



**6th Annual Conference  
Brought to you Virtually**

**January 27-28, 2021**

**Co-opting Convention...**

We live in curious times, where conventional healthcare is failing as many Americans with compromised immune systems struggle with both the impact of underlying health conditions, and the potential risks associated with a worldwide pandemic. And yet, we know there are solutions to shoring up one's immune system. *Let's co-opt the conventional healthcare system and teach people how to supplement their nutritional health.*

The dietary supplement supply chain is under constant strain from international travel restrictions, shipping backlogs, worker shortages and the impact of increased demand. *Let's co-opt these problems and collectively work to establish pathways that protect consumer interest and demand for quality, traceability and continual quality improvement in the products they have come to trust.*

You could say our world has been on fire. We are learning lessons about the disenfranchised members of our society and staring at the face of historical wounds that both inflict pain and damage one's health status. Health is not just about insulin levels and heart rates, it includes the long term effect of stress, income inequity and lost opportunity. We know health disparities among Black and Brown Americans have a crippling impact on society. *Let's co-opt the status quo, diversify our workforce and commit to meaningful strategies for improving the health status of those truly in need.*

In the words of Charles de Gaulle, "Politics is too serious a matter to be left to the politicians." If things are to change, we must be a part of that process, and do so without the trappings of the past or any delusion of the future. *Let's co-opt political strongholds by creating new alliances that reflect the standards and intentions of our Association.*

Join us in conversation and collaboration about how things can be.

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**Wednesday, January 27**

**CONVERSATIONS AND COLLABORATIONS**

**"Meet-Ups"**

9:30AM – 10:30AM

**Co-Opting COVID-19**

10:30AM to 1:00PM

**Keynote "After the Vaccine"**



Keynote Speaker, Dr. Michael Murray

## From A to Zinc, Boosting the Immune System in 2021



James DiNicolantonio Pharm.D  
Director of Scientific Affairs AIDP

### The Story from the Frontline



Ken Redcross, MD

### The COVID Experience

#### A Consumer Panel Discussion

Moderated by Amy Summers, President, Pitch Publicity

#### A Retail Perspective

Edward Jones, Nutrition World, Chattanooga, TN

*Recorded for pre-viewing*

### KEYNOTE PANEL DISCUSSION

Dr. Michael Murray, Dr. James DiNicolantonio

**12:30PM – 1:00PM**

### CONVERSATIONS AND COLLABORATIONS

#### “Meet-Ups”

1:00PM – 2:00PM

#### O&N UPDATE

Karen Howard, CEO/Executive Director

2:00PM – 2:30PM

### COCKTAILS AND DINNER - LIVE

7:30PM-9:30PM

**Thursday, January 28**

### CONVERSATIONS AND COLLABORATIONS

#### “Meet-Ups”

10:00AM – 11:00AM

#### Co-opting Obstacles to Create Opportunity

11:00AM – 12:00PM

#### Supply Chain Challenges (a series of 10-minute presentations for on-demand previewing)

*A series of pre-recorded segments are available for pre-viewing on each of the following topics. Please choose a break-out session to join, based on your curiosity from watching the videos. This one-hour conversation is designed*

*to spark conversation and opportunity for your company and O&N. What is our role and what can we do to improve outcomes? A summary will be provided by the O&N representatives later in the program.*

**The Insidious Use of Pesticides**, Jay Feldman, Beyond Pesticides (Joined by Alan Lewis, Natural Grocers)

**GMOs/SynBio; The Threat to our Industry**, John Fagan, HRI Labs (Joined by Dan Lifton, Quality of Life)

**The Problem(s) with Organic**, Max Goldberg, The Organic Insider (Joined by Chris Holland, Barrington Ingredients)

**Accountability, Traceability, and Sustainability**, Nova Sayers, HowGood (Joined by Heather Granato, Informa)

**The Power of the Biodynamic Standard**, David Byrnes, Biodynamic Association, Board of Directors, Founder, Yellow Barn Biodynamic (Joined by Naomi Whittel, NAOMI)

### **Supply Chain Roundtable Discussions (breakout groups)**

#### **Diversity and Inclusion**

##### **Strategies for a More Inclusive Workplace**

12:00PM – 12:30PM

Brian Terry, Nordic Naturals

Kantha Shelke, Corvus Blue, LLC

##### **A New Partnership...Organic & Natural Health HBCU Scholarships**

LaShelle Franklin, Exec. Dir., Williams-Franklin Foundation

Karen Howard, Exec. Dir., Organic & Natural Health Association

12:30PM – 1:00PM

### **CONVERSATIONS AND COLLABORATIONS**

#### **“Meet-Ups”**

1:00PM – 1:30PM

### **SUPPLY CHAIN ROUNDTABLE REPORT**

1:30PM – 2:00PM

### **POLITICS: CO-OPTING THE PROCESS THROUGH PARTNERSHIP**

2:00PM – 3:30PM

#### **Congressional Presentation (speaker pending)**

##### **Can a New Congress Mean New Opportunity?**

Carrie Balkcom, American Grassfed Association

Charlie Brown, Mercury Free Dentistry

Ronnie Cummins, Organic Consumers Association

Jay Feldman, Beyond Pesticides

Alan Lewis, Natural Grocers

Todd Harrison, Venable Law Firm, LLP

Moderator: Karen Howard

### **Closing Remarks**