



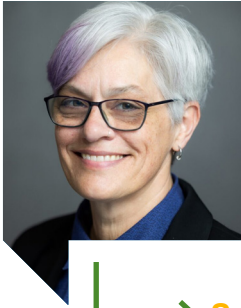
SupplySide[®]

Fresh Supplements

- 34 education sessions
- 30+ industry experts
- 13 insight documents
- 16 networking events



Module 1: Welcome



Welcome session
Sonja Thompson
Community content manager
SupplySide

→ **SupplySide Fresh Supplements overview – PDF**

Module 2: Industry resources



Trade shows and conferences: Differentiating their value propositions
Jon Benninger
VP and market leader
SupplySide

→ **Trade shows and conferences in the supplement industry: Directory - PDF**



Trade media: How to keep current in the industry
Sandy Almendarez
VP content
SupplySide

Trade associations and charitable organizations: What, why and how?



Jon Benninger
VP and market leader
SupplySide



Karin VanSlyke
Strategic partnerships manager
SupplySide

→ **Trade associations and charitable organizations in the supplement industry: Directory - PDF**

Module 2: Industry resources



Working with mentors and sponsors
Katrina Tolentino
Executive director
Naturally Network



Animal supplements: Information for newcomers
Bill Bookout
President
National Animal Supplement Council



Where to find mentors and sponsors in the supplement industry – PDF



Colors and flavors in the supplement industry
David Sandler
COO
Safety Shot



Lifelong learning and professional development
Gena Kadar DC, MS.MEdL, CNS
Founding dean, College of Nutrition & School of Mental Health, Sonoran University of Health Sciences

Supplement industry acronyms and initialisms – PDF

Certifications in the supplement industry – PDF

Module 3: Running a business



Supply chain processes and considerations
Brandon Hernandez
Senior partner
Whole Brain Consulting



Marketing: Tips and best practices
Todd Pauli
Managing director
24 Stories

Amazon and e-commerce in the natural products industry



Haley Palmer
Brand strategist
MarketPlace Branding



Nicole Hill
Executive director, strategy
MarketPlace Branding



SEO primer for business
Jane Phelps
CEO and founder
Know Agency



Insurance and risk management: Who, what, when and why
Chris Morey
Senior VP
IMA Financial Group, Inc.



Business management: Overview of functions and activities
Eric Schnell
Founder
BeyondBrands



Accelerator programs: How to boost your startup
Jon Benninger
VP and market leader
SupplySide

Module 3: Running a business

Important partnerships: Regulatory and contract manufacturers



Jon Benninger
VP and market leader
SupplySide



Sonja Thompson
Community content manager
SupplySide



The big debate: Co-man or no co-man
Scott Miller
Staff writer, Food & Beverage Journal
SupplySide

↳ **Self-manufacture or hire a contract manufacturer?**
A quick pro/con comparison - PDF

Module 4: Due diligence



Identifying adulteration risks in the supplement industry
Elan Sudberg
CEO
Alkemist Labs



How to ensure supplement quality
Blake Ebersole
President and founder
NaturPro Scientific LLC

↳ **Identifying adulteration risks:**
Checklist – PDF

↳ **How to choose a testing lab – PDF**



Clinical trials for supplements: Insights and gaps
Doug Kalman, Ph.D., RD
Nova Southeastern University
Substantiation Sciences, Inc.

Types of research for supplements – PDF
Market research sources for supplements – PDF

Module 5: Legal and regulatory



FDA, USDA, FTC and other considerations
Justin Prochnow
Shareholder
Greenberg Traurig LLP



Labeling and claims
Larisa Pavlick
President
Regulatory program manager
MarketReady Insights



GRAS vs. NDI
Katrina Emmel
President
KemmelCal Inc.



Good manufacturing practices (GMPs)
Marc Ullman, Esq.
Of counsel
Rivkin Radler LLP



Dietary Supplement Health and Education Act of 1994:
An industry is legitimized – video

Module 6: Looking ahead

Trends and white space opportunities



Bill Giebler
Content and insights
director
Nutrition Business
Journal



Erika Craft
Market research
analyst
Nutrition Business
Journal

Sustainability in the supplement industry



Blake Ebersole
President and founder
NaturPro Scientific LLC



Trish Flaster
Executive director
Botanical Liaisons LLC
Co-founder
Ethical
Sourcing Review



**Key political figures in the
supplement industry**
Kyle Turk
Director of government
affairs
Natural Products
Association (NPA)



**Technology in the
supplement industry**
Akash Shah
Co-founder and CEO,
IngredientAI
Co-founder and CTO,
Care/of



**Key political figures in the
supplement industry - PDF**



**Past, present and future:
Consumer use of supplements in the U.S. – video**

Module 7: Networking events (virtual)

Who's who? SupplySide Rockstars

Meet three different SupplySide Rockstars of the food and beverage industry.



[SupplySide Rockstars of the supplement industry - PDF](#)

Network with SupplySide Fresh peers

Meet other new professionals from the dietary supplement and food and beverage industries.

Meet the researcher

Meet professional researchers who are excited to share about current projects.

Module 7: Networking events (in person)

Network with SupplySide Fresh peers: IRL



 **SupplySide®**
Connect
New Jersey

April 8-9, 2025
Secaucus, NJ



 **SupplySide®**
Global

Oct. 27-30, 2025
Las Vegas, NV

Module 8: Reflection and recognition

- **Feedback about the course**
- **Session and industry expert evaluation**
- **Certificate of completion**