

# SOHO Healthfest 2021

## Speaker Lineup



**HEALTHFEST**

Showing Others  
Healthy Options



## **Retail Roundtable/Open Forum**

**Sponsored by SENPA**  
**Renee Southard, Moderator**



**Friday, April 23, 2021, 10:00am-11:00am – Windsor Ridge**

Renee will lead attendees through discussions on best business practices. Discussion will include current advertising trends, current competition strategies, and much more. Bring your thoughts and ideas!



## Terry Lemerond

Luncheon Sponsored by Terry  
Naturally



### **The Top 10 Natural Medicines I Will Never Go Without**

Friday, April 23, 2021, 12:00pm-4:00pm – Mandalay Ballroom

Science has proven that there are truly powerful, highly effective natural medicines for a wide variety of health concerns, including arthritis, heart disease, cancer, dermatitis, sinusitis, diabetes, infectious diseases, pain, and inflammatory conditions. In this presentation, natural product expert Terry Lemerond will discuss clinically proven ingredients like boswellia, curcumin, grape seed extract, andrographis, hintonia, ashwagandha, and comfrey that provide superior benefits without the adverse effects of drugs. He will share the most recent research and best practices to help you meet your customer's most serious health needs.

**Speaker Bio:** 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.



**Jerilyn Bristow**

Dinner Sponsored by Buried Treasure



**Beyond the Boost: Restoring our Essential Foundation**

Friday, April 23, 2021, 5:00pm-7:00pm – Mandalay Ballroom

Sometimes, we need to boost the health of our immune system but long-term health requires tending our foundation every day. Understand the deeper roles immune supporting nutrients play and how we can use them to strengthen the foundation that supports us.

**Speaker Bio:** Jerilyn has lived and worked in the natural health industry for almost 25 years. She started her journey through her own health issues. She was trained in Naturopathy at the Clayton College of Natural Health and received her Herbal Apprentice certificate from the NC Herbal Studies program in Asheville, NC. Jerilyn is especially passionate about local food sourcing, herbal healing, and fermenting her own drinks and food. She also loves teaching others how to navigate their healing options, just as she was taught to navigate hers.



## Rudy Dragone

Sponsored by Sigform



**Understanding Progesterone & Other Bio-Identical Hormones-How they affect your Health & Wellbeing**  
Friday, April 23, 2021, 7:15pm-8:15pm - Mandalay Ballroom

Bio-identical hormones are more appealing to the masses when dealing with menopause or andropause because they are derived naturally, and our bodies can metabolize them properly. Come and find out more about Progesterone and Other Bio-identical Hormones, how the body accepts them and how they get your results naturally.

**Speaker Bio:** Born in Montevideo, Uruguay and raised in Bronx, New York, Rudy Dragone was fascinated with the pharmacist profession as a young boy and landed a job in a pharmacy by the time he was a mere nine-years-old. At the age of 17, Rudy enrolled in The School of Pharmacy and by 21 was the youngest qualified Pharmacist in New York City. Rudy then quickly rose to become the owner of 10 pharmacies in New York. During that time Rudy also learned how bio-identical hormones help heal people and he became a passionate advocate for its role in healthcare. Later in his career, Rudy desired a more quiet life for himself and his family, so he sold his businesses and relocated with his family to Arizona.

Today Rudy owns and oversees Clark's Pharmacy, a compounding pharmacy located in Carefree, Arizona. Physicians from across the globe consult him for his expertise in bio-identical hormones due to his unique, long-standing experience with healthy living through hormonal balance. Rudy is a Professor at the Medical College of the Universidad Autonoma de Nuevo Leon, he provides continued education for doctors, and is one of the country's preeminent experts and public speakers regarding bio-identical hormones.



## Dr. Cass Ingram

### Breakfast Sponsored by North American Herb & Spice



**Mountain Spice Oil as Potent Immune Support, Latest Research: Oregano, Black Seed, Cumin and Wild Sage**  
Saturday, April 24, 2021, 7:30am-9:30am – Mandalay Ballroom

Join Dr. Ingram in a lecture which documents the use of wild, high mountain spice extracts, oil of oregano and more, for effective immune support. See the destructive powers of oregano oil against germs demonstrated, and black seed oil which greatly strengthens the immune system. Learn how this can help keep your immune in top condition.

**Speaker Bio:** Dr. Cass Ingram 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. 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 now travels the world promoting perfect health – the natural way.



**Josh Lopez**  
Sponsored by KeHE



**2021 Customer Insights/Market Trends**  
Saturday, April 24, 2021, 9:40am-10:40am - Mandalay Ballroom

Josh will be speaking about Customer Insights & Market Trends during the Pandemic, as well as some market research on how retailers can plan for the post-pandemic. He will provide valuable feedback & information that our Natural Retailers can apply in their stores.



## Dan Curtin

Sponsored by Arthur Andrew  
Medical



### Using Enzymes to Increase Your Sales

Saturday, April 24, 2021, 10:50am-11:50am - Mandalay Ballroom

We'll be discussing how different types of enzymes are the ultimate up-sell for all dietary supplements. Food, vitamins, minerals, or hormones are of little benefit without enzymes. With enzymes, we can improve the efficacy of all supplements, the health of your customers, and the total revenue of your business.

**Speaker Bio:** Dan Curtin has over 15 years of experience in the health and wellness industry. He started his career as a personal trainer while acquiring degrees in Nutrition and Exercise Science at the University of California Santa Barbara. Dan became a believer in Systemic Enzymes in 2004 while recommending highly potent vegan-based enzyme products to his personal training clients. After years of improved healing and recovery with systemic enzymes in his personal and professional life, Dan decided to broaden his knowledge of enzymes for overall health by becoming part of the sales and education team at a highly reputable systemic enzyme manufacturer. His fields of expertise include hands-on training, public seminars, sales and marketing. Dan's keen ability to teach healthcare providers and consumers alike, has improved thousands of people's lives over his professional career.



## **Michael Schwartz**

### **Lunch Sponsored by Michael's Naturopathic Programs**



### **True Naturopathy: Supporting the Body's Ability to Heal Itself**

**Saturday, April 24, 2021, 12:00pm-2:00pm – Mandalay Ballroom**

Michael will discuss the symbolic significance of nutrients: He will build upon his book, Health and Disease Symbology, as well as his naturopathic experience and knowledge of the relationship between emotions, nutrition, and health. Michael will connect the physical, spiritual, and emotional showing how a holistic approach to each of these can connect us to better health and healthier lives.

#### **Speaker Bios:**

Michael Schwartz, NMD is an author, lecturer and holistic nutritional consultant. He was educated in the workings of the mind as it relates to the creation of one's own personal physical reality. With the understandings of the Universal Principles in hand, Dr. Schwartz changed the course of his life, which led to numerous benefits and experiences, including the founding of his company, MNP (Michael's® Naturopathic Programs).



**Dan Chapman**

Sponsored by Redd Remedies



## **Breaking the Cycle of Stress, Anxiety & Depression**

**Saturday, April 24, 2021, 2:15pm-3:15pm - Mandalay Ballroom**

From the rapid pace in which we live to concerns about health, family, responsibilities, money or employment... the onslaught of stress and the damaging effects it has on our bodies is real. But there is hope! Redd Remedies has teamed up with Dr. Gregory Jantz, Founder of The Center A Place of Hope, to develop a special suite of natural products. With a down to earth and witty style, Dan Chapman will share Redd Remedies' unique formulas designed to address these concerns from a whole-body perspective.

**Speaker Bio:** Dan speaks from a lifetime of learning, research and experience in the health food and dietary supplement industry. As the Owner and CEO of two successful companies, he has helped thousands of people bring their health back into balance and achieve levels of wellness they never thought possible. With a down to earth and witty approach, Dan delivers relevant scientific information in a way that is easy to understand and apply.



**Tom Sokoloff**

Sponsored by IP-6 International



## **The Dynamic Duo of IP6 & Inositol**

**Saturday, April 24, 2021, 3:30pm-4:30pm - Mandalay Ballroom**

One of the most exciting and important natural products to ever be introduced as a dietary supplement is the combination of IP6 & Inositol. This combination of naturally occurring compounds produced from rice bran has shown impressive results in both laboratory and human research. During this presentation we walk through the history of IP6 and Inositol research, mechanisms of action and human clinical studies. By the time we conclude you will be equipped to 'shout from the roof tops' all the amazing benefits of these fascinating molecules!

**Speaker Bio:** Tom Sokoloff has been a veteran of the natural products industry for almost 30 years. Having had the privilege of working in the retail, distribution, manufacturing and research providing him a vast amount of experience in the industry. Tom is the former owner of Paradise Health & Nutrition a three-store chain in Florida founded in 1994. During his years as a retailer Tom served on the board of directors for the NNFA/ NPA National and Southeast region including serving as President of NNFA-Southeast.



**Julia Craven**

Dinner Sponsored by Enzymedica

**Live By Your Gut – How Digestive Health Can  
Awaken New Perspectives**

**Saturday, April 24, 2021, 5:30pm-7:30pm – Mandalay Ballroom**

Digestive health is more than a process of assimilating nutrients from food; it has a profound impact on our overall health and well-being. In this talk, you'll discover the link between stress and good health. Prepare to be empowered with new perspectives on life and happiness through better digestion.

**Speaker Bio:**



**Carl Germano, CNS, CDN**

Breakfast Sponsored by Bluebonnet



**Defending Immunity with the Right One**

**Sunday, April 25, 2021, 7:30am-9:30am – Mandalay Ballroom**

Consumers are more in tune with their health today than ever. So, helping them figure out how to optimally prepare and strengthen their immune system is paramount. This lecture will focus on supplements that address immune resilience, including immune stimulation, modulation and defense. While multiples are the foundation for maintaining health and wellness, we will also reveal the latest clinical studies on the most significant immune-boosting nutrients on the market. Plus, lifestyle factors (stress, anxiety, sleeplessness) will be discussed since they also play a significant role in immune health. With proper supplementation and lifestyle adjustments, this presentation will arm you with all the right tools consumers need to build up their strongest defense.

**Speaker Bio:** Carl Germano, CNS, CDN is a NY Board Certified Clinical Nutritionist, master's degree in clinical nutrition from New York University, and Vice President of Verdant Oasis. In addition, he has 4 decades of product development/education experience with many companies in the trade including Solgar, Country Life, Bluebonnet, Ajinomoto, Inergetics, Nutratch, and others. Today, his efforts are focused on providing the dietary supplement industry with the next generation of clinically important hemp based phytocannabinoid ingredients. A prolific author with several bestselling trade books including his most recent "Road To Ananda: The Simple Guide To The Endocannabinoid System, Phytocannabinoids & Your Health".