

2015 NASC Annual Conference



May 5 - 8



Palm Springs, CA



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Venue



Join us at the beautiful La Quinta Resort & Club in Palm Springs, CA. La Quinta Resort & Club, a member of Waldorf Astoria Hotels and Resorts, is a renowned desert destination and one of the premier Palm Springs resorts. Set on 45 lush acres of vibrantly-colored gardens and pathways, our luxury Palm Springs hotel will capture your spirit and transport your peaceful getaway. Located at the foot of the Santa Rosa Mountains, La Quinta Resort is an original desert hideaway, offering personal refuge to Hollywood starlets and world travelers. Escape your worries, and travel to one of the premier resorts in Palm Springs.

To reserve a room at the group rate, call 760-564-4111 and mention NASC or visit www.sync-opate.com/events/nasc to reserve a booth online.

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Program

Tuesday May 5

8:00am - 5:00pm Preferred Supplier Set Up - Exhibit Hall
1:00pm - 5:00pm NASC Basic Training Session - Welcome & Overview
Bill Bookout, President / Chair, Board of Directors
Ryan Cargo, Senior Compliance & Executive Officer
Theresa Brim, DVM, Ph.D., Senior Science & Compliance Officer
Ben Jones, Associate Director, Office of the Texas State Chemist

Review of NASC Strategic Objectives for NASC, Bill Bookout
NASC Members Resources, Ryan Cargo
NASC Current Good Manufacturing Practices (cGMPs), Ryan Cargo, Theresa Brim
NASC Adverse Event Reporting System (NAERS), Ryan Cargo
Intended Use & Labeling: Bill Bookout, Ben Jones, Ryan Cargo, Theresa Brim
Audits and Product Registrations: Theresa Brim, Bill Bookout

6:30pm - 8:00pm Preferred Supplier Meeting: Preferred Suppliers, NASC Board of Directors, NASC Personnel.
Drinks, Hors d'oeuvres - this meeting is for Preferred Suppliers only for the purpose of providing input to the NASC Board of Directors and NASC Leadership to maximize the results and benefit to Preferred Suppliers. Topics, suggestions and input to be distributed ahead of the meeting.

Wednesday May 6

8:00am - 1:00pm NASC Golf Tournament

3:00PM - 4:00PM Market Leadership Panel - Jon Benninger, Informa:

- Overview of Virgo / Informa
- NASC Informa Partnership
- Outreach and increasing sphere of influence in the US and Globally



4:00PM - 5:00PM The Myths and Realities of Pet Industry Mergers & Acquisitions: Revelations from a pet industry M&A insider - Carol Frank, BirdsEye Consulting, Pet Industry Specialist

- Why buyers are more interested than ever in investing in the pet industry
- Maximizing Interest and Attractiveness for your Business: What buyers are looking for?
- Realistic Expectations of Value: What buyers are REALLY paying?
- Attractiveness of your Business: How to position your company to take advantage of these trends
- Top 3 Deal Killers:

1:00 - 4:30PM Registration for All Members

6:00PM - 8:30PM Opening Reception / New Member Introduction and Welcome, Golf Awards: heavy hors d'oeuvres, refreshments

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Thursday May 8

7:00AM - 8:00AM Breakfast and Exhibit Hall

8:00AM - 8:15PM Welcome & Opening Remarks: Ryan Cargo

8:15AM - 8:45AM The NASC Mission of Brand Identity: Educate, Differentiate and Influence - Bill Bookout:

- Telling the NASC Story - our new approach to buyers
- Our collective goals and how to make them happen
- How to maximize results for YOUR COMPANY

8:45AM - 9:45AM PetHealthLive / HorseHealthLive - Jane Phelps: Differentiating NASC Audited Members and Increasing Consumer Recognition of the NASC Seal:

- PHL / HHL
- What we can say, that you can't
- Categories, Explanations and Opportunities
- Social Media - the Pet and Equine Community
- Results, Drivers and Benefits

9:45AM - 10:20AM Break - Exhibit Hall

10:30AM - Noon Key Note Speaker, "You have to Tell Your Story" - Bo Eason: Bo Eason, former NFL star turned star of his own one-man show, Runt of the Litter, will deliver a powerful talk entitled, "Realize your Personal Story Power" that you absolutely won't want to miss.



Noon - 1:30PM Lunch - Exhibit Hall

1:30PM - 2:30PM Legal Panel: Todd Harrison, Kim Pearson, Justin Prochnow -

- Social Media - How to do it WRONG, How to do it RIGHT
- Made in the USA
- Research and Testimonials

2:30PM - 3:00PM SmartPak Case Study and NASC's Influence in Key Business Drivers - Paal Gisholt: The Role NASC Played in raising capital, the Growth and Success of SmartPak, and the Acquisition by Henry Schein Animal Health.

3:00PM - 4:00PM Break Exhibit Hall

4:00PM - 5:00PM Down Stream Business Partners supporting PHL / HHL - Buyers panel and their commitment to NASC Audited Members Products

7:00PM- 9:00PM NASC Documentary / NASC Awards Ceremony Jon Benninger & Informa Partnership:

- Concept
- Goals
- Targets
- Results

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Friday May 8

7:30AM - 8:30AM Breakfast/Exhibit Hall

8:30AM - 9:30AM Genetically Modified Organisms (GMOs) in the Animal Health Marketplace: Rob Silver, DVM, MS, CVA -

- Genetically modified foods explained
- Evidence to support risks and benefits
- How GMOs can impact your business

9:30AM - 10:30AM Food Safety and Modernization Act (FSMA) -

Daniel G. McChesney, Ph.D., Director, Office of Surveillance & Compliance Center for Veterinary Medicine, Food & Drug Administration

- FSMA Update
- Timeframes
- What to expect

10:30AM - 11:15AM Break Exhibit Hall

11:15AM -12:30PM NASC Annual Members Meeting
(Closed - NASC Members Only)



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