Product Science and Innovation for Natural Factors.

Sunday: 8:15am

Track: Wellness

Breakfast & Speaker Program Presented By Nordic Naturals

**DESCRIPTION:** Presentation Topic and Description To Be Announced