



# The NASC Annual Conference May 16 - 18, 2017 Astor Crowne Plaza French Quarter, New Orleans



We are excited to announce (**due to a strong lobbying effort organized and led by someone named Scott**) the location and dates for the 2017 NASC Annual Conference. Please join us May 16 - 18, 2017, at The Astor Crowne Plaza on the corner of Bourbon & Canal Streets in New Orleans, LA!

### **Hotel Transportation Options:**

1. **Best** is the shuttle found here: <http://www.astorneworleans.com/transportation.aspx>  
It is about \$45 round trip (exact price depends on day/time).
2. **Uber**: About \$35 each way
3. **Cab**: About \$45 each way

**Tuesday**

**16 May 2017**

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**NASC Basic Training Program**

8:00am – 8:30am – **Introductions, Schedules, Opening Comments, Anti-Trust Statement. Review of Strategic Objectives for NASC – Bill Bookout**

8:30am – 10:30am – **Quality Manuals: NASC cGMPs (National Animal Supplement Council, Current Good Manufacturing Practices) – Ryan Cargo, Erica Critchett**

- 1) cGMP Overview: Why is it important to have controls, and what do they consist of?
- 2) Quality systems training exercise everyone can relate to
- 3) NASC cGMPs:
  - a) Where to start
  - b) How to implement in your company
  - c) Audit checklist and what applies to YOUR company
  - d) Your written QC/SOP manual
- 4) **NEW FSMA Requirements:** Differences in DFAHP and feed supplements
- 5) Controlling Your Supply Chain: NASC Preferred Supplier program

10:30am – 10:50am – Break

10:50am – Noon – **NASC Adverse Event Reporting System – Ryan Cargo**

- 1) What Does NAERS Provide: Establishing a reasonable level of confidence for managing risk, and potential correlations for utility /usefulness
- 2) Complete system review and training
- 3) Administration range fields
- 4) Quantity sold/date
- 5) Ingredient risk data will be available to CVM; why is it important to you/us?
- 6) NASC AER test events

Noon – 1:30pm – Lunch – On Your Own

1:30pm – 3:00pm – **Labeling: IT IS CRITICAL TO UNDERSTAND INTENDED USE!** –  
**Ryan Cargo, Bill Bookout, Erica Critchett, Meagan Davis,**  
**Director, Feed Program, LA Dept. of Ag & Forestry**

- 1) Label Guidelines for NASC Members
  - a) Labeling IS ...
  - b) What products do you need to register with as feed?
  - c) Labeling decision tree and intended use for dosage form animal health products & food/feed for non-human food chain animals
  - d) Categories of products – label templates for animal health products/animal feed products
  - e) Hairball products – NASC Guidance Document
  - f) Upcoming changes to naming – probiotics
  - g) Using warning and caution statements – required vs. optional (Ingredient Risk Assessment)
  - h) Structure function claims
  - i) Overt drug claims – KNOW THE DIFFERENCE
  - j) Websites/advertising/product literature
  - k) Common mistakes not to make
  - l) References you need to have
  - m) Substantiating active ingredients to the intended use – NASC website database – you need to contribute

3:00pm – 3:15pm – Break

3:15pm – 3:45pm **Labeling Q & A** – Group / Panel Discussion  
**Ryan Cargo, Bill Bookout, Erica Critchett, Meagan Davis,**  
**Director, Feed Program, LA Dept. of Ag & Forestry**

- 1) Label reviews – example labels – what to do and what not to do

3:45pm – 4:15pm – **Audits and Registrations** – **Erica Critchett, Ryan Cargo**

- 1) NASC audit requirements – where to begin and how to proceed
- 2) Use of the NASC Quality Seal once your audit is complete
- 3) State registrations – other states with remedy laws, feed registrations

4:15pm - 5:00pm – **Sales and Marketing Benefits of Being an NASC Member: How Not to Miss an Opportunity** – **Jeni Rector, Bill Bookout**

- 1) NASC Branding Committee & materials available
- 2) Review current tactics & discuss new suggestions – spreading NASC awareness is a team effort
- 3) Review & summary
- 4) Q&A

Tuesday

16 May 2017

**PREFERRED SUPPLIER INFORMATION AT-A-GLANCE**

4:00pm – 6:00pm **Preferred Supplier Registration & Exhibit Hall Set-Up  
Registration for All Conference Attendees**

6:30pm – 8:00pm **Preferred Suppliers Appreciation, Review and Brainstorm  
Meeting – Hors d’oeuvres and Drinks**

The NASC Preferred Suppliers program:

- Is a great program,
- Helps differentiate quality providers,
- Can result in substantial cost savings due to testing – helps so companies are not tested OUT of business,
- Will satisfy cGMP & audit requirements,
- Can help increase consumer confidence,
- Is extendable/beneficial to other industry segments,
- Is a great sales tool,
- Is the fastest-growing program we have ...
- *Is also the most misunderstood and underutilized program – together we need to change that!*

**Times & Schedule**

<b>TUESDAY – 16 May 2017</b>		
<i>Time</i>	<i>Activity</i>	<i>Location</i>
4:00pm – 6:00pm	Booth Setup	Exhibit Hall
6:30pm – 8:00pm	Preferred Supplier Meeting Hors d’oeuvres & Drinks	TBD
<b>WEDNESDAY – 17 May 2017</b>		
7:00am – 1:00pm	Group Activities – Golf, Cooking Class	Lakewood Golf Course/ New Orleans Cooking Experience
7:00am – 1:00pm	Booth Setup	Exhibit Hall
6:30pm – 8:30pm	Heroes & Horses Reception – Cocktails, Dessert	Main Auditorium  Exhibit Hall
<b>THURSDAY – 18 May 2017</b>		
7:00am – 8:00am	Breakfast	Exhibit Hall
9:45am – 10:45am	Break	Exhibit Hall
Noon – 1:00pm	Lunch	Exhibit Hall
3:00pm – 4:00pm	Break	Exhibit Hall
4:00pm – 6:30pm	Tear Down / Pack	Exhibit Hall
<b>FRIDAY – 19 May 2017</b>		
No Events Scheduled		

**Wednesday 17 May 2017**

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Tee Time 7:00am **3<sup>rd</sup> Annual NASC Golf Tournament - Lakewood Golf Course**



Award-winning golf course architect Ron Garl preserved the character of the original course, while upgrading the 18-hole, 7,002 yards, par 72 course with modernized fairways, tee boxes and greens – new improvements to an old favorite.

Garl, who has designed golf courses all over the world, added strategy and fun with new fairway contouring and unique bunkering. The 444-yard "Fire in the Hole" sets a new standard for bunkers. The new 18th hole includes traps in the shape of flames set in red sand, a tribute to New Orleans firefighters. It is the only one of its kind in the golfing world!

- **Best Ball / Shotgun Start Format**
  - **Limit 36 Players / 9 Teams**
  - **Sign-up Link:** <https://syncmeets.wufoo.com/forms/z1xtbxs31w4usju/>
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### **New Orleans Cooking Experience**

**Crescent City Cooks!** "Crescent City Cooks! is excited to bring an entertaining and energetic culinary experience for individuals and groups to New Orleans," say Shelley Ross and Nita Duhe, Crescent City Cooks! co-owners. "Growing up in Louisiana kitchens prepared us to not only share some of New Orleanians' favorite recipes, but also to keep the experience fresh and fun."

[www.crescentcitycooks.com](http://www.crescentcitycooks.com)

- **Hands-on Cooking Class**
- **Max 20 people**
- **Sign-up Link:** <https://syncmeets.wufoo.com/forms/z11uqlij0xyhtsh/>

**Wednesday 17 May 2017**

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1:00pm – 2:30pm **Registration for All Members**

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**NASC Annual Meeting Presentations**

2:00pm – 2:15pm **Meeting Kick-Off and Opening Comments – Bill Bookout, President NASC**

- Goals and Overview:
  - Business Drivers: Information you can leave with on Friday and implement on Monday
  - Make a difference at ALL levels!
  - Have some fun

2:15pm – 3:00pm **CytoSolve: A Revolutionary, Science-Based Approach to Formulation and Development of Multi-Ingredient Supplements**



**Dr. V. A. Shiva Ayyadurai, Ph.D., the Inventor of Email, Chairman & CEO CytoSolve, Inc., Candidate for United States Senate, Mass., 2018 <http://shiva4senate.com>**

There is a growing and critical need for integrating molecular systems science with computation to model complex processes and biological phenomena for formulation, development and validation of supplements, complementary and alternative (CAM) therapies, and identification of efficacious multi-combination therapeutics and multi-ingredient products, while ensuring a personalized and precise medicine. Such needs cannot be advanced without collaborative integration of knowledge across biological disciplines. This talk will share the recent successes, through multiple case studies, in the use of CytoSolve, a computational systems biology collaboratory, developed at M.I.T., that provides an integrative approach to address these critical needs. Previous approaches, largely based on statistical techniques, have been unscalable and largely useless to scientists who seek to understand complex biological mechanisms. CytoSolve's successes have been published in peer-reviewed journals and have received recognition in Nature for its potential to develop single or multi-combination products. These successes including: FDA allowance for a multi-combination pancreatic cancer therapeutic; the Department of Defense (DoD) and the United States Pharmacopeia (USP) understanding of toxicity and adverse reaction multi-combination nutritional supplements; and, modeling of rare diseases in orphan drug domains such as Neuromyelitis Optica (NMO) and Hereditary Angioedema (HAE) have inspired major nutraceutical researchers, cancer centers such as MD Anderson, National Cancer Institute and others to explore the use of CytoSolve for integrating CytoSolve's collaboratory with modern in vitro and in vivo methods to accelerate the development of multicomination therapeutics. This talk will introduce a disruptive platform that will likely revolutionize development of therapeutics in the 21st century.

3:00pm – 3:45pm      **Break Exhibit Hall**

**Breakout Sessions: Details of each breakout session also provided**

<b>Time</b>	<b>Business Tract</b>	<b>Technical / Compliance</b>
3:45pm – 4:30pm	<b>Understanding the Impact, Requirements and Legal Implications of Minimum Advertised Pricing (MAP) &amp; Minimum Retail Price (MRP)</b>	<b>Herbal Testing &amp; DNA Update: Developments Since the Actions of States' Attorneys General</b>
4:30pm – 5:15pm		<b><u>AVOIDING DANGER</u>: If You Don't Label Glucosamine Products Properly, You May Fail a Test for Label Claim</b>

### **Business Tract**

**3:45pm – 5:15pm:    Minimum Advertised Pricing / Minimum Retail Pricing  
Presentations, Panel, Q&A**

- **Ron Solomon, President/CEO, MAPP Trap**
- **Melissa Landau Steinman, Partner, Venable LLP**
- **Scott Garmon, President, CEO, Garmon Corp.**
- **Mark Witriol, Partner, Head Dog Food Taster, Pet Food Express**

One of the most important issues facing our industry today – which affects or has the potential to affect every channel to market – is the issue of price erosion. Like it or not, thanks to the Internet consumers have easy access to information, along with product pricing; many companies have implemented MAP/MRP “policies” (not agreements) to help avoid a “race to the bottom.” We have all heard the saying, “No one wins a price war.”

Why do we think this is one of the most important issues in the industry? Because a well-informed and educated consumer helps expand the market and drive increased growth in any industry. Nutrition and health supplements are a prime example of how information is helping to expand and grow the market by focusing consumers toward educational initiatives and value-driven decision making.

To help answer questions about the impact and implications of MAP/MRP policies, we have assembled a panel of experts in this area that will help your company better understand these pricing policy strategies, and help you avoid some potentially severe legal landmines.

## Technical / Compliance Tract

**3:45pm – 4:30pm    Food Fraud Detection and Deterrence**

- **Paul Burns, Business Manager, EUROFINS SCIENTIFIC, INC., Supplement Analysis Center**

Update from the Global Food Safety Initiative (GFSI) with the addition of Food Fraud in the Food Safety Management Schemes. In addition to the key elements associated with the new certification requirements, we will cover the various analytical tools available to support your mitigation plan.

Testing strategies covered:

- Chemical composition
- Molecular (DNA)
- Stable Isotope
- Fingerprint Profiling

**4:30pm – 5:15pm: AVOIDING DANGER: If You Don't Label Glucosamine Products Properly, You May Fail a Test for Label Claim**

- **Kevin Woollard, Director of Quality, Pharmore Ingredients**

Do you know the differences between the various forms of Glucosamine and how to label products properly so they meet label claim?

Percent of Glucosamine HCl that is Glucosamine =	<b>83.1 %</b>
Percent of Glucosamine Sulfate 2KCl that is Glucosamine =	<b>59.5 %</b>
Percent of Glucosamine Sulfate 2NaCl that is Glucosamine =	<b>62.9%</b>

This presentation will help you understand these differences and avoid mistakes.



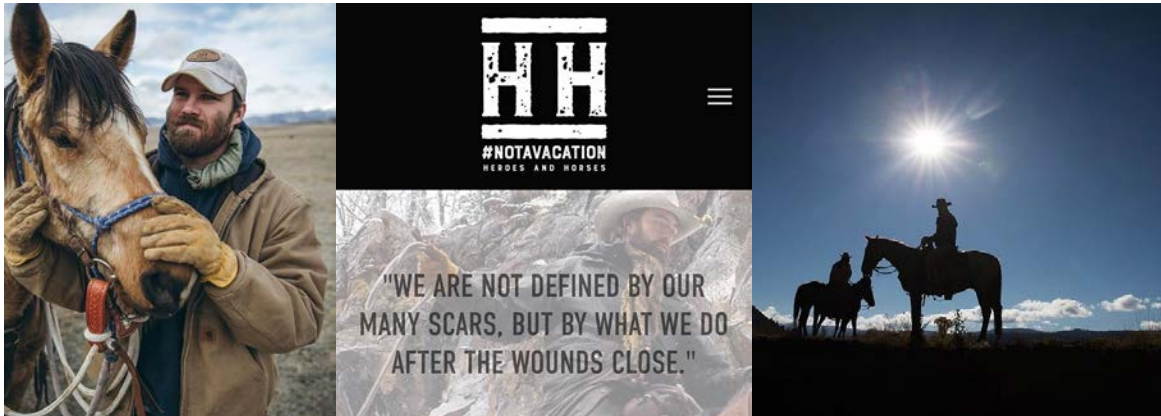
6:30pm – 8:30pm

**Opening Events for All Conference Attendees: Main Auditorium & Exhibit Hall, New Member Introductions & Welcome**

This year it is with great pride and patriotism that we announce our charity for the 2017 NASC Annual Conference.

## Heroes & Horses

[www.heroesandhorses.org/home2](http://www.heroesandhorses.org/home2)



**Based in Montana and nationally recognized, Heroes & Horses accomplishes two primary objectives:**

1. Through this life-changing program, H&H helps our military veterans who suffer from the physical and emotional scars from serving our country, and
2. They also rescue and rehabilitate wild horses, many of which are utilized in H&H programming

### **Micah Fink – Executive Director & Founder**

Micah Fink has spent 10 years in the Navy SEAL Teams, both active duty and reserves. He conducted operations involving land and undersea mobility platforms USPACOM, USCENTCOM, and a National Tasking deployment, which earned him numerous awards—including the Bronze Star. Also, Micah spent four years as a private military contractor, where he conducted paramilitary security operations in some of the world's most dangerous areas. Micah is an avid outdoorsman, hunter and skier, a sponsored free diver, tactical athlete, and Ironman. His experience, expertise, and passion for helping people is reflected in his devotion to the Heroes and Horses program. Micah is married and has four children. He currently serves as executive director of Heroes and Horses.

### **What We Do:**

Heroes and Horses is on a mission to inspire and challenge a generation of soldiers struggling to cope with the trauma of war. Whether they have lost a sense of purpose, trust, or faith, we believe that perhaps somewhere deep in the heart of the Montana wilderness they will find it again — on horseback. Taking the struggle out of life devalues the individual. Each day, veterans take their lives because they do not feel alive anymore. We want to show people that there is a therapy that works. ***The key component? The horse. The horse is a direct reflection of your own mentality and attitude. At any***

***given moment, being one on one with a horse can be like looking in a mirror. This is the true power of the human-horse connection.***

We founded **Heroes and Horses** in 2013. Our mission statement is “Change through challenge.” Things get tight in the mountains. Horses get loose. People get dragged. There’s hail and there is rain. Your animal might even let you down at times. But that is life — same script, different story. Veterans who come to H&H have been shot, burned, and blown up. They are wrestling with physical and emotional scars. Many feel isolated and untethered.

We believe that undergoing a rigorous and overwhelmingly tough program can go a long way to restore the shattered notions of self-worth that plague these soldiers. Taking veterans on a vacation is not the answer. We must help them face that most eternal of questions, “Why are we here?” Our motto is: “*We are not defined by our scars, but by what we do after the wound closes,*” — it’s what happens afterward that is critical to our mission.

#### Horses & Heroes in the Media

- “*What a veteran brings to the backwoods of Montana: Former Navy SEAL takes trips with combat veterans and a fleet of horses to help them transition back to civilian life*” – The Wall Street Journal
- “*Veteran program changing lives with horses and wilderness training*” – ABC FOX Montana
- “*Heroes and Horses helps veterans, one ride at a time*” – Belgrade News
- “*Heroes and Horses helping combat veterans move forward in a new way*” KPAX 8 News

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What makes the NASC Annual Conference different from other meetings?

#### Our Goals:

1. Provide meaningful and impactful business information that helps top-line growth and bottom-line profitability. Leave on Friday, positively impact your company, your team, your customers on Monday,
2. Have a little fun at the conference, and
3. Make a difference and give something back. Paal Gisholt, founder of SmartPak and NASC board member said to me early on when we formed NASC that in life “*we should all try and leave the park cleaner than when we got there.*” I have never forgotten what he said.

On behalf of the NASC Board of Directors, our Members, Preferred Suppliers, Business Partners, and our Team, in 2017 we can again make a difference in the lives of horses in need, and veterans who have given their all for their country. They sacrifice to provide, protect and defend the freedom and liberties we are ALL so privileged to have in America.

**Thursday 18 May 2017**

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7:00am – 8:00am **Breakfast – Exhibit Hall**

<b>Time</b>	<b>Business Tract</b>	<b>Technical / Compliance</b>
8:00am – 8:30am	<b>Chris Vendilli: The continued e-Commerce Boom! Are you being left behind?</b>	<b>Kerry Courchaine: Addressing Quality Challenges to Soft Chew Delivery Systems</b>
8:30am – 9:00am	<b>Karta Elise Hassler: The Power of Collaboration: Emerging Trends, the Importance &amp; Impact of Sustainability</b>	<b>Dr. Karen A. Hecht, Astaxanthin - the key ingredient for protecting and elevating canine health</b>
9:00am – 9:45am	<b>B.C. Henschen: The Independent Educationally Focused Channel is Dying: What can be done to help?</b>	<b>Bill Bookout: Preferred Supplier Program; Expansion, Use, Savings</b>

**Business Tract**

8:00am – 8:30am **The Continued E-Commerce Boom! Are you being left behind?**

- **Christopher A. Vendilli, Founder, ProFromGo Internet Marketing**

In the past 24 months, Chris Vendilli has sold and delivered on over \$1 million worth of digital agency services including website design and development, digital strategy consulting, sales and marketing automation software implementations, and custom eCommerce development. In this workshop, Chris will share out-of-the-box ideas to get started with eCommerce, as well as some of the common missteps and "executive misconceptions" that cause small businesses and product manufacturers to leave gobs of money on the table.

8:30am – 9:00am **The Power of Collaboration: Emerging Trends, the Importance & Impact of Sustainability – Presentation**

- **Karta Elise Hassler, Sustainability Implementation Manager, Pet Sustainability Coalition**

Learn how integrating sustainable business practices leads to top-line growth and bottom-line savings. Millennials, who now make up the largest customer segment in the pet industry, are showing purchasing preference toward companies that are driving solutions to environmental and social issues. Fortunately, companies that progressively address areas of environmental and social impact experience not only top-line growth, but also bottom-line savings, higher employee productivity, attraction of top talent and increased product innovation.

Hear from the Pet Sustainability Coalition, who works with over 55 leading companies within the pet industry that are actively pursuing sustainability as a key business strategy. Walk away with a tool that will help you baseline your current performance in less than an hour.

9:00am – 9:45am      **The Independent, Educationally-Focused Channel is Dying: What Can Be Done to Help?**

- **B.C. Henschen, Owner Platinum Paws, Carmel, IN - Monthly contributor, Pet Product News, Now Voices**

The micro-independent pet store channel is dying and many things are attributed to this:

- Convenience – it's difficult for a micro-independent store to be open seven days a week, 12 hours a day
- Competition – the pet industry is growing rapidly each year, which has brought many investment dollars to the table. Small multi-store operators are buying other small multi stores and forming large multi-state operations. Plus, online is a bigger threat than ever – there are Internet pet supply websites able to lose tons of money to acquire customers, something micro-independents just cannot do.

How can micro-independents survive? There are several large organizations looking for solutions to this problem, but speaker B.C. Henschen believes it is knowledge that will ultimately keep micro-independents alive.

This will be an interactive presentation, discussion and brainstorming session with NASC members and participants, with the goal of defining strategies and tactics to help support micro-independent, educationally-driven retailers, and to help the channel flourish and expand by offering value through product knowledge, education, and the personal attention customers simply do not receive in the mass market channels.

### **Technical/Compliance Tract**

8:00am – 8:30am      **Addressing Quality Challenges to Soft Chew Supplement Delivery Systems**

- **Kerry Courchaine, Key Accounts Manager, Kemin Nutriscience**

Consumer preferences for soft moist pet treats and soft chew delivery systems present an opportunity for supplement and treat manufacturers to sell more of a very inexpensive ingredient: water. Higher water content, however, presents its own challenges to preservation.

In 2015, the U.S. Food and Drug Administration reported 24 recalls for pet treats due to microbial contamination. Soft chews typically do not have a “kill step,” which presents a unique set of challenges to the industry.

While retaining moisture in soft moist treats and soft chew supplement delivery systems defines the product, that same moisture can cause serious problems with long-term shelf stability. Proper attention to processing and packaging, along with specific ingredients

intended to pose challenges to recontamination and autoxidation, will assist in prolonging shelf life. This presentation will help you better understand and meet these challenges.

8:30am – 9:00am      **Astaxanthin: The Key Ingredient for Protecting and Elevating Canine Health**

- **Dr. Karen Hecht, Technical Marketing Specialist, AstaReal USA Inc.**

All dogs experience oxidative stress from environmental sources and as a byproduct of their natural metabolic activity. The natural wear and tear caused by oxidative damage takes a toll on a dog's athletic performance, immunity, cognitive health and general wellbeing. To combat the effects of oxidative stress, astaxanthin neutralizes the reactive molecules that cause oxidative stress, improving metabolic function and boosting energy and endurance. Astaxanthin is a palatable and natural antioxidant supplement that is more powerful than vitamin E and CoQ10, and which provides better cell membrane coverage. Studies in dogs have shown benefits for muscle, skin and coat health, eye health, and immune function. This talk is an introduction to the role of astaxanthin as a key ingredient in canine preventative healthcare.

9:00am – 9:45am      **NASC Preferred Supplier Program: The Best, Fastest-Growing and Most Beneficial, Yet Least Understood and Most Underutilized Program We Have**

- **Bill Bookout, NASC President**

If you are not utilizing and contributing to the NASC Preferred Supplier program, two things are happening:

1. Your company is at a greater risk of receiving negative observations on an audit,
2. You are costing your company money

Whether you manufacture your own products or have them contract manufactured for you, as the "Supplier of Record," your company is responsible for verifying, controlling and having confidence in your supply chain. No matter what happens – "your fault, my fault, nobody's fault" – your company is responsible. Bill Bookout will explain the benefits and cost savings your company can realize by utilizing and contributing to the NASC Preferred Supplier program, as well as answer attendee questions about the program.

9:45am – 10:45am **Break – Exhibit Hall**

10:45am – Noon **Keynote Speaker: Martha Rogers, Ph.D., Founding Partner,  
Author of *The One to One Future***



Recognized for over 25 years as one of the world's leading authorities on customer-focused business strategies, Dr. Martha Rogers is an acclaimed author and co-founder, along with Don Peppers, of the Peppers & Rogers Group. Her latest endeavor is the formation of CX Speakers, a new company that delivers workshops, keynote presentations and thought leadership consulting that is focused on customer experience topics. In 2015, Rogers founded Trustability Metrix to help companies understand how they are trusted by customers, employees and business peers.

Rogers' counsel and insight are regularly sought by Fortune 500 and Blue Chip executives trying to crack the code on customer measurement and value, business strategy, trust, corporate culture, innovation and the effect of emerging technologies. In 2015, Satmetrix listed Rogers and Peppers #1 on their list of the "25 most influential customer experience leaders." *Business 2.0* magazine named Rogers one of the "19 most important business gurus of the past century," and the World Technology Network cited her as "an innovator most likely to create visionary 'ripple effects.'"

Along with Peppers, Rogers has produced a legacy of international best-sellers that collectively sold well over one million copies in 18 languages. Their first book, ***The One to One Future*** (Doubleday, 1993), was called by *Inc.* magazine's editor-in-chief "one of the two or three most important business books ever written," while *Business Week* said it was the "bible of the customer strategy revolution."

Peppers' and Rogers' ninth book, is ***Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits*** (Penguin, 2016). And in early 2017, the third edition of their graduate school textbook, ***Managing Customer Experience and Relationships: A Strategic Perspective*** (Wiley, 2016) will be released.

Before receiving her Ph.D. at the University of Tennessee as a Bickel Fellow and working her way to full professorship, Rogers was a copywriter and advertising executive. In academia, she has most recently served as an adjunct professor at the Fuqua School of Business at Duke University, where she co-directed the Teradata Center for Customer Strategy. Rogers has been widely published in academic and trade journals, including *Harvard Business Review*, *Journal of Advertising Research*, *Journal of Public Policy and Marketing*, and *Journal of Applied Psychology*. She has been named International Sales and Marketing Executives' Educator of the Year. At Peppers & Rogers Group, she led several large subscription-based research studies focusing on specific aspects of CRM, including direct-to-consumer selling. She has blogged for Huffington Post and other prominent blogs. Martha lives in New York City with husband, Dick Cavett.

Noon – 1:00pm **Lunch – Martha Rogers Book Signing – Exhibit Hall**

1:00pm – 2:00pm      **Status and Thinking for Hemp & CBD: Current and Future**

- **Bill Bookout, Presenter/Facilitator, Randy Gnatt, Regulatory Counsel, FDA-CVM, Meagan Davis, Director, Feed Program, LA Dept. of Ag & Forestry, Todd Harrison, Venable LLP**

There is considerable confusion about the status of Hemp, CBD and various other forms of these substances. Is the ingredient allowed in animal food? Human food? Does the Farm Bill make any difference? If you currently have or are considering products with any of these substances in any form, you should know the answers to these questions and more.

Session will include:

- FDA Comments
- NASC Position
- AAFCO Position Statement
- Regulatory, Legal, Industry Expert Panel Q & A

2:00pm – 3:00pm      **Social Media Avenues, Input and Responsibilities:  
Legal Panel Presentations, Q&A**

- **Todd Harrison, Venable LLP – Moderator: Amy R. Mudge, Partner, Venable LLP, Jeannie Perron, JD, DVM, Covington & Burling LLP, Kat Dunnigan, National Advertising Division® (NAD®)**

Do you know the various legal requirements and considerations for the ever-growing and changing social media avenues? These include, but are not limited to, customer testimonials, product reviews, blog posts, and social posts on Facebook, Twitter, etc. By taking a proactive approach to understanding the rules, risks and possibilities of these communication tools, your company can more effectively use social media to help promote and grow your business.

3:00pm – 4:00pm      **Break – Exhibit Hall**

4:00pm – 5:00pm      **NASC Business Meeting: NASC Members & Preferred  
Suppliers Only (Closed Session)**

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## **Thursday Evening      18 May 2017**

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7:00pm – 9:00pm      **NASC Awards Gala – Banquet, Awards**

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## **Friday                      19 May 2017**

There are no formal events scheduled, however the hotel rate is extended through the weekend for those who would like to extend their stay. ☺