

Friday, December 6, 2019 - Breakfast Meal Program
Sun Ballroom A – 8am-10am



Carl Germano

Sponsored by: Bluebonnet



Getting Intimate with Supplements – How Nutrition Is Redefining Sexual Health & Fertility

DESCRIPTION: One in ten couples suffer from infertility issues. Even though nutrition plays a critical role in reproductive and sexual health, it is often overlooked. Issues surrounding sex for recreation are just as prevalent as those for procreation with up to a third of women and men losing their libido; only to worsen with age. This presentation will focus on the latest research regarding key nutrients for *naturally* stimulating physiological and psychological processes related to sexual drive and performance, as well as improving fertility outcomes.

ABOUT OUR SPEAKER: Carl Germano, CNS, CDN, Board Certified Clinical Nutritionist with a master's degree in clinical nutrition from New York University, has over 30 years' experience in product development for several of the largest dietary supplement companies in the U.S. For the past three decades, he has been instrumental in bringing innovative nutritional ingredients and finished products - including dietary supplements, medical foods, and functional beverages - to a variety of markets. He continues to lead the industry in research and product development as it relates to next generation clinically relevant nutraceutical ingredients.

Friday, December 6, 2019 - Official Education Miami 1 – 10:15am-11:15am



Tim Gordon

Provided by: Functional Remedies



Hemp: The Supplement of The Now, The Instrument of The Future

DESCRIPTION: If your experience is anything like the norm, educating yourself on hemp oil products -- and how they're different from CBD - can be challenging due to confusing and conflicting information in the marketplace. With the recent passing of the 2018 Farm Bill, consumer interest has grown substantially. It is Functional Remedies mission to change the decades-old stigma against hemp, and instead assert how it is poised to become instrumental in shaping the future.

ABOUT OUR SPEAKER: Tim Gordon is rooted in the very origins of the hemp oil industry. He serves as the Board President for the Colorado Hemp Association, is an Advisor for the National Hemp Association, consults with government entities on hemp legislation, and is one of the most sought-after, international hemp experts with speaking engagements across the globe. While not spreading his knowledge about the hemp industry, Gordon runs the world's most aggressive hemp breeding program.

Friday, December 6, 2019 - Official Education Daytona 1 & 2 – 10:15am-11:15am



Dr. Cass Ingram, B.S., D.O.



Provided by: North American Herb & Spice

Spices: Their Role in Supporting a Healthy Body Response for Inflammation

DESCRIPTION: Learn about the most powerful full-spectrum, whole food spice extracts that have been demonstrated to help reverse inflammation and assist in modulating inflammatory disorders of all areas of the body, including the joints, muscles, digestive tract, and also autoimmune disorders—wild oregano, turmeric resin, ginger resin, wild sage, wild rosemary, and more. Plus, with whole extracts the issue of curcumin absorption is resolved.

ABOUT OUR SPEAKER: Dr. Ingram is one of North America's leading experts on the health benefits and disease fighting properties of wild medicinal spice extracts. A popular media personality, he has appeared on over 5,000 radio and TV shows. He is a nutritional physician who received a B.S. in biology and chemistry from the University of Northern Iowa (1979) and a D.O. from the University of Osteopathic Medicine and Health Sciences in Des Moines, IA (1984). Dr. Ingram has since written over 20 books on natural healing. He has given answers and hope to millions through lectures on thousands of radio/TV shows. His research and writing have led to countless cures and discoveries. Dr. Cass Ingram presents 100's of health tips and insights in his many books on health, nutrition, and disease prevention. He now travels the world promoting perfect health – the natural way.

**Friday, December 6, 2019 - Official Education
Miami 2 – 10:15am-11:15am**



Ryan Sensenbrenner

Provided by: Enzymedica

Marketing Toolkit for Independent Retailers



DESCRIPTION: Are you looking to grow your sales? Increase store traffic? Boost basket size? For independent retailers, the answer to these common questions is often yes, yes, and YES! Discover how to create a simple, actionable marketing plan for your store. From social media, to your website, to old school merchandising, you'll have a framework to bring home and develop with your staff. This lecture is tailored for all marketing skill levels, from beginner to advanced.

ABOUT OUR SPEAKER: Ryan Sensenbrenner oversees the marketing department at Enzymedica. With nearly a decade of experience in the natural products industry, he is responsible for leading global marketing strategy, including product development, promotions, advertising, social media, digital marketing and creative development. His greatest passion is supporting independent retailers and he has been a featured speaker throughout the country on marketing small businesses in a growing digital world. In addition to his work at Enzymedica, he serves as treasurer and executive board member of SENPA, a leading association of natural products retailers and manufacturers.

**Friday, December 6, 2019 - Official Education
Miami 3 – 10:15am-11:15am**



Jason DuBois



Provided by: Hybrid Remedies

Drug-Herb Interactions: Safely Guiding Your Customer in Today's World

DESCRIPTION: Today's health conscious consumer is using both natural and pharmaceutical medications to treat what ails them. With more and more pharmaceutical drugs and supplement combinations coming to market every year, questions often arise about safely combining drugs and herbs. These questions invariably arise during the point of purchase at the health food store. Join Dr. Jason DuBois, clinical pharmacist and Founder of Hybrid Remedies for an engaging educational lecture about the most common and *significant* drug-herb interactions. Participants at this lecture will learn:

- Different types of drug interactions
- Key drug-herb interactions
- How to avoid or mitigate certain interactions
- Resources for identifying potential drug-herb interactions

ABOUT OUR SPEAKER: Dr. DuBois is a registered clinical pharmacist, educator and Founder of Hybrid Remedies, a natural supplement research and development company. He is a graduate of the University of Florida with a Doctorate degree in Pharmacy. Prior to starting Hybrid Remedies, Dr. DuBois was the lead clinical pharmacist a world-renowned health care institution in NE Florida which specialized in immunology and solid organ transplantation. During his tenure, Dr. DuBois has designed numerous clinical trials and immune protocols and has been a contributing author on several published articles. With over 18 years of pharmacy experience, Dr. DuBois uses his clinical expertise and knowledge of Eastern and Western medicine to help patients safely integrate natural supplements, prescription, and over the counter medications together.

Friday, December 6, 2019 - Lunch Meal Program
Sun Ballroom A – 12:30pm-2:30pm



Terry Lemerond

Sponsored by: Europharma

From Ancient Remedies to Natural Medicine: Optimal Health Depends on Quality, Science, and Dosage



DESCRIPTION: Stopping inflammation and oxidative stress the two keys to preventing and reversing disease, yet conventional practice is only starting to recognize this. Join health expert Terry Lemerond as he discusses the newest, exciting research that validates what people have known for centuries: botanicals and other nutrients are essential to a vibrant life and optimal health – but only when they are properly prepared, effectively absorbed, and recommended at the correct Dosage.

ABOUT OUR SPEAKER: Terry Lemerond is a natural health expert with over 45 years of experience. He has owned health food stores, founded dietary supplement companies, and formulated over 400 products. As a published author and radio program host, Terry is in demand as a guest speaker and media commentator on natural health. His continual dedication, energy, and zeal are part of his on-going mission — to improve the health of America.

Friday, December 6, 2019 - Official Education Daytona 1 & 2 – 2:45pm-3:45pm



Decker Weiss, NMD, FASA



Provided by: Natural Immunogenics Corp.

Restoring Health of At-Risk Populations Using an Integrative, Multi-Tiered Strategy with a Silver Based Approach

DESCRIPTION: Anti-Microbial Resistance (AMR) is now a concern across domestic and international health organizations, and a critical catalyst for the use of innovative, silver-based protocols and multi-tiered approaches that are being implemented in global, at-risk, impoverished communities, to include refugee camps and war-torn communities. Peace Possible™, founded by Dr. Decker Weiss, NMD has developed a 5-Tier certification program to support the recovery of the lives of impoverished, nutritionally malnourished and disease-stricken children with the use of silver and other integrative therapeutics.

ABOUT OUR SPEAKER: Dr. Weiss became the first Cardiologist as a “Naturopathic Physician”, completing cardiovascular hospital-based training in the Columbia Hospital system, the Arizona Heart Institute, and the Arizona Heart Hospital. Dr. Weiss kept privileges at the Arizona Heart Hospital, while opening the breakthrough Scottsdale Heart Institute, where he helped thousands of patients reduce medication safely, eliminate the need for angioplasty and bypass surgery, and reverse heart disease and many arrhythmias naturally. The International Association of Health Care Practitioners and the International Association of Cardiologists named Dr. Weiss, a “Leading Physician in the World” in 2012; a distinction given to under 1000 physicians each year. Dr. Weiss shifted focus to inflammation, genetics, and the science of intractable conflict, as he joined Artis International as a Senior Fellow and Director of their Center for Health and Medicine. Dr. Weiss recently broadened his knowledge and message of "root inflammation to look at radicalization", cycles of poverty and violence, and antibiotic resistance, as he launched his non-profit, Peace Possible™. Dr Weiss has performed research and treated refugees and at risk populations in Iraq, Jordan/Syria area, Dominican Republic, Viet Nam, and more, while lecturing on these subjects in some of the finest institutions in the world including Oxford University.

Friday, December 6, 2019 - Official Education Miami 2 – 2:45pm-3:45pm



Lorri Franckle, PA

Provided by: Laser Health



Mitochondria: The Benefits of L-Carnitine and D-Ribose

DESCRIPTION: Carnitine is named from Latin for ‘flesh,’ and was discovered in muscle tissue one hundred years ago (Gulewitsch & Krimberg, 1905).

- L-carnitine is naturally occurring in all foods especially in dark meats such as lamb and beef.
- Studies suggest that L-carnitine increases the burning of fat as a fuel source by transporting fat into the mitochondria of the cell to be converted into energy.
- L-carnitine has also been shown to promote increased energy and can contribute to healthful dieting when looking for support in suppressing appetite.
- L-carnitine supports your muscles by helping to increase your lean muscle mass and strength.
- D-Ribose is essential for adenosine triphosphate (ATP) production, the primary source of energy used by all cells in the body.
- ATP production is accelerated during exercise.
- D-Ribose helps optimize athletic performance.
- D-Ribose helps provide the energy boost your body needs keeping your muscles, heart and brain energized.

ABOUT OUR SPEAKER: Lorri Franckle is a graduate of the St. Louis University Physician Assistant program with a Bachelor of Medical Sciences degree. In addition to an Associate of Arts degree, she trained at Duke University Medical Center’s School of Allied Health Professionals, earning certification in Electrophysiological Technology.

Further, she is certified in the use of Low Level Laser Therapy (cold-laser/ LLLT) for assisting with weight loss, smoking cessation, anxiety reduction, and pain relief. Her continuing education includes symposiums by The Institute for Functional Medicine, the American Academy of Anti-Aging Medicine, Florida Physician Assistant Association, American Association of Clinical Nutritionists, Functional Blood Chemistry, and International Lyme and Associated Diseases Society.

Two decades of intensive studies combined with the breadth and depth of her experience in integrative healthcare protocols and associated nutraceutical, herbal, and naturopathic dispensary products provide her with an informed basis for big picture thinking in overall wellbeing.

Franckle is the founder of Fat to Energy LemonAid®, a professional brand nutraceutical powder designed to support the mitochondria (in expediting the conversion of fat into energy). Providing optimal support for weight loss and peak athletic performance and recovery, LemonAid® is also highly recommended by healthcare practitioners nationwide for issues including fibromyalgia suffered by their vegetarian patients.

Friday, December 6, 2019 - Official Education Miami 1 – 2:45pm-3:45pm



Neil E. Levin, CCN, DANLA

Provided by: NOW Foods

Nutrients for Our Aging Brains



DESCRIPTON: Brains must remain healthy to perform essential functions like maintenance, repairs, and sensory perceptions, while managing mood, cognition, and memory. Insults to the brain from inflammation, oxidation, chemicals, or nutrient deficits have negative health effects. The brain is literally under attack on a daily basis, requiring a constant infusion of protective substances to detoxify and maintain itself. Certain amino acids, botanicals, nutritional oils, vitamins, and minerals play important roles in preserving brain composition and functionality. Learn how specific supplements protect proper brain structures and support their functions to prolong our ability to remember, think clearly, and maintain positive moods.

ABOUT OUR SPEAKER: Neil E. Levin, CCN, DANLA is the Senior Nutrition Education Manager and a product formulator for NOW®. A longtime retailer, Neil is a board-certified clinical nutritionist, an officer and past President of the American Nutrition Association, also an officer of the Mid-American Health Organization (MAHO) and the Clinical Nutrition Certification Board. He works on committees of the American Herbal Products Association and Council for Responsible Nutrition, and was a Technical Advisor to The Non-GMO Project.

Friday, December 6, 2019 - Official Education
Miami 3 – 2:45pm-3:45pm



Christine Kapperman

Provided by: New Hope Media

**The State of Natural Retail and What
Today's Customer Wants from You**



DESCRIPTION: Want to know how to talk to today's customers? New Hope Network has been studying how they view health and supplementation. Join this session to understand how they define wellness and the motivations you can tap to serve them. It's a view you need to understand along with how you measure up today, where the industry is headed and how you can remain an integral part of the story.

ABOUT OUR SPEAKER: As the senior content director at New Hope Network, Christine Kapperman combines her 20-year journalism background with her passion for business to cover the natural products industry for newhope.com, worldteanews.com and Natural Foods Merchandiser magazine. She loves tracking (and tasting) trends as she shares what's next to show up on the shelf and just how those shelves might look as retail changes.

Friday, December 6, 2019 - Keynote Speaker Sun Ballroom B – 4pm-5pm



Dr. Jeffrey Bland

Sponsored by: Garden of Life

A Deep Dive Into the Endocannabinoid System



DESCRIPTON: In this seminar, Dr. Jeffrey Bland will take us beyond the surface of the Endocannabinoid System (ECS) so that we can learn of the deeper intricacies of this system and how it influence's human performance and functionality. As a founder and pioneer of the field of Functional Medicine, Dr. Bland is acutely aware of the science and research on the ECS---from its first discovery to its most recent revelations. So join us for this immersive experience into the world of the ECS to discover how you can leverage this system for optimal health.

ABOUT OUR SPEAKER:

- Known as the "Father of Functional Medicine."
- Involved with CBD research since 1972
- University biochemistry professor
- Research Director at the Linus Pauling Institute of Science and Medicine
- Co-founder of the Institute for Functional Medicine in 1991
- Founder/President of the Personalized Lifestyle Medicine Institute
- Has authored more than 100 scientific publications and 11 books for the health professionals

Friday, December 6, 2019 - Dinner Meal Program
Sun Ballroom A – 5:15pm-7:15pm



Dr. Kate Rheume, NC

Sponsored by: Natural Factors

Discover the Power of Fermentation!



DESCRIPTON: There is a buzz around fermentation – for good reason! Whether keto, paleo, vegan – or somewhere in between – now more than ever your customers are seeking convenient ways to boost their nutrition. Join Kate Rhéaume, ND, to learn why fermentation is so hot, how fermentation unlocks a plant’s full nutritional power, and easy ideas to include fermented products into daily life for a more active, healthy, and sustainable lifestyle!

ABOUT OUR SPEAKER: Author and naturopathic doctor, Kate Rhéaume, is a graduate and former faculty member of the Canadian College of Naturopathic Medicine. Dr. Kate lectures internationally on many topics related to health and wellness, and is a frequent guest on radio and television across North America. She is the author of the best-selling book *Vitamin K2 and the Calcium Paradox: How a Little-Known Vitamin Could Save Your Life*.

Friday, December 6, 2019 - Vendor Program Miami 1 – 7:30pm-9:30pm



Brenda Watson

Sponsored by: Vital Planet

Diversity – The Next Generation of Probiotics



DESCRIPTION: Many common health issues including weight gain, leaky gut, IBS, skin issues and even mood disorders have been linked to the health of our gut bacteria. For years now, taking a high potency probiotic has been a focus of many health advocates. Equipped with the latest microbial research, we now know that high potency is only part of what makes a great probiotic, and that the diversity of the strains are just as critical to our health. The science is showing that as we evolve as humans we are losing not only the overall amount of bacteria in the gut but also the diversity of the different strains present. This is big news and has a huge impact on our health. Join Brenda Watson as she discusses this newest research and brings you the latest, most innovative probiotic formulations to the natural products industry.

ABOUT OUR SPEAKER: Since 1997 Brenda has dedicated herself to the natural health industry, to producing the highest quality and effective products possible and to the thousands and thousands of consumers she has personally helped get their health back on track. Her knowledge is surpassed only by her enthusiasm and ability to engage her audience—whatever the medium.

Brenda started her journey through discovering how to heal her own health issues with natural remedies. That was the catalyst that has lead Brenda down the path to her passion to help others heal, focusing in on the digestive system. Brenda has personally traveled around the country teaching, educating and lecturing on the significant impact the digestive system has to the rest of the body. Through her books on natural health and her popular Public Television shows, Brenda was able to get the message of digestive health out to millions of people nation-wide.

The gut microbiome and the benefit of probiotics has always been a main focus of Brenda's teachings. In the mid 2000's she created the first high potency, multi-strain probiotic that many companies produce today. Armed with the latest research on our microbiome, Brenda is back with a new message regarding probiotics.

Friday, December 6, 2019 - Vendor Program Daytona 1 & 2 – 7:30pm-9:30pm



Matt Ryan and John Fieldstrom

Sponsored by: INFRA



INFRA's Proactive Approach to Staying Relevant and Competitive

DESCRIPTION: Are you investing in your business and staying relevant and competitive in this rapidly changing marketplace? Join John Fieldstrom and Matt Ryan, two of INFRA's retail and merchandising experts to hear how INFRA takes a competitive approach to pricing, promotions, and merchandising strategy through digging into and analyzing the latest movement data (SPINS) and financial benchmarking metrics (CoMetrics).

ABOUT OUR SPEAKERS:

Matt Ryan

Matt started with INFRA in 2012, with over a decade of experience in the natural foods industry. He is a part of INFRA's Member Relations team, managing the Category Management, CoMetrics, Supply Agreement, and Retail Consulting programs. He is always looking for ways to improve what INFRA can provide to aid in our members' category management and strategic planning efforts.

John Fieldstrom

John has been with INFRA since January of 2017, when he was the first person at INFRA hired as the Retail Services & Merchandising Specialist. As RSMS, John was the lead in merchandising and consulting projects for INFRA, traveling to member stores throughout the country to assist and consult with resets, store moves, expansions, and product selections. Starting in 2019, John transitioned to the role of Member Services Manager at INFRA, expanding his role to recruit and onboard new INFRA members, while continuing his consulting role. Prior to INFRA, John was a sales rep for a natural products brokerage firm, and prior to that, he was a grocery manager at multiple Whole Foods Market locations and a large natural foods cooperative in the Twin Cities area.

Friday, December 6, 2019 - Vendor Program Miami 2 – 7:30pm-9:30pm



Nick Labinsky

Sponsored by: Quantum Nutrition Labs



Your Supplement Beyond the Certificate of Analysis - *Where Trust Is Earned*

DESCRIPTION: The biggest deterrent to clients purchasing the practitioners' recommendations is a lack of confidence in the dietary supplement being able to support their health needs. Consumer trust of the supplement industry is falling like a rock.

With a greater demand in the supplement industry, rising prices and limited availability of ingredients and raw materials, substandard quality is becoming more common and harder to detect by the provisions of a typical Certificate of Analysis (CoA). Regulations for dietary supplement GMPs in the US do not require absolute verification and validation. Now more than ever, the dietary supplement industry needs to strengthen their quality control systems and test beyond the CoA parameters and identify raw materials moving through the supply chain that are at risk for contamination, adulteration or poor quality.

Microbiologist, Nick Labinsky, will examine the most sophisticated and scientifically accepted methods in the industry today. This lecture will go beyond the confines of GMP in the industry and standardized new quality assurance metrics for the practitioner to not only ensure safety and efficacy to their patients but proof of purity, integrity and potency in their dietary supplement line of choice. You will be empowered with an in-depth comprehension of the product beyond the label revealing some of most innovative analytical techniques that are being used in the industry so the highest standard of quality can be obtained in your practice.

ABOUT OUR SPEAKER: Nickolas Alexander Labinsky is the Chief Operations Officer at Premier Research Labs LP, a USP cGMP manufacturer in Austin Texas. Nickolas is a graduate of the University of Texas at Austin where he obtained his BA in Microbiology. After graduation Nickolas launched his career at Premier Research Labs LP. as a Quality Technician. Over the next decade Nickolas was promoted internally with major achievements in creating one of the top tier quality systems in the industry as well as the innovation of manufacturing DHLA through a patented fermentation process.

Saturday, December 7, 2019 - Breakfast Meal Program Sun Ballroom A – 8:15am-10:15am



Dean Morris

Sponsored by: Nature's Way

Sound Out Sambucus - A Berry Paradox



DESCRIPTION: Cultivated for over 4,000 years yet only placed in the right family 10 years ago, Sambucus Elderberry is one of the most popular and still puzzling of dietary supplements. Which variety is most beneficial? Which part of the plant is best? Where is it best grown? How is it best prepared? Should I worry about the witch switch hitch? Enjoy a berry good breakfast with Nature's Way and learn how to harvest the best of benefits this magical plant offers.

ABOUT OUR SPEAKER: Dean Morris is a fifth-generation professional herbalist. He is one of the first herbalists in the United States granted full practicing privileges at a major hospital. His formal training began in 1983 under associates of Bernard Jensen and continued in the premedical nutrition program of Brigham Young University. He earned the title of herbalist and master herbalist while instructing for the School of Natural Healing.

While practicing at the Columbia Miami Heart Institute, Dean was recruited by Nature's Way to direct new product development and technical services. During his tenure, Dean formulated many dietary supplements such as *Alive!*[®] and *SystemWell*; and directed studies of phytomedicines such as *Thisilyn*[®] and *Umcka*[®].

As an independent consultant, he continues to lecture throughout the world training health practitioners, retailers, and consumers in the safe and effective use of natural supplements.

Saturday, December 7, 2019 - Dinner Meal Program
Sun Ballroom A – 5:30pm-7:30pm



Michael Murray, ND

Sponsored by: Enzymedica

New Innovations in Digestive Care



DESCRIPTION: Dr. Murray, the world's leading authority in natural medicine, is dedicated to providing you with the latest science based on truth and not hype. Hear the latest information that every retailer should know.

ABOUT OUR SPEAKER: Michael T. Murray, ND, is regarded as one of the world's leading authorities on natural medicine. Dr. Murray is a graduate, former faculty member of, and serves on the Board of Regents of Bastyr University, where he received his doctorate in naturopathic medicine in 1985. He is coauthor of A Textbook of Natural Medicine and the Encyclopedia of Natural Medicine. He has also written more than 30 other books, including What the Drug Companies Won't Tell You and Your Doctor Doesn't Know; and The Encyclopedia of Healing Foods. Dr. Murray and Joseph Pizzorno, ND, recently released the third edition of the best-selling The Encyclopedia of Natural Medicine (Atria, 2012).

Sunday, December 8, 2019 - Breakfast Meal Program Sun Ballroom A – 8am-10am



Kira Diestelkamp

Nordic Naturals



Omega-3s & CBD - A Closer Look at their Unique and Complementary Properties

DESCRIPTION: Omega-3s and CBD are currently two of the most widely consumed supplements nation-wide. While it may appear to some that supplementing with long-chained omega-3 fatty acids and cannabinoids provide the same health benefits, it is imperative to understand the vastly unique roles they play within each and every cell of the human body, and how consumers may benefit from the two compounds quite differently. Join us as we take a deeper look into CBD and Omega-3s unique characteristics, including molecular structure, nutrient-based precursors, and their functions within our trillions of cells. We will discuss their distinct, and in some instances complementary properties as well as the importance of supplementing with both for optimizing health.

ABOUT OUR SPEAKER: After graduating from Colorado State University with a degree in Human Nutrition & Dietetics, Kira found her passion in the natural health industry where she has spent the past 5 years expanding her knowledge on the correlations between nutrition and vibrant health. She believes in the power of education and is inspired by helping others understand the intricate ways in which their bodies' can thrive when given proper nutrients. Kira's firsthand experience working with a wide array of retailers and consumers enables her to effectively convey scientific yet applicable information while educating at public events, store trainings, and trade shows. Her passion for knowledge keeps her constantly learning, researching and studying within the fields of human nutrition and biochemistry. As a Colorado native, she can also be found in the mountains skiing, hiking, & rock climbing, and takes her own advice by fueling her adventures with high quality food and supplementation.