



2026 NASC Annual Conference Agenda

May 19 – 21 | Arizona Grand Resort & Spa | Phoenix, AZ

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Tuesday, May 19		
Arizona Grand Golf Course	7:00 AM-12:00 PM	11th ANNUAL NASC GOLF TOURNAMENT <i>(Registration required)</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 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. • 4:00-4:45 PM—LEGAL PANEL AND OPEN DISCUSSION—<i>Venable & NASC Teams</i> • 4:45-5:00 PM—CLOSING COMMENTS—<i>Bill Bookout, President, NASC</i> 		
Canyon Ballroom	5:00-6:30 PM	“RAISE THE WOOF” EXHIBIT HALL RECEPTION — <i>Sponsored by Venable, LLP—All registered attendees welcome</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>
Canyon Ballroom	7:45-8:45 AM	LIGHT BREAKFAST + EXHIBITS OPEN FOR NETWORKING
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 Branding</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 — <i>Sponsored by UniChem Enterprises</i>
Sonoran Sky Ballroom	11:15 AM-12:00 PM	THE CAT SHIFT: WHAT CHANGING OWNERSHIP MEANS FOR BRANDS — <i>Speaker TBA</i>
	12:00-12:30 PM	OH, CANADA! SELLING PET SUPPLEMENTS NORTH OF THE BORDER — <i>Speaker TBA</i>
Canyon Ballroom	12:30-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL
Sonoran Sky Ballroom	1:30-2:15 PM	INTRODUCTION TO THE NASC TREAT PROGRAM — <i>Bill Bookout, President, NASC; Katie Brenner, Senior Compliance Officer, NASC; Jennifer Gornnert, Compliance Officer, NASC</i>
Breakout Sessions		
Business/Marketing Breakouts		
Sonoran Sky 1–3	2:30-3:00 PM	FROM SCIENCE TO STABLE: COMMUNICATING EQUINE NUTRITION SCIENCE TO CONSUMERS WITH CLARITY AND INTEGRITY — <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 eControl</i>
Science/Compliance Breakouts		
Sonoran Sky 6–8	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 — <i>All registered attendees & exhibitors welcome</i> — <i>Sponsored by Vets Plus, Inc</i>

Thursday, May 21		
Canyon Ballroom	8:00-10:00 AM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
Canyon Ballroom	7:45-8:45 AM	LIGHT BREAKFAST + EXHIBITS OPEN FOR NETWORKING
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>Kelly Vineyard, MS, PhD, Equine Nutrition Expert & Consultant</i>
Science/Compliance Breakouts		
Sonoran Sky 6–8	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, Co-Founder, Kingdom Supercultures; 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, Director, Creation, Design & Development, Pet & Animal Wellbeing, ADM</i>
Canyon Ballroom	10:30-11:15 AM	NETWORKING BREAK—EXHIBITS OPEN
General Session		
Sonoran Sky Ballroom	11:15-11:45 AM	STATE OF THE EQUINE INDUSTRY — <i>Speaker TBA</i>
	11:45 AM -12:45 PM	KEYNOTE SPEAKER — <i>Dr. Timothy C. Schell, PhD, Director, FDA Center for Veterinary Medicine (Tentative-pending approval)</i>
Canyon Ballroom	12:45-1:45 PM	NETWORKING LUNCH IN EXHIBIT HALL
Sonoran Sky Ballroom	1:45-2:30 PM	DEALS AND DOLLARS: M&A ACTIVITY AND CAPITAL MARKETS MOMENTUM — <i>Lauren DeVestern, L.E.K. Consultants</i>
	2:30-3:15 PM	MORE GOOD YEARS: TARGETED LONGEVITY SUPPLEMENTS FOR LIFELONG VITALITY — <i>Dr. Keith Weingardt, DVM, Holistic Veterinarian</i>
Canyon Ballroom	3:15-4:00 PM	NETWORKING BREAK—EXHIBITS OPEN
Sonoran Sky Ballroom	4:00-5:00 PM	ADVANCING A REGULATORY A SOLUTION FOR ANIMAL HEALTH & NUTRITIONAL SUPPLEMENTS — <i>Bill Bookout, President, NASC; Todd Harrison, Esq., Partner, Venable LLP; Will Nordwind, Esq., Venable LLP</i>
	5:00-5:20 PM	NASC MEMBERS-ONLY BUSINESS MEETING — <i>All Primary Suppliers & Preferred Suppliers welcome</i>
Location TBA	7:00-10:00 PM	THE SILVER GALA: CELEBRATING 25 YEARS — <i>All attendees & exhibitors welcome</i>