

# SOHO Expo 2024 Speaker Lineup



**EXPO**

Showing Others  
Healthy Options





## Daily Decisions with Data

*Simon Cutts, Jessica Maniscalco & Jim Olson*

Friday, September 13, 2024 – 8:00am-10:00am – Sun Ballroom A

Retailers make decisions with big impact on the business every day. Evolving consumer preferences and market dynamics shifts make those decisions more complex and difficult than ever before. Market data will help you prioritize and make those decisions with confidence. Join us in this session as SPINS dives into the trends and products driving growth in the market today and explore quick and easy ways to incorporate data into your daily decision making so you can make faster, more informed and confident decisions to grow your business!

### Speaker Bios:

#### **Simon Cutts, Sr. Director, Retail Partners**



Simon Cutts, Senior Director of Retail Partnership at SPINS began his journey bagging groceries at Smith's Food and Drug in Arizona during his high school years. With over 30 years of experience, Simon has held leadership positions at Wild Oats, Foodland Supermarkets, and Fresh Thyme Markets, honing his skills and passion for retail analytics along the way. A graduate of the University of Arizona College of Agriculture, Simon remains actively involved in shaping the future of the industry

by serving on the advisory board for Western Michigan University's Food Marketing program. When he's not immersed in the world of grocery, Simon enjoys quality time with his three daughters and pursues his love for running and triathlons, keeping him happily occupied.

#### **Jessica Maniscalco, Sr. Retail Insights Manager**



Jessica Maniscalco, Senior Retail Insights Manager at SPINS has a sharp focus on Natural & Organic strategies. She has forged fruitful partnerships with numerous retailers and leads development of trend thought leadership content for the retail & marketing teams at SPINS. With over 10 years of experience in the natural industry she possesses extensive expertise, having worked on both the brand and data side.

Driven by her passion for sharing insights and educating others about the latest industry advancements, she also enjoys fostering a culture of continuous learning.





**Jim Olson, Sr. Retail Insights Manager**

Jim Olson is a Senior Retail Insights Manager at SPINS, supporting independent natural food stores across the U.S. in best utilizing SPINS data and reporting capabilities to make more efficient and effective product mix decisions. He was previously with Kantar Media for ten years, working as an Account Manager and helping major Consumer Packaged Goods brands with their promotion strategies.



# "Efficiency Unlocked: Time-Saving Marketing Strategies for Independent Retailers"

Ryan Sensenbrenner

Friday, September 13, 2024 – 10:15am-11:30am – Miami 1, 2, 3



This insightful lecture is designed for Independent Retailers looking to revolutionize their approach to marketing with a focus on efficiency and effectiveness. In today's fast-paced retail environment, time is of the essence. Learning how to streamline marketing efforts without sacrificing quality or customer experience is key to staying ahead. This session will provide attendees with actionable time-saving tips and techniques that can be immediately implemented to enhance customer engagement, market the store more effectively, and ultimately grow the business.

Participants will explore a variety of topics, including automating social media management to maintain a consistent online presence with minimal daily input, leveraging email marketing campaigns that can be set up in advance to nurture customer relationships, and using data analytics tools to quickly identify and act on consumer trends.

The lecture will also cover the importance of creating a seamless omnichannel experience that saves time for both the retailer and the customer, by integrating online and offline marketing efforts in a cohesive manner.

Practical advice on organizing in-store events that generate buzz without extensive planning will also be provided. By the end of this session, Independent Retailers will have a toolkit of strategies to improve customer experience, market their store more efficiently, and foster business growth, all while freeing up time to focus on other aspects of running their business.



**Speaker Bio:** 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*.



## Brands, Retailers, and Consumers: The Power to Create a Thriving Future

*Zen Honeycutt*

Friday, September 13, 2024 – 10:15am-11:30am – Daytona 1, 2



Zen Honeycutt, Founding Executive Director of Moms Across America, a national network of millions of unstoppable and discerning moms, will address the importance of consumer choices and collaboration with brands and retailers and how they impact the future of our country and our planet. With a focus on supporting organic and natural brands to be wildly successful, Zen will share what discerning consumers want and how, with brands and retailers, we can create not only a cleaner, safer, more nutrient-dense food supply but a healthier, more prosperous nation and thriving world.

- Why are the ingredients you choose so important to discerning mothers?
- What impact do certain ingredients have on children, the future of farming, and our country?
- How can your brand and retail store market your products to communicate your commitment to a thriving planet?



**Speaker Bio:** Zen is an international speaker who has been on tour in Australia, New Zealand, and Japan, and has presented in Switzerland, China, Maui, France, The Hague, and all across the USA. For years, she has been speaking with diverse groups around the globe on health, food, and the need to take action to improve their quality of life. Drawing from experience, she addresses the universal concerns of what we believe holds us back, how we can motivate not only our own families but our

communities at large, and how to move beyond what we think is possible.

- Educate your audience about health and food
- Encourage them to break free from constraints
- Inspire them to take action to improve their health
- Support volunteer involvement in their community

Zen is also available for consulting to non-profits, organizations, and companies which support the expansion of the organic market and sustainable, toxin-free lifestyles. She offers authentic feedback on your current plan or products in relation to the needs and desires of the busy American Mom. In addition: Zen Honeycutt is the Founder and Director of Moms Across America, a non-profit National Coalition of Unstoppable Moms. With the motto "Empowered Moms, Healthy Kids," Moms Across America has grown rapidly with over 600 leaders have created 1,000+ community events in all 50 states in the first 5 years of inception. Zen has three boys with allergies and autism symptoms which greatly improved when they went GMO-Free and organic. She discovered that thousands of Moms are seeing the same results. MAA is expanding to Mothers Across the World with co-creator Vandana Shiva.



# Three Questions Disruptors Must Ask Themselves

*G. Michael Maddock*

Friday, September 13, 2024 – 12:00pm-2:00pm – Sun Ballroom A



Business Disruptors are often celebrated for their courage and vision, but Mike Maddock thinks that much of their success is rooted in the questions they ask themselves; questions that reveal new opportunities that the rest of us often miss.

This keynote presentation is based on Mike's best-selling book Plan D. It is a highly entertaining talk that focuses on the unexpected, replicable, and generative questions enlightened leaders learn to ask themselves and their teams.

## Key takeaways include:

- How to ensure your leadership team is balanced
- How to grow outside of your core business
- How and why David consistently beats Goliath
- How to build a team that can create even in the most difficult circumstances



**Speaker Bio:** Mike Maddock is an entrepreneur, a keynote speaker, a best-selling author, and a CEO Coach.

He is the founder of Flourish Advisory Boards; virtual CEO peer groups, McGuffin Creative Group and Innovation Consultancy Maddock Douglas.

Mike co-chairs the Gathering of Titans Entrepreneurial Conclave at MIT and is past Chapter president of Entrepreneurs' Organization Chicago and Young Presidents' Organization.

Mike has been using words and pictures to create smiles and build ideas his entire life. He is the author of four bestselling books: Brand New, Free the Idea Monkey, Flirting With the Uninterested and finally, Plan D—his latest book about business Disruptors.



# Shhhh! What Big Box Stores Don't Want You to Know About How To Grow Your Business

*Amanda Ballard & Tina Smith*

Friday, September 13, 2024 – 2:15pm-3:30pm – Daytona 1, 2



Unlock the strategies that big box companies use to thrive but keep under wraps. We will reveal how you can apply these tactics to boost your own business. From budget optimization and future-proof planning to making savvy decisions and leveraging technology, you'll gain the knowledge that's been kept secret from smaller competitors. Join us to uncover these insider tips and transform your business with the wisdom of the industry giants.



**Speaker Bio:** Amanda Ballard is the COO of Natural Products Marketer. She started her marketing career in a health food store, and it has been her mission ever since to help the natural products industry thrive. Amanda's extensive experience includes various roles that have honed her expertise in marketing and business development. Amanda's leadership and passion have made her a sought-after expert in the field, known for her ability to create and implement effective marketing strategies that resonate with consumers. She also co-hosts the Natural Products Marketer Podcast and serves on the SENPA Board of Directors.



**Speaker Bio:** Tina Smith is the founder and CEO of Natural Products Marketer, an agency helping retailers and natural products companies grow. She's a futurist, strategist, and digital marketing nerd. Tina is a sought-after speaker, expert storyteller, fractional CMO, and co-host of the Natural Products Marketer Podcast. We believe the world needs your products. And that's why we want to help you solve the right problems, grow your business, and change more lives.



## Let's Talk About It: Brand Blocking v Structure/Function

Angela Bozo & Sarah Super

Friday, September 13, 2024 – 2:15pm-3:30pm – Miami 1, 2 & 3



Angela and Sarah will present both merchandising strategies with pictures, navigation and sales data- each of us will give a pro and con overview looking at customer demographics, space allocation and the potential for education on the floor. We will choose INFRA retailers that are solidly merchandising in one of these areas and have them present the why behind their strategy and why it works for them, any considerations they took and customer feedback from the floor.



**Speaker Bio:** Angela Bozo is the Director of Member Programs at INFRA, joining the team in late 2021 with extensive experience in grocery retail, customer experience and training. Angela was part of the leadership team that grew New Seasons Market to 20+ locations operating in 3 regions, managing a specialized culinary team at all stores that focused on elevating customer service and increasing overall product knowledge. She is proud to have contributed to New Seasons Market becoming the world's first B Corp grocer. In 2018, she

transitioned to IDDBA where she led the creation of the Charcuterie Professional Certification as well as oversaw the IDDBA-IRI partnership that resulted in Integrated Fresh, a data-based hierarchy for perishable departments. Angela is a lifelong learner, self-described grocery nerd and finds joy in ideating and creating resources and education to continue to evolve the grocery shopping experience for retailers and customers.



**Speaker Bio:** Sarah Super is the Wellness Strategist at INFRA, bringing a wealth of experience in wellness, encompassing retail, brands, and distribution. Her journey in the wellness industry began in 2006 at a natural food co-op in Rochester, MN, where she played a key role in the leadership team during a significant expansion phase, growing the store from a small team of 10 employees to over 50. Subsequently, Sarah served as a General Manager at a co-op north of Minneapolis before originally joining INFRA as its inaugural Wellness Category Manager in

2014. During her tenure, she passionately supported INFRA retailers by collaborating with brands to drive promotions and foster category growth. To gain insights into the brand perspective, Sarah transitioned to work with various brands over several years. Her roles included managing partnerships with distributors, brokers, and retail support, along with overseeing product assortment strategies. Returning to INFRA, Sarah brings an intense dedication to empowering members to excel in their wellness departments. In her spare time, she immerses herself in independent grocery stores, continually seeking out the latest trends, products, and displays. Sarah's unwavering commitment to supporting independent retailers fuels her desire to innovate and elevate the wellness industry.





## **Increasing Access: Tax Treatment of Dietary Supplements**

*Steve Mister, Esq., CAE, CRN President*

Friday, September 13, 2024 – 3:45pm-4:15pm – Sun Ballroom B

CRN's president & CEO, Steve Mister, will share the industry's efforts to recognize dietary supplements as "qualified medical expenses," a designation that will allow consumers to use their Flexible Spending Accounts and Healthcare Savings Accounts to make pre-tax purchases of these products. Steve will examine how this change will increase access and make supplements more affordable, why some forces oppose this legislation, and how supplement retailers can support efforts to pass this legislation in Congress.



**Speaker Bio:** Mr. Mister has been President & CEO of the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement and functional food industry, since 2005. Under his leadership, CRN has transformed the industry with highly successful self-regulatory initiatives, a self-regulatory advertising review program, and consumer education programs that have helped garner consumer trust and grow industry sales. CRN has been the leading advocate for the supplement industry at the international, federal and state levels, often recognized as the most

credible and trustworthy voice of the industry.

Mister holds a law degree from the College of William and Mary, an M.A. in Political Communication from the University of Maryland, and a B.S. from Towson University.





**TBD**

Dinner Sponsored by Enzymedica

*TBD*

Friday, September 13, 2024 – 5:15pm-7:15pm – Sun Ballroom A

TBD

**Speaker Bio:**





## Botanical Secrets-From Doctrine of Signatures to Adaptogens

*Ellen Kamhi PhD, RN, AHN-BC, RH(AHG)*

Friday, September 13, 2024 – 7:30pm-8:30pm – Miami 1, 2

Ellen Kamhi, PhD, RN, The Natural Nurse®, will present ancient theories and modern scientific validation about the spectacular healing activities of Herbal Medicine. We will delve deeply into Botanical Secrets that can be gleaned from The Doctrine of Signatures and investigate the health supportive potential credited to a group of herbs referred to as Adaptogens. Modern research has uncovered various mechanisms of action that may explain their ability to help the body resist and adapt to stress. These include positive effects on biosynthesis of RNA and proteins, balancing carbohydrate metabolism, reducing cortisol, and decreasing inflammatory mediators. Lets investigate the secrets!



**Speaker Bio:** Ellen Kamhi, PhD, RN, AHN-BC, RH(AHG) attended Rutgers and Cornell Universities, sat on the Panel of Traditional Medicine at Columbia Presbyterian Medical School, teaches Botanical Pharmacology, and instructs individuals who would like to become an Herbalist. She is a Registered Herbalist with the American Herbalist Guild, RH(AHG), nationally board certified as a holistic nurse (AHN-BC), and author of many books about Herbs and Natural Health. Dr. Kamhi offers CE approved Certification Programs at **Natural Nurse Academy**,

and podcasts in all areas of natural health, including The Natural Nurse and Dr. Z, and Herbally Yours- available on all Podcast Venues. [www.NaturalNurse.com](http://www.NaturalNurse.com)





## Uric Acid Uncovered: Your Pathway to Better Health

*Dan Chapman*

Friday, September 13, 2024 – 7:30pm-8:30pm – Daytona 1, 2

Uncover the secrets of uric acid and its significant toll in your health. This informative session provides insights into the causes of imbalances both internal and external. We will look at concerns for high uric acid levels beyond gout alone and provide practical, natural ways to manage uric acid levels, paving the way for a healthier lifestyle.



**Speaker Bio:** Growing up in the aisles of his parents' health foods store (Sunrise Health Foods) and witnessing those life-changing events created a deep desire and commitment in Dan Chapman to help people live full, healthy lives. Dan is the CEO and Founder of Redd Remedies and is a leading voice for natural remedies, and a go-to media expert on herbs, supplements, and healthy eating. His expertise and genuine passion for creating lasting solutions comes together from a strong desire to move from health struggles to healthy living.





## Enhancing Digestive Health: The Role of the Microbiome, Brain, & Immune System Breakfast Sponsored by Bluebonnet

*Carl Germano*

Saturday, September 14 – 8:15am-10:15am – Sun Ballroom A

Digestive health is a cornerstone of overall well-being, yet millions of Americans struggle with digestive issues. In fact, digestive diseases affect 60 to 70 million people in the U.S., leading to significant discomfort and impacting quality of life. This lecture will delve into the essential roles of prebiotics, probiotics, and digestive enzymes. Additionally, nutrients addressing the health of the brain and immune system in promoting healthy digestion and alleviating common digestive problems will be explored. The essential role of all of these nutrients are to beneficially affect the host by stimulating the growth and activity of beneficial bacteria in the gut in order to maintain a balanced gut microbiota, protect against harmful bacteria, and reduce inflammation. For many, digestive enzymes may be necessary to aid in the digestion of carbohydrates, proteins, and fats, and are particularly beneficial for individuals with enzyme deficiencies. Moreover, the brain and immune system are intricately linked to digestive health. The gut-brain axis is a bidirectional communication pathway where the brain can influence gut function and vice versa. Stress and anxiety can exacerbate digestive issues, highlighting the importance of mental health in maintaining digestive wellness. Additionally, a significant portion of the immune system resides in the gut, where it plays a crucial role in defending against pathogens and regulating inflammatory responses. Join us to explore how integrating prebiotics, probiotics, and digestive enzymes into daily routines can support a healthy digestive system, as well as enhance immune function, and contribute to overall mental and physical well-being.



**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".





## Not All Mushrooms Are Equal: How to Identify Quality Medicinal Mushroom Supplements

*Jme Bonfiglio*

Saturday, September 14, 2024 – 1:00pm-2:00pm – Exhibit Hall

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.





## Empowering the Natural Product Retailer to Thrive Amidst Government Overreach

*Nathan Jones*

Saturday, September 14, 2024 – 3:00pm-4:00pm – Exhibit Hall

Designed for independent retailers in the natural products industry, we will explore how unchecked government regulation imperils the innovative drive that supports the industry. Highlighting the stifling effects for smaller manufacturers. We will also present practical strategies to safeguard the availability of innovative products on your shelves. Your active engagement with state and federal representatives is pivotal for a future where businesses can thrive without excessive intervention.



**Speaker Bio:** Nathan Jones - Founder, President & CEO of Xlear Inc. Following his father Dr. Alonzo (Lon) Jones, the pioneer of xylitol-based nasal spray, Nate Jones co-founded Xlear, Inc. in 2000 with a mission to enhance lives through making Xlear Nasal Spray accessible and promoting proactive health messaging. Spry Dental Defense was launched in 2001. Today, Xlear leads in xylitol-based hygiene products, available in major retailers. Committed to natural health, Nate confronts government actions hindering information sharing on non-pharmaceutical solutions, ensuring access to natural alternatives despite challenges.





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

*Brenda Watson*

Saturday, September 14 – 5:30pm-7:30pm – Sun Ballroom A

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.







## Beat Cancer, Naturally!

### Breakfast Sponsored by Terry Naturally

*Ajay Goel, PhD, AGAF*

Sunday, September 15 – 8:00am-10:00am – Sun Ballroom A

Ajay Goel, PhD AGAF, has spent more than 20 years researching alternative treatments of cancer and has been the lead author or contributor to over 450 scientific articles published in peer-reviewed international journals. He is currently researching the prevention of colon, pancreatic, and other gastrointestinal cancers using integrative and alternative approaches, including botanicals such as andrographis, grape seed extract, and curcumin. This is a rare opportunity to hear from an expert who is leading the scientific community on the treatment of cancers using natural medicines.



**Speaker Bio:** Dr. Goel is a Professor and Chair, Department of Medical Diagnostics and Experimental Therapeutics at the Beckman Research Institute City of Hope Comprehensive Cancer Center, as well as Director of Biotech Innovations at the City of Hope Medical Center, in Duarte, California. He has also been recognized as an American Gastrointestinal Association Fellow (AGAF) for his research in gastrointestinal cancers. In fact, Dr. Goel has spent more than 20 years researching cancer and has been the lead author or contributor to over 450 scientific articles

published in peer reviewed international journals and several book chapters. He is currently researching the prevention of gastrointestinal cancers using integrative and alternative approaches, including botanical products. Three of the primary botanicals he is investigating are curcumin (from turmeric), andrographis, and French grape seed.





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

*Dan Curtin*

Sunday, September 15, 2024 – 11:00am-12:00pm – Exhibit Hall

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.





## Private Label Supplements – Make Your Brand, Your BEST Brand!

*Jamin Busick*

Sunday, September 15, 2024 – 1:00pm-2:00pm – Exhibit Hall

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.

