



EXPO *Showing Others Healthy Options*

SHOW-AT-A-GLANCE

Thursday–Sunday, December 2–5, 2021

Education & Events: Thurs-Sun, Dec 2–5, 2021
Tradeshow Exhibits: Sat & Sun, Dec 4 & 5, 2021

THURSDAY, DECEMBER 2



12:00pm 22nd Annual SOHO Golf Tournament
Alan Kristowski Memorial
Hawk's Landing Golf Club
Sponsored by Bionox

5:00pm-7:00pm **REGISTRATION - BOTTOM OF ESCALATORS**



HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL
Friday, December 3rd

Education Program Track Key



FRIDAY, DECEMBER 3

7:30am-7:00pm **REGISTRATION - BOTTOM OF ESCALATORS**

8:00am-10:00am Education Program with Breakfast

SUMMIT Breakfast
(Full-Access Reservation Required)
"Here Comes the Future! Are You Prepared for an Apocalypse or Renaissance?"
Harold Lloyd

10:15am-11:30am SENPA SUMMIT

OWNERS

Succession Planning - How to Retire Healthy

Gary Pittsford, Partner/Chief Valuation Officer, Castle Valuation
Catherine Hoffman, Private Wealth Manager, Creative Planning
Renee Southard, Owner, Organic Marketplace

MANAGEMENT

How to Increase Sales Without Saying a Word

Chase Ballard, Director of Wellness, Detwiler's Farm Market
Scott Cloud, Owner, Scott Cloud & Associates
Mari Geier, Owner, Nuts N' Berries
Corinne Shindelar, All Natural Strategies

MARKETING

5 Mistakes Retailers Make on Their Websites and How to Fix Them

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

12:00pm-2:00pm **Education Program with Lunch**

SUMMIT Lunch
(Full-Access Reservation Required)
Lowest Prices? Easiest to Shop? Most Experiential? Pick One and Own It!
Harold Lloyd

2:15pm-3:30pm SENPA SUMMIT

OWNERS

Building a Team to Carry on Your Legacy

Jeff Shackelford, VP Of Purchasing, The Healthy Edge Group
Tom Sokoloff, President, IP-6 International
Lindy Bannister, CEO, Food Matters Market
Laura DeWitt, Co-Owner, Get Healthy Vitamins & Natural Foods

MANAGEMENT

Creating Profitable and Impactful Supplier Partnerships

Karen Greenway, Co-Owner, Get Healthy Vitamins & Natural Foods
Andrew Fleming, VP of Natural Sales, Impact Group
Ryan Kruse, VP of Sales, Garden of Life
Lee Coe, President, Health Navigation, Inc.

MARKETING

Supercharge Your Sales with Online Content in Just 30 Minutes a Day

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

4:00pm-4:45pm **OPEN TO ALL**

Annual Business Meeting and Industry Awards

5:00pm-7:00pm Education Program with Dinner

Platinum Meal Sponsor: Enzymedica
(Full-Access Reservation Required)
New Innovations from Enzymedica
Scott Sensenbrenner, CEO and
Julia Craven, VP of Education & Innovation

7:30pm-8:30pm Education Program

Vendor Education
CBD. Why You Should be Selling Irwin Naturals.
Jeffrey Burke

7:30pm-8:30pm Education Program

Vendor Education
Choosing Essential Oils: Understanding Label Claims, Grades & Purity Standards
Neil Edward Levin, CCN, DANLA & Tina Tews

7:30pm-8:30pm Education Program

Vendor Education
Using Enzymes to Increase Your Sales
Dan Curtin

7:30pm-8:30pm Education Program

Vendor Education
Nitric Oxide: Your Body's Best Medicine
Jay Wilkins

SATURDAY, DECEMBER 4

7:00am-5:00pm **REGISTRATION - BOTTOM OF ESCALATORS**

8:15am-10:15am Keynote Speaker with Breakfast

Platinum Meal Sponsor: Europharma
(Full-Access Reservation Required)
Dietary Strategies and Clinically Proven Natural Medicines to Prevent and Reverse All Diseases
Terry Lemerond

10:20am-10:30am **Ribbon Cutting Ceremony**

10:30AM-5:00PM EXHIBITS OPEN

4:45pm-5:00pm
Win Big! Prize Drawings (cash and merchandise)
In SENPA/SOHO World on Show Floor

7:00pm-10:00pm **President's Party**



OPEN TO ALL ATTENDEES & GUESTS
Sponsored by KeHE

SUNDAY, DECEMBER 5

7:30am-2:30pm **REGISTRATION - BOTTOM OF ESCALATORS**

8:00am-10:00am Keynote Speaker with Breakfast

Platinum Meal Sponsor: Bluebonnet Nutrition Corp.
(Full-Access Reservation Required)
Going Beyond A Pretty Face: Collagen Peptides and Their Unexplored Potential
Carl Germano

9:30AM-3:00PM EXHIBITS OPEN

2:45pm-3:00pm **CLOSE OF SHOW**
Win Big! Prize Drawings (cash and merchandise)
In SENPA/SOHO World on Show Floor

Produced by



SHOW OFFICE CLOSED TUES NOV 30th & WED DEC 1st / REOPENS ONSITE THURS DEC 2nd

MUST be registered and have a show badge to attend programs & events. Programs are subject to change. For more info visit SOHOexpo.net

REGISTER TODAY FOR SHOW & HOST HOTEL
www.SOHOexpo.net