



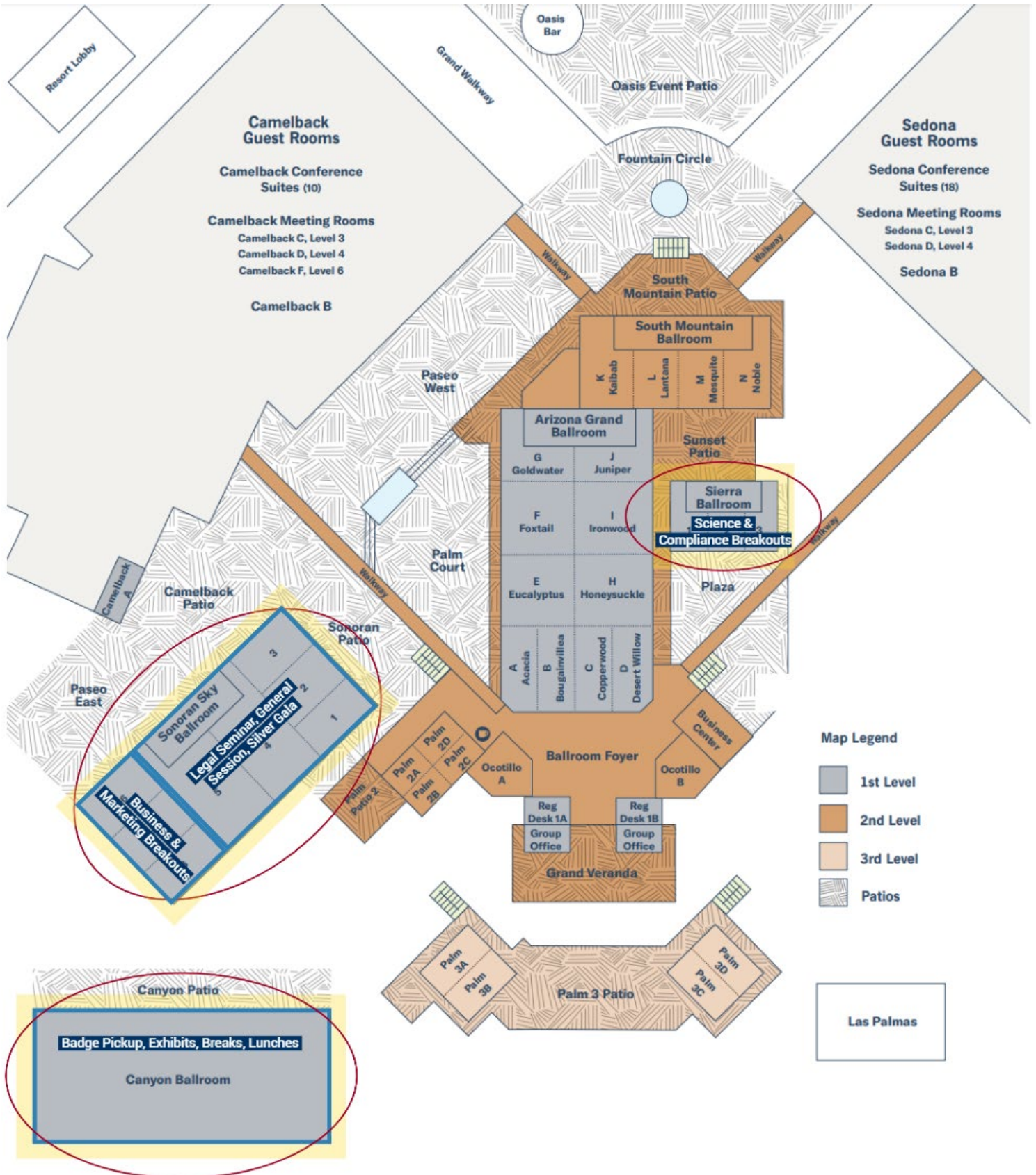
2026 NASC Annual Conference Agenda
 May 19 – 21 | Arizona Grand Resort & Spa | Phoenix, AZ

Tuesday, May 19		
Arizona Grand Golf Course	7:00 AM-12:00 PM	11th ANNUAL NASC GOLF TOURNAMENT — <i>Sponsored by KND Labs</i>
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
Sonoran Sky Ballroom	9:00 AM-5:00 PM	NEW SEMINAR! NASC & VENABLE LEGAL ESSENTIALS SEMINAR: MITIGATING LEGAL & REGULATORY RISKS — <i>Open to all registered attendees</i>
NASC & Venable Legal Essentials Seminar <i>(Included in conference registration—no additional fee)</i>		
<ul style="list-style-type: none"> ● 9:00-9:15 AM—WELCOME, ANTI-TRUST STATEMENT—<i>Ryan Cargo, Chief Operating Officer, NASC</i> ● 9:15-10:15 AM—COMPLIANCE REQUIREMENTS FOR ALL COMPANIES, REGARDLESS OF MEMBERSHIP OR USE OF THE NASC QUALITY SEAL—<i>NASC Compliance Team</i> Join the Compliance Team for a brief review of what’s required of your company to sell animal supplements and treats in the U.S. This information applies regardless of whether you are a member of NASC or have earned the NASC Quality Seal. ● 10:15-10:30 AM—BIO BREAK ● 10:30 AM-12:00 PM—DETERMINING INTENDED USE, CLAIMS BOUNDARIES FOR HEALTH SUPPLEMENTS, FOOD SUPPLEMENTS, AND TREATS—<i>NASC Compliance Team, Todd Harrison Partner, Venable, LLP</i> Discover how intended use affects labeling and understand the regulatory distinctions between health supplements, food supplements and treats. This session will include marketing claims for blogs, social media, testimonials, etc. ● 12:00-1:00 PM—BUFFET LUNCH—<i>Sponsored by Venable, LLP</i> ● 1:00-3:00 PM—CLAIMS SUBSTANTIATION & DEFENSIBLE MARKETING: PROVING, CRAFTING, AND PROTECTING YOUR CLAIMS—<i>Todd Harrison, Partner, Venable LLP; Shahin Rothermel, Partner, Venable LLP</i> Learn the core principles of claims substantiation for pet supplements and how to develop strong, defensible product claims that align with regulatory requirements. This session will explore why unsupported marketing claims create regulatory and litigation risk, how to evaluate and support claims with appropriate evidence, and practical strategies for reducing risk while enhancing compliance, brand credibility, and consumer trust. ● 3:00-3:15 PM—BIO BREAK ● 3:15-4:00 PM—WHY CAN THEY SAY THAT AND I CAN’T? COMPETITOR CLAIMS, ENFORCEMENT REALITIES, AND PRACTICAL RISK ASSESSMENT—<i>Todd Harrison, Partner, Venable LLP; Shahin Rothermel, Partner, Venable LLP</i> Competitors often make bold claims that appear inconsistent with regulatory standards—so why do they get away with it? This session will unpack enforcement priorities, regulatory discretion, and the real-world factors that influence when and how claims are challenged. Attendees will learn how to assess competitor claims, understand the difference between theoretical and practical risk, and make informed decisions about claim strategy in a crowded and uneven marketplace. ● 4:00-4:15 PM—USING TECHNOLOGY TO REVIEW AND DEVELOP MORE COMPLIANT CLAIMS—<i>Asa Waldstein, Founder & Principal, Apex Compliance</i> Explore how technology can help teams proactively identify and correct compliance issues across websites, social media, existing materials, and pre-published content. This session will highlight practical approaches for using digital review tools to improve consistency, reduce manual burden, and support more confident, compliant communications in an increasingly fast-moving marketplace. ● 4:15-5:00 PM—LEGAL PANEL AND OPEN DISCUSSION—<i>Venable & NASC Team</i> 		
Canyon Ballroom	5:00-6:30 PM	EXHIBIT HALL RECEPTION —All attendees welcome— <i>Sponsored by Venable, LLP</i>

Wednesday, May 20		
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING — <i>Sponsored by Vetio Animal Health</i>
General Session		
Sonoran Sky Ballroom	9:00-9:15 AM	WELCOME & OPENING COMMENTS — <i>Bill Bookout, President, NASC</i>
	9:15-10:00 AM	DECODING THE PET SUPPLEMENT CONSUMER: TREND-DRIVEN SEGMENTS AND MARKET OPPORTUNITIES — <i>Nicole Hill, VP of Strategy & Innovation, MarketPlace</i>
	10:00-10:30 AM	THE PET PIPELINE: WILL PET OWNERSHIP SOON DECLINE IN THE US? — <i>Sandy Moore, CEO, Pet Advocacy Network</i>
Canyon Ballroom	10:30-11:15 AM	NETWORKING COFFEE BREAK—EXHIBITS OPEN — <i>Sponsored by UniChem Enterprises</i>
Sonoran Sky Ballroom	11:15 AM-12:00 PM	THE CAT SHIFT: US CAT MARKET TRENDS & OPPORTUNITIES — <i>Shannon Landry, Research Director, Packaged Facts Pet</i>
	12:00-12:30 PM	OH, CANADA! REGULATING VETERINARY HEALTH PRODUCTS NORTH OF THE BORDER — <i>Michael Accardi, PhD, Regulatory Affairs Specialist, Health Canada</i>
Canyon Ballroom	12:30-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL — <i>Sponsored by Garmon Corp.</i>
Sonoran Sky Ballroom	1:30-2:00 PM	INTRODUCTION TO THE NASC TREAT PROGRAM — <i>Bill Bookout, President, NASC; Katie Brenner, Senior Compliance Officer, NASC; Jennifer Gornnert, Compliance Officer and AAFCO Liaison, NASC</i>
	2:00-2:15 PM	BOTANICAL ADULTERANTS PREVENTION PROGRAM: HELPING TO ENSURE AUTHENTIC HERBS IN THE GLOBAL MARKET — <i>Mark Blumenthal, Founder & Executive Director, American Botanical Council</i>
Breakout Sessions		
Business & Marketing Breakouts Sonoran Sky 1-3	2:30-3:00 PM	COMMUNICATING EQUINE NUTRITION SCIENCE WITH INTEGRITY: TURNING COMPLEX CONCEPTS INTO OWNER-FRIENDLY MESSAGING THAT BUILDS TRUST — <i>Kelly Vineyard, MS, PhD, Equine Nutrition Expert & Consultant</i>
	3:15-3:45 PM	SENIOR CAT SPARKLE: PUTTING THE GLOW ON WITH SMART SUPPLEMENTATION — <i>Terri Grow, BIS, CVNN, Cert TCM Herbology, Feline Expert, Educator, and Advocate</i>
	4:00-4:30 PM	UNAUTHORIZED SELLERS AND MARKETPLACE MAYHEM: WHAT PET BRANDS CAN DO (LEGALLY) TO TAKE BACK CONTROL — <i>Natalia Steele, Partner, Vorys, Sater, Seymour and Pease LLP</i>
Science & Compliance Breakouts Sierra Ballroom	2:30-3:00 PM	CONTRACT LABS: CHOOSING A CRITICAL QUALITY PARTNER — <i>Petra Erlandson, VP of Sales, Alkemist Labs</i>
	3:15-3:45 PM	FORMULATING FOR FUNCTION & FLAVOR: SOLVING BIOAVAILABILITY AND PALATABILITY CHALLENGES WITH LIPID-BASED FORMULATIONS — <i>Nick DiFranco, Senior Marketing Manager, Gattefossé USA</i>
	4:00-4:30 PM	SUPPLY CHAIN STRENGTH: HOW INTEGRATED AUDITS BUILD TRUST AND REDUCE RISK — <i>Jennifer Lott, Technical Development Director, SGS North America</i>
Rustler's Rooste Steakhouse & Bar	6:30-8:30 PM	BOOTS & BREWS NETWORKING MIXER —All attendees & exhibitors welcome— <i>Sponsored by Vets Plus, Inc</i> (Transportation provided)

Thursday, May 21		
Canyon Ballroom	8:00-10:00 AM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING — <i>Sponsored by ASI International</i>
Breakout Sessions		
Business & Marketing Breakouts Sonoran Sky 1-3	9:00-9:45 AM	AI WITHOUT THE CHAOS: SMARTER MARKETING, STRONGER BRAND VOICE, AND FEWER RISKS — <i>Jane Phelps, Founder, Know Agency</i>
	10:00-10:30 AM	TURNING EVIDENCE INTO IMPACT: USING EQUINE RESEARCH OUTCOMES TO POWER ETHICAL MARKETING — <i>Lydia Gray, DVM, MA, PAS, Owner, Lydia Gray Consulting, LLC</i>
Science & Compliance Breakouts Sierra Ballroom	9:00-9:45 AM	HOW TO DESIGN RIGOROUS STUDIES THAT GENERATE CREDIBLE, ACTIONABLE DATA WITHIN BUDGET: LESSONS FROM CONDUCTING OVER A DOZEN PET CLINICAL STUDIES — <i>Ravi Sheth, PhD, Co-Founder, Kingdom; Sara Phillips, Vice President Global Pet Business, FoodScience LLC</i>
	10:00-10:30 AM	BIOTICS BEYOND THE GUT: EXPLORING THE GUT-METABOLIC AXIS — <i>Lindsay Sumners, PhD, Director of Creation, Design & Development, ADM Pet & Animal Wellbeing</i>
Canyon Ballroom	10:30-11:15 AM	NETWORKING COFFEE BREAK—EXHIBITS OPEN — <i>Sponsored by Layn Natural Ingredients</i>
General Session		
Sonoran Sky Ballroom	11:15 AM-12:15 PM	DIALOGUE TO ACTION: TURNING SHARED PRIORITIES INTO ANIMAL HEALTH IMPACT — <i>Timothy C. Schell, PhD, Director, FDA Center for Veterinary Medicine</i>
Canyon Ballroom	12:15-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL — <i>Sponsored by Informa Markets</i>
Sonoran Sky Ballroom	1:30-2:15 PM	DEALS AND DOLLARS: M&A ACTIVITY AND CAPITAL MARKETS MOMENTUM — <i>Lauren DeVestern, Managing Director & Partner, L.E.K. Consulting</i>
	2:15-3:00 PM	MORE GOOD YEARS: TARGETED LONGEVITY SUPPLEMENTS FOR LIFELONG VITALITY — <i>Dr. Keith Weingardt, DVM, Holistic Veterinarian</i>
Canyon Ballroom	3:00-3:45 PM	NETWORKING REFRESHMENT BREAK—EXHIBITS OPEN — <i>Sponsored by Pet Tech Labs</i>
Sonoran Sky Ballroom	3:45-4:45 PM	ADVANCING A REGULATORY SOLUTION FOR ANIMAL HEALTH SUPPLEMENTS — <i>Bill Bookout, President, NASC; Todd Harrison, Esq., Partner, Venable LLP; Will Nordwind, Esq., Partner, Venable LLP</i>
	4:45-5:00 PM	NASC MEMBERS-ONLY BUSINESS MEETING —All NASC Primary Suppliers & Preferred Suppliers Welcome
Sonoran Sky Ballroom	7:00-10:00 PM	NASC SILVER GALA: CELEBRATING 25 YEARS —All attendees & exhibitors welcome— <i>Sponsored by Pharmore Ingredients, Inc. and Garmon Corp.</i>

MEETING SPACE MAP



THANK YOU TO OUR 2026 SPONSORS!

