



“The 9th Annual ISSN Conference and Expo”
“Diet and Supplements for Skeletal Muscle Mass”
Clearwater Beach, FL USA - June 22nd – 23rd, 2012



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ACE 1.5, AND 13.0, NATA 15, NSCA 1.5, NASM 1.5, ISSN 1.5

Dear ISSN Conference and Expo Attendees,

I want to thank all of our loyal ISSN members and corporate sponsors for a successful 9th year for this outstanding organization. There isn't a better place to enjoy your friends and colleagues than the beach while learning the latest-greatest sports nutrition information! So enjoy this meeting and please stop me or any of the ISSN Advisory Board members for anything regarding our conference. We are always happy to help.

Jose Antonio Ph.D.



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“The 9th Annual ISSN Conference and Expo”

SUMMARY OF PROGRAM:

CISSN and ISSN-SNS Exam Schedule

Exhibit Hall Hours and Registration for Attendees:

Thursday, June 21st

- 1:30PM - 3:00PM: CISSN/SNS Review Session – Darryn Willoughby PhD FISSN
 - 12:15PM - 5:00PM: Attendee Registration
 - 3:00PM - 6:00PM: CISSN/SNS Examination
 - 6:15PM - 8:00PM: Advisory Board Dinner
-

Friday, June 22nd

- 7:30AM - 5:00PM: Attendee Registration
 - **9:00AM - 12:00PM: Exhibit Hall set up**
 - **12:00PM – 2:45PM: Exhibit Hall Open (Get free boxed lunch in Exhibit Hall)**
 - 5:45PM - 8:15PM: Happy Hour on the Patio/Beach Deck
 - 7:15PM-8:30PM: Beach Olympics hosted by Billy Beck CISSN and Ana Castilla CISSN – Bring it!
-

Saturday, June 23rd

- 9:00AM - 11:00AM: Registration
 - **12:00PM - 2:10PM: Exhibit Hall open**
 - 12:00PM Please put your posters up in the Exhibit Hall
 - **1:10PM - 2:10PM: POSTER PRESENTATIONS in the Exhibit Hall (Get Ice Cream too!)**
 - 2:10PM - 4:00PM: Exhibit Hall Breakdown
-


REGISTRATION:

To register online, go to: <https://www.sportsnutritionociety.org/ConferencesDetails.php?IDconf=9>

Refund Policy for the Conference Registration: ALL refunds must be submitted in writing (email, snail mail or fax). No refunds will be accepted via phone. If you cancel 30 days or more prior to the conference, you will receive a 100% refund. If you cancel 29 days or less prior to the conference you will receive 50% refund.

For more information about the conference program, contact Dr. Jose Antonio at issn.sports.nutrition@gmail.com

Day 1: Friday, June 22 nd	Session A: Basic Science	Session B: Practical Application
MORNING SESSION	Moderator: Lem Taylor PhD FISSN	Moderator: Ron Mendel PhD FISSN
8:30AM - 9:20AM	Michael Ormsbee PhD CSCS CISSN Topic: "Chronobiological Eating: Do You Really Know What to Eat Before Bed?"	
9:20AM - 10:10AM	Jacob Wilson PhD CSCS Topic: "Exercise and Nutrition Strategies to Prevent the Negative Effects of Aerobic Exercise on Resistance Training Adaptations"	Stephen Schmitz MD MPH Hector Lopez MD Topic: "Adverse Event Reporting for Dietary Supplements: An Overview"
10:10AM - 10:20AM	10 MIN BREAK	10 MIN BREAK
10:20AM - 11:10AM		PRACTICAL APPLICATION KEYNOTE: Jim Stoppani PhD Topic: "Maximizing Muscle Hypertrophy: Marrying Science with Real World Application" Sponsored by the ISSN and Muscle & Fitness
11:10AM - 12:00PM	BASIC SCIENCE KEYNOTE: Arny Ferrando PhD Topic: "Anabolic Considerations For Muscle and Rehabilitation" Sponsored by the ISSN	
12:00PM – 2:30PM	FREE Lunch Provided in the Exhibit Hall	
AFTERNOON SESSION	Moderator: Tim Ziegenfuss PhD FISSN	Moderator: Bill Campbell PhD CSCS FISSN
2:30PM - 3:20PM	Rick Bloomer PhD Topic: "Antioxidant use by active individuals: Rationale, benefits, and potential consequences"	Kristy Lee Wilson NASM-CPT PES CES Topic: "Confessions of a former Elite Gymnast and Cirque du Soleil Performer: behind the scenes look at crazy training and dietary regimens"
3:20PM - 3:30PM	10 MIN BREAK	10 MIN BREAK
3:30 PM - 4:30PM	Tim Ziegenfuss PhD FISSN, Richard Kreider PhD FISSN, Hector Lopez MD, & Rob Wildman PhD FISSN Roundtable Discussion: "Supplements that promote fat loss, muscle gain,, and performance enhancement" Sponsored by Chemi Nutra	
4:30pm-5:20pm	Joosang Park PhD MBA Topic: A holistic and novel approach to connective tissue and joint health: The potential of low molecular weight chicken sternal cartilage extract in sport related injuries. Sponsored by BioCell Technology	Amanda Carlson MS RD CSSD CISSN Topic: "Taking Knowing to Doing - Meal Planning Tools, Strategies, and Systems" Sponsored by Athletes' Performance
5:45PM - 8:15PM (Where: the outside patio next to the BEACH)	Join Us for Free Food and Drinks on the Beach Deck	Join Us for Free Food and Drinks on the Beach Deck
7:15PM-8:30PM (Where: the BEACH, next to the patio for Happy Hour)	The ISSN Kick-\$\$\$ Games - Join Billy Beck CISSN and Ana Castilla CISSN as they host a crazy and unforgettable beach Olympics.	The ISSN Kick-\$\$\$ Games - Join Billy Beck CISSN and Ana Castilla CISSN as they host a crazy and unforgettable beach Olympics.

Day 2: Saturday, June 23 rd	Session A: Basic Science	Session B: Practical Application
MORNING SESSION	Moderator: Colin Wilborn PhD FISSN	Moderator: Inna Dumova CISSN
9:30AM - 10:15AM	Paul Cribb PhD CSCS Topic: <i>"The Best of Nutrient Timing"</i>	Bruce Kneller Topic: <i>"China, India and Your Responsibilities as a Dietary Supplement Brand Regarding Your Raw Materials"</i> Sponsored by Giant Sports
10:15AM - 10:20AM	5 MIN BREAK	5 MIN BREAK
10:20AM - 11:05AM	Jeff Stout PhD FNSCA FISSN Topic: <i>"Milk Protein – Why You Should Love it!"</i> Sponsored by Shamrock	Mona Rosene MS RD Topic: <i>"A Nutritional Approach to Conquering Xterra"</i>
11:05AM - 11:10AM	5 MIN BREAK	5 MIN BREAK
11:10AM - 11:55AM	Steve Fleck PhD FISSN FNSCA & Bill Kraemer PhD FISSN FNSCA Topic: <i>"The Art and Science of Skeletal Muscle Hypertrophy"</i> Sponsored by the NSCA	Sharlene Cribb B Ed. Topic: <i>"Fast, Delicious, Nutritious (FDN)-Cooking Demo for the Lean Physique"</i>
11:55AM - 12:40PM	Go to Exhibit Hall for Ice Cream to View the Poster Presentations	Go to Exhibit Hall for Ice Cream to View the Poster Presentations
12:40PM - 2:00PM	Ice Cream Social in Exhibit Hall View Poster Presentations in Exhibit Hall	
AFTERNOON SESSION	Moderator: Ana Castilla CISSN	Moderator: Liza Muravyeva MS RD
2:00PM - 2:50PM		Susan Kleiner PhD RD FACN CNS FISSN Topic: <i>"Power Eating Clean"</i>
2:50PM - 3:00PM	10 MIN BREAK	10 MIN BREAK
3:00PM - 3:50PM	Jay Hoffman PhD Topic: <i>The Science of Specialty Dipeptides: - L-Alanyl-L-Glutamine (Sustamine™)</i> Sponsored by Kyowa	Michael Stroka JD MBA MS CNS CCN Topic: <i>"Who Can Legally do Nutrition Counseling?: The Credentialing and Licensing Landscape"</i> Sponsored by the American College of Nutrition
3:50pm-4:45pm		John Romano Topic: <i>"The Uncomfortable Truth About Drugs, Supplements, and Liberty"</i> Sponsored by the ISSN

Speaker BIOS



Rick Bloomer, PhD

Title of Talk: Antioxidant use by active individuals: Rationale, benefits, and potential consequences

"Antioxidant" is now considered a household word, with many individuals consuming an isolated or blended antioxidant supplement daily. Although chronic strenuous exercise has been reported to up-regulate endogenous antioxidant defense mechanisms, many active individuals continue to supplement their whole food diet with antioxidant nutrients. The rationale for

this practice is partly based on the observation that acute strenuous exercise may increase the production of reactive oxygen/nitrogen species (RONS), which have the potential to cause oxidative modification to important molecules such as proteins, lipids, and DNA; a condition known as “oxidative stress”. Excessive oxidative stress may lead to impaired physical performance, and is associated with a variety of human diseases. Therefore, it is believed that supplementation with antioxidants may aid exercise performance and recovery, while enhancing human health. Moreover, recent evidence indicates that supplemental antioxidant intake may actually hamper the typical exercise-induced improvement in endogenous antioxidant defense, as well as mitochondrial **BIO**genesis. This presentation will review the use of antioxidants among active individuals by discussing the rationale for use, the reported benefits, and the potential consequences. An attempt will be made to clear up some confusion surrounding antioxidant supplementation, and to provide practical and useful information to attendees.

BIO: Rick Bloomer is an Associate Professor and Chair of the Department of Health and Sport Sciences at The University of Memphis, where he directs the Cardiorespiratory/Metabolic Laboratory. His research is centered on food intake, nutraceuticals, and dietary supplements in relation to health and performance, with a particular focus on antioxidant agents and their ability to attenuate both exercise- and feeding-induced oxidative stress.



Amanda Carlson, MS, RD, CSSD

Title of Talk: Taking Knowing to Doing – Meal Planning Tools, Strategies, and Systems

The best science in the world doesn't matter if you cannot help your athletes and clients change their behavior. The end goal is not to get “compliance” from the people we are working with, but rather get them to “adopt” the principles into their lives. From simple strategies, to post workout nutrition systems, to complete meal plans, providing the right tools at the right time will help your clients continue to evolve their nutrition. This talk will focus on how to use and implement simple tools, systems, and strategies to help your clients go from “knowing to doing”.

BIO: Amanda Carlson, M.S., RD, CSSD is a registered dietitian who earned her bachelor's degree in nutritional sciences, with a minor in chemistry, from the University of Arizona. She continued her education by earning master's degrees in sports nutrition and exercise physiology from Florida State University. Carlson-Phillips is committed to helping Athletes' Performance's athletes, across all facilities; achieve their maximum performance potential through the integration of effective nutrition into their lives. She's delivered both educational seminars and individual consulting to a variety of professional and elite sports organizations. Carlson-Phillips speaks about the importance of improving nutrition for both sports performance and overall health to a variety of populations at coaching seminars, military educational conferences, college symposiums, and state and national meetings. She also contributes to many sports- and fitness-based publications, has edited various sports nutrition books and educational texts, evaluates current research for the American Dietetic Association's Evidence Analysis Library, and is an advisory board member of the International Society of Sports Nutrition. Carlson-Phillips works directly with the Athletes' Performance nutrition team to help create year-long systems of success for all Athletes' Performance athletes. She also coordinates the company's performance research, undertaking both case studies and peer-reviewed research to help Athletes' Performance stay on the cutting-edge of sports science.



Paul Cribb, PhD, CSCS, FATES

Title of Talk: The Best of Nutrient Timing

Nutrient-timing is one of the most contemporary and often contentious topics in sports nutrition. In this presentation Dr Cribb will provide the latest research, clarify the most important concepts and provide research-based recommendations for anaerobic and aerobic athletes involved in individual and team sports as well as those who strive to improve strength gains and body composition – build muscle, shed fat!

BIO: Paul's self-designed PhD program focused on nutrient timing and has been published in top peer-reviewed journals and magazines. For his contributions to this field, in 2006 Dr Cribb was recognized as one of Australia's leading scientists. Dr Cribb also serves on the Advisory Board for the ISSN. For more information about Dr. Cribb see mp-body.com



Sharlene Cribb B Ed.

Title of Talk: Fast, Delicious, Nutritious (FDN)-Cooking Demo for the Lean Physique

For some, “eating clean” means living on rabbit food or even worse, the bodybuilders’ staple diet of rubber chicken breasts, green beans and boiled rice. Others equate healthy cooking with hours of preparation, a lot of mess and hassle for just one meal. It doesn’t have to be that way!! In a live cooking demonstration Shar will show you FDN – Fast, Delicious Nutrition! How to create delicious, nutritious, gourmet-quality meals that speed fat loss, recovery and results from exercise! Every meal in 10 minutes or less! You will see, taste and experience...

How to prime your metabolism for muscle gains & fat loss with the 3-minute omelet!

FDN – Lean Beef Curry in less than 10 minutes!

FDN – Authentic Chicken Cacciatore in less than 10 minutes!

BIO: Sharlene Cribb B Ed. 2x Ms INBA Olympia World Figure Champion. Co-founder of Metabolic Precision, Shar has won two drug tested world figure titles (INBA Olympia). However, unlike most physique champions, Shar’s kept her contest-ready body, despite not competing for over 10 years! Her secret? Make healthy eating for fat loss a delicious lifestyle and a pleasure, not a chore! mp-body.com



Arny Ferrando, PhD

Title of Talk: Anabolic Considerations For Muscle and Rehabilitation

Pharmacological, nutritional, and exercise therapies are discussed to enhance rehabilitative efforts. Each modality effectively address the primary metabolic mechanism associated with improvements in muscle strength and function; the increase in muscle protein synthesis. Further, each modality has been demonstrated to be efficacious and safe in both young and older populations. Short-term administration of testosterone can effectively increase muscle strength, while longer periods of administration with clinical replacement dosages increase muscle strength and mass with minimal concern for side effects. Recent evidence indicates that cycling testosterone administration (one month on, one month off) results in similar increases in protein synthesis and strength as continuous administration, with the added benefit of reduced exposure. While testosterone administration is primarily limited to the male gender, protein and/or the combination of exercise are universally effective. The essential amino acid (EAA) component of protein is the principal stimulus of muscle protein synthesis. Supplementation of diet with EAA has efficacious effects on muscle strength in various circumstances, including free-living elderly, inactive elderly, and recovery following major surgery. The anabolic effects of combined EAA and resistance exercise are interactive. While the

scientific merit and translational benefit of EAA are clear, the convenient administration of EAA is via complete protein intake. Complete protein intake, when coupled with resistance exercise, results in a greater stimulation of muscle protein synthesis, and over time, a greater increase in lean mass. Finally, this interaction can be achieved with lighter training loads.

BIO: Dr. Ferrando's work has focused on nutritional and pharmacological interventions targeted to the amelioration of muscle loss. His work spans a wide range of muscle loss physiology, to include aging, inactivity, space flight, kidney disease, trauma, burn injury, cancer, and recovery from major surgery. His novel work with amino acid formulations has proven efficacious in the mitigation of functional losses in a variety of circumstances.



Steve Fleck, PhD, FISSN, FNCSA

Title of Talk: The Art and Science of Skeletal Muscle Hypertrophy: Muscle Fiber Recruitment A Key to Adaptations

This presentation explores the history and practical application of the orderly recruitment of muscle fibers in training. Although orderly recruitment is now readily accepted there are caveats to this process. As force requirements increase to perform a task more motor units are recruited, however force can be increased due to other factors, such as rate coding. The interaction of these processes in different muscle groups is not the same. This interaction may indicate several factors concerning optimal hypertrophy including muscles should be trained with several different movements in order to maximize adaptations.

BIO: Steven J. Fleck, Ph.D. is presently the Chair, Sport Science Department, The Colorado College, Colorado Springs, Colorado and formerly the Program Director of the Physical Conditioning Program for the U.S. Olympic Committee. Dr. Fleck's research interests include physiological adaptations to resistance training and the application of research findings to optimize resistance training program design. His research interests are not limited to physiological adaptations and the training of athletes, but also includes the general population and various disease states. During his career Dr. Fleck has designed programs for celebrities interested in general health and fitness, as well as Olympic athletes in a wide variety of sports. He has authored numerous peer reviewed research articles as well as numerous lay articles in the area of resistance training. Dr. Fleck has also authored several books concerning resistance training including *Designing Resistance Training Programs*, *Strength Training for Young Athletes*, and *Optimizing Strength Training: Designing Nonlinear Periodization Workout* as well as an undergraduate text entitled *Exercise Physiology Integrating Theory and Practice*. He is a Fellow of both the American College of Sports Medicine and the National Strength and Conditioning Association. For his work he has been honored by receiving both the National Strength and Conditioning Association's Sports Scientist of the Year Award and the Lifetime Achievement Award of that organization.



Susan Kleiner, PhD, RD, FACN, CNS, FISSN

Title of Talk: Power Eating Clean

It's time to take your diet to the next level. Power Eating Clean goes beyond the list of ingredients. Food quality is being redefined both objectively and symbolically. Consumers describe clean food as natural, organic, local, sustainable, fresh, safe, ethical and healthy. Whether these expectations are really about health, safety, or nutrition is debatable. But science is beginning to show that our relationship with food, the farmer, and the environment around us does impact total health and well-being. As athletes, trainers, scientists and sports nutritionists, we need to understand when the engineering of foods can help us, and when we should count on the least processed options.

BIO: Susan M. Kleiner, PhD, RD, FACN, CNS, FISSN is an international columnist and renowned speaker on the subject of High Performance Nutrition, and has consulted with professional teams, Olympians and elite athletes in all sports. She is the president and owner of High Performance Nutrition®, LLC, a consulting firm in Mercer Island, Washington, and she is a co-founder and fellow of ISSN. Dr. Kleiner has authored numerous academic chapters, articles and scientific manuscripts, and has penned 6 books, including *POWER EATING*, 3rd Edition (Human Kinetics, 2007), *The Good Mood Diet* (Springboard Press, 2007), and *The POWERFOOD Nutrition Plan* (Rodale Inc., 2006).

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Jay Hoffman PhD FNSCA FACSM CSCS*D

Title of Talk: The Science of Specialty Dipeptides: - L-Alanyl-L-Glutamine (Sustamine™)

Dr. Hoffman explains the latest science on this unique ergogenic aid.

BIO: Dr. Jay Hoffman holds the rank of full professor in the Department of Sport and Fitness at the University of Central Florida. Dr. Hoffman is also a fellow of the American College of Sports Medicine and the National Strength and Conditioning Association. Dr. Hoffman was elected as President of the National Strength and Conditioning Association in July of 2009. Dr. Hoffman holds a unique perspective in his sport science background. Prior to his academic career he signed free agent contracts with the NY Jets and Philadelphia Eagles of the NFL and the Tampa Bay Bandits of the USFL. Recent honors and awards bestowed upon Dr. Hoffman include: 2007 Outstanding Sport Scientist of the Year from the National Strength and Conditioning Association (NSCA), 2005 Outstanding Kinesiology Professional Award from the Neag School of Education Alumni Society of the University of Connecticut, 2003 Educator of the Year NSCA, and 2003 Neag School of Education Outstanding Alumni Research Award (University of Connecticut).



Bruce Kneller

Title of Talk: China, India and Your Responsibilities as a Dietary Supplement Brand Regarding Your Raw Materials

It's been about a year now since all manufacturers, holders and marketers of dietary supplements were required to be in full compliance with 21 CFR 111 (cGMP). So your company has all its SOPs in place, a great Corrective Action/Preventive Action Plan, a nice process flow diagram which has been validated, a "real" QA/QC Department and all the paperwork to prove it. Your company has even audited a contract manufacturing partner or two. But what about your raw materials? What about those dietary ingredients used to produce your products, dietary ingredients that are manufactured and sourced out of the obvious legal reach of the FDA in distant, foreign lands? What responsibilities do you and your company have with regard to using these dietary ingredients, insuring they are safe and insuring they "really are what they say they are?" Since 2003, the speaker has visited China eight times, spending more than a full year on the ground there across seven provinces and 50 cities and towns.

He has inspected or toured dozens of factories that manufacture dietary ingredients, met with brokers, freight forwarders, sales representatives, cooperative groups and trade associations. In this lecture session he will present his opinions and "lessons learned" in dealing with foreign vendors, what some of your responsibilities are related to cGMP and how to minimize the likelihood of having to recall a product due to the unknowing use of tainted, adulterated or misbranded dietary ingredients.

BIO: Bruce Kneller has over 20 years of experience in sports nutrition as with the last four at the executive and "C" level as a chief formulator, published author, chief scientific and regulatory officer, designated "Responsible Person" and brand strategist. He has four awarded patents that are related to dietary supplements with more than a dozen patents currently pending. He is the co-founder and a principal in Hong Kong Life Sciences Company Limited, an R&D, and international regulatory and management consultancy based out of Wanchai, Hong Kong.



William J. Kraemer, PhD, FNSCA, FACSM, FISSN

Title of Talk: The Art and Science of Skeletal Muscle Hypertrophy

In this seminar, Drs. Fleck and Kraemer will provide the theoretical and practical framework by which athletes should train with the goal of muscle hypertrophy and strength. Dr. Fleck will cover the practical aspects of periodization and how athletes can and should alter their training volume/intensity in such a manner that will optimize gains in muscle mass. Dr. Kraemer will cover more of the mechanistic issues (i.e. role of tension, time under tension, satellite cell activity, etc.) as it relates to training for size and strength. Questions such as: is there a difference between linear and non-linear periodization vis a vis increases in strength? How do various periodization schemes affect performance athletes (e.g. tennis players)? What's the role of muscle damage with regards to the adaptive response? These questions and many more will be addressed in this seminar.

BIO: William J. Kraemer, PhD, FNSCA, FACSM, FISSN is the Director of Research in the Dean's office of the Neag School of Education and a full professor in the department of kinesiology working in the Human Performance Laboratory at the University of Connecticut at Storrs. He also is a full professor in the department of physiology and neuroBIOlogy and a professor of medicine at the University of Connecticut Health Center. He earned a PhD in physiology from the University of Wyoming in 1984. He held multiple appointments at Pennsylvania State University, where he was professor of applied physiology, director of research in the Center for Sports Medicine, associate director of the Center for Cell Research, and faculty member in the kinesiology department and the Noll Physiological Research Center. He is also editor in chief of the Journal of Strength and Conditioning Research.



Richard Kreider Ph.D., FISSN

**Title of Talk: Supplements that promote fat loss, muscle gain,, and performance enhancement: A Roundtable
Supplements that promote fat loss, muscle gain, and performance enhancement**

Join some of the brightest, forward-thinking minds in academics, industry, and applied medicine for an inside look at dietary supplements. Industry heavyweight Dr. Rob Wildman, orthopedic/nutritional medicine expert Dr. Hector Lopez, leading supplement authority Dr. Rick Kreider, and human performance savant Dr. Tim Ziegenfuss collectively opine on the newest ingredients designed to improve body composition and enhance performance. Come and join us as we explore the latest and greatest triumphs and failures of the supplement/nutraceutical industry.

BIO: Richard Kreider Ph.D., FISSN serves as Professor, Department Head, and Thomas A. and Joan Read Endowed Chair for Disadvantaged Youth in the Department of Health & Kinesiology at Texas A&M University. Dr. Kreider also directs the Exercise & Sport Nutrition Lab. Prior to coming to Texas A&M, Dr. Kreider served as Chair of the Department of Health, Human Performance & Recreation at Baylor University and Director of the Exercise & Sport Nutrition Lab and Center for Exercise, Nutrition and Preventive Health. Dr. Kreider has conducted numerous studies on nutrition and exercise and has published three books, more than 400 research articles and abstracts in scientific journals, and over 150 articles for health and fitness magazines. Dr. Kreider is a Fellow of the American College of Sport Medicine (ACSM); an active member of the National Strength and Conditioning Association (NSCA); a founding board member and Fellow of the International Society of Sports Nutrition; and, Co-Editor-In-Chief of the Journal of the International Society of Sports Nutrition. Dr. Kreider has received over 12 million dollars in external funding to support research related to the role of exercise and nutrition on health, disease, rehabilitation, and/or performance.



Hector Lopez, MD, CSCS, FAAPMR

Title of Talk: Adverse Event Reporting for Dietary Supplements: An Overview

Adverse events (AEs) are associated with the use of dietary supplements. While FDA does not formally approve supplements as safe or effective, Federal Law requires that the manufacturer assure product safety (21 CFR 111/Section 201 [21 USC 321]). As

part of routine safety surveillance, manufacturers, marketers and retailers of dietary supplements must record the occurrence of AE's associated with the concomitant use of product. The FDA has formal reporting requirements of any and all AEs that meet the criteria of "serious" in nature. The reporting of AEs to FDA does not constitute an admission that the product caused the AE. Moreover, the results of an FDA inspection may include - but are not limited to - the issuance of FDA Form 483 (Inspectional Observations), a formal and public Warning Letter, a mandated withdrawal of a supplement for safety reasons (e.g., "a recall") and even criminal prosecution. Historically, the FDA has sought recalls and product withdrawals for dietary supplements that it deemed as unsafe, misbranded or adulterated. Per US Federal Law all manufacturers, holders and distributors, and retailers of dietary supplements must have Standard Operating Procedures (SOPs) in place to insure that AEs are captured and reported accordingly and to assure that all relevant employees be trained in such SOPs.

BIO: Hector L. Lopez, M.D., CSCS, FAAPMR is trained in physical medicine, and is the Chief Medical Officer of the Center for Applied Health Sciences, a contract research organization. He has extensive experience as the medical monitor for drugs, biologics and dietary supplement studies. He is a key author on numerous expert documents published by ISSN, and has presented internationally on the integration of medicine, exercise, fitness and nutrition. He is the Co-founder of Supplement Safety Solutions.



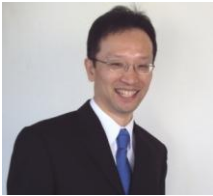
Michael Ormsbee, PhD, CSCS, CISSN

Title of Talk: Chronobiological Eating: Do You Really Know What to Eat Before Bed?

A major concern for weight regulation, and possibly performance, is the concept of what food choices are appropriate in the evening before bed to support positive physiological adaptations. The majority of physiological processes exhibit circadian variation including systems involved in energy balance and metabolism. This suggests that the chronobiological aspects (e.g. meal frequency, regularity) and circadian synchrony of daily food intake with physiological processes may be important for weight control and performance. Regarding nocturnal eating, common perception has deemed food off-limits during this time due to the potential health and body composition implications associated with increased food intake and attenuated physiological functioning. However, given that macronutrients elicit different effects on energy balance, cardiometabolic health, and hormone secretion, it is possible that certain macronutrients (e.g. protein) may be an optimal for consumption in the evening before sleep and provide an opportunity to maximize improvements in body composition and human performance.

BIO: Michel Ormsbee, PhD, CSCS, CISSN is an assistant professor in the Department of Nutrition, Food, and Exercise Science at The Florida State University (FSU) in Tallahassee, FL, USA. Dr. Ormsbee is a Faculty member with the Institute of Sports Science and Medicine's Human Performance Laboratory and the Center for Advancing Exercise and Nutrition Research on Aging at FSU. Dr. Ormsbee earned his PhD in Bioenergetics (interdisciplinary program in Exercise Science, Physiology, & biochemistry) from East Carolina University and his M.S. in Exercise Physiology and Sports Nutrition from South Dakota State University and his BS in Exercise Science from Skidmore College. Dr. Ormsbee's research and expertise has focused on exercise training and

nutritional interventions to prevent obesity-related diseases, achieving optimal body composition and optimizing human performance. He is a certified strength and conditioning specialist (NSCA) and certified sports nutritionist (ISSN).



Joosang Park, MBA, PhD

Title of Talk: A holistic and novel approach to connective tissue and joint health: The potential of low molecular weight chicken sternal cartilage extract in sport related injuries.

Human clinical trials demonstrated the safety and efficacy of a low molecular weight chicken sternal cartilage extract containing hydrolyzed collagen and glycosaminoglycans in improving physical activities of osteoarthritic patients. Importance of supporting both molecules is discussed regarding the health of the connective tissue such as joint, ligament, and tendons.

BIO: Joosang Park has a Ph.D. in cancer biology from Stanford University and earned his MBA from Cornell University. Additionally, he also served as Research Fellow on cancer vaccine development at Harvard Medical School. He is the VP of Scientific Affairs of BioCell Technology, www.BioCellTechnology.com



Mona Rosene, MS, RD

Title of Talk: A Nutritional Approach to Conquering Xterra

Background: Xterra – a whole different animal when it comes to triathlon. It takes place in cities worthy of adventure, from urban cities to tropical jungles. Xterra races occur at sea level or over 8000 feet above sea level. You may swim in a lake that's sub 60oF, mountain bike through trees so thick you can't see the trail and finish the adventure with a trail run dodging roots, rocks, and streams. **Methods:** This presentation will discuss the difference between road triathlon and Xterra nutrition plans. Focusing on pre, during and post nutrition to enhance performance. **Conclusion:** By the end of the presentation, you will understand how to best fuel for an Xterra triathlon taking into consideration the extreme conditions that can occur during this race.

Disclosure: Employee of WhiteWave Foods/ Dean Foods

BIO: Mona Rosene, MS, RD is a nutrition expert who specializes in sports nutrition and complementary and alternative nutrition to improve performance and overall health. She educates clients about nutrient timing and appropriate nutrient distribution throughout the year. In addition to working full time at WhiteWave Foods as a Nutrition Research Scientist, she writes the monthly nutrition column in www.trilounge.com, an online multi-sport magazine and owns Peak to Peak Nutrition (www.peaktopeaknutrition.com), a nutrition consulting business focusing on athletes and non-athletes to help them meet their goals. Mona practices what she preaches by competing in Xterra triathlons, road bike racing, and fitness competitions. She holds a MS degree in nutrition from South Dakota State University where she worked with the wrestling team conducting research on the effects of glutamine. Mona's BS degree is in Exercise Physiology from North Dakota State University.

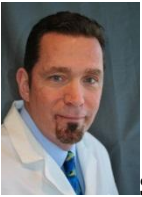


John Romano

Title of Talk: “The Uncomfortable Truth about Drugs, Supplements, and Liberty”

John Romano will cover the issues surrounding the use of legal and illegal performance enhancing substances vis a vis his background as a writer, bodybuilder, and media star. John Romano was a former contributor to magazines such as MD, Fitness Rx and MMag Int'l. His position in the media gives him a unique view of the utter hypocrisy shown by governing bodies, private citizens as well as mainstream websites regarding the use of performance enhancing substances. His appearances in the show 20/20 as well as the film, “Bigger, Faster, Stronger” highlight as well the hypocrisy that emanates from the mainstream press. This seminar is a must-see event.

BIO: John Romano is currently a consultant for VPX/Redline. He has appeared in films (Bigger, Faster, Stronger) and has written thousands of articles in the field of bodybuilding.



Stephen Schmitz, MD, MPH

Title of Talk: Adverse Event Reporting for Dietary Supplements: An Overview

Adverse events (AEs) are associated with the use of dietary supplements. While FDA does not formally approve supplements as safe or effective, Federal Law requires that the manufacturer assure product safety (21 CFR 111/Section 201 [21 USC 321]). As part of routine safety surveillance, manufacturers, marketers and retailers of dietary supplements must record the occurrence of AE's associated with the concomitant use of product. The FDA has formal reporting requirements of any and all AEs that meet the criteria of "serious" in nature. The reporting of AEs to FDA does not constitute an admission that the product caused the AE. The product profile, intended use and chemical structure of the dietary supplement may increase the occurrence rate of a particular type of AE (e.g., stimulant alkaloids often increase the rate of anxiety and headache); however, virtually any type of AE etiology may be observed with any dietary supplement. Historically, there has been considerable under-reporting and follow up of AEs through various reporting mechanisms, thus it is critical that any reports received be assessed in a thorough and comprehensive fashion in order to determine trending or confounding factors. Critical and minimal elements of an AE Report (MedWatch) are described by Federal Law. Manufacturers are required to designate a Responsible Person to oversee collection, review, & reporting of AEs, as well as to follow-up with users and health care professionals as needed. In the past two years inspections of manufacturers, holders & distributors of dietary supplements by FDA have increased significantly and heightened FDA review is anticipated. Results of an FDA inspection may include - but are not limited to - the issuance of FDA Form 483 (Inspectional Observations), a formal and public Warning Letter, a mandated withdrawal of a supplement for safety reasons (e.g., "a recall") and even criminal prosecution. Historically, the FDA has sought recalls and product withdrawals for dietary supplements that it deemed as unsafe, misbranded or adulterated. Per US Federal Law all manufacturers, holders and distributors, and retailers of dietary supplements must have Standard Operating Procedures (SOPs) in place to insure that AEs are captured and reported accordingly and to assure that all relevant employees be trained in such SOPs.

BIO: Stephen Schmitz, MD, MPH is trained in Family Medicine and Occupational Medicine, and has worked in Drug Safety and Clinical Development for over 10 years, serving as medical monitor for numerous drug and device studies. He is on the editorial board of ISSN, consults with leading dietary supplement companies in safety and risk assessment, and is the co-founder of Supplement Safety Solutions



Jim Stoppani, PhD

Title of Talk: Maximizing Muscle Hypertrophy: Marrying Science with Real World Application

The scientific literature is rife with data regarding various heavy resistance training interventions. Are multiple sets superior to a single set? Does pre-exhausting a muscle group produce greater muscle fiber hypertrophy? Furthermore, the fact that resistance-trained individuals often vary their routines, particularly bodybuilders, in a manner that does not lend itself to

scientific study makes it even more difficult to reconcile the short-term resistance training data with long term training. The purpose of this seminar is to examine real-world strategies used by bodybuilders with the singular goal of skeletal muscle hypertrophy. Dr. Stoppani will provide a scientific basis for why certain schemes are quite effective. Furthermore, practical advice will be provided to the audience via a vis heavy resistance training programs.

BIO: Jim Stoppani, Ph.D. received his doctorate in exercise physiology with a minor in **BIO**chemistry from the University of Connecticut. Following graduation, he served as a postdoctoral research fellow in the prestigious John B. Pierce Laboratory and Department of Cellular and Molecular Physiology at Yale University School of Medicine, where he investigated the effects of exercise and diet on gene regulation in muscle tissue. He was awarded the Gatorade Beginning Investigator in Exercise Science Award in 2002 by the American Physiological Society. Dr. Stoppani currently serves as senior science editor for Muscle & Fitness, Muscle & Fitness

Hers, and Flex magazines and is the host of the popular online training and nutrition video series Muscle & Fitness Raw!, as seen at www.muscleandfitness.com. He has written thousands of articles on exercise, nutrition and health and is author of the book Encyclopedia of Muscle & Strength (Human Kinetics, 2006), co-author of the book LL Cool J's Platinum 360 Diet and Lifestyle (Rodale, 2010), co-author of the book Stronger Arms & Upper Body (Human Kinetics, 2008), and co-author of the chapter "Nutritional Needs of Strength/Power Athletes" in the textbook Essentials of Sports Nutrition and Supplements (Humana Press, 2008). Dr. Stoppani is the creator of the Platinum 360 Diet as found in the book LL Cool J's Platinum 360 Diet and Lifestyle (Rodale, 2010) and creator of the diet program found in the book Mario Lopez's Knockout Fitness (Rodale, 2008). Dr. Stoppani has been the personal nutrition and health consultant for numerous celebrity clients, such as Dr. Dre, LL Cool J and Mario Lopez, and has appeared on the NBC television show Extra as an Extra LifeChanger and as a science expert on the Spike television shows Jesse James Is a Dead Man and MANswers.



Jeff Stout PhD, FNSCA, FISSN

Title of Talk: Q&A: Academia and Industry: An Often Rocky Marriage in Sports Nutrition

Abstract of the Talk:

This talk will detail the experiences of Dr. Stout in both the academic and industry arenas. Learning how both sides of the aisle work will make you a better scientist and consumer.

BIO: Dr Stout received a bachelor's degree in Exercise Science from Concordia University in 1989 and a masters and doctorate in Exercise Physiology from the University of Nebraska-Lincoln in 1992 and 1995, respectively. In addition, Dr. Stout is a Fellow of the American College of Sports Medicine (FACSM), Fellow of the International Society of Sports Nutrition and Certified Strength and Conditioning Specialist (CSCS). Dr. Stout has conducted and published numerous studies that focus on nutritional intervention on exercise performance, muscle function and body composition in journals such as Journal of Applied Physiology, Journal of Strength and Conditioning Research and Medicine and Science in Sports and Exercise. Furthermore, he has edited and co-authored six books on sports nutrition.



Michael Stroka, JD, MBA, MS, CNS, CCN

Title of Talk: Who Can Legally do Nutrition Counseling?: The Credentialing and Licensing Landscape

BIO: Michael Stroka, JD, MBA, MS, CNS, CCN is the Executive Director of the Certification Board for Nutrition SpecialistsSM. He received a B.S. from Georgetown University, a law degree from the University of Virginia School of Law, and an MBA from Virginia's Darden Graduate School of Business Administration. He has been licensed as an attorney in Illinois since 1996. He is credentialed as a Certified Nutrition Specialist and a Certified Clinical Nutritionist.



Rob Wildman, PhD, RD, LD, FISSN

**Title of Talk: Supplements that promote fat loss, muscle gain, and performance enhancement: A Roundtable
Supplements that promote fat loss, muscle gain, and performance enhancement**

Join some of the brightest, forward-thinking minds in academics, industry, and applied medicine for an inside look at dietary supplements. Industry heavyweight Dr. Rob Wildman, orthopedic/nutritional medicine expert Dr. Hector Lopez, leading supplement authority Dr. Rick Kreider, and human performance savant Dr. Tim Ziegenfuss collectively opine on the newest ingredients designed to improve body composition and enhance performance. Come and join us as we explore the latest and greatest triumphs and failures of the supplement/nutraceutical industry.

BIO: Robert Wildman, PhD, RD, LD, FISSN, received his PhD from The Ohio State University, MS from Florida State University and BS from The University of Pittsburgh and serves as adjunct faculty in the Department of Human Nutrition at Kansas State University. Rob is the author of several books including Sports and Fitness Nutrition, The Nutritionist: Food, Nutrition & Optimal Health, and The Handbook of Nutraceuticals and Functional Foods and is the Wellness Editor for SCAN's Pulse. Rob currently serves as Chief Science Officer for DYMATIZE Nutrition and also the creator of TheNutritionDr.com and a registered dietitian and a licensed dietitian in the state of Ohio.



Jacob Wilson PhD, CSCS

**Title of Talk: Exercise and Nutrition Strategies to Prevent the Negative Effects of Aerobic Exercise on Resistance
Training Adaptations**

The inclusion of resistance training (to gain strength, hypertrophy, and power) combined with aerobic exercise (to enhance endurance) in a single program is known as concurrent training. Concurrent training, relative to resistance training alone, has been shown to result in decrements in strength, hypertrophy, and power. The first purpose of this presentation will be to elucidate the reasons why impairments in performance and muscle size occur during concurrent training. The second purpose will be to provide extensive data on various training and nutrition variables which may counter these decrements and allow athletes to simultaneously make ideal gains in hypertrophy and endurance.

BIO: Dr. Jacob Wilson, Ph.D., CSCS*D is an assistant professor and director of the exercise & sports nutrition laboratory in the department of health sciences and human performance at the University of Tampa, Tampa Fl. Jacob has published over 70 peer-reviewed papers, and abstracts on sports nutrition, supplementation, and resistance training in athletic and clinical situations. His research has covered both the cellular and molecular responses to supplementation and nutrition, as well as the whole body changes in muscle size, strength, and power. Dr. Wilson is also a proud member of the International Society of Sports Nutrition, and the National Strength and Conditioning Association.



Kristi Lee Wilson, NASM-CPT, PES, CES

**Title of Talk: Confessions of a former Elite Gymnast and Cirque du Soleil Performer: behind the scenes look at crazy
training and dietary regimens**

The presentation will be based on my own personal story as an elite gymnast and 10 year Cirque du Soleil Performer. I will discuss how I trained, ate, dieted, and struggled with a severe eating disorder and multiple injuries and surgeries throughout my career. I will also touch on how I now help and mentor younger gymnasts on the importance of training smart and eating well so that they can hopefully avoid the injuries, surgeries and eating disorders I encountered.

BIO: Kristi Lee Wilson, NASM-CPT, PES, CES is a former Australian Gymnastics Team member, three-time Australian Power Tumbling Champion and wowed crowds for 10 years as a performer with the world renowned Cirque du Soleil. Kristy is a

personal trainer who specializes in gymnastics and acrobatic sports. She also frequently works with professional MMA Fighters. Kristy is a featured fitness expert on Dr Oz's latest website Sharecare.com, an Advisory Board Member for the Excellence Through Exercise Foundation, Spokesperson for Flexsolate, Fitness Competitor and Sponsored Athlete.



Tim Ziegenfuss, PhD, FISSN

**Title of Talk: Supplements that promote fat loss, muscle gain, and performance enhancement: A Roundtable
Supplements that promote fat loss, muscle gain, and performance enhancement**

Join some of the brightest, forward-thinking minds in academics, industry, and applied medicine for an inside look at dietary supplements. Industry heavyweight Dr. Rob Wildman, orthopedic/nutritional medicine expert Dr. Hector Lopez, leading supplement authority Dr. Rick Kreider, and human performance savant Dr. Tim Ziegenfuss collectively opine on the newest ingredients designed to improve body composition and enhance performance. Come and join us as we explore the latest and greatest triumphs and failures of the supplement/nutraceutical industry.

BIO: Tim N. Ziegenfuss, PhD, FISSN is a renowned sports nutrition and exercise scientist with graduate degrees from Purdue (M.S.) and Kent State University (Ph.D.). He is the current CEO and co-founder of The Center for Applied Health Sciences and Past President of The International Society of Sports Nutrition. His client list includes current and/or former Olympic Track and Field athletes, Professional Mixed Martial Arts fighters, NFL, MLB, NHL, high school and NCAA athletes, firefighters, police, Department of Homeland Security personnel, and the U.S. Military including the Army, Navy Seals, and Secret Service. Dr. Ziegenfuss has published over 600 articles in mainstream magazines, 35 scientific papers, 6 book chapters, and has made numerous interviews/appearances in top 25 national print, radio, and TV media. Email: tz@appliedhealthsciences.org

An advertisement for G Series supplement. The background is black with a white silhouette of a muscular person's torso and arms, flexing their muscles. The text "ARE YOU READY TO STEP UP YOUR GAME?" is written in large, bold, white and yellow letters across the middle. Below this, the "G SERIES" logo is displayed in white, with a stylized lightning bolt inside the "G". To the right of the logo, the text "FUELS ATHLETES BEFORE, DURING & AFTER PERFORMANCE" is written in smaller white letters. In the bottom right corner, three bottles of G Series supplement are shown: one small white bottle and two larger red bottles. The overall design is sleek and athletic.