

SOHO Expo 2023 Speaker Lineup



EXPO

Showing Others
Healthy Options

How Your Voice Can Change the World

Vani Hari

Friday, December 1 – 8:00am-10:00am – Sun Ballroom A



Vani Hari shares how the typical processed-food American diet landed her in the hospital and how this propelled her into food activism. After years of influencing multi-billion dollar companies to change, she decided it was time to start her own organic brand. Vani will discuss how she transitioned from being sick, to being a food activist, to being the co-founder of Truvani.



Vani Hari

Named as one of the “Most Influential People on the Internet” by Time Magazine, Vani Hari is the revolutionary food activist behind foodbabe.com, co-founder of organic food brand Truvani, New York Times best selling author of *The Food Babe Way*, *Feeding You Lies* and *Food Babe Kitchen*. For most of her life, Vani ate whatever she wanted—candy, soda, fast food, processed food—until her typical American diet landed her where that diet typically does, in a hospital. Despite her successful career in corporate consulting, Hari decided that health had to become a priority. Her newfound goal drove her to investigate what is really in our food, how it is grown and what chemicals are used in its production. The more she learned, the more she changed and the better she felt. Encouraged by her friends and family, Hari started a blog called foodbabe.com in 2011. It quickly became a massive vehicle for change. She has led campaigns against food giants like Kraft, Starbucks, Chick-fil-A, Subway and General Mills that attracted more than 500,000 signatures and led to the removal of several controversial ingredients used by these companies. Through corporate activism, petitions, and social media campaigns, Hari and her Food Babe Army have become one of the most powerful populist forces in the health and food industries. Her drive to change the food system inspired the creation of her new company called Truvani, where she produces real food without added chemicals, products without toxins, and labels without lies. Hari has been profiled in the *New York Times* and *The Atlantic*, and has appeared on *Good Morning America*, *CBS This Morning*, *CNN*, *The Dr. Oz Show*, *The Doctors*, and *NPR*. Vani lives in Charlotte, North Carolina with her husband Finley, daughter Harley, and son Finley. Discover her products online at Truvani.com or in stores like Whole Foods, Sprouts, Natural Grocers, Vitamin Shoppe, and Erewhon.

Discover Aromatherapy Success: Essential Oil Benefits & Safe Practices

Kelly Clonts

Friday, December 1 – 10:15am-11:15am – Daytona 1, 2



Discover Aromatherapy!

The Essentials: Methodology & Safe Practices

Covers:

- Introduction to Aromatic Herbalism
- Fundamentals on safety & proper application of essential oils
- Distillation & Hydrosols
- Blending oils & custom formulations
- Valuable uses & research updates
- Seasonal Essential Oils
- Resources on sustainability & further education



Kelly Clonts

Kelly Clonts began professionally in clinical psychology as her interest and passion in natural health developed. An experienced and accomplished national speaker, Kelly teaches classes in herbalism and aromatherapy via community outreach, to health professionals, specialty retailers and learning centers. She continues to advance her studies with renowned herbalists, researchers, and naturopathic practitioners around the world. Kelly brings a great deal of knowledge and enthusiasm to her educational events, as well as her devotion to making a difference in health and wellness using the gifts of nature.

Strategies to Effectively Compete Against F.D.M.

Ed Jones

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



Outwit the Big Box Stores: Strategies for Competing in the Nutritional Products Market of F.D.M.

The competition between the independent health food/nutrition retailer and mass market has been occurring for 30 of my 44 years as a retailer. . This trend continues however now we have to learn additional skills that are challenging us in ways never seen before in our industry.

1. Big box stores offering a larger variety of supplements compared to past years.
2. Advertising from the manufacturer directing business to mass market stores yet completely leaving out the phrase, "available at your local health food store"
3. Mass market stores are so quick to capitalize on trends compared to the old days where it took months before they caught on.
4. Companies offering lower potency products at low cost with almost identical labels of the original product and yet the customer has no idea the difference in potency. This creates an image that we are highly overpriced despite the fact we are not.

Come listen and learn my strategy to not only compete but beat the competition in ways they cannot embrace.



Ed Jones

Edward Jones, is an individual who has spent a lifetime dedicated to educating consumers about healthy living through his Nutrition World and preventative health practitioner venue, The Wellness Corner, in Chattanooga, Tennessee. Since opening his doors at Nutrition World in 1979, Jones has presented at hundreds of nutrition and health events, conducted numerous media interviews and has written and contributed to multiple publications, including the book, "101 Great Ways To Improve Your Health." Known to many as a fearless navigator of health, Jones is the host of, "The Holistic Navigator" podcast that airs weekly to educate consumers about the latest science and trends in nutritional intervention, with the objective to help others take control of their own health. An adventurer at heart, and passionate pilot, Jones practices what he teaches through his highly successful wellness centers that are accessible virtually throughout the country. He is an avid exerciser, salsa dancer, traditional archer and devout meditator. Jones once set an "unofficial" world record in 2004 by achieving 285 pull-ups in one hour and for his 63rd birthday, recorded completing 63 continuous push-ups. Through proper exercise, good food choices and nutritional supplementation, Jones believes you can lead a fulfilled, adventurous life, no matter your age, as he has helped thousands of people on this path towards health and wellness.

Edward is the host of Vital Health Radio that was sponsored by Memorial Hospital for the last 5 years. The show has one hour per week of education and fun conversation on health and options for individuals to learn as to "taking control of their health".

He has been featured on many television and radio shows in the past year with a documented reach of over 9 million. Edward has been a guest lecturer at The Vascular Institute Center in Chattanooga on 4 separate occasions educating physicians and healthcare practitioners on holistic options for health.

WTKS-Savannah's Best News, WAXE-Rhett Palmer Live, Republic Broadcasting "The John Moore Show, KOMO-TV "KOMO Morning News, WFLS-TV NBC "Bloom", Seattle Washington TV, Orlando-Daytona radio, Tampa local TV, National Radio on multiple occasions, Florida News Network, "Florida Roundtable" along with multiple national publications. Vitamin Retailer, Modern Health and Living Magazine, Nutrition Trade Magazine, Consumer Health Magazine and many others not mentioned.

Edward received the title of CN from American Health and Science University and also he earned his Degree in 1978 from Middle Tennessee State University. Edward is a professional member of the American Botanical Council, a nonprofit organization that helps people live healthier lives through the responsible use of herbs and medicinal plants. He is very knowledgeable in homeopathy and has also fulfilled all membership requirements at American College of Nutrition and was elected a member.

Edward has training in German New Medicine and as a Biofeedback Practitioner. He has been an active member of the Vitamin D council. Edward has a license under the Pastoral Medical Association. He also attended seminars in all areas of holistic and nutritional health for the past 41 years including the Functional Medicine Institute, Integrative Medical Conference, and has vast amounts of personal interactions with many of today's experts on natural health. Jack Lalanne, Ewan Cameron, Dr. Ajemar, Bernard Jensen, Richard passwater, Earl Mindell, Dr. Teitelbaum, Dr. Jeffrey Bland, Dr. Weil, Dr Mike Murry, Dr. Mercola, Dr. Brownstein, Dr Lavalle, Dr Pucci, Dr Kate, Dr Mike Smith, Jerry Angelini, too many others to mention.

The Future of Retail: How Brands Drive High Velocity

Derek Halpern

Friday, December 1 – 12:00pm-2:00pm – Sun Ballroom A



#1 plant protein in natural. How Truvani did it in record time.



Derek Halpern

Derek Halpern is the co-founder of Truvani. When he's not raiding his 4 year-old's snack drawer, he's testing different marketing campaigns to drive omnichannel sales growth.

Unleashing Growth Potential: Marketing Tactics in the Changing Landscape of Natural Retail

Ryan Sensenbrenner

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



In this dynamic lecture, Independent Health Food Store Owners will gain valuable insights on navigating the evolving economic landscape of ecommerce. They will discover strategies for adapting their businesses to the digital sphere while maintaining their unique brick-and-mortar presence. Additionally, the lecture will explore effective in-store marketing techniques to enhance customer engagement and loyalty. Attendees will also learn about harnessing the power of AI technologies to streamline operations, personalize customer experiences, and drive business growth.



Ryan Sensenbrenner

Ryan Sensenbrenner leads marketing for Enzymedica, America's #1 natural digestive health company. At Enzymedica, his team is responsible for driving awareness in one of the fastest and most competitive categories of dietary supplements. He has gained tremendous expertise in all aspects of marketing, with an emphasis on no-nonsense, actionable strategies to drive store traffic and build basket size. As a long-time board member of SENPA, Ryan has been a champion of independent health food stores and the right for fair commerce across all retail channels.

He has a bachelor's degree in journalism from Grand Valley State University, and currently is enrolled in the Chief Marketing Officer/Executive Scholar education program through the *Kellogg School of Management at Northwestern University* – ranked the #1 marketing program in the United States according to *U.S. News & World Report*.

Creating Profitable and Impactful Supplier Partner

Andrew Fleming, Lee Coe, Scott Cloud & Jeff Shackelford

Friday, December 1 – 2:15pm-3:30pm – Miami 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, Andrew, Lee, and Scott, will be sharing their decades of expertise to help you learn what you need to do to develop your supplier and broker relationships in the most effective way so that you can move more product, impact more lives, and make more money. Jeff Shackelford - The Healthy Edge Group, will be moderating this session representing you as a retailer and getting answers to the questions you want to know.



Andrew Fleming, SVP of Natural Sales, Acosta/Impact Natural

Andrew began his career in 1992 working retail for Dierbergs Markets in St. Louis. After holding varying positions over his 8-year tenure he elected to join KeHE Distributors in 2000. His career with KeHE lasted over 16 years and in that time, he held positions ranging across all retail formats. Many of those positions allowed him to work with varying industry groups such as SENPA. In his last position at KeHE he served as VP of Natural Sales collaborating with many independent natural retailers and retail entities such as INFRA, NCG and Fresh Thyme Farmers Market. In 2016 he joined Impact Group, where he served as the President of the Natural Division, leading a team of 150 individuals across all natural retailer formats nationally. In 2021 Impact Group was acquired by Acosta and Andrew now leads the newly combined 300+ associate Natural Retailer Team. He currently still holds that position successfully managing the strongest natural sales team in the industry with the most comprehensive coverage supporting natural retailers. He is recognized in the industry and regularly contributes to many publications such as Vitamin Retailer and Natural Foods Merchandiser as well as speaking at trade shows.



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.



Scott Cloud, Owner, Scott Cloud & Associates

Scott Cloud has worked in the Natural Products Industry since 1987 and is currently supporting select Companies as a consultant helping clients develop sales, marketing, and education programs to support business growth. During his 33+ year history, Scott has worked in roles ranging from Territory Sales Representative through Executive Vice President of Sales and Marketing with several companies to include Nature's Way, Enzymatic Therapy, Enzymedica and others. He has a solid background in business development strategies as well as strong education and training expertise and has hosted hundreds of National and International sales and educational events during the span of his career. Scott has a passion for mentoring the next generation of Natural Product Industry leaders, assisting them as they maneuver and grow in their careers, and has also been a member of SENPA's Board since 2017. Scott and his wife Rose, who also has decades of natural products industry experience reside in Lakewood Ranch, Florida.



Jeff Shackelford, Vice President of Purchasing The Healthy Edge Group

Jeff started in the natural products industry back in 1998, when he took what he thought was going to be a college summer job working for Akin's Natural Foods. At the time the chain was owned by the Hinkefent family and had 5 locations which allowed him to learn the business from the inside. After a few years he became the store manager at the headquarters location in Tulsa, OK. When the chain was sold to Food for Health Distributing, he had the opportunity to move to Florida to run another banner they had also recently acquired, Chamberlin's Market & Café as the operations manager. He returned to Tulsa when he had the opportunity to become the Director of Purchasing for the company. In 2020, Jeff was promoted to Vice President of Purchasing for The Healthy Edge Retail Group which now operates 3 banners of health food stores, Akin's Natural Foods, Chamberlin's Natural Foods, and Earth Origins Market (acquired in 2018). He also recently completed his Bachelor's degree in Business Administration through Northeastern State University graduating in December 2020. Jeff resides in Oklahoma with his wife, Emily, and kids, Lauren, Jaedon and Rhett.



Building Your Business Through Digestive Health & Wellness Solutions

Dinner Sponsored by Enzymedica

Enzymedica's Leadership Team

Friday, December 1 – 5:00pm-7:00pm – Sun Ballroom A

In this high-energy and engaging presentation, you'll discover a wealth of knowledge and actionable strategies to drive new consumers into your stores and build baskets. Coupled with foundational knowledge of the human digestive system and nutrition, you and your staff will be empowered to change lives and help your customers discover their own digestive happiness!



An Early Start on Delaying Muscle Aging

Crystal Gossard, DCN, CNS, LDN

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

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. Crystal M. Gossard is a board-certified nutrition specialist, licensed dietitian-nutritionist, researcher, educator, lecturer, spokesperson and author. She has two decades of experience in the fields of nutrition, fitness, dietary supplements and integrative and functional medicine. Dr. Gossard holds Master's and Doctoral degrees in Nutrition and has lectured extensively on various health topics. Dr. Gossard is a member of the American Nutrition Association and serves as a mentor for emerging nutrition professionals. Dr. Gossard is an Education Specialist for Life Extension®, and in this role, she educates health care professionals on the latest scientific and medical advances in integrative medicine and longevity.



The Heart of the Matter: Effects of Omega 3s on Cardiovascular Outcomes

Kira Barrett

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

Scores of valid research studies on omega-3 fatty acids, EPA & DHA, demonstrate their cardioprotective properties and associated risk reductions for a variety of cardiovascular outcomes. Yet, 80% of people worldwide are below cardioprotective levels of omega-3s. Please join Kira Barrett as she examines the compelling evidence, correlation between higher intakes and more significant results, and why supplementing with omega-3s is an important strategy.



Speaker Bio: Kira is a nutritionist with a passion for the natural health industry. She holds a degree in Human Nutrition & Dietetics and enjoys helping others learn about the correlations between nutrition and vibrant health. As a Colorado native, she spends her leisure time in the mountains skiing, hiking, and rock climbing.



Supplementing Your Supplement with Far Infrared Saunas

Phillip Wilson

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

The main purpose of a Far infrared Sauna is to increase your body temperature, thus creating a fever. Hippocrates pointed out, “Find me a way to create Fever/Sweat, and I will Cure Disease.” Increasing body temperature just 1 degree could result in 20% greater assimilation of nutrients. A Relax far infrared Sauna session with your clothes on for 5-10 minutes can do this, increasing white blood cell count, circulation and activating the parasympathetic nervous system.



Speaker Bio: In 1971, Phil Wilson started Fasting, incorporating a whole foods Pure Diet and shopping at Health Food stores.

In 1980, he started distributing to health food stores (Awareness & Health Unlimited) cutting-edge Supplements (green drinks, mushrooms, super foods, Chinese herbs, oxygen products), massage tools & wellness accessories

In 2001, Phil started marketing Far Infrared Saunas. The Relax Sauna is the pinnacle of all products he has distributed which catalyzes you into the present moment, initiating the body healing itself.



Herbalist Answers: Stress & Its Impact on Women's Health

Stacey Littlefield

Friday, December 1 – 7:30pm-8:30pm – Miami 3

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.



Natural Approaches to Metabolic Syndrome: Treating High Blood Sugar, Liver Dysfunction, and Metabolism with Proven Natural Medicines

Breakfast Sponsored by Terry Naturally

Dr. Lexi Loch

Saturday, December 2 – 8:15am-10:15am – Sun Ballroom A

As big food companies pander to sweet and salty cravings, America's ongoing love affair with refined carbohydrates continues, meaning that metabolic syndrome is at an all-time high. Most people are not fully connecting the dots between diet and metabolic dysfunction until the system is already damaged. Metabolic syndrome is a collection of symptoms reflecting systemic dysfunction that results in abdominal (visceral) obesity, high blood pressure and blood sugar, non-alcoholic fatty liver disease, and cholesterol out of balance. Join author and Dr. Lexi Loch, ND as she shares clinically studied interventions to help restore normal metabolism and good health.



Dr. Lexi Loch

Dr. Lexi Loch received her Doctorate in Naturopathic Medicine from the National University of Natural Medicine, where she graduated with highest honors. Dr. Loch is committed to scientifically investigated natural interventions to help people achieve their health goals. In addition to her practice, she is a medical writer and editor, researcher, educator, and patient advocate. Her articles have been published in various natural health periodicals and reference books. Prior to her education as a physician, Dr. Loch worked in veterinary medicine as a licensed veterinary technician. She is also an accomplished athlete, playing collegiate volleyball and participating in overseas tournaments, and has been world ranked in downhill longboarding. Dr. Loch is a member of the Scientific Affairs and Education team for EuroPharma, Inc.



true grace®

**The Only Difference Between Soil and Soul is You.
TRUE GRACE REGENERATING NUTRITION FROM THE GROUND UP.**

Dinner Sponsored by True Grace

Kristina Hall, Brian Hall & Sandy Syburg

Saturday, December 2 – 5:30pm-7:30pm – Sun Ballroom A

Join us as we walk you through our journey of regenerative agriculture, and how it impacts the health of our industry and future generations.



Sandy Syburg

Sandy Syburg farms with his wife Mary in Stonebank Wisconsin. Their certified organic land is managed with a 6-year rotation and focused on a systems approach to minimize pest and weed pressure along with optimum nutrient cycling. Syburg, a self-taught advocate for soils, has traveled throughout North America, Central America and Europe learning with, and assisting growers through the application of bio-mimicry. Nature's classroom has taught Syburg that nothing is waste until it is wasted, and that the quality of the food we eat is directly related to the quality of the soil. With a collaborative leadership style and goal to foster organic processes, Syburg is working continuously to help other farmers transition additional to certified organic production.



Kristina Hall Founder and Owner of True Grace

Kristie Hall is the Founder and CMO of [True Grace](#) – a new brand of nutrient-dense supplements formulated to improve the health of body and planet for generations to come. Kristie's passion for health and wellness grew from seeing first-hand the health challenges faced by her father, who battled metastatic prostate cancer for 2 years. Becoming a mother of two then further strengthened her passion for health, body, planet, and, most importantly, making her time on Earth really count. Kristie has deep-rooted expertise in the supplement and natural space fields. Before founding True Grace, she served as Editor in Chief at *Delicious Living Magazine* for 2 years where she built connections with many great companies in the industry along with incredible writers, practitioners, photographers, and editors who brought the magazine to life. Prior to that, she held various roles over a seven-year period at New Chapter, Inc. where she concluded her time at the company as Vice President of

Sales, Canada. Earlier in her career, Kristie worked for Garden of Life and Standard Process Inc., building a great foundation in the dietary supplement industry. Before embarking on her professional journey, Kristie attended Arizona State University where she graduated with a B.S. in Marketing. Through her life experiences, Kristie saw the importance of addressing nutrient deficiencies through diet, which led her to the belief that the health of our bodies and the planet all starts with nutrient-dense soil and regenerative agriculture. It was upon this foundation that True Grace was built. Through True Grace, Kristie is dedicated to inspiring change and protecting the planet for future generations. Kristie currently resides in Pewaukee, Wisconsin with her husband Brian Hall, True Grace's CEO, and two young children, Grace and Pierce. Kristie is a lover of fresh air, sunshine, and clean and healthy food and enjoys running, paddle boarding, swimming in local freshwater lakes, and tennis.



Brian Hall Co-Founder and CEO of True Grace

Brian Hall currently serves as CEO of supplement company [True Grace](#) – a brand dedicated to producing nutrient-dense supplements that aim to improve the health of body and planet for generations to come. Brian has a proven track record of success in the natural food channel and brings his invaluable expertise to the True Grace team. Brian's dedication to assisting others in their health journey began during his days in the U.S. Army Reserve, where he studied nutrition and realized how foods can heal and empower those to take control of their health. Diving deeper into the nutrition industry, he started to also explore the dietary supplement space, where he saw firsthand that even with proper nutrition, there can still be nutrient gaps that need to be filled. This explorative journey is what led him to envision a supplement company that produces products with intention and transparency. Working with his wife, Kristie Hall (Founder and CMO of True Grace), the True Grace brand was born. Before True Grace, Brian spent almost three years as Director of Sales and Business Development at Standard Process Inc., a family-owned and operated nutritional supplement company with an unwavering focus on quality. The bulk of Brian's dietary supplement industry experience, however, came from New Chapter, Inc. where he spent a little over 17 years and worked his way up through the company holding positions including Account Executive, National Sales Manager, and, finally, Senior Vice President of Sales, North America Food Channel. In this role, Brian mentored and coached many individuals that are strategic leaders in the natural food industry today. Brian currently resides in Pewaukee, Wisconsin with his wife and two kids. Brian enjoys staying active with his family and loves tennis, strength training, and sunsets on the lake.



The Plant Based Advantage to Peak Performance **Breakfast Sponsored by Bluebonnet**

Carl Germano

Sunday, December 3 – 8:00am-10:00am – Sun Ballroom A

For a healthy lifestyle to become a reality, plant-based nutrition can play a crucial role in achieving that goal without the drawbacks of animal-based options. Choosing plant-based products is a conscious step towards a healthier and more environmentally friendly life, as they promote health and well-being, promote sustainable practices, and are an integral part of the sustainable food movement. For those leading active lifestyles, using plant-based ingredients offers numerous advantages beyond just the basics. Whether you're an athlete, fitness enthusiast, or simply someone who values physical activity, plant and non-animal-derived nutrients can play major roles in providing sustainable energy, building and maintaining muscle, enhancing recovery, reducing inflammation to stay pain-free, and contributing to long-term health. In this presentation, you will learn about several plant-based and non-animal-based nutraceuticals that can provide a natural and sustainable path to enhancing athletic outcomes, regardless of whether it's for an individual seeking to improve their fitness level or an active athlete seeking to enhance their sport-specific strength, power, conditioning or recovery for peak performance.



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".