



**SupplySide<sup>®</sup>**  
*fresh*  
SUPPLEMENTS

- 21 education sessions
- 21 industry experts
- 10 insight documents
- 11 networking events



## Module 1: Welcome



### Welcome session

**Sonja Thompson**

Community content manager  
SupplySide



[SupplySide Fresh Supplements overview - PDF](#)

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## Module 2: Legal and regulatory



### FDA, USDA, FTC and other considerations

**Justin Prochnow**

Shareholder  
Greenberg Traurig LLP



### Labeling and claims

**Larisa Pavlick**

Regulatory manager  
Informa Markets



### GRAS vs. NDI

**Katrina Emmel**

President  
KemmelCal Inc.



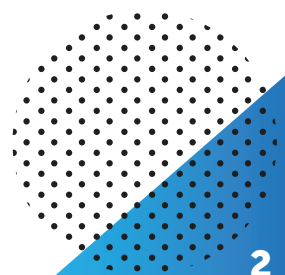
### Good manufacturing practices (GMPs)

**Marc Ullman, Esq.**

Of counsel  
Rivkin Radler LLP



**Dietary Supplement Health and Education Act of 1994:  
An industry is legitimized - Video**



## Module 3: Continued learning



### Working with mentors and sponsors

**Katrina Tolentino**

Executive director  
Naturally Network



### Lifelong learning and professional development

**Gena E. Kadar, DC, MS.MEdL, CNS**

Founding dean, College of Nutrition & School of Mental Health, Sonoran University of Health Sciences

### 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**



### Trade shows and conferences: Differentiating their value propositions

**Jon Benninger**

VP and market leader  
SupplySide



### Trade media: How to keep current in the industry - live panel

**Sandy Almendarez (moderator)**

VP content  
SupplySide



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

**FYI: Supplement industry acronyms and initialisms - PDF**

**Certifications in the supplement industry - PDF**



## Module 4: Running a business



### Supply chain processes and considerations

**Brandon Hernandez**

Senior partner  
Whole Brain Consulting



### Marketing: Tips and best practices

**Hannah Robbins**

Chief marketing officer  
CMO Consulting LLC

### Important partnerships: Regulatory and contract manufacturers



**Jon Benninger**

VP and market leader  
SupplySide



**Sonja Thompson**

Community content manager  
SupplySide



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

### Amazon and e-commerce in the natural products industry



**Haley Palmer**

Brand strategist  
MarketPlace Branding



**Nicole Hill**

Executive director, strategy  
MarketPlace Branding



### Business management: Overview of functions and activities

**Eric Schnell**

Founder  
BeyondBrands



### The big debate: Co-man or no co-man - live panel

**Scott Miller (moderator)**

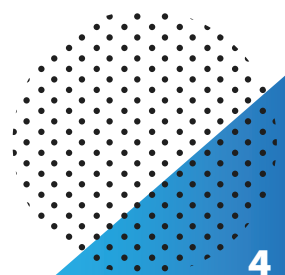
Staff writer, Food & Beverage Insider  
SupplySide



### Accelerator programs: How to boost your startup - live panel

**Jon Benninger (moderator)**

VP and market leader  
SupplySide



## Module 5: Due diligence



### Clinical trials for supplements: Insights and gaps

**Doug Kalman, Ph.D., RD**  
Nova Southeastern University  
Substantiation Sciences Inc.



### Testing labs: How to ensure supplement quality

**Blake Ebersole**  
President and founder  
NaturPro Scientific LLC



### Identifying adulteration risks in the supplement industry

**Elan Sudberg**  
CEO  
Alkemist Labs



[Identifying adulteration risks: Checklist - PDF](#)

[Types of research for supplements: Overview - PDF](#)

[Market research sources for supplements - PDF](#)

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## Module 6: Looking ahead



### Trends and white space opportunities

**Bill Giebler**  
Content and insights  
director  
Nutrition Business Journal



### 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

**Kyle Turk**  
Director of government affairs  
Natural Products Association (NPA)



[Key political figures in the supplement industry - PDF](#)

### 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

## Module 7: Networking events (virtual)

### Who's who? SupplySide Rockstars

Meet three different SupplySide Rockstars of the supplement industry.

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

### Network with SupplySide Fresh peers: Supplements

Meet other supplement professionals who are new to the industry.

### Network with SupplySide Fresh peers: Food & Beverages

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

## Module 7: Networking events (in person)

### Network with SupplySide Fresh peers: IRL




**SupplySide<sup>®</sup>  
EAST**

**April 16-17, 2024**  
Secaucus, NJ



**SupplySide<sup>®</sup>  
WEST**

**Oct. 28 -31, 2024**  
Las Vegas, NV

 North America