AGENDA:
25th Annual Product Symposium

marketamerica®

DAY 1: SATURDAY, DECEMBER 7

6:00 – 7:00 a.m. | First Morning Light Walk

8:55 – 9:05 a.m.
Welcome & Event Kickoff
Jim Dwyer — Master of Ceremonies

9:10 – 9:25 a.m.
Overview of the Weekend and Faculty Introductions
Dr. Deedra Mason — VP Clinical Education and Training

9:25 – 9:50 a.m.
Overview of the 8 Domains of Health
Dr. Deedra Mason

- Learn how to sequence the 8 Domains of Health. Start with the gut, focus on sleep and watch everything else fall into place.

9:55 – 10:25 a.m.
From Processed to Progress: A Journey of Better Health
Brandi Murphy

- Learn about ultra-processed foods, normalizing a healthy lifestyle and how to guide customers through a health transformation.

10:30 – 11:10 a.m.
The Gut as Your Health Foundation
Dr. Nancy Miller-Ihli

- Understanding gut health, microbiome diversity, immune function, nutrient utilization, energy production and blood sugar balance.

11:15 – 11:45 a.m.
The Detox Blueprint: Optimizing Detox for a Healthy Body and Healthy Aging
Dr. Deedra Mason

- Focus on detox organs, including the liver and kidneys.

11:50 a.m. – 12:05 p.m. | Break

12:10 – 12:50 p.m.
Mastering Balance: Optimizing Blood Sugar, Stress Hormones and Sexual Health for Vitality
Dr. Brian Brown

- Explore the role of the endocrine system in balancing hormones for healthy aging, metabolism, stress and supporting a healthy libido. Learn practical strategies to optimize hormone health for increased vitality and well-being.

12:55 – 1:40 p.m.
Expert Panel: Credibility, Integrity, Quality and Impact
Product Symposium Faculty

- Quality control, product brokerage, the Four Ps, Isotonix® delivery

1:45 – 2:45 p.m. | Lunch Break

2:50 – 3:15 p.m.
Retail Success: Strengthening Customer Connections With Technology and Sales Strategies
Jim Dwyer

- Succesfully capture, build and maintain strong customer relationships through the effective use of technology and sales tools

3:20 – 4:00 p.m.
Master Nutrients: Non-Negotiable Essentials
Brian Brown, DNP

- Learn about the foundational nutrients critical to optimal health, from antioxidants to omega-3s. Discover how these nutrients support gut health, sleep and overall wellness.

4:05 – 4:20 p.m. | Break

4:25 – 5:05 p.m.
Longevity Through Lifestyle: Unlocking Cardiovascular Health for Optimal Performance
Dr. Deedra Mason

- Explore the vital role of the cardiovascular system in physical endurance, oxygen delivery, blood flow and mitochondrial health for a longer, healthier life.

5:10 – 5:40 p.m.
Q&A with Faculty
Product Symposium Faculty

- Panel discussion: Integrating wellness strategies
- How to weave together fitness, nutrition, mental health and skincare into a complete wellness routine.

5:40 – 5:50 p.m. | End of Day — Instructions for Tomorrow

8:00 – 9:00 p.m. | Themed Social Event

Connect with fellow attendees and speakers while enjoying an evening of fun and networking.

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DAY 2: SUNDAY, DECEMBER 8

6:00 – 7:15 a.m. | Morning Yoga Session

8:45 – 8:55 a.m.
Welcome & Event Kickoff
Jim Dwyer

9:00 – 10:00 a.m.
The GoTrim® Lifestyle: Create Your Own Success
Dr. Nancy Miller-Ihli

- Discover the GoTrim program: a comprehensive approach to achieving a healthier lifestyle through personalized nutrition, low-glycemic eating, stress management and movement.

10:05 – 10:50 a.m.
Skincare Habits and Products for Anti-Aging and Motives® Reimagined
Kim Ashley, Sr. Director of Motives and Skincare

- Learn how healthy skincare routines complement other wellness habits and discover Market America's best products for maintaining youthful, glowing skin.

10:55 – 11:25 a.m.
Home Presentations and Utilizing the One-on-One Tools
Cullen Haskins, Director of the GMTSS

11:30 – 11:45 a.m. | Break

11:50 a.m. – 12:30 p.m.
The Fitness Keystone
Dr. Deedra Mason

- Explore how physical activity impacts muscle signaling, immune function, cardiovascular health, cognition and bone density.

12:35 – 1:05 p.m.
Children's Health: Healthy Foundations for Growing Minds and Bodies
Brandi Murphy

- Explore the vital connection between exercise, sleep, gut health, and brain development in children.

1:10 – 1:50 p.m.
Mental and Cognitive Health: The Brain-Body Connection
Dr. Brian Brown

- Dive into the connection between exercise, sleep, gut health, brain volume and how it impacts mental health and cognitive function.

1:55 – 2:55 p.m. Lunch

3:00 – 3:40 p.m.
Sleep: The Power of Restorative Recovery
Dr. Deedra Mason

- How sleep influences everything from metabolic health to muscle repair, mental clarity and longevity.

3:45 – 4:15 p.m.
Maximizing Your Social Media Score — Branding Your Business and Using AI: Your Mess is Your Masterpiece
Brandi Murphy

4:20 – 4:55 p.m.
Q&A with Faculty: Creating a Customer Journey with Products
Product Symposium Faculty

- Join our expert panel in a converation about guiding your customers through a personalized journey using Market America's products to support digestion, cognition, fitness, skincare and more.

4:55 – 5:10 p.m.
Closing Remarks & Next Steps
Jim Dwyer

- Recap of the event and actionable steps for applying the knowledge to improve customer outcomes and business growth.