

# SOHO Expo 2022 Speaker Lineup



## EXPO

Showing Others  
Healthy Options

## How to Improve Your Store...just a little bit more!

*Harold C. Lloyd*

Friday, December 2 – 8:00am-10:00am – Sun Ballroom A



We've all been through more than two years of struggle with survival being the primary objective for many. Now it's time we improve our store's operations to become more attractive to both customers and employees alike. Because finding additional sales and qualified employees will not be easy going forward.

This session will highlight Harold Lloyd's **Top 10 Best Business Practices** and a **panel of five successful retailers**. Learn how these retailers; your colleagues, use these Best Practices to their advantage and how you can too.



### **Harold Lloyd**

Harold is a graduate of the Wharton School at the University of Pennsylvania and holds an MBA with honors from the University of Chicago. He has been the president of a company with 1000 employees and 14 stores and was a franchisee of a 3-unit, award-winning family restaurant group.

For the last 34 years, Harold has been the featured speaker at the food industry's most popular events. He has created 30 top rated seminars and written 4 books. He has also created and currently facilitates nine industry related share groups.

Harold is a proud father of 3 and grandfather of 2 and lives in Virginia Beach, VA with his wife, Deanna.

Harold says, "I'd rather see the audience taking notes than to hear their applause." This remark speaks to his intense desire to make a meaningful connection with his audience, which is his ultimate objective.

## The 5 Sections Every Retailer Needs on Their Website for Sales Growth

*Tina Smith, mis-Chief Executive Officer, Creative, LLC*  
Friday, December 2 – 10:15am-11:30am – Daytona 1, 2



Join us for an interactive website session where we'll walk you through the high-converting sections that are missing from most retailers' websites. You'll get a checklist of what you need to add, and we'll even workshop your message. You'll be able to update your website as soon as you get back to your store and watch your sales start to grow.



### **Tina Smith, mis-Chief Executive Officer - Creative, LLC**

Hi, I'm Tina Smith. I'm the mis-Chief Executive Officer of Creative, LLC, a website agency getting outsized results for small businesses. I am the artist formerly known as a StoryBrand certified guide and live coach working with hundreds of businesses crafting messages that convert. I know small businesses change faster than a website gets designed. I realized business owners, content writers, and designers, needed a way to build and make adjustments to WordPress websites on the fly. That's why I decided to make complicated WordPress website stuff feel easy for all of us non-nerds in the herd. My team and I want every business owner, content writer, and designer to get your website projects across the finish line without googling away all your time. And once they're launched, we believe your time and money are too precious of a resource not to produce an ROI. At Creative, we believe your business exists to solve problems for people who need you. We're here to help you unlock the power of the work you've already done. So you can solve the right problems, grow good business, and get the online results you've always wanted.

# Healthy Being Happy Business

*Lori Bainum*

Friday, December 2 – 10:15am-11:30am – Miami 1, 2 & 3



Successful businesses begin and are sustained due to the owners/managers ability to create a healthy way for themselves, then encourage their staff to create the same and that equates to a happy and successful enterprise. We'll dive into DiSC, natural communication styles, emotional states, 5 behaviors of a cohesive team, customer excellence, strategic thinking, etc. It will be a lot of fun and relevant information. An hour and 15 minutes will go fast.



## **Lori Bainum**

Lori Bainum worked in the media industry for over 25 years in sales, management, strategic planning, and leadership. Her desire to pursue her ultimate spark in life moved her to leave the industry and start her own company supporting businesses with what she feels is the key to lasting results. She's been doing that for almost 15 years. She discovered early on in her career that great ideas and plans go bust if we do not focus on who will be performing the tasks. It is quite common that people do not receive the guidance, development, training and coaching to help them live up to their potential. Lori appreciates everyone for what they offer, she brings a deep understanding and plan for best practices in dealing with each other in the workplace. She has worked with many individuals, teams, organizations, and industries for a diverse and varied background.

Lori realized that self-awareness and the willingness to understanding others are key to our success. She has taken her experience and studied human behavior while becoming a certified coach. She is also certified in both DiSC and 5 Behaviors of a Cohesive Team. Lori offers the ability to learn about yourself and your team by working with your own energy (what you bring to the situation.) Business consulting, executive coaching, team strengthening, communication effectiveness and learning to manage your energy state are all areas where she excels.

# Am I the Leader I Need to Be?

*Harold C. Lloyd*

Friday, December 2 – 12:00pm-2:00pm – Sun Ballroom A



Most leaders have asked themselves this question at one time or another. Getting a clear, objective, and quantifiable answer, up till now, has been a real challenge. Whether leading a committee, a department, a church group, a little league team, or a small business, Genuine Leaders excel in 10 distinct and measurable areas. This seminar clearly identifies the 10 common qualities Genuine Leaders tend to possess.

In a step-by-step process, you will quantifiably determine your “leadership score.” More importantly, you will identify the specific qualities you’ll need to improve to “raise your score” in the future. This session has incredible take away value and promises to deliver a powerful push in the right direction for all those who participate.



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## In-Store & Digital Marketing Strategies to Grow Your Business

Ryan Sensenbrenner

Friday, December 2 – 2:15pm-3:30pm – Daytona 1, 2



The business of running a health food store has not gotten any easier in recent years. However, life's greatest challenges often bring the most meaningful opportunities. Discover ways to streamline your business to do more with less, while also expanding with new customers and basket building initiatives. From merchandising to social media, this is a lecture your whole staff can benefit from.



### **Ryan Sensenbrenner**

Ryan Sensenbrenner leads marketing at Enzymedica, Inc. He is focused on raising awareness of natural digestive health and wellness 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 has been a featured speaker for years at SENPA's SOHO

events.

In addition to his role at Enzymedica, Sensenbrenner serves as SENPA's infrastructure chair. Through this role, he is a champion of corporate responsibility and education programs to support the needs of independent retailers.

## Jump Start Your Business!

*Lee Coe*

Friday, December 2 – 2:15pm-3:30pm – Miami 1, 2 & 3



A tried and true tour of tools, authors, and mentorship to reinvigorate your sales. Over the past two decades it has been my pleasure to find great mentors and be a mentor to some of the finest people in the natural products industry. During this session I will share 10 ways you can leverage your way into the next level of sales.



### **Lee Coe, President, Health Navigation, Inc.**

After a near death accident, Lee Coe was drawn to the world of wellness. At 16 years of age, Lee started working at a well known health food store in South Florida apprenticing under a famous CNC from Bastyr College. That experience allowed Lee to learn and grow to the point that he co-owned that store at the age of 20. For the last 20 years Lee has served the health food community in a variety of ways, but mostly in the capacity of field service sales, and consulting. Lee currently resides in Atlanta, GA and proudly serves the greater South East as the co-owner of Health Navigation with his wife Christina Coe.



## **The Digestion Forum**

**Dinner Sponsored by Enzymedica**

*Enzymedica's Leadership Team*

Friday, December 2 – 5:00pm-7:00pm – Sun Ballroom A

At Enzymedica, digestive happiness and total body wellness begins in the gut. Discover cutting edge science, innovative new ingredients, and business tips to help you be successful in accomplishing your goals. With a rapidly changing world, our focus above all is to showcase our commitment to you and your customers, now and into the future. Hear from a series of speakers from our team to learn more about how digestive health and nutrition can help you grow and expand your business, and also unlock new opportunities for revenue growth for your store.



## **An Early Start on Delaying Muscle Aging**

*Michael A. Smith, M.D.*

Friday, December 2 – 7:30pm-8:30pm – Miami 2

### **An Early Start on Delaying Muscle Aging**

Sarcopenia, the age-related loss of lean muscle mass, strength, and functionality, can prevent elderly people from performing the most basic tasks of daily living. It is a multifactorial disease process that may result from sub-optimal hormone levels, inadequate dietary protein, other nutritional imbalances, lack of exercise, oxidative stress, and inflammation. Despite common misperceptions, it is not just a disease of the elderly or inactive. It requires prevention and delay strategies beginning in the third decade of life and is even seen in those who remain physically active throughout their lives.

Several nutrients, including creatine, vitamin D, and whey protein, have shown great promise in combating sarcopenia. Other nutrients and compounds, such as omega-3 fatty acids, beta-hydroxy beta-methyl butyrate (HMB), carnitine, and the amino acid glutamine have biological effects that may be beneficial in promoting healthy muscle mass.

Regular exercise, particularly weight training, is essential for preserving and increasing muscle mass. In addition to building muscle, strength training promotes mobility, enhances fitness, and improves bone health.

This presentation will help the public understand that since sarcopenia has no single cause, and that its prevention and treatment require an integrated, multidisciplinary approach throughout the life course.



**Speaker Bio:** Dr. Michael Smith received his medical doctorate from the University of Texas, Southwestern Medical Center. He is the Director of Education and Spokesperson for Life Extension®, and is author of, *The Supplement Pyramid: How to Build Your Personalized Nutritional Regimen*.



## The Cannabinoid Connection

*Stuart Tomc*

Friday, December 2 – 7:30pm-8:30pm – Daytona 1, 2

### **The Cannabinoid Connection**

Discover which ingredients work best with cannabinoids, and how combining the right cannabinoids and supplements can change your life and make you more stress resilient. Special Bonus: Learn about the power of hemp derived THC and how to remain compliant while selling it!



**Speaker Bio:** Stuart Tomc is Vice President of Human Nutrition at CV Sciences™, makers of +PlusCBD™. With over 30 years of experience in the nutritional health industry, Stuart is regarded as an authority on functional foods and dietary supplements. Prior to joining CV Sciences, Stuart was Spokesperson and Global Educator for the omega-3 market leader, Nordic Naturals, and Vice President of North American Herb and Spice. Stuart joined CV Sciences in 2014 to help launch +PlusCBD.



## **Antidote for Modern Day Stress**

*Joyce Moran*

Friday, December 2 – 7:30pm-8:30pm – Miami 1

We are all living in the modern-day phenomena of chronic stress. We know the toll it can take on both our minds and bodies, which is why taking care of these things should be part of our daily regiment. Join Joyce, Training & Education Manager for Youtheory, as she discusses the role of inhibitory neurotransmitters and adaptogens to aid in less stress and better sleep



### **Joyce Moran**

Joyce has 15+ years in sales and education in the Natural Products Industry, the last 6 years she has been employed at Youtheory. As a certified health coach from the Institute of Integrative Nutrition and former Health Teacher her passion is to inspire wellness in all through education.



## The Fountain of Youth May be at Your Fingertips

*Dan Curtin*

Friday, December 2 – 7:30pm-8:30pm – Miami 3

Many professionals agree that supplementing with enzymes, probiotics, and other novel supplements is the key to living a long, healthy life. Some even say that the fountain of youth is right at your fingertips. At Arthur Andrew Medical, we don't claim to have found this hidden treasure, but we do know that we can replace many of the natural chemicals that are in abundance when we are young. Today, Dan Curtin will give us insight on how to turn the clock back on your cardiovascular health by cleansing the blood, invigorate your digestive system with the enzymes you are lacking, and ramp up your immune system so you recover from sickness and injury like you did as a teenager. With Arthur Andrew Medical products, you can make common aging symptoms a thing of the past!



### **Dan Curtin**

Dan Curtin has over 20 years of experience in the health and wellness industry. While acquiring degrees in Nutrition and Exercise Science at UC Santa Barbara, Dan started a health and wellness business. Of the many supplements he provided to his clients, he found that systemic enzymes offered unprecedented benefits, especially to those clients with cardiovascular and joint issues. Enzymes became part of his core business and after a few years, Dan dissolved his company and decided to further his knowledge by joining the team at Arthur Andrew Medical, the manufacturer of his favorite systemic enzyme product, Neprinol. Now the Executive Vice President, his fields of expertise include hands-on training, public seminars, and sales and marketing.



## **Bone Brain Connection**

### **Breakfast Sponsored by Bluebonnet**

*Carl Germano*

Saturday, December 3 – 8:15am-10:15am – Sun Ballroom A

The brain is the body's most complex organ and is instrumental in regulating and controlling numerous physiological bodily processes. Over the past two decades, the Brain/Gut/Immune connection has been popularized. New findings continue to unveil the intimate relationships the brain has with other organs, like those of the bones. The bones, classically considered static structures, communicate with the brain's neurotransmitters, hormones, and peptides, paving the way for bones to grow and stay dense. This new knowledge and understanding sets the stage for a comprehensive look at how we nutritionally treat bone conditions such as osteoporosis above and beyond the standard nutrients used. This presentation explores the intricate Bone/Brain connection and the dietary supplements that play a pivotal role in addressing bone health.



#### **Carl Germano, CNS, CDN**

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".



## **Avoiding The Next Generation of GMOs: What's the Winning Strategy?**

**Dinner Sponsored by INFRA, Mercola and SENPA**

Allen Lewis, Natural Grocers and the Organic & Natural Health Association

*Alan Lewis, Organic and Natural Health Association*

*John Wood, The Green Grocer*

*Katie Banaszewski, Director of Quality, NOW Foods*

*Hans Eisenbeis, Non-GMO Project*

*Debra Short, Executive Director, SENPA*

Saturday, December 3 – 5:30pm-7:30pm – Sun Ballroom A

Join some of the industry's most passionate and educated voices, all of whom are committed to providing access to foods and products that are both healthy and good for the environment, on the growing use of synthetically derived food ingredients. What do you need to know as retailers/consumers, and on behalf of our customers, about the manufacturing of new 'animal free' products? Is this GMO 2.0? Is it an opportunity, or a threat to natural retailers? We'll discuss maintaining food integrity regarding the next generation of GMO's and offer tools to support your mission and vision of health.



### **Alan Lewis**

**Alan Lewis** navigates government affairs and food and agriculture policy for Natural Grocers, a Colorado based health food chain founded in 1955 with over 160 stores in 21 states. At the federal, state and local level, Alan engages on food, agriculture, nutrition, rural economic development, technology, biotech, cannabis, trade and health issues. He is active in several trade and advocacy organizations and is a fearless writer and speaker.



### **John Wood**

John is a Gulf War Veteran who found his way to health from a broken immune system as a result of his military service. For over 20 years John has carried on his passion for a healthier food system and planet in the natural foods industry. He doesn't consider himself an activist but isn't afraid of taking on challenges to make that passion a reality. Reading labels, asking questions and educating his customers has been the basis for meaningful change both in the community and the industry. "Corporations respond to the way we spend our money. Sometimes, the way we spend our money is more powerful than going to the voting booth. So, I like to tell people, you have the opportunity to vote 3 times a day with your fork."



### **Katie Banaszewski**

Katie Banaszewski is a Director of Quality at NOW Foods, who strongly believes great things are never done by one person, but a team of people. Driven by curiosity and her passion for science, she joined NOW in 2013 with a plan to transform the analytical capabilities of their labs. During her tenure at NOW, she has led the development and implementation of a routine pesticide residue monitoring program and plays an integral role in growing the company's analytical capabilities. Katie focuses on exploring new scientific approaches to analytical challenges and her areas of expertise are mass spectrometry and elemental analysis. In her current role, Katie focuses on recent issues within the dietary supplement industry and ensures NOW remains the industry leader in holding high quality standards. Prior to joining NOW, Katie spent 5 years at the Institute for Food Safety and Health, working in collaboration with the academia, industry and the FDA. Katie authored and co-authored multiple journal articles and is actively involved with the scientific community, learning and sharing her knowledge with others. Katie holds degrees in Biotechnology and Chemistry from William Paterson University of New Jersey.



### **Hans Eisenbeis**

Hans Eisenbeis is Director of Mission & Messaging at the Non-GMO Project, North America's leading authority on biotechnology and non-GMO verification in the natural products industry. Previously he was a communications executive at Organic Valley. He lives in the North Cascade Mountains of Washington State.



## **Life Changing Alternatives; Solving Health Problems Naturally!**

**Breakfast Sponsored by Terry Naturally**

*Terry Lemerond*

Sunday, December 4 – 8:00am-10:00am – Sun Ballroom A

Scientific research is confirming that traditional, natural botanical medicines can safely and effectively treat disease. Join Terry Lemerond for a look at new research on some old favorites, including andrographis, melatonin, and red ginseng. A role model for the power of a natural, healthy lifestyle, Terry 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.



### **Terry Lemerond**

Terry Lemerond is a natural health expert with over 50 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.