

# SOHO Healthfest 2024

## Speaker Lineup



**HEALTHFEST**

Showing Others  
Healthy Options



## Cancer Answers

Lunch Sponsored by Terry Naturally

*Cheryl Myers, RN, BA*

Friday, April 26, 2024, 11:30am-2:30pm – Val Verde Room



Join oncology-certified integrative health nurse and dietary supplement expert Cheryl Myers to learn about cancer prevention, and nutrients that facilitate cancer treatment, recovery, and prevention of recurrence. There will also be information presented on dealing with common cancer-associated problems, including fatigue, anxiety, weight loss, nausea, and other symptoms. She will give an overview of recent research of the most effective interventions. Cheryl will also discuss the potential use of a variety of supplements with specific chemotherapies and radiation therapy treatments.



**Speaker Bio:** Cheryl Myers is an integrative health nurse, author, and an expert on natural medicine. She has certifications in cancer, pain control, and issues of aging. She has been interviewed by the *New York Times*, *Prevention Magazine*, and the *Wall Street Journal*. Cheryl is a member of the editorial board of the *Natural Medicine Journal*, and her own published research has included topics such as menopause, diabetes, sleep disorders, and gastrointestinal function. She is a well-known advocate for bridging the worlds of mainstream and natural medicine.



**How Innovative CBD Will Help You  
Regain Ownership of the Hemp Market in Your Community**  
Sponsored by Innovative CBD

*David Hargett*

**Friday, April 26, 2024, 2:45pm-3:45pm – Val Verde Room**



Discover how Innovative CBD products can help you take back control of the hemp market in your community. Learn actionable strategies to revitalize your retail business and attract loyal customers, ensuring your success in this evolving industry.



**Speaker Bio:** David Hargett, founder of Innovative Nutraceuticals, LLC in 2013, transformed it into Innovative PR, LLC, an Act 73 company in Puerto Rico since October 2019. Currently serving as President and CEO, David leads the production of pure, solvent-free Hemp Oil under brands like Innovative CBD®. His pioneering efforts include designing a supercritical CO2 extraction machine for organic cannabinoids. With past successes in entrepreneurship and as a respected lecturer, David continues to shape standards in the medical and wellness industries.



## **Private Label Supplements – Make Your Brand, Your BEST Brand!** Sponsored by Vitality Works

*Jamin Busick*

**Friday, April 26, 2024, 4:00pm-5:00pm – Val Verde Room**



Vitality Works has been manufacturing Private Label and Custom/Contract formulas since 1982. In the first 17 years, the founder, Mitch Coven developed medicinal herbal formulas in clinical practice, treating patients and learning how to make the most efficacious products possible. Demand for the formulas grew, and the private label model for retail health food stores was born! Private label is a brilliant move for your business now, more than ever before. Please join us to learn about the quality backstory which is critical for efficacy and consistency, to ensure your shoppers are getting the absolute best products. You'll also learn about the economic benefits to your business from having a customer base that is loyal to your brand, while protecting you in the long term against online competition.



**Speaker Bio:** Jamin Busick is the National Sales Manager for Vitality Works and has grown for 20 years in the natural products industry. Jamin worked for 17 years selling and educating about homeopathic medicine before joining the private label medicinal herb business at Vitality Works. He has trained thousands of stores and medical professionals about how natural products work, in a way that is easy to understand, memorable and immediately usable in your business and with your customers.



## Content Creation Made Easy Sponsored by SENPA

*Amanda Ballard*

Friday, April 26, 2024, 5:15pm-6:15pm – Val Verde Room



One of the biggest objections to diving into the world of content creation is that it's too hard and takes too much time. But what if there was a way that you could make high quality, engaging content in just 30 minutes per day? In this session, Amanda Ballard, Director of Marketing at Detwiler's Farm Market, will be sharing valuable and practical insights she's learned over her career to make high quality content easy and accessible to everyone.



**Speaker Bio:** Amanda Ballard has been in the natural products industry since 2016. She is incredibly passionate about helping independent retailers thrive in their businesses. Currently, she works as the Director of Marketing at Detwiler's Farm Market in the Sarasota, FL area. She also co-hosts the Natural Products Marketer Podcast, a podcast designed to help natural products businesses reach more people so they can change more lives. Amanda is happily married to her husband, Chase, and they have 4 beautiful daughters.



**SENPA - The State of Industry**  
Breakfast Sponsored by SENPA

*Panelists – SENPA’s Emerging Leaders*

*Moderator – Debra Short*

**Saturday, April 27, 2024, 7:30am-9:30am – Val Verde Room**



The SENPA Executive Committee invites you to attend and participate in the State of the Industry Saturday morning at 7:30am in the Val Verde Room. Topics will include how grassroots efforts will help you voice be heard on state and national issues, a formal introduction to the newest group of Emerging Leaders in Natural and how we can use our best resources to align for a better future in the natural products industry.



## What's Your Stress Type? What it Means & How to Break Through

Sponsored by Redd Remedies

*Dan Chapman*

Saturday, April 27, 2024, 9:40am-10:40am – Val Verde Room



Join Dan Chapman as he delves into the diverse ways individuals experience stress and understanding what each type signifies. Discover your type, uncover valuable insights on breaking through stress barriers, and equipping yourself with practical solutions and remedies to navigate life's challenges.



**Speaker Bio:** Dan is a leading voice for natural remedies, and a go-to media expert on herbs, supplements, and healthy eating. His expertise and genuine passion to create lasting solutions comes together from a strong desire to move from health struggles to healthy living.



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

*Jme Bonfiglio*

Saturday, April 27, 2024, 10:50am-11:50am – 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. Jme will also go over health benefits for whole body support of 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's passion extends beyond mycology. A fervent advocate for women's role in the field, she actively works to empower women in mycology globally. As a prominent speaker at international conferences and festivals, and the organizer of the Utah Fungi Festival, she's a leading figure in the community. Through WholeSun Wellness, she also facilitates access to medicinal mushroom extracts for those facing health challenges, significantly impacting complementary medicine.

Jme's commitment to the environment is evident in her support for research into fungi-based solutions, like bio-degrading plastics and sustainable building materials.





## Cardiovascular Health, Blood Cleansing, Immune Malfunction & Systemic Enzymes

Lunch Sponsored by Arthur Andrew Medical

*Dan Curtin*

Saturday, April 27, 2024, 12:00pm-2:00pm – Val Verde Room



The world has witnessed an unprecedented surge in immune and cardiovascular events since 2021, not only affecting older adults but people of all ages. This shift has brought these health issues to the forefront, underscoring the need for effective and natural health strategies. Join me in a compelling seminar where we'll delve into the remarkable world of vegetarian systemic enzymes, with a special focus on nattokinase and serrapeptase. These enzymes, considered niche in the past, have now become a mainstream necessity for anyone seeking to safeguard his or her health.



**Speaker Bio:** Hi, I'm Danny Curtin. I've been in the natural supplement and personal health industries for over 2 decades as a fitness instructor, health coach, dietary supplement educator, formulator, and sales executive. I earned a degree in Health & Exercise Science and I'm a Certified Dietary Supplement Professional. After recommending and eventually witnessing the beneficial impact of systemic enzymes on my clientele, I became highly interested in pursuing another path where I could spread the word about these amazing and natural ingredients.



## Unraveling the Power of Pre, Pro, Post & Parabiotics Sponsored by Vital Planet

*Brenda Watson*

Saturday, April 27, 2024, 2:15pm-3:15pm – Val Verde Room



Long gone are the days of single strain, low potency probiotic formulas. New research into individual probiotic strains that offer a more targeted approach to health, and the benefits of prebiotics, postbiotics and parabiotics is changing the way probiotic products are formulated.

Join Brenda Watson, founder of Vital Planet, a leader in probiotic supplements, as she unravels the mystery of the newest addition to natural health, postbiotics and parabiotics!



**Speaker Bio:** For more than 25 years, Brenda Watson C.N.C., has been helping people achieve vibrant health through improved digestion.

As an author of 8 books, a New York Times bestseller and the creator of 6 PBS shows on digestive health, including her newest show “Gut Check, HOPE for Ultimate Health”, Brenda continues the crusade of teaching how the gut is the foundation of your health.

Armed with the latest research, Brenda is now helping to unravel the newest mysteries of the gut microbiome.



[www.C-60.com](http://www.C-60.com)

## Health Benefits of Carbon 60

Sponsored by Greska's Carbon-60, Inc.

*Bob Greska*

Saturday, April 27, 2024, 3:30pm-4:30pm – Val Verde Room



Bob Greska, a former NASA Aerospace Engineer who spent 3+ decades developing carbon-based products to help health and human performance. Mr. Greska will speak on the history of Carbon 60, the health benefits, and the Carbon 60 market. Greska's Carbon-60 dietary supplement has provided many clients with relief from a multitude of biological ailments.

Learn how Carbon 60 eliminates free radicals, oxidative stress, and toxins that are contributors to many health issues and aging.



**Speaker Bio:** Bob Greska, an Aerospace Mechanical Engineer, worked for NASA in advanced materials development. As an inventor and pioneer, he advanced the state of the art with innovative products for Health and Human Performance.

Bob is the CEO and Founder of Greska's Carbon-60 Inc., who created a superior-quality and pure form of Carbon 60 that delivers maximum bio-availability and effectiveness.

Greska's Carbon-60 is a game changer for wellness and better health.



## Modern Retail Mastery

Dinner Sponsored by Enzymedica

*Julia Craven & Ryan Sensenbrenner*  
Saturday, April 27, 2024, 5:00pm-7:00pm – Val Verde Room



Customer-Centric Retailing: Understand the importance of the customer experience and learn strategies to enhance satisfaction, loyalty, and advocacy. This dinner provides an in-depth exploration of the dynamic and growing field of natural products today. Our goal is to equip you with the knowledge and skills needed to thrive in this exciting and socially impactful industry.

Join us for this empowering dinner where you'll gain simple strategies to build unexpected baskets by leveraging your digestive health supplement savvy knowledge.



**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.



## The Plant Based Advantage to Peak Performance

### Breakfast Sponsored by Bluebonnet

*Carl Germano*

Sunday, April 28, 2024, 7:30am-9:30am – Val Verde Room



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.



**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".