

SOHO Healthfest 2023

Speaker Lineup



HEALTHFEST

Showing Others
Healthy Options



Life Changing Alternatives; Solving Health Problems Naturally!
Lunch Sponsored by Terry Naturally

Terry Lemerond

Friday, April 21, 2023, 11:30am-2:30pm – Val Verde Room



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.



Speaker Bio: 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.



Manuka Honey – Increasing Store Sales Sponsored by Bees & Trees Manuka Honey

Ty Furlow

Friday, April 21, 2023, 2:45pm-3:45pm – Val Verde Room



The key to increasing Manuka Honey sales, and increasing customer store loyalty is education. When staff can adeptly answer questions like: What do these different numbers mean? What properties make Manuka honey different? Can Manuka honey help with digestive issues? Viral infections? Bacterial infections? Wound healing? Then customers can buy with confidence and it reinforces why they shop at your store. This presentation focuses on key information you need to be successful.



Speaker Bio: Ty Furlow obtained a Bachelor of Science in Kinesiology and Nutrition at the University of Northern Colorado. He is the founder of Inspired Solutions LLC, a digital marketing agency that specializes in working with natural food brands, increasing their online presence and growth. He enjoys spending time on his farm in Texas with his wife, seven children, and wrangling a multitude of farm animals together. When not having fun on the farm, he can be found playing disc golf, swimming, or reading various theological books. Natural holistic living lines the threading of his life, which includes consuming Manuka honey daily!

Ty's Background:

- BS in Kinesiology & Nutrition, University of Northern Colorado
- Executive Team Management & Digital Marketing Expertise for natural health food brands
- Interests: Family, Outdoors, Farming, Holistic & Natural Living



**Not All Mushrooms Are Equal:
How to Identify Quality Medicinal Mushroom Supplements**
Sponsored by Wholesun Wellness

Jme Bonfiglio

Friday, April 21, 2023, 4:00pm-5:00pm – Val Verde Room



In the largely unregulated industry of mushroom supplements, how can consumers accurately identify high-quality and effective products? Join Jme Bonfiglio to discuss the current standards of the mushroom supplement industry and how her company, WholeSun Wellness, is challenging those standards. You will also learn how to understand mushroom supplement product labels and why growing, processing, and testing are crucial to quality medicinal mushrooms.



Speaker Bio: Jme Bonfiglio, the founder of WholeSun Wellness, believes in the power of mushrooms after decades of personal and professional experience. She has pioneered new ways of growing, processing, and testing mushrooms and is building the largest vertically-integrated medicinal mushroom operation in North America. Jme also works with leaders in the mycology field and is a passionate advocate for women in mycology, collaborating with international partners to create an empowering place for women in the industry.



The Fountain of Youth May be at Your Fingertips

Dinner Sponsored by Arthur Andrew Medical

Dan Curtin

Friday, April 21, 2023, 5:15pm-7:15pm – Val Verde Room



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!



Speaker Bio: 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.



SENPA- The State of Industry
Sponsored by SENPA

*Panelists - Renee Southard, Mari Geier,
Karen Greenway, Ryan Sensenbrenner
Moderator – Debra Short*

Friday, April 21, 2023, 7:30pm-9:00pm – Val Verde Room



The SENPA Executive Committee invites you to attend our event on Friday night at 7:30p in the Val Verde Room to engage in conversations relative to your business. Topics to include trends in synthetic biotechnology, grassroots advocacy and how you can get involved, marketing trends the good, the bad, and the BEST, and your broker may just be your best resource!



Antidote for Modern Day Stress
Breakfast Sponsored by Youtheory

Joyce Moran

Saturday, April 22, 2023, 7:30am-9:30am – Val Verde Room



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. Join Joyce, Training & Education Manager for Youtheory, as she discusses the role of Ayurvedic herbs, adaptogens and inhibitory neurotransmitters towards supporting the body and mind for less stress and better sleep.



Speaker Bio: Joyce has 18 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.



Herbalist Answers: Stress & Its Impact on Women's Health Sponsored by Redd Remedies

Stacey Littlefield

Saturday, April 22, 2023, 9:40am-10:40am – Val Verde Room



Join Master Herbalist, Stacey Littlefield, to learn how chronic stress specifically affects women's health issues, from PMS to pregnancy and beyond. Stress affects women in unique and different ways compared to men. Through nutrition and botanicals, women can combat the negative impacts of chronic stress in their daily lives, achieve better health, and improve their quality of life throughout every stage of womanhood.



Speaker Bio: Passionate about natural medicines and a firm believer of utilizing nutritious food to improve overall health, Stacey Littlefield began working in the natural medicine industry in 1998 as a researcher. A Graduate of Valparaiso University with a major in Biology, Stacey began working with Redd Remedies CEO Dan Chapman in 2003 and became Product Formulator and Research Director of Redd Remedies' growing company in 2005. In January 2016, she received a Master's of Science in Herbal Medicine from the American College of Healthcare Sciences.



How to Connect, Not Just Communicate Sponsored by SENPA

Lori Bainum

Saturday, April 22, 2023, 10:50am-11:50am – Val Verde Room



The secret sauce to a prosperous business is you. A seminar will not cure what ails you, but it can give you some ideas and spark your self-inspiration. If slowing down and finally looking within makes you feel unsettled, then this 2-part conversation is for you. This may sound a bit intangible, but it is what has created the greatest leaders and built some of the most sustainable enterprises. The crazy part, it's simple but most will not want to venture into their own abyss to find their clarity. If you want to start feeling like you are living your best life while working and managing others, come join us with an open mind.

Part 1 – Let's get in there and see what may be swirling. Discover your natural communication style, why your Emotional Intelligence has everything to do with your business and how do we get others to get on board.



Speaker Bio: 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.

ESSENTIAL FORMULAS®

The Microbiome Theory of Aging Lunch Sponsored by Essential Formulas

Ross Pelton, R.Ph, Ph.D, CCN

Saturday, April 22, 2023, 12:00pm-2:00pm – Val Verde Room



The Microbiome Theory of Aging (MTA) explains how microbial imbalance in the intestinal tract, which is also referred to as dysbiosis, causes health problems that accelerate biological aging. The underlying mechanisms involved include increased inflammation, elevated levels zonulin, destruction of intestinal tight junctions, and intestinal permeability, which allow lipopolysaccharides (LPS) to leak into systemic circulation. LPS is a powerful endotoxin that causes chronic inflammation throughout the body. Chronic inflammation is associated with chronic diseases and the acceleration of biological aging. Postbiotic metabolites are compounds that are created by probiotic bacteria in the colon. Postbiotic metabolites have been called the new frontier in the microbiome science due to their key roles in regulating the structure and function of the gut microbiome and many aspects of human health.



Speaker Bio: Ross Pelton is currently the Scientific Director for Essential Formulas, He also brands himself as The Natural Pharmacist. His WEB site and blog are found at: www.naturalpharmacist.net

Ross is a pharmacist (R.Ph.), a certified clinical nutritionist (CCN), (Ph.D.) and a health educator. He is also the author of 12 books in a variety of health topics. Ross is a member of the Medical Advisory Board for the Life Extension Foundation and in October 1999 he was named as one to the Top 50 Most Influential Pharmacists in the United States by *American Druggist* magazine for his educational work in nutrition and alternative/complimentary medicine. Dr. Pelton has published many articles in peer review journals throughout his career and is widely known for his expertise in anti-aging, probiotics and especially postbiotics.



**Why I Want to Know Who I Am, You Are,
and How We Commit to Real Results**
Sponsored by SENPA

Lori Bainum

Saturday, April 22, 2023, 2:15pm-3:15pm – Val Verde Room



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Part 2 – Some nuts and bolts – We hire people because we can't do everything ourselves, we'll discover what makes for a cohesive team and how to create a simple roadmap (Strategic Thinking.)



Speaker Bio: 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.

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Homeopathy for Happier Customers – Making Sense of a Confusing Category

Sponsored by MediNatura

Jamin Busick

Saturday, April 22, 2023, 3:30pm-4:30pm – Val Verde Room



Homeopathy can add so much value to you customers and grow your store by building lifetime value, bigger baskets and repeat purchases. It's very common however, for you to feel less comfortable with this section than other departments in your store. Learning the most usable parts out of 300 years of homeopathic history is a daunting task. Please join us as we take the complexity and mystery out of homeopathy so you feel comfortable talking about these products, once and for all.



Speaker Bio: Jamin Busick is the Vice President of sales for MediNatura (makers of T-Relief) and has worked in the homeopathic category for over 18 years. Trust us when we say you've never seen a speaker that can use simple analogies combined with historical use and scientific data to make homeopathy easier to understand than ever seen before. Jamin has trained thousands of stores and medical professionals will provide the education you've been waiting for to clear up the often-strange confusion about how to recommend these products.



Transform Your Store, Transform Your Business Dinner Sponsored by Enzymedica

Julia Craven, Ryan Sensenbrenner & Nicolas Ahlers
Saturday, April 22, 2023, 5:00pm-7:00pm – Val Verde Room



At Enzymedica, we believe that true partnership is not just about selling product, but about helping each other's businesses thrive. That's why we've built an entirely new education experience designed to help you grow! Learn core principles to drive new consumers into store and build bigger baskets. From a fresh take on the "4 Ps of Marketing" to good old fashioned retail and product know-how, you'll take home a series of actionable ideas that will make a difference today for your store.



Speaker Bio: Julia Craven is a seasoned leader with 30 years of experience in Natural Products. She has a proven record of creating and educating on category innovation with new and emerging trends focusing on quality ingredients. With over 15 years of history in the Essential Oils category, Julia has witnessed the evolution of this extraordinary form of plant based medicine and has been at the forefront of Certified Organic essential oils in the USA.



Speaker Bio: 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.



Speaker Bio: As the Marketing Manager of Independent Health Food Stores for Enzymedica, Nicolas Ahlers, creates exciting promotions and spread the Enzymedica brand name in retail. I love meeting new retailers to learn about their unique stores and how Enzymedica can be the best partner for them. When I am not working, I am touring the US, exploring new cities and capturing photo and video of my travels.



Bone Brain Connection Breakfast Sponsored by Bluebonnet

Carl Germano

Sunday, April 23, 2023, 7:30am-9:30am – Val Verde Room



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.



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".