



8:00am-10:00am SENPA SUMMIT Breakfast (*Full-Access Reservation Required)



Here Comes the Future! Are You Prepared for an Apocalypse or Renaissance?

Keynote Speaker: **Harold Lloyd**, Harold Lloyd Presents



Sun Ballroom A & B

This session is a quantitative, self-assessment designed to forecast the future viability of any business. Our research and consultative experience have identified 10 key qualifiers which must be carefully managed by every business to insure its survival especially in times like these.

So, before it's too late, learn where your retail organization should invest its time, talent, money, and energy in an effort to solidify your future.

10:15am-11:30am SENPA SUMMIT Education Programs

OWNERS



**Succession Planning -
How to Retire Healthy**



Gary Pittsford, Partner/Chief Valuation Officer, Castle Valuation, **Catherine Hoffman**, Private Wealth Manager, Creative Planning
Renee Southard, Owner, Organic Marketplace

Miami 1, 2, 3

Many of our seasoned retailers are nearing retirement age, many of them are asking how to retire, what are the steps for succession planning, and what is the value of their company. Gary Pittsford and Catherine Hoffman are succession planning experts and will talk about all of these ideas and more during this presentation. Moderated by Renee Southard, who personally has implemented much of what Gary and Catherine will discuss, this will be a very informative session for those ready to start thinking about retiring healthy.

MANAGEMENT



**How to Increase Sales
Without Saying a Word**



Chase Ballard, Director of Wellness, Detwiler's Farm Market, **Mari Geier**, Owner, Nuts N' Berries,
Scott Cloud, Owner, Scott Cloud & Associates, **Corinne Shindelar**, All Natural Strategies

Sanibel 1, 2, 3

Have you ever thought about the fact that you can influence every purchase your customers make? In the subliminal messages we send to our customers, we can increase sales without saying a word. All you have to do is understand and implement some fairly easy steps.

In this session, Chase Ballard (Detwiler's Farm Market), Mari Geier (Nuts N' Berries), and Corinne Shindelar (All Natural Strategies) will share their best practices for increasing your sales. From merchandising, to pricing, to training your staff, this panel has an abundance of practical knowledge to share with you to help drive the success of your store. Moderated by Scott Cloud (Scott Cloud & Associates), this panel is surely one that you won't want to miss.

10:15am-11:30am Education Programs continued

MARKETING

\$ 5 Mistakes Retailers Make on Their Websites and How to Fix Them

Tina Smith, Mis-Chief Executive Officer, Creative, LLC
Daytona 1, 2



In this session, Tina will show you how to spot the 5 biggest mistakes most retailers make on their websites. She'll walk you through why these mistakes cost your business and how you can fix them. She'll end the session with live website reviews from willing participants in the audience.

Every attendee will walk away with

- ✓ a website performance checklist you understand,
- ✓ low-cost and no-cost tools everyone can use, and
- ✓ the know-how to make small changes to boost your business online.

12:00pm-2:00pm SENPA SUMMIT Lunch (*Full-Access Reservation Required)



Lowest Prices? Easiest to Shop? Most Experiential? Pick One and Own It!

Keynote Speaker: **Harold Lloyd**, Harold Lloyd Presents



Sun Ballroom A & B

In this session we will address our only option, (of the Big 3), we have to succeed... "How to become more experiential," especially within our four walls.

The 3-Second Rule, the A.I.D.A. Principle, and the Concept of 'Flow and Focus,' when mastered, will elevate your store closer to the level of "Experiential." Learn these and other key concepts to better prepare your store's experiential impact.

This session is designed for owners, general managers and anyone passionate about growing their business.

2:15pm-3:30pm SENPA SUMMIT Education Programs

OWNERS

\$ Building a Team to Carry on Your Legacy



Lindy Bannister, CEO, Food Matters Market, **Laura DeWitt**, Co-Owner, Get Healthy Vitamins & Natural Foods, **Jeff Shackelford**, VP Of Purchasing, The Healthy Edge Group, **Tom Sokoloff**, President, IP-6 International
Miami 1, 2, 3

Building a team is a challenge, but putting in the work to find the right leaders, get your staff engaged in your business, and delegate tasks will allow you to journey into the next season with confidence. As many owners prepare to retire or take a step back from their stores, it is vital to get a strong leadership team in place before you leave.

Join Laura DeWitt (Get Healthy Brooksville), Tom Sokoloff (IP-6 International), Lindy Banister (Food Matters Market), and our moderator Jeff Shackelford (Health Edge Group) for this powerful session that will surely set your store and your team up for success.

2:15pm-3:30pm SENPA SUMMIT Education Programs continued

MANAGEMENT

\$ Creating Profitable and Impactful Supplier Partnerships



Lee Coe, President, Health Navigation, Inc., **Ryan Kruse**, VP of Sales, Garden of Life, **Andrew Fleming**, VP of Natural Sales, Impact Group **Karen Greenway**, Co-Owner, Get Healthy Vitamins & Natural Foods, and **Renee Southard**, Moderator
Sanibel 1, 2, 3

Without the support of your suppliers, it's likely that their products aren't going to sell very well. So how do you work closely in partnership with your suppliers and brokers to develop a relationship that is a win win?

In this session, Ryan Kruse (Garden of Life), Lee Coe (Health Navigation), Andrew Fleming (Impact Group) and Karen Greenway (Hoppy & Company) will be sharing their decades of expertise to help you learn what you need to do to develop your supplier relationships in the most effective way so that you can move more product, impact more lives, and make more money. Renee Southard, our SENPA President and owner of Organic Marketplace, will be moderating this session representing you as a retailer and getting answers to the questions you want to know.

MARKETING

\$ Supercharge Your Sales with Online Content in Just 30 Minutes a Day



Tina Smith, Mis-Chief Executive Officer, Creative, LLC
Daytona 1, 2

Content marketing can feel like a full-time job. Figuring out what to put online, when, and on what channel can leave any retailer feeling overwhelmed. But what if there was a way to boost your sales, producing online content, in just 30 minutes a day, with work you've already done? In this session, Tina will show you how you already have the content you need. You'll walk away with a 90-day content calendar that makes sense and no-cost tools you can use to implement in your stores right away, in just 30 minutes a day.

Thank you to our SENPA Summit Sponsors





sponsored by



5:00pm-7:00pm Education Program with Dinner



(* Full-Access Reservation Required)
Platinum Meal Sponsor: Enzymedica

New Innovations from Enzymedica

Scott Sensenbrenner, CEO, and Julia Craven, VP of Education & Innovation, Michael Stroka, CEO American Nutrition Association



Sun Ballroom A & B

Join Enzymedica's team for a sponsored dinner function and prepare to be excited for innovation that offers tremendous opportunity for revenue growth for your store. Digestive health is more than a process of simply assimilating nutrients from food; it has a profound

impact on our overall health and well-being. Discover the link between how the digestive system impacts mood, hormones, and especially the immune systems of your customers. Prepare to be empowered with new tools to increase sales by building baskets and winning customer loyalty.

7:30pm-8:30pm Simultaneous Education Programs



CBD. Why you should be selling Irwin Naturals.

Jeffrey Burke



Miami 1

Provided by Irwin Naturals

It's easy, we use only Full Spectrum Hemp, offer numerous delivery systems including tinctures, liquid soft gels, topicals and blended condition specific formulas. We add Bioperine to every CBD combination formula, and include QR codes on every product. We follow rigorous testing, adhering to the highest quality standards, while

offering our CBD products at some of the most compelling values in price per milligram of CBD on the marketplace!



Choosing Essential Oils: Understanding Label Claims, Grades & Purity Standards

Neil Edward Levin, CCN, DANLA, Tina Tews

Miami 2

Provided by NOW Foods



Essential Oils are an important part of our business.

- What determines their quality and safe, appropriate uses?
- What universal quality standards apply?
- Are there authoritative quality grades?
- What are the regulations for labeling?
- What are the requirements for 'food grade' claims?
- Do organic oils differ from conventional ones; are pesticides a big concern?
- What about child, pet, and pregnancy safety?

Learn how Essential Oil quality is determined and navigate competing claims at this uniquely detailed presentation, ending with a little DIY bonus!



Using Enzymes to Increase Your Sales

Dan Curtin



Miami 3

Provided by Arthur Andrew Medical

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.



7:30pm-8:30pm Simultaneous Education Programs continued



Nitric Oxide: Your Body's Best Medicine

Jay Wilkins, ND



Daytona 1, 2

Provided by Bionox

Nitric Oxide (NO) is the most studied molecule in history. Its research won the Nobel Prize in Medicine. NO has been dubbed "the miracle molecule" due to its ubiquitous and far reaching effects. It is even being called the "Cardiovascular Cure". Unfortunately, as we age, our nitric oxide levels tend to wane. As our NO wanes we see an increase in many health conditions; most notably high blood pressure and various forms of heart disease including heart attacks. Come listen as Jay Wilkins, ND, of Bionox discusses what nitric oxide is, why it is so important, and how we can harness this medicine within.

SATURDAY, DECEMBER 4

8:15am-10:15am Education Program with Breakfast



(*Full-Access Reservation Required)

Platinum Meal Sponsor: Europharma

sponsored by



Dietary Strategies and Clinically Proven Natural Medicines to Prevent and Reverse All Diseases

Terry Lemerond



Sun Ballroom A & B

Terry Lemerond has dedicated his life to inspiring others on their journey to health and wellness. A role model for the power of a natural, healthy lifestyle, he brings his message of the importance of proven dietary interventions and botanical medicine to listeners world-wide through his weekly radio show, podcast, and social media channels. In this discussion, he will review the newest findings and clinical research on preventing and treating all chronic disease.

SUNDAY, DECEMBER 5

8:00am-10:00am Education Program with Breakfast



(*Full-Access Reservation Required)

Platinum Meal Sponsor: Bluebonnet Nutrition Corp.

sponsored by



Going Beyond A Pretty Face: Collagen Peptides and Their Unexplored Potential

Carl Germano, CNS, CDN



Sun Ballroom A & B

With collagen being one of the most trendiest ingredients over the past 5 years, its vibrant appeal to consumers has been limited to health & beauty applications. Knowing collagen represents one of the most abundant, important structural proteins in the body, its importance in muscle, bone, joints, and other tissues transcends its focus in hair, skin, and nails. This lecture will explore the latest studies on collagen and collagen peptides role in both beauty and clinical applications that has catapulted its popularity and use.